



VOCALLESSENCE

50<sup>TH</sup>

ANNIVERSARY  
SEASON

{2018-2019}  
ANNUAL REPORT



Dear Friends,

For 50 years VocalEssence has been transforming lives through song.

In this anniversary year, that impact was evident throughout the organization and tied directly to the three cornerstones of our Strategic Plan:

- **Strengthen Artistic Excellence and Reputation**
- **Advance Inclusion, Access & Equity**
- **Secure a Solid Future**

Our concerts attracted record audiences—over 13,000 in the metro area—and rave reviews from major media. VocalEssence Singers Of This Age garnered national attention for their artistry and impact.

Our inaugural Family Series welcomed audiences in five languages—English, Spanish, Somali, Hmong, and Karen—and engaged over 2,400 children and adults, of which 60% were new to VocalEssence.

Our generous donors celebrated with us through anniversary gifts totaling nearly \$600,000 and planned gifts to impact the organization for years to come. We renewed our commitment to our outstanding staff and endorsed a thoughtful succession plan to ensure strong leadership for the next 50 years.

We are proud of these achievements and are excited for the future of VocalEssence. With your support we will realize our vision:

*To transform lives by singing together, assuring a place for everyone's voice*



Mary Ann Aufderheide  
Executive Director



Dave Mona  
Board President



**WELCOME**  
**BIENVENIDOS**  
**ZOO SIAB TSO TXAIS**  
**တၢ်တူၢ်လိာ်မၤ**  
**SOO DHAWOW**



**For more than 50 years, VocalEssence has created, connected, and transformed lives through singing together.**

**CREATE**

**CONNECT**

**TRANSFORM**



We **perform, educate, and sing together** with artists, older adults, families, and students to **combat loneliness, bridge cultures, and nurture self expression.**

# EXCELLENCE

VocalEssence showcased **excellence** through a wildly successful partnership with Theater Latté Da.



- New ticket buyers made up 52% of *Candide* audience
- Rave reviews from major media outlets

*“...it’s a sublime experience...”*

*‘Make Our Garden Grow’ is spine-tinglingly moving”*

—Dominic Papatola, *St. Paul Pioneer Press*

*“...richly satisfying experience”*

*“...wonderfully imaginative production”*

—Terry Blain, *Minneapolis Star Tribune*

STRATEGIC PLAN KEY IMPERATIVE:  
*Artistic Excellence & Reputation*

# PARTNERSHIPS

VocalEssence significantly increased the number of local **partnerships** to reach more Minnesotans.

PALACE THEATRE

THE  
COWLES  
CENTER

ICEHOUSE

Westminster  
Presbyterian Church

Mia  
Minneapolis Institute of Art

ASI  
AMERICAN  
SWEDISH  
INSTITUTE

MINNESOTA  
HISTORICAL  
SOCIETY

Cameroon Choir

mila  
VOCAL ENSEMBLE

NATION  
Jocelyn Hagen • Timothy C. Tobolski

THE KAREN L. CHARLES  
THREADS  
DANCE PROJECT

THEATER  
LATTÉ  
DA  
THEATER MUSICALLY

Minneapolis  
Park & Recreation Board

MNUFC

- 2 — Number of partners in the 48<sup>th</sup> season
- 14 — Number of partners in 50<sup>th</sup> season
- Enthusiastic reviews from local partners

*“Our board loved this production.”*

—Michelle Woster, Managing Director, Theater Latté Da

STRATEGIC PLAN KEY IMPERATIVE:  
*Artistic Excellence & Reputation*

# RECOGNITION

VocalEssence Singers Of This Age earned national **recognition** by receiving the 2019 Education and Community Engagement Award from Chorus America.



- Number of performances from year one to year two increased six fold
- Inspired comments from singers and audience members

*“You filled the entire building with JOY and PASSION with your beautiful choral singing.”*

—Identity Concert Attendee

*“We have grown as a community...and it all stemmed from our love of music.”*

—VocalEssence Singers Of This Age Member

STRATEGIC PLAN KEY IMPERATIVE:  
*Artistic Excellence & Reputation*



# NEW AUDIENCES

The inaugural Family Series inspired  
**new audiences** to sing together.



- 60% of attendees were new ticket buyers
- Welcoming and enthusiastic comments from attendees

*“The entire concert was so thoughtfully and intelligently geared for children.”*

—Family Series Concert Attendee

**STRATEGIC PLAN KEY IMPERATIVE:**  
*Advancing Inclusion, Access, and Equity*

# REMOVING BARRIERS

VocalEssence intentionally welcomed new audiences by **removing language barriers**.



- Worked with the Minnesota Orchestra Box Office to establish their first dedicated Spanish language phone line
- Created a Family Series flyer and banner in Spanish and worked with MLatino Media to attend local events for Spanish-speaking families
- Designed event programs, emails, and surveys in five languages

*“Tudo estava perfeito, sai de lá emocionada e pensativa, foi espetacular... Obrigada!”*

*English: “Everything was perfect, left thrilled and thoughtful, it was spectacular...Thank you!”*

—Concert Attendee

**STRATEGIC PLAN KEY IMPERATIVE:**  
*Advancing Inclusion, Access, and Equity*

# CELEBRATION

We celebrated our 50<sup>th</sup> season in grand and memorable fashion, raising over \$500,000 from 13 generous supporters.



- Current Anniversary Campaign total of \$588,000 well exceeds goal of \$500,000

## Golden Circle Donors

Glen* and Marilyn Carlson Nelson	Kay and Mike McCarthy
The Carlson Family Foundation	Judy and Peter Mitchelson
Charles and Kathryn Cunningham	Alfred P. and Ann M. Moore
John and Ruth Huss	Philip and Katherine Nason Fund of
Lucy R. Jones and Jim Johnson	The Saint Paul Foundation
Dr. Art Kaemmer	Wenger Foundation
Robert L. Lee and Mary E. Schaffner	Margaret VB Wurtele
Ronald and Nicolai Lewis	<i>*in remembrance</i>

STRATEGIC PLAN KEY IMPERATIVE:  
*Secure a Solid Future: Resources*

# NEW FUNDING

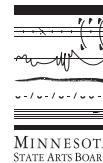
VocalEssence successfully identified  
**new funding avenues** for the  
VocalEssence Singers Of This Age program.



Jay and Rose Phillips  
Family Foundation



Mardag Foundation



- New contributed and earned revenue totaling \$164,000
- New funders are thrilled to support such an inspiring program

*“Through music, performance, and artful intention, VocalEssence Singers Of This Age has made it possible for students of many communities to come together to tell their personal stories and shared messages. Aroha Philanthropies is proud to be a part of this creative and powerful choir.”*

—Ellen Michelson, Aroha Philanthropies Founder and President

STRATEGIC PLAN KEY IMPERATIVE:  
*Secure a Solid Future: Resources*

# PLANNED GIVING

VocalEssence actively promotes **planned giving** to current and former singers through Philip Brunelle Founder's Society.



- Breakfast for current and former singers will take place on Tuesday, May 14, 2019
  - 15 current members of the Philip Brunelle Founder's Society

*"I am a member of the Philip Brunelle Founder's Society because I want future generations to find joy and connection through singing just as I have at VocalEssence."*

—Jennifer Vickerman, current VocalEssence Singer

STRATEGIC PLAN KEY IMPERATIVE:  
*Secure a Solid Future: Resources*

# DEVELOPING LEADERS

VocalEssence is making **leadership investments** to move the organization in new directions.



- 69% increase in staff training opportunities over prior season
  - Leadership development focused on program evaluation, sponsorship asks, major gifts, and intercultural competency

*“The VocalEssence staff is generating exciting operational advances through thoughtful reflection of past and current programs to ensure a vibrant future for VocalEssence and our community.”*

—David E. Myers, Ph.D., VocalEssence Board Member

STRATEGIC PLAN KEY IMPERATIVE:  
*Secure a Solid Future: Resources*



# BRIDGING THE FUTURE

VocalEssence is creating a **bridge to the future** with succession plans in place for all leaders in the organization.



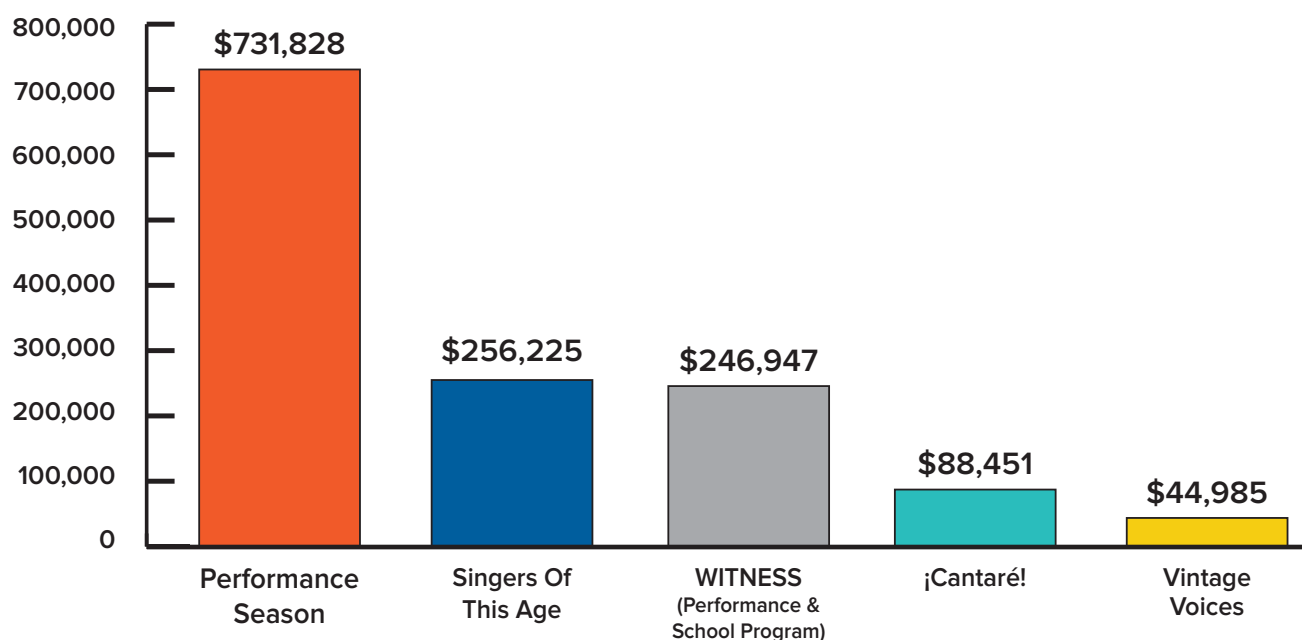
Comprehensive leadership succession plan approved by the Board of Directors includes the following:

1. Acknowledgment of increased artistic and administrative capacity
2. Creation of annual leadership review process and clear transition plan led by the Executive Committee of the Board of Directors

**STRATEGIC PLAN KEY IMPERATIVE:**  
*Secure a Solid Future: Resources*

In this 50<sup>th</sup> anniversary season, VocalEssence enjoyed a strong financial performance derived from both its milestone celebration and new program directions. A special 50<sup>th</sup> anniversary fundraising campaign bolstered the contributed revenue line and provided vital support for the season's heightened activities. In addition, earned revenue from the performance season exceeded its goal with successful ticket sales at each of its six concerts. VocalEssence took this opportunity to plant the seeds for future programmatic growth by implementing a new Family Series, increasing its commitment to VocalEssence Singers Of This Age (VESOTA), forming more strategic partnerships with artists and venues, and integrating its program areas in a more effective, holistic approach. Our programmatic spending continues to make up a healthy 75% of our expenses with administration and fundraising accounting for the remainder. On the balance sheet, pledges receivable came down over last year as 50<sup>th</sup> Anniversary pledges were converted to cash, and investments grew in another year of favorable market conditions. VocalEssence continues to maintain a healthy financial position with modest liabilities and a substantial reserve of unrestricted net assets.

## COST BY MAJOR PROGRAM



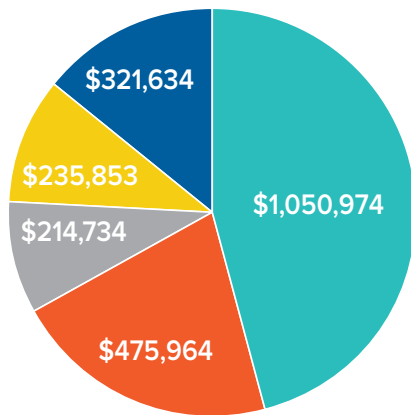


**VOCALLESSENCE BALANCE SHEET  
JUNE 30, 2019 AND 2018**

<b>ASSETS</b>	<b>2019</b>	<b>2018</b>
Current Assets:		
Cash and Cash Equivalents	\$341,789	\$283,442
Accounts Receivable	1,930	2,755
Pledges Receivable	246,569	419,013
Prepaid Expenses	124,868	92,008
<b>Total Current Assets</b>	<b>715,156</b>	<b>797,218</b>
Long-Term Assets:		
Pledges Receivable	221,483	332,044
Investments	4,707,979	4,519,897
Property and Equipment - Net	11,024	21,319
<b>TOTAL ASSETS</b>	<b>\$5,655,642</b>	<b>\$5,670,478</b>

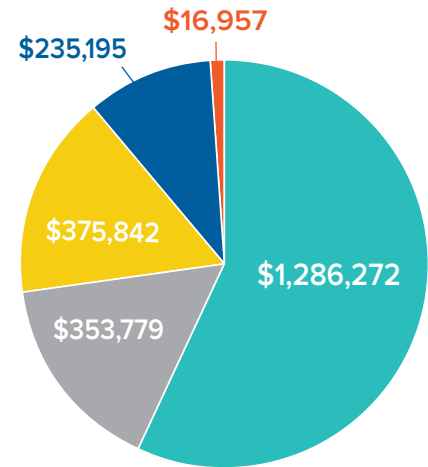
<b>LIABILITIES AND NET ASSETS</b>	<b>2019</b>	<b>2018</b>
Current Liabilities:		
Accounts Payable	\$45,488	\$51,557
Accrued Vacation	41,076	40,346
Deferred Revenue	35,550	-
Capital Lease Payable	-	13,972
<b>Total Current Liabilities</b>	<b>122,114</b>	<b>108,875</b>
Net Assets:		
Without Donor Restrictions:		
Undesignated	1,970,402	1,686,608
Endowment	1,449,283	1,384,393
<b>Total Without</b>		
<b>Donor Restrictions</b>	<b>3,419,685</b>	<b>3,071,001</b>
With Donor Restrictions	2,113,843	2,493,602
<b>Total Net Assets</b>	<b>5,533,528</b>	<b>5,564,603</b>
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>\$5,655,642</b>	<b>\$5,670,478</b>

## OPERATING EXPENSES



- Artistic Series 46%
- Learning & Engagement 21%
- VESOTA 9%
- Management & General 10%
- Fundraising 14%

## OPERATING REVENUE



- Contributions 57%
- Government Grants 16%
- Performance Revenue 16%
- Investment Income 10%
- Miscellaneous 1%

## VOCAL ESSENCE DONORS

### THE ENDOWMENT HONOR ROLL

VocalEssence salutes the individuals and corporate and private foundations whose generosity and leadership sparked the creation of the Endowment Fund. This permanent fund was established in 1987 and is now valued at \$3.6 million. Its interest income provides ongoing support to VocalEssence. We welcome new contributions to the Endowment Fund and extend our deepest appreciation to the following for their generous gifts.

Mrs. Fred C. Andersen\*  
Athin Foundation  
Carol A. Barnett  
Alice Bayer\*  
Ronald and Joyce Beauchane  
Warren and Donna Beck  
Judson Bemis Fund of The Minneapolis Foundation  
Judy Blaseg and John Engelen  
Charlie Boone\* and Carol Heen  
William and Margee Bracken  
David Brink\*  
Lucile Brink  
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Elise Brunelle and Jeremy Greeff  
Philip and Carolyn Brunelle  
Ann and David\* Buran  
Norman R. Carpenter\*  
Cole Sewell Corporation  
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Colwell Industries  
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Community Credit Company  
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Thomas Davies\*  
Target Stores, Dayton's and Mervyn's by the Dayton Hudson Foundation  
Charles M. Denny, Jr.\*  
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HRK Foundation  
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Douglas and Mary Jones  
William\* and Suzanne Joyce  
Arthur and Martha\* Kaemmer

Katherine B. Andersen Fund of The Saint Paul Foundation  
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Libby Larsen and James Reece  
Helmer\* and Christine Larson  
Laura Jane Musser Fund  
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Jean and Kenneth\* Linwick  
Patricia Lund\*  
Herb and Corrine Lundberg  
Thomas\* and Patti\* Maetzold  
The MAHADH Fund of HRK Foundation  
Marbrook Foundation  
Kay and Mike McCarthy  
Walt McCarthy and Clara Ueland  
Robert and Polly McCrea Family Fund of The Minneapolis Foundation  
Mancel\* and Harriet\* Mitchell  
Peter and Judy Mitchellson  
Dave and Linda Mona  
Alfred P. & Ann M. Moore  
William and Julie Moyer  
Elizabeth Musser\*  
David E. and Judy L. Myers  
Nash Foundation ±  
National Endowment for the Arts  
Glen\* and Marilyn Carlson Nelson  
Alice Park Newman\*  
Jeanne and Richard Patterson  
Donald\* and Helen\* Pellowe  
The Pine Wood Trust  
Harry Piper Foundation  
Jill and Richard Ragatz  
Burt Ross\*  
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Thomas and Lois Sando  
Michael and Shirley Santoro  
Sandra and Ivan\* Schloff  
Richard and Kit Schmoker  
Ellen\* and George J. Schulte  
John\* and Marion Etzwiler\* Shepherd  
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Richard and Rosemary Thorsen  
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Jim Ulland  
Ruth and David Waterbury  
Doris A. Welty-Bury\*  
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Carl A. Weyerhaeuser Trust  
Frederick T. Weyerhaeuser Trust  
John Wheelihan  
E.M.\* and Patricia\* Whitacre  
Mrs. W. A. Wilson  
Bruce\* and JoAnn\* Winslow  
Karen and John Wolff

### PHILIP BRUNELLE FOUNDER'S SOCIETY

The Philip Brunelle Founder's Society recognizes those who make a provision for VocalEssence in their will or estate plans. The society is names in honor of our visionary founder, Philip Brunelle, who every day inspires the community to open their ears to new music from diverse cultures.

Anonymous  
Philip and Carolyn Brunelle

Ann Buran  
Jon Cranney  
Charles Denny  
Art Kaemmer  
Nikki Lewis  
Mike McCarthy  
Dave and Linda Mona  
Alfred P. & Ann M. Moore  
Sheridan O'Keefe  
Gary and Pam Reiersen  
Vern Sutton  
Jennifer Vickerman  
Mike and Donna Wolsted

### CONTRIBUTOR'S CIRCLE

VocalEssence gratefully acknowledges all those who made gifts between July 1, 2018 and June 30, 2019. Although we make every effort to ensure that our Honor Roll list is accurate and complete, we are capable of error. Please let us know if your name does not appear the way you prefer so we may correct it in the next listing. Please call us at 612-547-1473 to make a correction. Thank you!

- ± Includes Matching Gift Contributions
- + Includes In-Kind Donations
- \* In Remembrance

### ENSEMBLE CLUB

**Gifts of \$25,000 and more**  
Aroha Philanthropies  
Best Buy Co., Inc.  
The Carlson Family Foundation  
Charles and Kathryn Cunningham Family Foundation  
Lucy Rosenberry Jones Charitable Trust  
Art and Martha\* Kaemmer Fund of HRK Foundation  
Katherine B. Andersen Fund of The Saint Paul Foundation  
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Minnesota State Arts Board  
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**Gifts of \$10,000-\$24,999**  
Best Buy Foundation  
Philip and Carolyn Brunelle  
Productivity, Inc., Greg and Lisa Buck  
City of Saint Paul Cultural STAR  
Ecolab Foundation ±  
F. R. Bigelow Foundation  
David and Margene Fox  
Cay Shea Hellervik  
The Hognander Foundation  
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Jerome Foundation  
Hubert Joly  
N. Judge\* and Reatha Clark King Family  
Fund of The Minneapolis Foundation  
MAHADH Fund of HRK Foundation  
Mardag Foundation  
Medtronic Foundation Communities Fund ±  
Minnesota Monthly +  
The Saint Paul Foundation  
Thrivent Financial ±  
Wenger Foundation

**Gifts of \$5,000-\$9,999**  
Andersen Corporate Foundation  
Ann and Gordon Getty Foundation  
Anna M. Heilmaier Foundation  
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Target Corporation  
Thomson Reuters  
The Wallin Foundation  
Xcel Energy Foundation

**Gifts of \$2,500-\$4,999**  
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Knox Foundation  
Robert and Polly McCrea Family Fund of The Minneapolis Foundation  
New Music USA  
Piper Sandler Companies ±  
RBC Foundation - USA  
Cody and Jacob Wolkowitz

**Gifts of \$1,000-\$2,499**  
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Nancy Azzam  
Baker Investments LLC +  
Will and Margee Bracken  
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John and Joan Colwell  
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Nathaniel and Victoria Davis  
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Twin Cities Opera Guild  
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Jenny Wade  
Andy and Katrina Wallmeyer  
Alan and Dorene Wernke

#### Gifts of \$500-\$999

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Frank Stubbs and Tom Lee  
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Joanne Von Blon

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#### Gifts of \$250-\$499

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Steve Aggergaard and Lana Rosario  
Peter and Mary Ellen Alden  
Anton E. Armstrong, D.M.A.  
Baillon Family Foundation, Inc.  
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Caron and Floyd Farmer  
David and Yvonne Grover  
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Ken and Suanne Hallberg  
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Ron and Anne Hoffman  
Doug and Kerry Hoverson, Saint Thomas Academy  
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Lynn Hilary Westrom  
David K. Whitney  
Michael and Barbara Wigley  
Mike and Donna Wolsted  
Zabin Charitable Fund at the Boston Foundation

#### Gifts of \$100-\$249

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Akosua Addo  
Andrew Alness  
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David and Stephanie Maggitt  
Paul Magnuson and Elaine Holmen  
Ray and Elsie Martin  
Sally Martineau  
Jan Mattox  
Ian and Joyce McIntosh  
Jon and Joy McIver  
Anna George Meek and Matthew Gladue  
Jonathan and Martha Morgan  
Judy Morgan  
Kristi Mueller  
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