## **ANNUAL REPORT**





**2012-2013** *Our 44th Season* 

#### The Mission of VocalEssence

VocalEssence champions choral music of all genres, celebrating the vocal experience through innovative concerts, commissions, and community engagement programs.

## From the Executive Director



What a journey the 2012-2013 season has been! As I review the past year, I am happy to see that VocalEssence has grown artistically and organizationally. Through the implementation of our Strategic Plan for 2011-2014, we are building upon our strengths to continue bringing unique and powerful choral music experiences to an ever-growing audience at home and beyond Minnesota. I encourage you to read the "Keeping our Promises" section in this report detailing our progress and results.

Exemplifying our organizational growth is the recent hire of Assistant Artistic Director Tesfa Wondemagegnehu in June 2013. An international search drew candidates from 22 states, Canada and South Africa. Tesfa's work with us will solidify our role as a training ground for the next generation of choral leaders.

Here is a brief overview of our accomplishments last year:

- ✓ Inspired more than 7,400 audience members at our season concerts
- ✓ Commissioned 29 pieces of music and expanded our visibility with VocalEssence Music Press
- ✓ Launched a successful Choral Pathways program, which brought uplifting music to nearly 400 local senior citizens
- ✓ Reached 54,000 people online, 89,000 via television and radio
- ✓ Introduced ourselves to 5,000 choral directors at the National American Choral Directors Association Convention in Dallas, Texas
- ✓ Finished a 44th consecutive season on a positive financial footing

Once again I am astounded by the impact VocalEssence has in our community, fueled by the generous support of our many friends and advocates.

Way an Aufderheide

Mary Ann Aufderheide (Pulk) Executive Director

## 2012-2013: Timeline



## AUG 2012

Minnesota Public Radio Booth at the Minnesota State Fair: Performed for hundreds of visitors at the great Minnesota get-together.



## **OCT 2012**

Romance in E minor: Presented music by two of Europe's great romantic composers, Anton Bruckner and Felix Mendelssohn, conducted by the internationally-renowned Helmuth Rilling at the Cathedral of Saint Paul.

#### Our Core Values

- We believe that music is a living art and are committed to its continual discovery through innovative concerts and commissions.
- We believe in the importance of quality in everything we perform and do. We strive to be a cooperative partner and leader in our field.
- We advocate for the choral art in Minnesota, nationally and internationally.
- We present culturally authentic education programs that engage participants of all ages.
- We believe in fostering the talents of composers, conductors, and artists.
- We believe in financial responsibility. We are committed to operating on a sound financial basis and building a legacy for our future.

## From the Artistic Director



Philip Brunelle, Artistic Director

Was it only last year we were rehearsing Bruckner motets with Helmuth Rilling, celebrating the 50th anniversary of ACDA in Minnesota, and introducing thousands of local students to the legacy of Marian Anderson? We scheduled a busy season, but then again, that's just how we do things at VocalEssence. I'd like to take you on a tour of a few of our recent artistic accomplishments.

- Beginning in Austria: we opened the season with renowned interpreter of Romantic music, Helmuth Rilling, who led VocalEssence in sacred music at the Cathedral of Saint Paul.
- Then to Cuba: we introduced audiences to Schola Cantorum Carolina, Cuba's finest travelling choir, on their first-ever United States tour.
- To Italy: Welcome Christmas *Buon Natale* featured works by Italians and Italian-Americans and the 2012 Carol Contest winners David Biedenbender and Sheena Phillips.
- Back home to the United States: WITNESS centered on the life and legacy of Marian Anderson, a contralto whose undeniable talent made her a force more powerful than the discriminatory norms of that time, with guest artists Greta Oglesby and | Marlissa Hudson.
- Off to England: the English Garden concert in March, in collaboration with the University of Minnesota Wind Ensemble, celebrated the British folk music of Percy Grainger.
- Last stop Mexico: ¡Cantaré! brought Mexican composers Novelli Jurado and Gerardo Cárdenas to share their music and culture with students in six local schools who presented a program of their premieres.

The process of planning and executing the season reaffirmed my belief that sharing life-changing musical experiences is vital to the health of our community. It reminded me that we have the unique power to send our listeners on a personal journey. I am blessed to lead an organization which brings joy and light to people in and beyond Minnesota.

hilip Brunelle

Philip Brunelle Artistic Director



## NOV 2012

An Evening in Havana: Hosted first-ever United States tour of Cuba's finest choir, Schola Cantorum Coralina, in a concert of Latin-infused choral music at House of Hope Presbyterian Church in St. Paul.



## **NOV 2012**

Philip & Friends Cabaret: Guest performers Bradley Greenwald, Maria Jette, Simone Perrin and Dennis Spears sang jazz standards by Cole Porter, Nat King Cole, and some of Philip's favorite arrangements for more than 200 guests.

## **Keeping Our Promises**

The following goals were developed by the VocalEssence Board and Staff in 2011 to ensure that VocalEssence advances its mission and vision in the most effective and appropriate ways. Below each goal we have highlighted the ways in which VocalEssence has been working to achieve the goal.

- 1. Present innovative, high quality choral music concerts in an array of venue sizes and locations in the Twin Cities, Minnesota, nationally, and internationally
  - ✓ Cultivated relationships with world-renowned conductor Helmuth Rilling, Cuban Choir Schola Cantorum Coralina, and guest artists Marlissa Hudson, Greta Oglesby, Don Shelby, and the University of Minnesota Wind Ensemble
  - ✓ Reached new audiences at the American Choral Directors Association (ACDA) National Convention in Dallas, Texas

## 2. Introduce choral music at its finest and most innovative to expanded audiences

- ✓ Expanded audience demographics through our *English Garden* concert, ACDA National Convention in Dallas, Texas, and the Choral Pathways program
- ✓ Added a new venue for ¡Cantaré! in the west metro
- $\checkmark$  Increased visibility of the VocalEssence Music Press at the National ACDA convention

- 3. Raise the visibility of VocalEssence nationally and internationally as a training ground for exceptional artistic directors, arts administrators and artists who become renowned for their own innovation and leadership in choral music
  - ✓ Hired Assistant Artistic Director Tesfa Wondemagegnehu after an international search
  - ✓ Presented *Essentially Choral*, a training workshop for emerging composers
  - Provided artistic and professional development for singers through visits by guest conductors
  - ✓ First planning retreat formed to lay the foundations of *Resonate*, a young choral music professionals' networking group

#### 4. Expand the role of VocalEssence in advocating for the choral art form

- ✓ Started a task force of board members and staff to determine new ways to increase our focus on advocacy in three areas: 1) Choral Connections – celebrating and deepening the richness of our choral community;
   2) Choral Music Education – strengthening the field of music education; 3) Cultural Competency – bridging the growing cultural divide
- ✓ Created page in 45th season brochure dedicated to advocacy

## 5. Build on the organizational and financial strengths of VocalEssence

- ✓ Launched new plans to increase philanthropic giving, expanded our fundraising event efforts
- ✓ Increased earned revenue through an increase in fee engagements for next season
- ✓ New policy ensures that new projects and programs are fiscally responsible by requiring 50% of funding to be committed up front for new programs and projects
- ✓ Increased staffing to support new special events and expanded grant writing



## **NOV 2012**

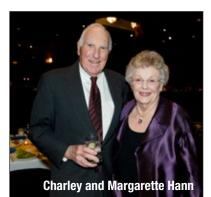
A Minnesota Choral Mosaic: Celebrated 50 years of the American Choral Directors Association of Minnesota in a collaborative concert with Cantus.



## **DEC 2012**

Live on Minnesota Public Radio: The Ensemble Singers sang Christmas carols live on *The Daily Circuit* with host Kerri Miller.

Donor Profile Charles and Margarette Hann



Charley and Margarette Hann may win the award for being the most "seasoned" of VocalEssence concertgoers. Charley, 89, and Margarette, 92, are very active in the community – volunteering and, each year on average, attending about one theater/music performance per week.

Charley, a Kansan, and Margarette, a local Twin Cities native, met nineteen years ago after both lost first spouses. Charley has been attending VocalEssence concerts for almost 30 years. "I became aware of it because I was active at Hennepin Avenue United Methodist Church, and checked out the music program then sponsored by Plymouth Church," Charley said. "Philip's unique programming skill hooked me."

Charley is no stranger to vocal music. "My mother's family was very large and musically inclined," said Charley. All twelve of his mother's family enjoyed singing, and his mother's oldest brother was an opera singer. "So when family gatherings occurred, it was just standard procedure for people to get around a piano and sing."

Beyond being immersed in family singing, Charley played in his high school band and, for a couple of years, string bass and trumpet in a dance band. After high school, Charley went into the Navy, received a commission, and at the end of World War II came to Minnesota and graduated from the University with degrees in Chemical Engineering. He was employed first by 3M for seventeen years, then by Apache Corporation, from which he retired as a vice president 24 years ago, and now still has a small project financing company. He and Margarette spend their spare time on volunteer boards, attending athletic events, theater and music performances, gardening, reading, writing, and participating in family gatherings. Margarette was introduced to music through her first husband, and now with Charley, it has become an important part of both of their lives. "In fact," said Charley, "when Margarette and I were married, we had a party for our friends, the date for which was determined by the availability of pianist Butch Thompson."

Margarette and Charley enjoy VocalEssence concerts for somewhat different reasons. "I think the Christmas program has always been my favorite of the year," said Margarette. "It's also been especially exciting to watch what has happened with the WITNESS Program. I think any child is especially fortunate to have the opportunity to know great music at a young age."

Charley, on the other hand, cites the unusual nature of the VocalEssence repertoire. "The most interesting thing about Philip, which we learned early on, is his programming genius," said Charley. "Over the years, I have found – because of my musical ignorance – most of the announced VocalEssence programs appear to be less than exciting. But, without exception, the concerts themselves have proved to be a joy to attend. Philip has a talent for putting together things that are invariably entertaining, interesting, informative and beautiful. I know of no other cultural program like it."

When asked why Charley and Margarette support VocalEssence with a donation along with attending concerts, both emphasized the importance of the organization to the area. "I do not know whether people in Minnesota fully realize how unique VocalEssence is," said Charley. "We regularly attend cultural events – primarily theater, but also concerts – in cities from coast to coast. While there are choral organizations everywhere, I don't think there is anything in any city, in any state, that is comparable to VocalEssence." Added Margarette, "We support VocalEssence because we want to encourage it to continue."

I do not know whether people in Minnesota fully realize how unique VocalEssence is.... While there are choral organizations everywhere, I don't think there is anything in any city, in any state, that is comparable to VocalEssence." —Charley Hann



## **DEC 2012**

Star of Wonder: Baby bottles and blankets abounded at the annual family concert, which invited young children to sit close and sing along.



## **DEC 2012**

Welcome Christmas: Buon Natale! offered works by Italians and Italian Americans including Respighi's *Laud to the Nativity* and Dominick Argento's Gloria at four venues across the Twin Cities.

## WITNESS: Remembering the Legacy of Marian Anderson



The **2012-2013 WITNESS School Program** taught students how Marian Anderson's undeniable talent made her a force more powerful than the discriminatory norms that existed during her lifetime. Serving 3,457

students in 22 partner schools, grades 4-12, VocalEssence engaged these youth in two Young People's Concerts at The Ordway Center for the Performing Arts as well as in related school workshops presented by our roster of seven Teaching Artists. In addition, guest artist Marlissa Hudson reached an additional 800 youth and adults through vocal masterclasses at area schools, VocalEssence Elder Learning programs, and partnerships with the Phyllis Wheatley Community Center, Minnesota Project Opera, and Zion Baptist Church.

THE CAST:

Jon Cranney, playwright and director Greta Oglesby, the speaking voice of Marian Anderson Marlissa Hudson, the singing voice of Marian Anderson Andrea Ivy, Alice Charles Kemper, accompanist

- 9 out of 10 teachers responded that the WITNESS workshop effectively provided the students with new enthusiasm for the subject.
- 95% of teachers responded that the WITNESS guest artist was a positive role model for their students.
- More than three-quarters of surveyed teachers responded that they will choose to participate in the WITNESS program or other VocalEssence education programs in the future.

#### **Teaching Artists:**

Timothy Berry: Vocalist, Composer, Percussionist T. Mychael Rambo: Actor, Vocalist Patricia Brown: Dance Instructor, Choreographer Anita Ruth: Musician Ginger Commodore: Singer, Songwriter, Actress Roxane Wallace-Patterson: Dancer, Choreographer Tonia Hughes: Singer, Songwriter, Actress

#### 2013 Reatha Clark King Award: Phyllis Wheatley Community Center

The seventh recipient of the annual Reatha Clark King Award is the Phyllis Wheatley Community Center (PWCC) in Minneapolis. Executive Director Barbara Milon accepted the award on behalf of the organization at the 2013 VocalEssence WITNESS concert. The Reatha Clark King Award for Excellence and Youth Motivation through the Cultural Arts was developed by VocalEssence in 2007 to celebrate and recognize those leaders and organizations which provide the resources to empower youth through direct contact, making a way for them to be as successful as they can be.





## **FEB 2013**

Marian Anderson: A Musical Memoir celebrated African American contralto Marian Anderson, the center of the 2012-2013 WITNESS Concert and School Program, whose career broke barriers for black artists in the United States.



## FEB 2013

Audience members at WITNESS: Marian Anderson collected in the lobby to write their stories about seeing Marian Anderson perform live.

### In 2012-2013, VocalEssence brought its WITNESS program to 22 partner schools.

Alice Smith Elementary Anoka Middle School Battle Creek Elementary Boys Totem Town **Evergreen Park Elementary** Folwell School, Performing Arts Magnet Gatewood Elementary Glen Lake Elementary Highland Elementary (Apple Valley) Lincoln Elementary School for the Arts Minnehaha Academy Nativity of Our Lord School Northern Lights Community School Pinewood Community School Rockford Elementary Arts Magnet School Rosemount High School Sanford Middle School St. Helena Catholic School St. Pascal Baylon Catholic School St. Peter Catholic School Valley View Elementary (Columbia Heights) Westview Elementary School (Apple Valley)

This program is too good to be true; to have two free workshops with very talented artists, and a production at major theaters, and reimbursement for busing is spectacular. All of this, in addition to the knowledge [gained] during the visits from the artist and the resources given to the teachers, is just amazing. I would thank all those involved and tell them to keep up the good work."



C This program gave my students another reason to feel pride in their culture and their people's contributions to our country, both in the past and present."
—WITNESS Classroom Teacher



## FEB 2013

Eight students from South High School participated in the VocalEssence Talented Tenth Apprentice Program that offers urban-area high school students the opportunity to receive professional music and vocal training.



## **MAR 2013**

English Garden: A program of Percy Grainger's traditional songs and folk tunes from England in collaboration with the University of Minnesota Wind Ensemble.

#### **Community Engagement**

## Residencies and Concerts Bring Visibility to Mexican Music and Culture

**¡Cantaré!** brought the talents of composers from Mexico directly to Minnesota elementary schools and community organizations for a fifth consecutive year. In the 2012-2013 season, composers Gerardo Cárdenas and Novelli Jurado introduced their music and culture to six local schools and a community choir, inspiring more than 450 students.

#### Thank you for appreciating my culture and bringing it to life on stage!" —Participating student







Audience members were asked to describe in their own words what they enjoyed most about the concert they had seen. Respondents came back with a diverse set of responses, but it turns out that their responses shared the same fundamental sentiments. Above is a word cloud visualization of these responses.

86% of surveyed concert attendees responded that it is very important for the Twin Cities community to have programs like ¡Cantaré!

Different cultures have different choral pieces;
 I had no idea Mexico had music like that."
 —Participating student

# MUSICPress

## **MAR 2013**

VocalEssence published 10 new pieces through VocalEssence Music Press.



## MAR 2013

American Choral Directors Association: VocalEssence Ensemble Singers performed at the National Convention in Dallas, Texas, sharing new choral music from Mexico by composers Francisco Hernández, Jorge Cózatl, Jesús López and Guillermo Alvarez.

#### **Partners**:

**Blaine High School** Central High School of Saint Paul Hopkins High School Latino Children's Choir Park Spanish Immersion Elementary School St. Anthony Park Elementary School Windom Dual Spanish Immersion

#### **Commissions:**

#### Gerardo Cárdenas:

Toccatina Suaves Amores ¿A Dónde Va El Conejo? Mis Lágrimas Son Un Río Flor de Liz Excert from "Veracruz Fandango" (From Hologramas for piano) Cupido, bebé Cuatro Pájaros El Reloj Envenenado Danza Ilusoria, Donum Dei

#### Novelli Jurado:

El Credo Mexicano Canto de Primavera En el Mar Dia de Muertos Música Oculta Por ti tierra Momentos La Rama





**6** The part that most impacted me it was working side by side with the children in the three residencies and [seeing their] interest in the meaning of my music, not only melodies and harmonic content-they wanted to know more about the text and why I did what I did. Actually, there is something more than that...for the first time I heard things I had never heard before inside my music, it happened when they were singing the songs I made for them in rehearsals. I was fascinated with this new world. [The] ¡Cantaré! experience changed my approach in writing music."

-2012-13 ¡Cantaré! Composer





Essentially Choral: **Composer Francisco** Núñez led a Reading Session with the Ensemble Singers and six emerging composers from around the country in partnership with the American Composers Forum.



## PR 2013

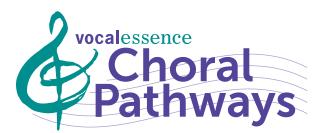
VocalEssence held its first ever Online Auction and raised more than \$8,500!

## **Inaugural Year of Choral Pathways**

2012-2013 was the inaugural year for a new education program, Choral Pathways, which enriches the appreciation of choral music and the arts for older adults in assisted and independent living homes across the Twin Cities metro area. Nearly 400 seniors from 8 residential facilities and senior centers participated in Choral Pathways in 2012-2013!

## **Choral Pathways includes:**

- Music Appreciation Workshops: Participants engage in music history and appreciation workshops at their place of residence, highlighting the lives, legacies and music of composers and artists featured in each of the concerts that Choral Pathways guests attended. Workshops are led by VocalEssence staff and teaching artists.
- Sing-Along Sessions: The acclaimed VocalEssence Ensemble Singers engage participants in singing choral music related to repertoire presented at the concerts, which has included familiar hymns, folk songs, spirituals and pop tunes of the 19th and 20th centuries.
- VocalEssence Concerts: Nearly 400 residents attended the *Romance in E minor* concert in October 2012, and the *WITNESS: Marian Anderson* concert in February 2013. We hope to engage this level of attendees in future years.
- **C** The music was magnificent, and the program made it so easy for elders to get from here to a venue we hadn't ever been in. We were met at the Cathedral like kings and queens." —2012-2013 Choral Pathways participant
- It's making a difference in my life right now, creating such a high for me. We don't get opportunities like this very often. I have had this high feeling ever since this program...." —2012-2013 Choral Pathways participant









## **APR 2013**

Paul Bunyan: Benjamin Britten's take on a classic American folk tale, celebrating the Britten centenary, with Don Shelby as the voice of Paul in a semi-staged production, directed by Vern Sutton.



## APR 2013

At the Fitzgerald Theater: A surprise performance of *Bloom* with composer Rufus Wainwright.

## 2012-2013 Volunteer Honor Roll

In 2012-2013, there were 252 active volunteers supporting VocalEssence activities. Volunteers and volunteer singers served over 10,000 hours. Independent Sector, a coalition of nonprofit and charitable organizations, estimates the value of volunteer time to be \$21.79 per hour, making the total value of our volunteer time over \$200,000!

Steve Aggergaard\* Amanda Allen' AnnaLisa Anderson' Barb Anderson' Christian Anderson Marilyn Anderson Rolan Anderson Mattie Armstrong Christina Arndt Duane Arndt Leah Arnold Max Athorn' Kevin L. Bailey\*\* Jo Beld\* Scott Berger Shannon Berns\* Jennifer Bevington\*\* Anne-Marie Black Steve Blank' Kevin Borgendale\* Kristin Borski\* Mary Brakke Carol Brandenburg Dana Brinton\* Jessica Brooks\* Mary Brown-Lundmark Gina Burmeister Mary Burns-Klinger Patricia Cameron Patty Campbell\* Phyllis Campbell Shawn Carlson Mary Lou Carpenter Leo Carton Rick Cedergren\* Karen Cherwien\* Llovd Clausen\* Steve Cobian Ann Marie Coddington John Colangelo Margaret Colangelo Marie Colangelo Bonnie Cox Jim Cox Deric W. Craig\*\* Junette Dale Dara Deal Audrey Degler Laura Dobbs\* Joan Dornfeld **Richard Dornfeld** 

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\*VocalEssence Chorus Member \*\*VocalEssence Ensemble Singer

+In remembrance

## MAY 2013

Members of the VocalEssence Young Singers Group spent the afternoon planning the future of the young professionals group. They created a vision and purpose for the group as well as a new name.



## **MAY 2013**

*¡Cantaré! Community Concert:* Brought the talents of composers Novelli Jurado and Gerardo Cárdenas directly to six Minnesota schools, the Latino Children's Choir, and the VocalEssence Chorus for a fifth consecutive year.

#### Cabaret Fundraiser

# Raising money for VocalEssence education and outreach

Over 200 attendees were serenaded by the dulcet tones of Bradley Greenwald, Maria Jette, Simone Perrin, and Dennis Spears (with Philip on the piano) at the second annual Cabaret fundraiser. Board members Art Kaemmer, Kristine Aasheim, and Ann Barkelew led the planning committee.

The headlining auction items included an iPad Mini with VocalEssence Music Archive Collection, and a Napa Valley Wine Tour generously donated by Duane and Susan Hoff, Kay and Mike McCarthy, Jack Farrell, and Haskell's, Inc.

All funds raised by the event supported VocalEssence education outreach programs.













## JUN 2013

Philip accepted the sixth ASCAP Award for Adventurous Programming for VocalEssence in Seattle at the Chorus America National Conference.



## JUN 2013

Welcome Tesfa Wondemagegnehu: Hired as our Assistant Artistic Director after an international search.

## 2012-2013 Contributor Circle

VocalEssence gratefully acknowledges all those who made gifts between July 1, 2012 and June 30, 2013.

#### **ENSEMBLE CLUB**

#### Gifts of \$25,000 & more

Bush Foundation Curtis L. Carlson Family Foundation ± General Mills Foundation ± The Hearst Foundation, Inc. Louise Heffelfinger Katherine B. Andersen Fund of The Saint Paul Foundation The McKnight Foundation Minnesota Monthly + Minnesota State Arts Board National Endowment for the Arts Target Foundation

#### Gifts of \$10,000-\$24,999

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#### Gifts of \$1,000-\$2,499

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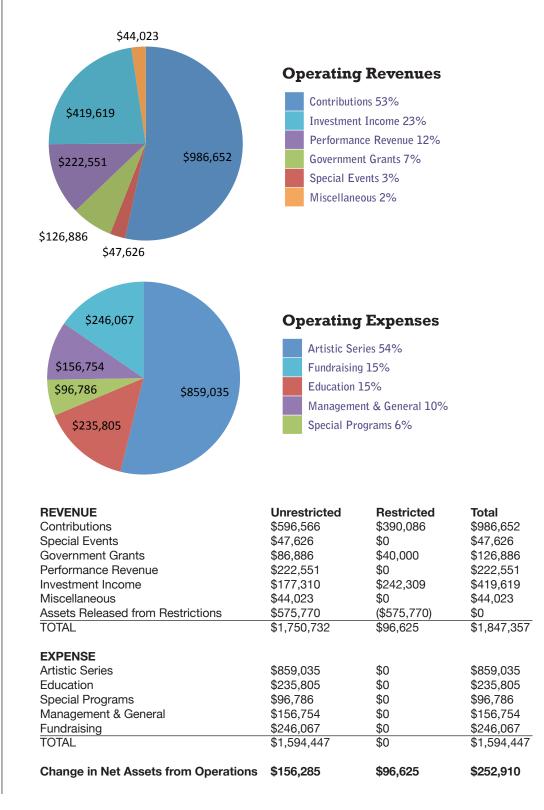
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## 2012-2013 Financials

#### **Financial Report**

- ~ Organizational operations were reduced on both the revenue and expense sides from 2012 to 2013.
- Investment income increased from \$13,000 in 2012 to over \$400,000 in 2013, creating a strong positive change in year end net assets.
- Fundraising expense increased due to staffing reallocation to strengthen grant writing and event management efforts.



#### VocalEssence

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