



**Community Foundation**  
CENTRAL BLUE RIDGE

**2025**  
**Community Grants**  
**Program**

**Grant Proposals**  
**Category # 2**

*Arts and Culture*

**CONFIDENTIAL**

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## Introduction

*“Taking care of each other”*

The Community Foundation of the Central Blue Ridge is committed to its mission of enriching quality of life in our community. As part of this mission, the Foundation invites nonprofit organizations serving the independent cities of Staunton and Waynesboro, and the counties of Augusta, Highland and Nelson to apply for financial support from our Community Grants Program.

In 2024, the Foundation awarded 142 grants totaling \$550,993 through our Community Grants program. The average annual grant was \$3,880 per organization, and awards ranged from \$1,000 to \$10,000. This year, we have received 119 applications, which we have organized into ten categories for the review process. The funding for our Community Grants Program originates primarily from the annual distributions of our many Unrestricted and Field-of-Interest endowments, each established through the generosity of individual community members.

Once again, we are offering the option for each organization to request our consideration of a three-year grant commitment. If the organization requests this option, but is not selected to receive a multi-year commitment, the organization will still be eligible for a single-year 2025 grant.

While the Community Foundation does not have specific funding priorities for this grants program, we do favor those organizations that (1) address clearly-identified community issues and opportunities, and (2) seek to build organizational capacity and sustainability. The community grant application requires applicants to elaborate upon the community issue or opportunity upon which their organization is focused. To this end, we hope that as you review the applications within this booklet, you will appreciate learning more about these needs and opportunities and how the nonprofit community is responding.

If you have any questions about our Community Grants Program, specific grant proposals, or our endowments, please don't hesitate to contact us at 540-213-2150.

# Alleghany Highlands Arts and Crafts Center

Clifton Forge

## ORGANIZATION INFORMATION:

**Founded in:** 1984

**Mission:**

Promoting Visual Arts through Education, Exhibition, and Marketing.

**Primary activities and programs:**

Year-round, all ages are exposed to some form of art learning which is the EDUCATION prong of our 3-prong mission. Beginning with ages K-5th grade through our monthly Story/Craft Hour, to senior & veteran populations who enjoy our "Valentines for Vets" creating 400-500 cards mailed to Veterans & servicemen. Last year, classes totaled 35. To date, 37 classes were offered from January to June. Our education programming continues to grow yearly.

EXHIBITIONS, numbering 10+ represent our 2nd mission prong. These exhibits are held annually in the Gallery for regional artists within an 80+ mile radius of AHACC. They include a variety of different mediums & techniques. In addition, there are 3 open call shows: "The Fall Festival" (50-65 artists working in all categories); "The Fx2 Regional Photo Show", (25-35 photographers); and "The Student Art Show", (60-75 young artists working in all categories). Each show is professionally presented by a Curator. Prizes & ribbons are awarded for Best in Show, 2 named awards, 3 awards in each category & People's Choice award. Representing the 3rd prong of our mission of MARKETING, is the Shop. This marketplace is for professionally displaying juried work to be sold. There are 280+ consignor/partners work displayed in the Shop-the only such shop in the region, or perhaps the state within a county of a population of only 15,223. Admission is free to high-quality exhibits and the Shop for our 8,000 - 10,000 yearly visitors- many surprised to find art experiences & shopping usually found in larger areas.

**Community need(s) your organization exists to address:**

We are a major contributor to the arts of Virginia. We are a creative asset for the arts & a catalyst for cultural economic growth in this area. Our mission supports the needs of regional artists throughout the Commonwealth, including some 35-40 from Staunton, Waynesboro, and the Counties of Augusta, Highland, and Nelson. Currently, the Gallery is showing the work of the late Craig Peterson of Staunton. "Rustic Realism" is a memorial to Peterson and his 19th Century American "trompe l'oeil" style of painting. This exhibit will be on display through February 28th. Also, the next exhibit by artist Joey Truxell is from Waynesboro. Both of these artists reside in the area of the Community Foundation of Central Blue Ridge.

## GRANT DETAILS:

**Based on how you measure your organization's impact, please share with us the magnitude of your work.**

These forms of gathering data have proven to be useful & effective ways to measure performance & impact in achieving its mission:

\*Gathering information directly from our artists, students, volunteers, members & contributors, school personnel & visitors who are forthcoming with suggestions which are passed on to Staff. Feedback is welcome & new ideas are implemented as a result.

\*Collection of data such as visitor numbers, classes offered & student numbers are recorded. Partner/consignor statistics on sold work from the Shop & Gallery are recorded.

\*Evaluations of willingness of the community to volunteer & offer financial support, & financial support from area businesses & local governments are evaluated.

\*Marketing on social media is monitored monthly, noting reach, engagement & content reaction.

\*Monthly Board of Director meetings, quarterly Team meetings & committee meetings are as needed according to respective activities, to make informed decisions concerning programming & changes made when needed.

**What is the approximate percentage of your organization's work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?**

Just over 40 artists (20%) have benefited from the mission of AHACC.

**Please share your organization's goals and objectives for 2025, or if you prefer, your long-range goals and objectives.**

There are some capital expenses that need addressing. Currently the HVAC needs a new chiller & inspections are planned for the roof. Also after 40 years of exhibits, the Gallery drywall in some areas needs replacing. Our classrooms need some updating as there as been no renovation on the 2nd floor since 1984.

Education goals include offering more classes for teens, and continued Artist in Residency programs. Also, we will hire 2 college students for Summer Internships. Outreach goals include expanding collaboration efforts outside of Clifton Forge. Financial goals are to plan 2 major fundraisers per year to compliment the already successful Chocolate Bar.

**To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.**

In researching other art centers of Virginia, there really are not any like Alleghany Highlands Arts and Crafts Center, Inc. Our center has the addition of a large shop with the artwork of 280+ juried partner/consignors on display in a professional setting. Since 1984, there have been just over 900 artists represented in the Shop. No other Virginia Art organizations located in populated a low populated rural area has a shop this size with an inventory of fine art this large (10,000 items). The double Gallery will soon be exhibiting it's 540th show. Also, the Education

programming has included an annual artist in residency, and an annual Kid's Summer Art Camp with 2-3 sessions, along with year-round adult art classes.

**If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?**

n/a

**Tell us a story that best illustrates the impact your organization has on our community.**

A story from a participant in the Annual Student Exhibit follows:"My name is Ace Rogers and I was born and raised in Alleghany County, Virginia. I lived there from 2002 until 2022 when I moved to Verona, VA to marry and live with my husband. I have always had a strong passion for the arts, from my early childhood using Paint on my parents' computer to more traditional styles in middle school. A lithograph I made for an art class project was selected to be displayed at the Alleghany Highlands Arts and Crafts Center. I was introduced to Nancy, the curator and education coordinator, and we quickly became close. I then began volunteering at the AHACC when I was a sophomore at Alleghany High School. At that time, I could not drive and would ask my father to drop me off and pick me up on a weekly basis. When I earned my driver's license, I continued to volunteer and have continued my service there to this day. While I do not live as close, I do participate monthly in shows and events. The AHACC has become not only just a networking opportunity for me but has also pushed me to grow as an artist. I have picked up photography as a medium as a direct result of my experience here and consider the staff and volunteers at AHACC my family. My main joy is helping with the Fall Festival and Chocolate Festival, where the latter I artistically use my culinary skills. I plan on continuing to volunteer here for many years to give back to my local art community."

A Fiber Artist Story:"My name is Karen Shapcott, a fiber artist, associated with the AHACC for many of years. The Center was the first retail store that recognized and sold my artwork. The Center is comprised of several functioning areas. The store is a beautiful space that is well organized and offers a great variety of arts and crafts for sale. The commission offered to the artist is one of the most reasonable in the area.I have also been asked to teach classes over the years. It is gratifying to demonstrate and encourage the exploration of my art form to others. The classes are reasonably priced, and this allows more students to afford the offered classes. The classrooms are large and well equipped.One of the most important areas that the Center offers is the gallery area on the main floor. This is a spacious and well-lit area for featured artists to hang their work. The gallery allows visitors of see new and exciting works in a comfortable relaxed space."

## **GRANT REQUEST**

**Are you requesting a single-year grant or three-year grant commitment?**

Three-year Community Grant commitment (2025-2027)

**What is the annual amount of the three-year grant you are requesting?**

\$ 3,000

**Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?**

General Operating purposes (no restrictions on its use)

**If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?**

AHACC has invested in Foundation Search, a subscription that helps us to identify Foundations interested in supporting the arts. Besides the support of our local foundation, we continue to search for foundations and corporate donors for support. Also, the board is active in creating and developing new fundraisers to help support the center. AHACC also participates in the GiveLocal campaign, and the Giving Tuesdays campaign.

**Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?**

We have 2 full time & 1 part time staff members and over 40 volunteers are the backbone that assists in making the center run smoothly. These talented volunteers act as ambassadors for the area to guests that visit. As a 501(c)(3), we depend on grants, fundraising, and the community for support. With the center so close to I-64, our guestbook reveals the artwork sold at the center travels to all 50 states and countries around the world! We are proud the top reason guests indicate visiting is because they are repeat visitors, and word-of-mouth is pretty high on the sign-in sheet as well. Many visitors like to shop local and take a reminder of their visit home with them. AHACC also initiated a community arts celebration that included 5 art nonprofits collaborating together to present every form of art in demonstrations, performances, classes and a market. Last year the Community Arts Celebration celebrated it's 5th year.

## **FINANCIAL INFORMATION**

**What is your total operating budget for your current fiscal year?**

\$ 220,940

**Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?**

List of other funding sources:

Foundations	55,000
Contributions	28,544
Chocolate Bar Fundraiser	14,000
Membership	4,000
Other	600

Endowment Net Assets 337,081

**Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?**

Community Foundation-Central Blue Ridge  
P.O. Box 815  
Staunton, VA 24402

January 29, 2025

Hello,

My name is Sharon Kincheloe and I live in Staunton, VA. I am an oil painter and botanical illustrator.

Allegheny Highlands Arts and Crafts Center has displayed and sold my artwork since 1984. I have always been impressed with the organization and the friendly and helpful volunteers there. They organize art shows, teach classes, and have a beautiful gallery space showcasing hundreds of local artists and fine craftsmen. People come from far and wide to visit the gallery as they are directed from interstate 64. When they arrive, they are in store for a wonderful artful experience nestled in the heart of historic Clifton Forge. AHACC is a gem in western Virginia and highly recommended to everyone!

I also hope for their continued success.

Sincerely,  
Sharon Kincheloe  
2695 Barterbrook Rd,  
Staunton, VA 24401

**Allegheny Highlands Arts & Crafts Center**

**CURRENT OPERATING BUDGET**

**7/1/2024-6/30/2025**

<b>Primary Income Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Charitable Contributions	\$ 47,144.00	Individual Donations, Fundraising Events
Federal & State Grants	\$ 6,500.00	VCA Gos and AIE Grants
Fees from Program Services	\$ 101,876.00	Sales, Sales Tax Collected, and Class Fees
Local Government Grants	\$ 7,800.00	City, town, and County Grants
Foundation Grants	\$ 53,500.00	
Other	\$ 4,120.00	
<b>Total Income:</b>	<b>\$ 220,940.00</b>	
<b>Primary Expenses Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Wages & Benefits	\$ 87,231.23	
Rent & Utilities	\$ 16,372.00	
Insurance	\$ 6,900.00	
Consignor, Sales Tax Paid, Instructor Payments	\$ 74,187.24	
Office Expenses	\$ 13,768.80	Supplies, Postage, Accounting, Credit Card and Bank Fees, etc.
Public Relations	\$ 6,550.78	
AIE Program	\$ 3,000.00	
Building and Equipment Maintenance	\$ 12,929.95	
<b>Total Expenses:</b>	<b>\$ 220,940.00</b>	
<b>Net Income (Loss):</b>	<b>\$ -</b>	

**INSTRUCTIONS:** Replace the items in **RED** with your organizations' information. Please use the income and expense categories that make the most sense for your organization. Consider including separate categories for specific income and expenses of \$10,000 or greater. Smaller categories of income and expenses can be

**Alleghany Highlands Arts & Crafts Center**

**PAST YEAR OPERATING BUDGET**

**7/1/23-6/30/24**

<b>Primary Income Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Charitable Contributions	\$ 48,500.00	Individual Donations, Fundraising Events
Federal & State Grants	\$ 3,329.00	VCA Gos and AIE Grants
Fees from Program Services	\$ 85,555.01	Sales, Sales Tax Collected, and Class Fees
Local Government Grants	\$ 10,750.00	City, town, and County Grants
Foundation Grants	\$ 54,315.53	
Other	\$ 822.98	
<b>Total Income:</b>	<b>\$ 203,272.52</b>	
<b>Primary Expenses Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Wages & Benefits	\$ 91,241.24	
Rent & Utilities	\$ 16,674.20	
Insurance	\$ 6,807.50	
Consignor, Sales Tax Paid, Instructor Payments	\$ 64,336.92	
Office Expenses	\$ 22,540.96	Supplies, Postage, Accounting, Credit Card and Bank Fees, etc.
Public Relations	\$ 10,363.07	
AIE Program	\$ 98.00	
Building and Equipment Maintenance	\$ 18,145.53	
<b>Total Expenses:</b>	<b>\$ 230,207.42</b>	
<b>Net Income (Loss):</b>	<b>\$ (26,934.90)</b>	

**INSTRUCTIONS:** Replace the items in **RED** with your organizations' information. Please use the income and expense categories that make the most sense for your organization. Consider including separate categories for specific income and expenses of \$10,000 or greater. Smaller categories of income and expenses can be

# Beverley Street Studio School

Staunton

## ORGANIZATION INFORMATION:

**Founded in:** 1992

### **Mission:**

"...to provide the community with a variety of opportunities to explore the world of visual art through practice, professional instruction, travel study, gallery exhibits, and contact with working artists."

BSSS provides arts education and programming to the general public. We operate a studio school with a variety of classes and a year-round gallery. We also offer domestic and international travel study opportunities and an annual plein air event. In addition we bring the community together for gallery talks, a book group and conversations about art.

### **Primary activities and programs:**

The School distinguishes itself by offering year-round nondegree college-level art classes to students at many levels. In addition to the core curriculum and as part of the School's mission to make art accessible to everyone in the community, BSSS offers an art gallery with curated rotating exhibits from professional guest artists, instructors and students, a high quality Travel Study program, Open Session figure drawing, as well as community programs including monitored art discussions, lectures, and peer critiques. Scholarships are offered to individuals with proven financial need, with particular opportunities for MBU students to attend.

BSSS instructors include artists and art historians who are highly esteemed, professional educators.

### **Community need(s) your organization exists to address:**

Art impacts, inspires, heals, and encourages a healthy way of life. BSSS is a resource to our community that nurtures creative growth. The skills learned, the conversations had, and the dynamic community built in the studios and gallery enrich and enhance residents' experiences in the visual arts. We - along with other visual and performing arts organizations - help boost the downtown economy by attracting visiting artists and art appreciators. We help reinforce the message that Staunton is a "vibrant arts destination".

The School's diverse programming and pricing (including free and open to the public events) offers opportunities for many types of students: from beginner to advanced; from appreciators to aficionados. Each Spring, we partner with the Garden Club of Virginia by inviting local artists to paint in the gardens. At the end of the Garden Tour, we offer an opportunity for those painters to sell their work at a Wet Paint sale in the school's studios. This year we hope to bring back our Annual Paint Staunton Day to showcase the art of dozens of adults and children who may not otherwise have such an opportunity. BSSS has a scholarship program to make art

classes accessible to those who may be otherwise unable to afford a class at the School. This needs-based approach allows more people to take advantage of our classes and workshops.

### **GRANT DETAILS:**

**Based on how you measure your organization's impact, please share with us the magnitude of your work.**

Impact is measured through number of classes, workshops, lectures, and special events, and the enrollment for each. In 2024 Beverley Street Studio School offered 71 workshop days, 93 class days, five lecture days. Total 2024 enrollment of all offerings was 200 plus students. BSSS also measures success through surveys sent out following the conclusion of a class or workshop.

**What is the approximate percentage of your organization's work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?**

46% of total BSSS members are located in the Staunton, Waynesboro and Augusta County area. Another 25% of our members are from the Charlottesville area.

**Please share your organization's goals and objectives for 2025, or if you prefer, your long-range goals and objectives.**

Among Beverley Street Studio Schools' goals are to increase our presence in the community through events, class and workshop offerings, and educational opportunities such as monthly critiques and local gallery/museum trips. BSSS will host two open houses to educate the community of what we offer. BSSS will seek sponsorship for the 4 remaining Gallery shows in 2025. The current membership program will be redesigned. Long-range goals include becoming financial stable through offering classes, workshops, lectures and events that are appealing to current and new students. We also will create and offer programs and events for our other key audiences - artists, art students, art collectors and art enthusiasts.

**To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.**

While there are other arts organizations in the area, Beverley Street Studio School is unique in that it offers high quality education for advanced artists. All instructors are vetted by a Standards Committee. There are no other advanced studio art organizations in the Staunton-area. Also, BSSS offers weekly Open Session opportunities with models, which is not offered in the area.

**If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?**

The 2024 grant supported not only the school's operational expenses but also the the Beverley Street Studio School Gallery. This gallery provides the community educational opportunities to meet the artists (local and regional), view their work and purchase art. The gallery draws visitors from around the area as well as Charlottesville, Harrisonburg and beyond.

**Tell us a story that best illustrates the impact your organization has on our community.**  
BSSS coordinated a Wet Paint event in conjunction with the Staunton Garden Club's Garden Week. Artists were invited to paint outside at the designated sites. Guests could watch the painters at work and then purchase wet paintings at the end of the day.

Another event is the annual YART Sale. Art supplies, equipment and books are donated to the school. In turn, the school promotes a YART Sale and sells the donated items to interested buyers. This has always been a valuable way to recycle art focused items and provide the community with opportunity to purchase low cost supplies and equipment.

### **GRANT REQUEST**

**Are you requesting a single-year grant or three-year grant commitment?**

2025 Community Grant (single-year grant)

**What is the single-year grant amount you are requesting?**

\$ 3,500

**Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?**

General Operating purposes (no restrictions on its use)

**If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?**

As noted above, we will increase the price of all offerings to cover most of the instructional expenses and processing fees. We will also hold our annual donor drive as well as create and execute a sponsor program. The membership program is being enhanced with intention of adding new members. All of these activities are done by volunteers.

**Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?**

### **FINANCIAL INFORMATION**

**What is your total operating budget for your current fiscal year?**

\$ 158,686

**Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?**

After a competitive price analysis of other similar art schools, the Board approved increasing the prices for classes, workshops, lectures and memberships. Though this did not get us to a

break even point, it did lessen our losses. Increases in processing fees (QuickBooks, Pay Pal and other applications) and other operating costs were somewhat covered. School building rent was discussed. Current owner has the building up for sale. As a result, the Board will form a Relocation Committee to look for a new site and a lower rent. Current lease is up in September 2026. Though the estimated donations are lower versus 2024 Actual, it was felt to be better on the conservative side. Through continued marketing efforts vis Mail Chimp and social media, we hope to increase enrollment in all offerings and the price increases will hold.

**Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?**

Three things to recommend Beverley Street Studio School:

- Look at lists of activities to enrich your life and often one of the first suggestions is “take an art class”.

Now in its thirty-third year, Beverley Street Studio School (BSSS) has been “enriching” the lives of local residents for many years. Not only does BSSS provide professional instruction in drawing, painting and the fine arts but it also offers critiques, discussions and lectures. In addition, the BSSSs downtown Staunton gallery in downtown offers six to eight shows a year, ranging from student work to well-known artist from around the region. The openings, with an artist talk and refreshments, are open to all.

- There’s something for everyone.

Beverley Street Studio School offers four sessions (winter; spring; summer; fall) of classes and workshops on a variety topics, approaches and levels in each season. Each week throughout the year, the “open session” class is an opportunity to work from the live model. In the warmer months, outings are planned for painting “en plein air”. Scholarships are available. Volunteers are welcomed.

- There’s a sense of community.

BSSS supports and brings together a mix of creative, focused participants who find fulfillment and promise through visual art. Conversations flourish; projects and friendships develop. And there’s an overall reward of feeling like part of a like-minded group...a community.

Barbara Coyle Holt

<b>Beverley Street Studio School</b>		
<b>OPERATING BUDGET</b>		
<b>2025</b>		
<b>Primary Income Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Charitable Contributions	\$ 13,000.00	Individual donations, fundraising events, and local grants.
Federal & State Grants	\$ 2,500.00	VCA
Fees from Program Services	\$ 84,510.00	Classes, Workshops, Lectures
Other	\$ 25,525.00	Gallery Sales, Event revenues
<b>Total Income:</b>	<b>\$ 125,535.00</b>	
<b>Primary Expenses Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Wages & Benefits	\$ 42,587.00	1 employee
Rent & Utilities	\$ 26,700.00	School Rent \$21,900, Gallery Rent \$4,800
Insurance	\$ 1,620.00	
Printing & Materials for Program Services	\$ 3,260.00	
Office Expenses	\$ 51,831.00	Processing Fees, Gallery Expenses
Instructor and Model Fees	\$ 32,688.00	
<b>Total Expenses:</b>	<b>\$ 158,686.00</b>	
<b>Net Income (Loss):</b>	<b>\$ (33,151.00)</b>	

**INSTRUCTIONS:** Replace the items in RED with your organizations' information. Please use the income and expense categories that make the most sense for your organization. Consider including separate categories for specific income and expenses of \$10,000 or greater. Smaller categories of income and expenses can be

<b>Beverley Street Studio School</b>		
<b>OPERATING BUDGET</b>		
<b>2024</b>		
<b>Primary Income Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Charitable Contributions	\$ 20,241.00	Individual donations, fundraising events, and local grants(ComFound, CityStn,CityBnk).
Federal & State Grants	\$ -	
Fees from Program Services	\$ 44,565.00	Fees for Classes, Workshops, Lectures
Other	\$ 17,824.00	Gallery Sales, Events
<b>Total Income:</b>	<b>\$ 82,630.00</b>	
<b>Primary Expenses Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Wages & Benefits	\$ 34,129.00	
Rent & Utilities	\$ 29,385.00	School rent 23785, Gallery Rent 5600
Insurance	\$ 2,355.00	
Printing & Materials for Program Services	\$ 2,757.00	
Office Expenses	\$ 22,863.00	Processing fees - PayPal, QuickBooks, etc.
Instructor and Model Fees	\$ 32,688.00	
<b>Total Expenses:</b>	<b>\$ 124,177.00</b>	
<b>Net Income (Loss):</b>	<b>\$ (41,547.00)</b>	

**INSTRUCTIONS:** Replace the items in RED with your organizations' information. Please use the income and expense categories that make the most sense for your organization. Consider including separate categories for specific income and expenses of \$10,000 or greater. Smaller categories of income and expenses can be

# Early Music Access Project

Charlottesville

## ORGANIZATION INFORMATION:

**Founded in:** 2017

### **Mission:**

Early Music Access Project sparks meaningful connections among audiences, musicians, community partners, and artistic collaborators by presenting accessible, engaging performances that infuse the experience of early music with contemporary relevance. Early Music Access Project envisions a world where the richness of early music inspires and connects people across diverse communities. When artists, audiences, and stories converge at the center of the creative process, we share ownership of musical experiences, break down traditional hierarchies, empower underrepresented voices, and celebrate the contributions of every participant – from the stage to the audience.

### **Primary activities and programs:**

Early Music Access Project was founded by Artistic Director David McCormick in 2017 to explore the connections between various styles, including medieval, Renaissance, baroque, new music composed for old instruments, and folk music. EMAP collaborates with non-classical musicians, visual artists, dancers, actors, storytellers, and a variety of other creative individuals. EMAP reaches diverse audiences through non-traditional venues, reasonable ticket prices, engaging programming, and BIPOC representation both on stage and behind the scenes. EMAP presents live concerts, online events, and educational programming. EMAP's live concerts have included a collaboration with Charlottesville-based Victory Hall Opera and a hip-hop dance crew, a medieval meditation program inspired by the writings and music of 12th-century nun Hildegard von Bingen, and programs of both sacred and folk music from Monticello inspired by EMAP artistic director David McCormick's research as a fellow at the International Center for Jefferson Studies. That research also led to the creation of a downtown Charlottesville walking tour highlighting the lives of Monticello's Black fiddlers. In July 2022, EMAP curated and performed a murder mystery program for the prestigious Indianapolis Early Music Festival based on the true story of a 17th-century violinist and composer. Among EMAP's virtual offerings are the Expanding the Narrative web series highlighting Black music in early America and a livestreamed concert of Appalachian tunes and stories. EMAP also partnered with filmmaker Eduardo Montes-Bradley for the documentary Black Fiddlers, with appearances by banjo sensation Rhiannon Giddens and acclaimed fiddler Earl White. The film was released in Spring 2022 through online and in-person screenings, was an official selection of the Virginia Film Festival, and is now being shown on PBS stations nationwide. EMAP has offered several Community Baroque Gatherings – educational events for local students, adult amateurs, and professional musicians. In addition, EMAP has visited several public-school classrooms throughout the region.

**Community need(s) your organization exists to address:**

Though it is sometimes difficult to quantify, the arts play a vital role in the life of any community. Early Music Access Project strives to be a force for good in the communities it serves by providing entertaining and educational programming that improves quality of life, boosts tourism, brings people together, and enhances knowledge about local history. Data from the EpiArts Lab in the UK suggests that arts engagement is associated with better mental health, lower risk of depression, enhanced health behaviors, reduced loneliness, and reduced engagement in adverse health behaviors. This is evident in the smiles and laughter of EMAP audiences during our theatrical productions. In our current divisive and uncertain times, the performing arts connects and unifies communities. Early Music Access Project has been particularly successful at bringing a wide range of people together, both on stage and in the audience. EMAP's work on Black music in early America has given leadership opportunities to Black artists and increased diversity in our audience. EMAP events also boast audience members of all ages, and EMAP's flexible ticket pricing model allows community members from all economic backgrounds to attend concerts. Robust online programming removes geographical barriers and allows those with mobility issues to engage with EMAP's work. The concerts, web episodes, walking tours, and documentary on Black musicians associated with Monticello have also been an important vehicle for informing residents about the history of their region. This work has corrected many false assumptions, brought forgotten stories to light, and opened a dialogue about race in our local communities. According to the National Endowment for the Arts, the arts and culture sector contributed \$1.1 trillion to the economy in 2022, which was 4.3% of gross domestic product (GDP). Early Music Access Project concert patrons visit local shops and restaurants before and after concerts. Often, EMAP patrons are coming from out of town, particularly Charlottesville, helping increase tourist activity. EMAP musicians, often rehearsing and performing in Staunton for up to a week at a time, also frequent local shops and restaurants. The venue rental fees EMAP pays also help local organizations like the American Shakespeare Center.

### **GRANT DETAILS:**

**Based on how you measure your organization's impact, please share with us the magnitude of your work.**

Since 2020, EMAP has dramatically increased its reach through online programming. EMAP's "Slave Songs and Spirituals as Early Music" episode, along with livestream collaborations with Monticello and Colonial Williamsburg, have over 15,000 views. Lectures given by David McCormick about his Monticello research at the Albemarle Charlottesville Historical Society, Juilliard, and other institutions have reached hundreds. EMAP's live audience is growing also. Concerts in recent seasons have drawn an audience of between 120 to 250, including a significant number of children and BIPOC individuals. However, EMAP doesn't measure success only in the size and demographics of its audience, but also in the level of artistic excellence and audience engagement. Invitations to lecture at Juilliard and perform at the Indianapolis Early Music Festival indicate artistic excellence. EMAP patrons are also more engaged than ever, attending a wide range of programs, even if their initial interest was in a specific type of event.

**What is the approximate percentage of your organization's work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?**

50%

**Please share your organization's goals and objectives for 2025, or if you prefer, your long-range goals and objectives.**

One of Early Music Access Project's primary long-range goals is to continue its expansion of programming in Staunton. Artistic Director David McCormick has performed in the Valley for over thirteen years, first as a co-founder of Three Notch'd Road Baroque Ensemble, then as Executive Director of the Shenandoah Valley Bach Festival. He has developed strong community support for EMAP's expansion into the Valley through these connections. Since 2022, EMAP has offered three theatrical performances at the iconic Blackfriars Playhouse, including rarely heard works of early English opera. Later this season, EMAP will perform a concert of Rita Dove's poetry set to music, and next season EMAP will present English masque *The Death of Dido*, both at Blackfriars. EMAP has also held three house concerts in Staunton and plans for a fourth next season. Going forward, EMAP plans to offer at least two shows in Staunton each season, in addition to its robust schedule of concerts in Charlottesville. Overall, EMAP hopes to grow its audience and donor base, both in Staunton and Charlottesville. This will allow the organization to offer more ambitious programming like the fully staged production of *The Death of Dido* described below.

**To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.**

There is no doubt that Staunton boasts an impressive number of performing arts organizations, many of whom offer similar services as Early Music Access Project. Staunton Music Festival, like EMAP, offers a wide range of early music on period instruments. However, SMF has limited offerings outside its summer season, presenting an opportunity for EMAP to provide year-round programming that fills this void. The Heifetz Institute and Waynesboro Symphony Orchestra provide year-round programming, but with little or no focus on early music. All of the above institutions have offered reciprocal marketing support. Three Notch'd Road provides a similar season of early music concerts, but doesn't focus on interdisciplinary collaborations, theatrical productions, or new works for old instruments. EMAP has developed a partnership with Blackfriars Playhouse, presenting concerts that take advantage of the acoustics and historical significance of the venue. They have also been publicity partners for EMAP shows in their theater.

**If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?**

EMAP has not yet performed the concert featuring Rita Dove's poetry, the project awarded a 2024 Community Grant, so we will instead focus on the impact of the 2023 award for a production of English masque *Cupid & Death* at Blackfriars Playhouse. The production took place February 2024; a weeklong workshop of the production took place in September 2023. Over 140 patrons enjoyed the February performance, our largest Staunton audience to date.

This was due in part to radio and print marketing made possible by grant funding. Learning an unusual and unfamiliar work requires extra rehearsal time. Without grant support, EMAP would not have been able to hold the September workshop, a vital opportunity to learn a rarely performed work for which there was no recording or score in modern notation. Grant funding was also used to purchase costumes, props, and set pieces that improved the audience's experience.

**Tell us a story that best illustrates the impact your organization has on our community.**

EMAP is working to develop regular programming and a loyal audience in Staunton. Many of EMAP's patrons in Staunton have expressed excitement in this increased presence and were especially impressed with the artistic quality of *Venus & Adonis* and *Cupid & Death*. However, while EMAP works to build this relationship with Valley audiences, the best illustration of EMAP's community impact comes from neighboring Charlottesville. EMAP's work uncovering the traditions of Black musicians associated with Monticello has helped to fill in gaps in local history and offers a glimpse into a unique sound world.

Audiences consistently ask deep, probing questions about the music and the history. Monticello tour guides attend to gain knowledge that they can then share with guests touring the plantation. Descendants of the Scott and Hemings family fiddlers profiled in this work have been delighted to learn more about their family history.

*Sacred Music of Monticello*, a 2022 EMAP concert, left many audience members in tears, hearing for the first time new spiritual arrangements with local roots, sung by leading Black early music vocalists. Perhaps the most moving experience was witnessing a group of predominantly Black early music artists working together to co-create a program that honored their heritage.

In June 2023, EMAP presented *Rock & Reel*, a concert of folk music and storytelling from Monticello. This free concert at The Rotunda on UVA grounds included tunes once played by Monticello's Black fiddlers and a story passed down from an enslaved Monticello nursemaid. This concert drew a large, diverse audience. Lovers of classical and folk music attended, as well as those interested in local history and the American storytelling tradition. A November 2024 concert, *Lafayette's Fiddlers*, brought the music of these fiddlers back to The Rotunda, through the lens of their performances for Lafayette's 1824 visit to Charlottesville.

The musical selections in these two concerts showcased the depth and breadth of talent among Monticello's Black fiddlers and gave audiences a sense of the massive impact Black fiddlers had on American folk music for generations. The recordings of these concerts, along with interviews and rehearsal footage, will be released as a documentary film this year, allowing a national audience to learn more about this forgotten history. The film's first screening will take place at The Juilliard School in New York City.

A patron at the Lafayette's Fiddlers concert had this to say: "It was a wonderful idea wonderfully executed. The musicians were both skilled and personable. The arrangements were both fresh and appropriate for the historical focus, and the mix of selections allowed each player to shine individually while also demonstrating ability to work as an ensemble. More

please! My husband and I have gone to lots and lots of concerts in myriad venues over many years. This one stood out for both of us."

## **GRANT REQUEST**

**Are you requesting a single-year grant or three-year grant commitment?**

2025 Community Grant (single-year grant)

**What is the single-year grant amount you are requesting?**

\$ 9,000

**Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?**

A specific program or capital expenditure

**If applicable, please describe the specific program or capital expenditure for which you are seeking support and why it is important to our community.**

EMAP requests funding for a production of *The Death of Dido*, an English masque written around 1715 by librettist Barton Booth and composer Johann Pepusch. Booth's libretto tells the same mythical story as Purcell's more famous opera *Dido and Aeneas*, taken from Virgil's Aeneid. This will be a fully staged and memorized production with period costumes, props, and a few set pieces.

This masque has never been recorded or performed in North America, offering a unique opportunity for Staunton residents to be among the first to hear this work at Blackfriars Playhouse. As a replica of the London theater that was shut down in 1642, it is the closest thing to an historically accurate venue for this piece that can be found locally.

This relatively short masque will be paired with a short recital of vocal and instrumental works of Henry Purcell, a contemporary of Pepusch in London. Many of Purcell's works are well known to today's classical music aficionados, which should help draw an audience for this performance.

This production will embody EMAP's signature style, which combines bold storytelling, unique collaborations and venues, and theatrical elements. Through immersive, audience-centered experiences, we invite listeners to rediscover music in fresh and exciting ways.

EMAP believes in demystifying classical music and inviting those unfamiliar with the genre into the world of early music. By creating relaxed and welcoming environments, EMAP ensures that even the "uninitiated" feel included and inspired, cultivating a deeper connection to the art form through shared experiences and accessible price points.

**If applicable, what is this program or capital expenditure's total budget?**

\$ 36,100

**If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?**

EMAP makes its programming accessible to all through free and low-cost tickets to performances. Because of this, EMAP relies heavily on its local funding partners for donations and grants to cover costs. If the recent temporary freeze on federal grants is any indication, local arts organizations like EMAP will become even more reliant on local funders like CFCBR in the coming years.

EMAP is committed to paying its performers competitive fees and will not lower fees if awarded only partial funding. It is important that freelance musicians have the opportunity to make a living doing work that utilizes their extraordinary skills. Instead, cuts would be made to the costume, prop, and set budget lines, though this would be a detriment to the production.

**Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?**

EMAP will be building on the success of its performance in May 2022 of John Blow's *Venus & Adonis* and its February 2024 performance of Matthew Locke's *Cupid & Death*. These shows featured many of the same musicians that will perform in *The Death of Dido*, including the leadership team of David McCormick (artistic director and concertmaster), Alyssa Weathersby (stage director and soprano), and Ben Matus (music director and recorder).

David McCormick is a violinist, scholar, and educator recognized for curating imaginative performances, creating educational opportunities for students of all ages, and guiding prominent arts organizations through the challenges of our time. He is executive director of Early Music America, artistic director of Early Music Access Project, and a founding member of medieval ensemble Alkemie. He is a 2017 recipient of Shenandoah Conservatory's Rising Stars Alumni Award and a 2020 fellow of the International Center for Jefferson Studies.

## **FINANCIAL INFORMATION**

**What is your total operating budget for your current fiscal year?**

\$

**Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?**

EMAP's budget for artist fees and travel is significantly less in FY25 in part because there is not a major theatrical work being performed. In FY24, artist fees and travel were much higher due to the production of *Cupid & Death* at Blackfriars. To remain fiscally responsible, EMAP only performs major theatrical works every other season. EMAP's recording budget is significantly higher in FY25 due to filming and editing related to the new documentary project mentioned above.

**Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?**

EMAP's production of *The Death of Dido* will be fully staged, including period costumes, props, and small set pieces. Four vocalists and eight instrumentalists will perform the work, all experts in historical performance practice from New York, Boston, Philadelphia, Raleigh, New Haven and other east coast cities. Hiring specialists in early opera is essential to this project and compensating them fairly is a core value of EMAP. While this project is one of EMAP's most expensive to date, several new funders have come forward in recent seasons to help ensure that ambitious projects are fully funded.

In lieu of a formal letter of reference, below is an unedited text message from longtime supporter Judith Kahn, dated November 10, 2024, in reference to performances of Lafayette's Fiddlers inside The Rotunda at the University of Virginia, shared with her permission.

While we recognize that it is unconventional to share feedback from outside the immediate community, these words perfectly capture sentiments we've heard from audiences wherever we perform.

*Congratulations! What a masterful event! What joyous, moving, singular music! I feel privileged to have been in your audience today/tonight! What fabulous musicians! Perfect programming! Authentic, spontaneous, tender, heart filled, toe-tapping, hand clapping music! Oh for joy, for joy! Jefferson is dancing in his tomb. The Black fiddlers are grateful to you in their graves. You have resurrected their music from obscurity; rescued their fiddling from oblivion; preserved their names and legacies for future generations. You've done this! And you've done it by making it joyous, toe-tapping, heart filled, exciting music for today's ears! Great decision: not to replicate historically, but to play it for us! For today! Hearing it as fresh, as alive, as for the first time, as they heard and played it then! Brilliant, my dear! Making it public! Free! Accessible! Thank you! And you made it open for all! Available for all! And in the Rotunda! For all! How special! And what fun! You were all having fun! Playful! Taking risks! And all the while technically, all of you, at the top of your game! Sounding fantastic! Each of you, alone, and together! Wow! I loved it! Everyone loved it! Superb selections! (So hard to pick from so many, I'm sure.)*

<b>FY25 BUDGET - Early Music Access Project</b>	
<b>REVENUE</b>	
TICKET SALES	\$ 3,000.00
CONTRIBUTIONS	\$ 15,000.00
GRANTS	\$ 31,000.00
FEES FROM PRESENTERS	\$ 9,000.00
<b>TOTAL REVENUE</b>	<b>\$ 58,000.00</b>
<b>EXPENSES</b>	
MUSICIAN CONTRACTS	\$ 21,400.00
STAFF SERVICES	\$ 6,500.00
RECORDING FEES	\$ 9,000.00
TRAVEL EXPENSES	\$ 3,500.00
INSURANCE	\$ 300.00
PRINTING	\$ 2,900.00
SUPPLIES	\$ 643.00
POSTAGE	\$ 200.00
VENUE COSTS	\$ 3,500.00
FUNDRAISING EXPENSES	\$ 1,000.00
ADVERTISING	\$ 2,500.00
WEBSITE	\$ 55.00
TAXES & FEES	\$ 75.00
PROFESSIONAL ASSOC. FEES	\$ 110.00
<b>TOTAL EXPENSES</b>	<b>\$ 51,683.00</b>
<b>NET REVENUE LESS EXPENSES</b>	<b>\$ 6,317.00</b>

<b>FY24 ACTUAL OPERATING BUDGET - Early Music Access Project</b>	
<b>REVENUE</b>	
TICKET SALES	\$ 7,605.05
CONTRIBUTIONS	\$ 15,115.62
GRANTS	\$ 35,750.00
FEES FROM PRESENTERS	\$ 3,250.00
<b>TOTAL REVENUE</b>	<b>\$ 61,720.67</b>
<b>EXPENSES</b>	
MUSICIAN CONTRACTS	\$ 43,000.00
STAFF SERVICES	\$ 2,115.00
RECORDING FEES	\$ 3,100.00
TRAVEL EXPENSES	\$ 8,543.48
INSURANCE	\$ 696.00
PRINTING	\$ 2,646.92
SUPPLIES	\$ 1,064.51
POSTAGE	\$ 192.05
VENUE COSTS	\$ 3,515.00
ADVERTISING	\$ 459.99
WEBSITE	\$ 71.80
TAXES & FEES	\$ 140.00
PROFESSIONAL ASSOC. FEES	\$ 110.00
OTHER	\$ 0.59
<b>TOTAL EXPENSES</b>	<b>\$ 65,655.34</b>
<b>NET REVENUE LESS EXPENSES</b>	<b>\$ (3,934.67)</b>

<b>Early Music Access Project - "The Death of Dido" Project Budget</b>		
<b>REVENUE</b>		<b>NOTES</b>
TICKET SALES	\$ 3,100.00	\$10-\$25 ticket price, approx. 150 patrons
CONTRIBUTIONS	\$ 4,000.00	
GRANTS	\$ 29,000.00	Potential Funders: CFCBR, The Rea Charitable Trust, Bama Works Fund, Virginia Commission for the Arts, Vesta Lee Gordon Fund
<b>TOTAL REVENUE</b>	<b>\$ 36,100.00</b>	
<b>EXPENSES</b>		
ARTIST FEES	\$ 17,600.00	\$2,000 per memorized vocalist (4), \$1,200 per instrumentalist (8)
TRAVEL EXPENSES	\$ 3,500.00	\$350 per non-local musician (10)
ARTISTIC LEADERSHIP	\$ 7,500.00	Stage director, stage manager, music director, and artistic director
COSTUMES, PROPS	\$ 2,000.00	Period costumes, props, and small set pieces
VENUE FEE	\$ 1,000.00	Blackfriars Playhouse, performance and dress rehearsal
PUBLICITY	\$ 1,500.00	Program books and local media ads
RECORDING	\$ 3,000.00	Audio and video recording for partial future release
<b>TOTAL EXPENSES</b>	<b>\$ 36,100.00</b>	

# Garth Newel Music Center

Warm Springs

## ORGANIZATION INFORMATION:

**Founded in:** 1973

### **Mission:**

Through live, professional performances, educational programs, exceptional hospitality and opportunity for personal interaction between musicians and audiences, the mission of Garth Newel Music Center is to enrich lives through inspired chamber music and performance arts experiences.

The Allegheny Mountain String Project is a central part of that mission, offering an opportunity to local school-age students to learn the fundamental skills necessary for a lifetime of music making.

### **Primary activities and programs:**

Garth Newel Music Center is a year-round chamber music venue situated in the heart of Virginia's Allegheny Mountains, presenting over 50 on-site concerts throughout the year performed by the organization's resident performing ensemble, the Garth Newel Piano Quartet in addition to other world-class musicians and artists. The core of the education part of Garth Newel's mission is carried out with the Allegheny Mountain String Project (AMSP). Garth Newel is the center and home to the AMSP, a vital source of music education for children in the Bath, Highland, and Alleghany counties (a 2100 square mile service area) and the only formal K-12 comprehensive string music education program in the region.

### **Community need(s) your organization exists to address:**

Garth Newel Music Center is the only dedicated chamber music performance venue with a resident ensemble in the region, and AMSP is the only comprehensive string education program in the Alleghany Highlands region. Garth Newel brings world-class music performances to the Alleghany Highlands and provides free tickets to any student and accompanying parent enrolled in Allegheny Mountain String Project.

In Highland County, AMSP supports the only string education opportunity and one of the few venues for young people to engage in music lessons of any kind. A central priority of AMSP is that no student is turned away due to financial ability, and 60% of our students receive scholarships paid for by community grants and private donations. All ensembles are funded through grants and offered free to AMSP students. Highland County is one of the most rural communities with very limited access to services and opportunities more populated areas can offer. AMSP gives families a thriving string music community to participate in and with performances for the community, a place to gather and celebrate these dedicated young people and the vitality of music.

**GRANT DETAILS:**

**Based on how you measure your organization's impact, please share with us the magnitude of your work.**

There are currently 14 students in the Highland County String Studio which is the Highland County division of the Allegheny Mountain String Project [AMSP]. Our raw numbers don't seem impressive on the surface, but considering the low population density of Highland County, AMSP has a high value and interest to the community. It has become a benchmark program. My understanding is the local band program has been averaging around 4-6 students in the elementary and high school. The AMSP has historically in the 15 years it's been in existence had higher student counts than the local school music programs. As for serving the community, our most recent Highland County solo recital (held in the Highland Center) had over 50 community members in attendance.

**What is the approximate percentage of your organization's work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?**

40%

**Please share your organization's goals and objectives for 2025, or if you prefer, your long-range goals and objectives.**

Our goal and primary objective is to serve the community. First our students and their families. We provide excellent string education and remove as many barriers as possible to every interested student in the county. Our barriers are financial, cultural and geographical. Funding is key for us to remove the financial barrier, and most of our Highland County Students receive scholarship, awarded by request on a sliding scale for need. This season we awarded \$3700 in scholarship funds which is the highest amount and is 39% of our total scholarship budget. We consider the cultural barrier by using an American system of folk music which connects to the regional culture and is an easy bridge for families to welcome learning a string instrument as a valuable activity. Geographic challenges are strong with low population density. We offer lessons in the center of the County, Monterey, where other important things are located to cut down on driving distances and allow for combined trips. We also serve the community by providing a teaching position job. I have also heard we serve the community by offering an activity that helps families have more confidence to move into the area.

**To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.**

I am not aware of any organization that provides comprehensive string music education or any other music education that serves the Highland County region.

**If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?**

We have been fortunate to receive funding from the Community Foundation for a number of years and this grant is absolutely VITAL for our work. Highland County is the most challenging

county for our program to find funding support. In recent years we have had the loss of two important donors due to age and relocation that believed in AMSP and helped with our scholarship fund. Currently we are seeking others who will partner with us as well as always seeking other granting organizations but they are in shorter supply in Highland than our other counties we serve. We are grateful for funding sources that are not as particular that their funds must stay within the county the funder serves because it is through these unrestricted funds we stay active in Highland currently. AMSP is completely dedicated to serving Highland County. This grant is a vital resource!

**Tell us a story that best illustrates the impact your organization has on our community.**

This has been a transitional year for AMSP in Highland County because a founding instructor has finally retired from teaching. Gretta Sandberg is still active in the community, but has stepped down from her work with AMSP. We are thrilled to share we have a perfect lead instructor hired and in place and in such a rural community the potential for finding the right person for a position is often uncertain. This transition has two stories built in that illustrate the impact of a string program in a rural community. First regarding the retirement of Ms. Sandberg there were a few events of goodbyes and honoring, and at each one I attended there were multiple community members who expressed their deep concern over the potential end of AMSP activities in the community. Both for the young people who engage and learn the many skills of life and music our program brings, but also for the music that accompanied many community events as well! I was glad to assure them that even with Ms. Sandberg's retirement, our program would stay! Second, the new lead instructor for Highland County is an exceptional cellist, Kelley Mikkelsen. She has a resume that includes Eastman School of Music and principle cellist in Roanoke Symphony as well as the highest rank in other performing organizations, collaboration with high profile musicians, and recording with known labels. She has extensive education chops as well and has taught at Hollins, Roanoke College, and East Carolina State University- where she taught young teachers how to teach the various string instruments. Our new instructor was one a teacher of teachers. I also know Kelley personally and have found her to be an outside the box thinker with a lot of flexibility and a positive spirit. These are the qualities I most required in such a small town program where we often have to work within limitations. Her story illustrates the impact AMSP can have in why Kelley was so interested as her performance career slows down, in moving to and engaging in education in the most rural area in VA. She grew up in a similarly rural community in North Dakota. She fell in love with the cello when she saw one in a pawn shop, only it was missing a string! She took it home, and loved that cello but had no one to teach her how to play it. Still she did her best, eventually was able to get the missing string, and was completely self taught. Being self taught she auditioned and was admitted to Eastman Conservatory of Music in New York. She had to unlearn a lot of poor habits, but they saw potential in Kelley that she worked hard to realize. To this day Kelley says she wished her town had a strings program. She has been watching AMSP for years from a distance and jumped at the chance to become integrally involved. She is now able to work with kids just like her!

## GRANT REQUEST

**Are you requesting a single-year grant or three-year grant commitment?**

Three-year Community Grant commitment (2025-2027)

**What is the annual amount of the three-year grant you are requesting?**

\$ 3,000

**Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?**

General Operating purposes (no restrictions on its use)

**If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?**

For the upcoming years our focus is on our scholarship program. We are grateful for partnerships in Highland County that mean our future rent at the Highland Center is going to be reduced from our current payment of \$150 per month to \$100 per month (\$1200 for the year). This grant request will go toward facilities and scholarship. If the amount is decreased from our ask, it could mean we have less scholarship funding to offer and some students will find a financial barrier that we desperately try to mitigate. As our recruiting continues with an energetic new instructor, we hope that our scholarship needs should continue to grow!

**Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?**

The needs for scholarships are growing each year, and our new instructor is very interested in recruitment and growing the program even more. She has concerns about engaging in recruitment if we might have to decrease our scholarship offerings. My role as program director is to grow that fund so that we can have every interested student welcomed at the financial commitment they are able to carry. I am working hard to find avenues to support her! Currently Highland County is our only county that is not strongly sustainable with community funding, but I know we can change this! I am deeply grateful that the Community Foundation is active in Highland because it has given us the encouragement to keep trying and knocking on doors, engaging new community members, and hopefully finding sustainable growth! Thank you for your support.

## FINANCIAL INFORMATION

**What is your total operating budget for your current fiscal year?**

\$ 75,083

**Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?**

This budget is for the Allegheny Mountain String Project, a major program of the Garth Newel Music Center. The AMSP budget is a stand alone program budget within the larger Garth Newel Music Center Budget. The total operating budget for Garth Newel Music Center for 2025 is \$1,164,924.00

**Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?**

January 14, 2025

Hello,

I always loved the Louis Armstrong song, "I Come from a Musical Family", but it is a bittersweet tune if you do not come from a musical family. It's a language that although you can enjoy, you don't quite speak. I hoped to break that legacy.

that is not the legacy I hope to pass down.

Being originally from Pocahontas County, West Virginia, I began to seek out music instruction for my children when they were about four and seven years old. I hoped to find something both steeped in the Appalachian tradition, but also of the world. I have also always loved the music of the place where one is, how it somehow magically speaks the language of the land. To have the opportunity to learn a local music tradition is priceless.

I found a lot of people who were just retiring, were super musicians, but too busy with their day job, were from a long family tradition, but only had a few select students (yes already in that precious musical fold). In short a lot of leads and resources, but none of them actually available to us.

A friend, whose daughter studied with AMSP invited us to a 'strings open house'. The next thing I knew, we were applying for the program. I must say, I don't think I knew exactly what we were getting ourselves into. Did I really consider, at the moment that this is say, oh a ten year or so commitment? Did I know the ins and outs of how this musical instruction would unfold? I didn't know much of anything, least of all that we were being invited into a sort of musical family, with full knowledge that if traditions are not passed down, they are lost.

We have been guided with patience and perseverance through this slow and beautiful process of cultivating an

It has probably been about six years since we began. It has become so much a part of our lives that we have lost count. I don't think I'm raising the next Louis Armstrong, but both kids play, this incredibly complex instrument that I know nothing about!

This is a an absolute gift.

Nikki Alikakos  
Mother of Zoey & Vega Guamis

Erin R. Will  
P.O. Box 202  
Monterey, VA 24465  
01-10-2025

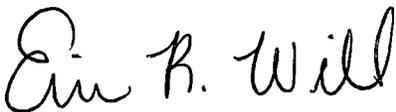
Community Foundation Central Blue Ridge  
117 South Lewis Street  
Staunton, VA 24402

Community Foundation of the Blue Ridge,

My son Jaxson Will has been a student with the Alleghany Mountain String Project for almost two years. He participates in regular lessons at the Monterey, VA location at The Highland Center. By participating in this program, he has learned how to play the Cello and has gained important life skills. Those skills include gaining confidence by being on stage and performing at The Highland Center and Garth Newel, gaining discipline for practicing his instrument and being responsible for attending weekly lessons. He enjoys participating in the program and as his mother it makes me so happy to see him up on stage performing and watching him mature and thrive. The Alleghany Mountain String Project is a wonderful program that has greatly impacted our family. I would love to see it continue to thrive in Highland County and continue to bring opportunities for young people that want to learn how to play a string instrument. If they were not able to offer their Monterey location for lessons, I would not be able to allow my son to participate. We would not be able to travel far for lessons and it would be a financial hardship on us. That would truly be upsetting to us. My son really has blossomed due to this program and the wonderful instructors he has encountered. Please consider their grant application so they can continue to be housed in The Highland Center for participants.

Thank you for your time.

Sincerely,

A handwritten signature in cursive script that reads "Erin R. Will". The signature is written in black ink and is positioned below the word "Sincerely,".

Erin R. Will

<b>Allegheny Mountain String Project</b>		
<b>OPERATING BUDGET</b>		
<b>2025</b>		
<b>Primary Income Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Charitable Contributions	\$ 4,500.00	Individual donations, fundraising events
Local Grants	\$ 48,398.00	Granting Organizations (Allegheny Foundation, Bath County Arts Association, Virginia Hot Springs Preservation Trust, The Guilford Foundation, The Highland County Arts Council, Associated Chamber Music Players)
National Grants percentage through Garth Newel Music Center	\$ 1,000.00	Virginia Commission of the Arts and NEA funding
Fees from Program Services	\$ 20,385.00	Income from student lesson fees and instrument rentals
In-kind Services and Space Donations	\$ 800.00	Free Space Leases that expand the reach of AMSP to more neighborhoods
<b>Total Income:</b>	<b>\$ 75,083.00</b>	
<b>Primary Expenses Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Instructor Pay	\$ 63,438.00	Pay for 5 instructors and a program director
Rent & Utilities	\$ 7,520.00	Rent for facilities including the Highland Center
Instrument Repair and Maintenance	\$ 600.00	Cost to maintain rental instruments
Misc.	\$ 2,000.00	Marketing, print materials (rack cards and concert programs), website maintenance, music expenses, teaching materials, supplies, prizes, etc)
Accompanist and Guest Artists Fees	\$ 525.00	Pianist for concerts and occasional guest artists to interact with our students
Recruiting and Community Events	\$ 1,000.00	Extra pay for instructors who do community events with our students or recruiting events
<b>Total Expenses:</b>	<b>\$ 75,083.00</b>	
<b>Net Income (Loss):</b>	<b>\$ -</b>	
<b>INSTRUCTIONS: Replace the items in RED with your organizations' information. Please use the income and expense categories that make the most sense for your organization. Consider including separate categories for specific income and expenses of \$10,000 or greater. Smaller categories of income and expenses can be combined into an "Other"</b>		

<b>Allegheny Mountain String Project</b>		
<b>OPERATING BUDGET</b>		
<b>2024</b>		
<b>Primary Income Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Charitable Contributions	\$ 4,200.00	Individual donations, fundraising events
Local Grants	\$ 39,600.00	Granting Organizations (Allegheny Foundation, Bath County Arts Association, Virginia Hot Springs Preservation Trust, The Guilford Foundation, The Highland County Arts Council, Associated Chamber Music Players)
National Grants percentage through Garth Newel Music Center	\$ 750.00	Virginia Commission of the Arts and NEA funding
Fees from Program Services	\$ 29,721.00	Income from student lesson fees and instrument rentals
In-kind Services and Space Donations	\$ 750.00	Free Space Leases that expand the reach of AMSP to more neighborhoods
<b>Total Income:</b>	<b>\$ 75,021.00</b>	
<b>Primary Expenses Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Instructor Pay	\$ 64,826.00	Pay for 5 instructors and a program director
Rent & Utilities	\$ 7,025.00	Rent for facilities including the Highland Center
Instrument Repair and Maintenance	\$ 610.00	Cost to maintain rental instruments
Misc.	\$ 1,500.00	Marketing, print materials (rack cards and concert programs), website maintenance, music expenses, teaching materials, supplies, prizes, etc)
Accompanist and Guest Artists Fees	\$ 485.00	Pianist for concerts and occasional guest artists to interact with our students
Recruiting and Community Events	\$ 575.00	Extra pay for instructors who do community events with our students or recruiting events
<b>Total Expenses:</b>	<b>\$ 75,021.00</b>	
<b>Net Income (Loss):</b>	<b>\$ -</b>	
<b>INSTRUCTIONS: Replace the items in RED with your organizations' information. Please use the income and expense categories that make the most sense for your organization. Consider including separate categories for specific income and expenses of \$10,000 or greater. Smaller categories of income and expenses can be combined into an "Other"</b>		

# **Heifetz International Music Institute**

Staunton

## **ORGANIZATION INFORMATION:**

**Founded in:** 1996

### **Mission:**

The mission of the Heifetz Institute is to develop the expressive potential of every performer. We believe that artists express their individuality not only through technically and intellectually robust music making, but also through emotional and physical engagement with the music they play. Through its Performance & Communication Training method, the Institute trains musicians to redefine the concert experience by conveying the emotion of the music they perform and to realize their full creative potential. This comprehensive and cross-disciplinary curriculum guides musicians to become more effective communicators and performers on stage, and more sensitive and empathetic off stage. Through our presentation of free and low-cost concerts during our summer program and year-round, we also serve our community by expanding access to and nurturing an appreciation for concert music.

### **Primary activities and programs:**

The Heifetz Institute fulfills its mission through the presentation of concerts, tours, workshops and other educational and artistic activities featuring our students, alumni, and renowned faculty. The flagship six-week summer program held in Staunton, Virginia consists of intense instrumental training with a focus on solo and chamber works, and immersive daily classes in Public Speaking, Voice, Drama, Movement, Health & Wellness, and Freedom of Expression, with additional trainings in Diversity, Equity and Inclusion (DEI) and Productivity, Time Management, and Organization. The Institute boasts an instrumental faculty considered to be among the very front rank of summer music programs, while the extensive Festival of Concerts serves as the real-world proving ground for both the intense string instruction and the Communication Training curriculum. These presentations are staged not only in traditional theaters and venues, but also in schools, hospitals, healthcare facilities, and across underserved communities to reach students, seniors, individuals with mobility issues, and those that may otherwise never have the means or ability to venture inside a concert hall. The Institute's mission is further realized year-round through Heifetz on Tour, the Institute's program of outreach and career development, as well as the Heifetz Ensemble in Residence (HEIR) program, designed to offer real-world performance experience and outreach opportunities for our most talented and engaging young alumni, while providing valuable programming for area health-care providers, senior centers, and educational institutions.

### **Community need(s) your organization exists to address:**

The Heifetz Institute and the musical programs that we present are part of a rich cultural landscape of the Shenandoah Valley that serves to unify our community and improve well-being. In addition to performances in traditional venues such as theaters and auditoriums, our artists also perform in schools, churches, businesses, clubs, health care and assisted living

facilities, soup kitchens, 'memory cafés,' and community events. These provide an invaluable experience for our musicians, connecting them closer to members of our community, and bringing their artistry to audiences that may otherwise never have the means or ability to attend such a performance. As an experiential program, the Heifetz Institute is deeply committed both to developing the potential of our gifted young artists, as well as to serving the community and improving the quality of life through the arts. The Institute presents approximately 60 summer concerts with an additional 20-30 programs year-round, the vast majority of which are either free or less than \$10, ranging from the intensity of a high-level chamber music concert to the relaxed informality of a multi-genre "Heifetz Hootenanny." The collection of talent we assemble in Staunton is unprecedented for a rural region with the economic profile of the Shenandoah Valley. It is through the participation of these elite young musicians, many of whom attend through scholarship support, that we are able to present such a high volume of world-class performances at such affordable prices. Our impetus to present low-and no-cost concerts is vital to our mission of serving our home city of Staunton and the greater surrounding region. Beyond the summer program, our touring alumni artists and Ensemble in Residence serve as ambassadors for, and educators of, this timeless music, offering general music education, workshops, performances, and private lessons to local students, and providing unprecedented access to top notch musicians. This helps to fill a major gap in youth access to the arts given the overall trend of diminished arts funding in schools both locally and nationally.

#### **GRANT DETAILS:**

**Based on how you measure your organization's impact, please share with us the magnitude of your work.**

The Institute trains 160 students during its intensive six-week summer program, while an additional 20-30 alumni artists participate in year-round touring and outreach activities. We draw approximately 8,000 audience members during our summer festival, and an additional 1,500 in touring activities. While we are not driven to maximize ticket revenues at the expense of our educational goals, total concerts, audiences, and ticket sales indicate the overall effectiveness of our outreach and programming. The Institute also presents 20-30 outreach events annually at local schools, churches, assisted living facilities, and soup kitchens. On a wider scale, the Institute is recognized as a worldwide leader for classical music online, with performance videos exceeding 17.4 million views and 64,000 YouTube subscribers. This raises the profile of our musicians, and is an additional medium through which we present their work to the widest audience and showcase Staunton as a cultural destination.

**What is the approximate percentage of your organization's work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?**

95

**Please share your organization's goals and objectives for 2025, or if you prefer, your long-range goals and objectives.**

Our immediate goal for 2025 is to continue to distribute upwards of \$300,000 in scholarships and tuition assistance for students in the face of continued economic pressures and a forecasted 40% increase in the cost of facilities, housing, transportation, and food. Grant funding enables us to enroll the most talented students without regard to their ability to pay. The need to attract and retain talent goes beyond prestige – these top students are our best and most valuable ambassadors whose successes inspire their peers as well as our donors, generating greater revenues in application fees, tuition, and charitable giving. Upon assembling this extraordinary artistic community, we can work towards our long-range objectives of 1) expanding diversity, equity, and inclusion in our own organization and throughout the field of classical music as a whole; and 2) fostering access to and awareness of classical music in our community through educational partnerships, outreach, and inclusive programming. Our vision is to structure our enrollment, programming, and staffing so as to pave the way for this next generation of musicians to not only carry on the legacies of Western musical masterworks, but also shape them in a way that better reflects our current world.

**To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.**

Our closest peer organization locally is the Staunton Music Festival, with whom we collaborate to share equipment, logistics, marketing initiatives, and other common expenses. While theirs is the more traditional festival model of presenting professional musicians as the bulk of their programming, our concerts overwhelmingly feature our students. These exceptional young musicians bring an excitement and intensity to the concert stage that has become the trademark of the Heifetz festival season, and we have found that the focus on younger performers also appeals to a wider audience than most classical music festivals. On a broader cultural scale, the American Shakespeare Center is a longtime partner, as our institutions represent a core of Staunton's thriving artistic reputation, and we collaborate on programming and shared marketing efforts throughout the year. Furthermore, we will present a free weekly chamber music series at their Blackfriars Playhouse in summer 2025.

**If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?**

Our 2024 Community Grant award was crucial to providing the scholarship and operational support previously outlined. While we have implemented increases in the tuition rate over the past two years to compensate for a drastic increase in expenses, the current rate is still firmly in line with those of our peer institutions. This delicate balance underscores the need to continue to expand our scholarship and tuition-assistance programs though. While we expect an increase in our tuition revenue, it will only account for a portion of the increased operating expenses, and so support from the CFCBR, alongside other private foundations and government granting agencies, ensure that we are able to offset the financial burdens of our exceptional students and continue to offer affordable and vital cultural programming to our community.

**Tell us a story that best illustrates the impact your organization has on our community.**

The continued expansion of our Scholarship Team program embodies the synergy between our goals of providing transformational artistic opportunities for the young artists we serve while

bringing our community together through the arts. First launched in 2019, the program provides the opportunity for local supporters of the Institute to personally sponsor and connect on a more intimate basis with some of the exceptional students who receive scholarship support. The initiative has forged deeper bonds between musicians and audiences, as well as brought community friends and neighbors together through their shared love and support of the arts. These scholarship recipients also serve as leaders during the summer season, as they participate in our outreach events – including performances at healthcare facilities, places of worship, and other community events during the summer session – in addition to serving as practice partners and mentors for Junior Division students. The program persevered through the pandemic, as we conducted online and hybrid programs. Reflecting back on the program, one team member noted, "What inspires me is knowing that they will also use these tools in whatever leadership roles they will occupy in the years to come," while a scholarship recipient shared, "I would not be the musician I am now without having attended Heifetz, and I could not have attended without scholarship support." To illustrate the impact that the Institute has on the great musical community, Heifetz alumnus Zlatomir Fung, who first attended the Institute as a 13-year old and is now returning as a faculty member, notes, "The Institute is a magnificent gift to Staunton and to American music in general for all the work it's done training the next generation of classical musicians."

## **GRANT REQUEST**

**Are you requesting a single-year grant or three-year grant commitment?**

Three-year Community Grant commitment (2025-2027)

**What is the annual amount of the three-year grant you are requesting?**

\$ 10,000

**Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?**

General Operating purposes (no restrictions on its use)

**If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?**

The decreased funding amount would likely result in funds being reallocated from our scholarship pool towards general operating expenses, meaning that several deserving students would likely be unable to attend the Institute due to insufficient tuition assistance. Scholarship funding takes the financial burden of education off of our students' backs and builds a solid financial foundation for the Institute. For most applicants, the Heifetz Institute is their first-choice summer program – the amount of scholarship support we are able to offer is the critical determining factor in enrolling them. We would, however, still continue to prioritize the extensive public programming and community outreach events that we offer.

**Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?**

### **FINANCIAL INFORMATION**

**What is your total operating budget for your current fiscal year?**

\$ 1,940,669

**Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?**

The Institute has had to drastically rework its budget in the face of the rising costs of three main factors largely out of its control (and without many alternatives in the Staunton area): facilities, food, and faculty housing. In 2021, they represented 12% of overall expenditures at \$161,674.71, while in 2025 they are projected to represent 28% of expenditures at \$513,479. We are nearing the limit of how much we can raise fees on our students to offset those costs, and so are more reliant than ever on grant and fundraising support.

**Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?**

<b>Heifetz International Music Institute</b>		
<b>OPERATING BUDGET</b>		
<b>OCT 2024 - SEP 2025</b>		
<b>Primary Income Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Board Member Contributions	\$ 300,000.00	
Grant Contributions	\$ 183,000.00	
Individual Contributions	\$ 377,720.00	
Corporate Contributions	\$ 10,000.00	
In Kind Contributions	\$ 75,000.00	
Retail Sales	\$ 41,350.00	
Ticket Sales & Concert Income	\$ 121,500.00	
Tuition	\$ 493,400.00	Incl. Application fees; Less \$283,000 scholarship and financial aid
Room & Board Income	\$ 282,810.00	
Student Other Income	\$ 66,990.00	
Technology Income	\$ 30,100.00	
<b>Total Income:</b>	<b>\$ 1,981,870.00</b>	
<b>Primary Expenses Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Advertising & Marketing	\$ 42,700.00	
Bank & Credit Card Fees	\$ 23,201.00	Incl. Financing Costs
Office Expenses	\$ 16,350.00	
Technology & Systems Expenses	\$ 17,000.00	
Professional Fees	\$ 30,000.00	Incl Licenses and Permits, Membership Dues and Subscriptions
Compensation Expenditures	\$ 510,200.00	Salaries & Wages, Payroll Taxes, Employee Benefits
Administrative Contractors	\$ 10,300.00	Incl Recruitment/HR/Payroll Expense
Technical Contractors	\$ 623,700.00	Artistic Director, Artist Fees, Artist Boarding & Travel Stipends, Multimedia, Piano Movers & Tuners, Janitor
Facility Rental	\$ 98,270.00	
Insurance	\$ 13,750.00	
Special Events	\$ 20,500.00	
Travel & Lodging Expenses	\$ 306,548.00	Incl Staff & Faculty Lodging
Supplies	\$ 195,000.00	Incl Student Meals
Utilities	\$ 9,500.00	
Vehicle Expense	\$ 8,300.00	
Other	\$ 15,350.00	Incl. Meeting & Rehearsal Expense, Repairs & Maintenance
<b>Total Expenses:</b>	<b>\$ 1,940,669.00</b>	
<b>Net Income (Loss):</b>	<b>\$ 41,201.00</b>	

**Heifetz International Music Institute**

**OPERATING BUDGET**

**OCT 2023 - SEP 2024**

<b>Primary Income Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Board Member Contributions	\$ 296,932.48	
Grant Contributions	\$ 166,181.00	
Individual Contributions	\$ 265,269.07	
Corporate Contributions	\$ 7,060.20	
In Kind Contributions	\$ 75,446.50	
Retail Sales	\$ 34,057.35	Less COGS - Retail Sales \$19,064.71
Ticket Sales & Concert Income	\$ 180,358.81	Included Advertising Income
Tuition	\$ 397,768.20	Less \$327,857 in scholarship and financial aid
Room & Board Income	\$ 240,513.00	
Student Other Income	\$ 68,088.57	
Technology Income	\$ 32,550.00	
<b>Total Income:</b>	<b>\$ 1,764,225.18</b>	
<b>Primary Expenses Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Advertising & Marketing	\$ 45,675.93	
Bank & Credit Card Fees	\$ 21,691.91	Incl. Financing Costs
Office Expenses	\$ 34,652.27	
Technology & Systems Expenses	\$ 16,522.20	
Professional Fees	\$ 15,999.39	Incl Licenses and Permits, Membership Dues and Subscriptions
Compensation Expenditures	\$ 494,726.98	Salaries & Wages, Payroll Taxes, Employee Benefits
Administrative Contractors	\$ 11,595.87	Incl Recruitment/HR/Payroll Expense
Technical Contractors	\$ 643,579.63	Artistic Director, Artist Fees, Artist Boarding & Travel Stipends, Multimedia, Piano Movers & Tuners, Janitor
Facility Rental	\$ 107,776.03	
Insurance	\$ 12,158.65	
Special Events	\$ 34,879.78	
Travel & Lodging Expenses	\$ 206,942.97	Incl Staff & Faculty Lodging
Supplies	\$ 172,327.09	Incl Student Meals
Utilities	\$ 10,790.77	
Vehicle Expense	\$ 7,278.08	
Other	\$ 19,506.37	Incl. Meeting & Rehearsal Expense, Repairs & Maintenance
<b>Total Expenses:</b>	<b>\$ 1,856,103.92</b>	
<b>Net Income (Loss):</b>	<b>\$ (91,878.74)</b>	

# Highland County Arts Council

Monterey

## ORGANIZATION INFORMATION:

**Founded in:** 1992

### **Mission:**

The purpose of the Highland County Arts Council (HCAC) is to promote the arts, to provide cultural enrichment to the community and to make Highland County an Arts destination.

### **Primary activities and programs:**

The Highland County Arts Council provides a myriad of activities and programs related to the arts to fulfill its mission. The HCAC's activities can be summed up to the ongoing presence we have established in the community. The HCAC holds a physical location in the old restored County school building, the Highland Center, where the HCAC assumes rent of classrooms for the use of artists and programs in the community – from the local strings program and orchestra to visual arts groups. A monthly performance series run by the HCAC brings artists from outside the community and pays them fairly. The HCAC provides scholarships to individuals pursuing the arts, as well as hosting performing arts programs for school children and workshops for amateur artists of all ages. An annual plein air weekend brings visitors and painters to take in the beauty of Highland. Recognizing that the local arts contribute to the local economy and community, the HCAC partners with other local organizations to provide support for their events and activities as well. Whether by providing technical assistance and sound equipment for performances and pageants, or organizing exhibit space and arts expertise for the Highland County Fair, the HCAC is seen as an approachable, community-minded organization here to enrich the lives of our residents through access to the Arts.

### **Community need(s) your organization exists to address:**

Highland County is, to say the least, off the beaten path. It is not a well-known destination, with winding mountain roads, limited local commerce, and the lowest population in all of Virginia (nearly 2,340 residents as of 2023). Historically, cultural diversity and arts learning opportunities, activities, and events have been extremely limited for the local population and surrounding region. Local agencies are implementing plans to support future growth in the region, building on bright spots. Our region's natural beauty brings adventurers who are here to see the mountains and trees, our county-wide annual celebrations attract tourists to the region, and increasing access to broadband promises to attract remote workers. Given this need and opportunity, the HCAC works with local partners, schools, agencies, businesses, and individual volunteers to expose young and old alike to opportunities in the Arts and to support artists local to Highland County and the broader region. The HCAC Board believes that increasing opportunities in the arts can be another asset for regional growth and wellbeing.

## GRANT DETAILS:

**Based on how you measure your organization's impact, please share with us the magnitude of your work.**

In 2024, the HCAC: Hosted 10 "2nd Saturday" Performances and 1 other concert with 582 people attending; provided free workspace for 3 weekly art groups, 3 to 8 participants at a time, totalling 200 hours; supported the Community Orchestra, consisting of 27 members from 3 counties, which had 3 seasonal performances with about 160-200 people in attendance; funded Musikgarten classes for 12 pre-K students for 10 weeks; supported the Allegheny Mountain Strings Program through space usage, serving 11 students over 10 months; provided free drama camp for 28 area youth from 4 counties; and hosted 14th Annual Artists' Weekend drawing 14 artists from around the state to paint and participate in a show that brought ~60 people. The HCAC reviews which programs are demonstrating growth in terms of participation to help determine opportunities to increase engagement. We evaluate these outcomes yearly and combine with participant feedback to inform future programming.

**What is the approximate percentage of your organization's work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?**

100

**Please share your organization's goals and objectives for 2025, or if you prefer, your long-range goals and objectives.**

2025 will be a year dedicated to growing the reach of the HCAC's programs. The HCAC Board is establishing distinct goals of growing participation and engagement in the HCAC's programming through increased membership, attendance, partnerships, and community sponsorships. We are also planning this year for future expansion of our education and outreach programs such as workshops, camps, and amateur artist informal learning and performance opportunities. For example, the 2024 drama camp was well-received, so the HCAC is planning to organize a next performing arts camp in 2025. We are also exploring new formats and partnerships for our performing arts events; for example, we are co-hosting an evening performance with the Highland County Recreation Commission in February.

**To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.**

We are proud that there is now another art-related nonprofit in Highland County. In 2024, the 3rd Space incorporated as a nonprofit LLC, spinning off from its prior position as a fiscally sponsored program of the HCAC. The visual arts programming that started within the HCAC grew to warrant its own organization with a dedicated Board of Directors and operating budget, spurred on by the need for more physical space. The 3rd Space also operates Art on Main, a gallery for 20 juried cooperating artists. The incorporation of the 3rd Space has allowed the Arts Council to focus on maintaining the level and quality of performing arts opportunities without overextension. The two organizations regularly cooperate; the 3rd Space is developing visual arts offerings in the community, while the HCAC is mainly focusing on performing arts

programming. Both organizations use their audiences to expand the reach of the other through cross-marketing.

**If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?**

The 3-year Community Grant has helped the HCAC expand its programming and reach and operate more effectively by supporting its core operations. The HCAC has contracted two year-round, part-time individuals – an Executive Director and a Marketing Assistant – to help cover core staffing needs and alleviate the heavy load of the volunteer board. The ED has helped to organize and carry out the daily functions. The Marketing Assistant has facilitated monthly newsletter distribution, and increased marketing through social networks, newspaper, and local radio. Both individuals have benefited tremendously from the Community Foundation's ED and other Training Sessions, which in turn has helped the organization grow and increase its capacity and efficiency for effective engagement with the community it serves. The grant provides leverage when applying to other sources of support. For example, The Little Swiss Foundation grant has income criteria that HCACC has met thanks to the Community Grant.

**Tell us a story that best illustrates the impact your organization has on our community.**

July 13, 2024 was a glorious day in Highland County. The sun was hot, but a cool breeze rolled down the mountains and swept through the Bluegrass Valley to the Church of the Old Oak, named for the giant monarch that stretches across the front lawn. Under the deep shade of the oak, a crowd gathered to hear and share stories over picnics and ice cream. This low-budget, good old-fashioned event hosted by the HCAC with several local partners harkened back to the days and places where the local Highland County community would gather to share culture (and, of course, sweet treats). Through a partnership with the Highland Children's House, the Highland Historical Society, and VPAS, the HCAC was able to organize this wonderful Storytelling Ice Cream Social that brought Highlanders of all ages – from 2 to 92 – to hear about some of the area's infamous characters, as told by their progeny. With the guidance of NPR's StoryCorps project, these stories were recorded into the annals of the Highland Historical Society for future generations to enjoy. Kirk, the local cidemaker, stood up and told a story about his father, the area's only doctor at the time who used to make house calls. Donna told "a Benny story," reminiscing about the quirks that made the town's grocer Benny. Someone else told of a break-in where Grandma chased the robber out with a knife. While the Church of the Old Oak no longer operates as a church, this secular congregation of folks was there for the fellowship and cultural growth that comes from gathering in the name of nothing other than getting together. Highland natives were tickled to see the old Ice Cream Social tradition reinvigorated, and it spurred memories that many were compelled to share. One of the most surprising and exciting features was the number of faces that were not Highland natives. Post-COVID, the region has seen a recent influx of residents from out of the area. Many are retirees, many are second homeowners, and some are remote workers. For those who do not have children in the school system, there are not a lot of opportunities to mingle in a casual atmosphere with the people with deeply established roots. On this day in July, young and old, new & native residents were able to come together to share stories and forge a sense of community.

## **GRANT REQUEST**

**Are you requesting a single-year grant or three-year grant commitment?**

Three-year Community Grant commitment (2025-2027)

**What is the annual amount of the three-year grant you are requesting?**

\$ 10,000

**Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?**

General Operating purposes (no restrictions on its use)

**If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?**

Our application for \$10,000/year for 3 years reflects an increase compared to HCAC's prior Community Grant award of \$5,000/year for 3 years. This award would support HCAC in adding additional hours for contractors who are vital to the organization's plans for growth and expanded participation in its programs. A partial award less than \$10,000/year will still be tremendously beneficial and used toward the organization's core operating expenses, though would reduce the number of hours that the HCAC will engage contractors toward HCAC's growth. HCAC would then rely more heavily on its volunteer board, and other volunteers from the community, for implementing its plans for growth.

**Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?**

## **FINANCIAL INFORMATION**

**What is your total operating budget for your current fiscal year?**

\$ 83,100

**Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?**

HCAC's 2024 actual revenue includes a \$20K Little Swiss Fund award, which HCAC received in December 2024. Given timing, most of this funding will offset a portion of HCAC's 2025 operating expenses. HCAC's 2025 projected revenue anticipates the organization will secure a similar award in December 2025. Actual staffing for 2024 (\$25.7K) included a part-time contractor ED for a partial year (8 months). Staffing has been budgeted flat at \$25K for 2025; the part-time contractor ED remains engaged. Should additional revenue be secured beyond budget, the HCAC will consider additional investment in staffing for the remaining months of 2025.

**Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?**

January 21, 2025

Dear Community Foundation of the Central Blue Ridge,

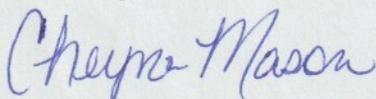
I'm writing in support of the Highland County Arts Council's request for funding through a Community Grant. For years, the Arts Council has helped to supplement the cultural offerings of our community.

As a parent of three in an under-resourced area, it is not easy to expose my children to enriching experiences. While we may have a robust Agricultural education trajectory, opportunities in the Arts can be lacking. The Arts Council has done a great job providing these opportunities for my children to experience the arts in ways that the school alone cannot. This Summer, my son who has a great passion for the arts, was able to participate in a week long drama camp that the Arts Council arranged by hiring the Wayne Theatre to come all the way out to Highland County—something we would have otherwise had to drive an hour each way every day to participate in. He thoroughly enjoyed this experience as he gathered with his peers to put on a fantastic production for their families and community. He learned many skills from acting to costume and prop design through this experience.

As an employee of the Highland Children's House, the local Montessori preschool, I have witnessed first-hand what engaging the babies and toddlers with music can do. Because of the Arts Council, the students at the Children's House have been able to participate in the Musikgarten curriculum for ten week sessions for a couple years now. Taught by professionals from Queen City Music Studio, this class fosters an early appreciation for music in our young children. Mrs. Molly engages the children with lessons on rhythm, singing and dance, and different instruments. Musikgarten at the Children's House began when a parent of a toddler saw a unique opportunity to hire Queen City Music Studios, but it wasn't feasible for the school or the parents to pay for it. Because of their approachability, The Arts Council was engaged to help to make sure the program happened.

The Arts Council also supports the local Allegheny Mountain Strings Program by renting space for them in the Highland Center here in Monterey. My children have been able to supplement their music education through this program. My daughter played violin for 5 years in this program and my son is currently in his 3rd year of playing the double bass. This is a tremendous opportunity rarely afforded to youth in such a rural area. As a community member, it's obvious to me that the Arts Council looks to identify areas in need of enrichment, and cultivates the appropriate relationships to make that happen. Through the programs I mentioned above in addition to other workshops offered yearly, the arts council has made an enormous impact on our family and community. This organization brings expert training, outstanding performances, and art education to a community that would otherwise be unexposed to the arts. As a Highland native and a parent, I am pleased that I can raise my children with opportunities for the arts, even in our small community.

Sincerely,



Cheyne Mason

[cheynamason@gmail.com](mailto:cheynamason@gmail.com)

540-474-3212 cell: 423-715-4076

## HCAC 2025 Approved Budget

<b>REVENUE</b>	<b>2025</b>
Foundation Gifts and Grants	\$55,000.00
Member Dues and Contributions	\$18,000.00
Program Services	
Performances and Exhibits	\$4,000.00
Workshops and Classes	\$5,000.00
Investment Income	\$150.00
Rent Reimbursement	\$3,600.00
<b>TOTAL REVENUE</b>	<b>\$85,750.00</b>
<b>EXPENSES</b>	
Professional Fees to Independent Contractors	
Staffing	\$25,000.00
Program Service – Performers	\$7,000.00
Program Service – Educators	\$14,600.00
Other Program Expenses	\$3,000.00
Scholarships	\$2,500.00
Rent, Insurance and Other Occupancy	\$13,800.00
Marketing, Advertising, Printing and Postage	\$4,000.00
Equipment, Maintenance and Supplies	\$6,000.00
Incentives	\$700.00
Dues, Fees, Tax Prep, Miscellaneous	\$2,500.00
Other Expenses	\$4,000.00
<b>TOTAL EXPENSES</b>	<b>\$83,100.00</b>
<b>NET INCOME (LOSS)</b>	<b>\$2,650.00</b>

## HCAC Preliminary Actual 2024 Expenses and Revenue

<b>REVENUE</b>	<b>2025</b>
Foundation Gifts and Grants	\$52,000.00
Member Dues and Contributions	\$13,182.04
Program Services	
Performances and Exhibits	\$5,309.00
Workshops and Classes	\$1,001.46
Investment Income	\$149.21
Rent Reimbursement	\$3,600.00
Other – Orchestra, Heyn	\$5,331.07
<b>TOTAL REVENUE</b>	<b>\$80,572.78</b>
<b>EXPENSES</b>	
Professional Fees to Independent Contractors	
Staffing	\$25,716.86
Program Service – Performers	\$6,870.00
Program Service – Educators	\$4,860.00
Rent, Insurance and Other Occupancy	\$13,989.00
Marketing, Advertising, Printing and Postage	\$4,716.48
Equipment, Maintenance and Supplies	
Incentives	\$500.00
Dues, Fees, Tax Prep, Miscellaneous	\$2,238.30
Sponsorships and Grants	\$1,500.00
Other Expenses	\$2,309.67
<b>TOTAL EXPENSES</b>	<b>\$62,700.31</b>
<b>NET INCOME (LOSS)</b>	<b>\$17,872.47</b>

# Shenandoah Valley Art Center

Waynesboro

## ORGANIZATION INFORMATION:

**Founded in:** 1986

### **Mission:**

Shenandoah Valley Art Center seeks to increase the visibility of the visual arts in the community through creating and fostering exhibits, programs, fellowship, and economic and creative opportunities for artists of all ages and abilities.

### **Primary activities and programs:**

Established in 1986 by a collective of local artists seeking exhibition space and a supportive community, the Shenandoah Valley Art Center (SVAC) has evolved into a cultural hub in downtown Waynesboro. In 2005, SVAC acquired and meticulously renovated a building from the ground up. Following our relocation in 2007, we've experienced continuous growth and recently acquired an adjacent building for expansion, eliminating the need for relocation. Renovations concluded in May 2023 and the building is now fully operational.

As the sole Community Art Center in our region and the exclusive gallery in Waynesboro, SVAC boasts 12-16 main exhibits annually, along with 9 members' exhibits and 4-6 community exhibits. Our offerings extend to weekly children's classes, 5-12 adult classes, and workshops each year. With 7 studios featuring 12 resident artists and a pottery studio housing 3 resident potters, SVAC is a vibrant artistic community. Notably, we organize the Shenandoah Valley's largest two-day art festival, the Virginia Fall Foliage Art Show, now celebrating its 53rd year. This event showcases 160 juried fine artists, local music, gourmet food trucks, and regional craft beer.

### **Community need(s) your organization exists to address:**

Situated as the largest visual arts organization in our region, the Shenandoah Valley Art Center stands as a cultural cornerstone amid the ongoing economic revitalization of our historic downtown. Our distinctive mission encompasses not only the showcase of high-quality visual arts but also a commitment to fostering economic opportunities and education for independent working artists. Within our space, we offer a diverse blend of galleries, educational facilities, retail opportunities for artists, and functional studios.

A visit to our center allows patrons to immerse themselves in the arts journey, witnessing the creative process from inception to the finished product. For our artist members, it serves as a dynamic space to create, enhance technical and professional skills, and engage in fellowship with fellow local artists. Your support is indispensable in our pursuit of delivering exceptional artistic programming that benefits both visitors and artists. This funding plays a pivotal role in generating momentum for tourism throughout our community in a way that only the arts can achieve.

**GRANT DETAILS:**

**Based on how you measure your organization's impact, please share with us the magnitude of your work.**

We mounted 12 solo and 9 members' exhibits, provided working space for 87 artists and students, hosted thousands of visitors, and hosted one weekend long art festival in 2024. We saw approximately 2700 works of art on our walls throughout the year. Our real success in 2024 is the number of working artists we boosted both economically and creatively. Working artists are the backbone of our organization, our facilities are designed to welcome artists at all stages of their development. Experienced artists are mentoring and teaching emerging artists, and working artists have an affordable professional and creative hub for producing work, making connections, and building community. Our gallery and gift shop sales program infused 72 artists with just over \$90,000 in economic support through connecting collectors with artists and artisans. In every way, 2024 was a year of growth and meaningful impact,

**What is the approximate percentage of your organization's work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?**

100

**Please share your organization's goals and objectives for 2025, or if you prefer, your long-range goals and objectives.**

In 2025 we will continue to rebuild our financial foundation after an extensive expansion project. We spent 2024 growing into our new buildings and tweaking our current systems to manage the influx of activity following the opening of the second building. In 2025 our focus will continue to be lasered in on bolstering our earned income to continue to cover operating expenses and rebuilding our reserve funds. We created a 5-7 year recovery plan in 2023, and this second year is on track to meet expectations.

**To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.**

Shenandoah Valley Art Center is a non-profit community art center. We like to say we have equal emphasis on "community" and "art". Our art center is the only visual arts organization in the region that has a two part mission of increasing visibility of the visual arts, but also to help working artists both creatively and economically. We are the only area organization with resident studios for artists, and the only gallery that allows all members to exhibit regardless of their experience level. We regularly communicate with other area arts organizations to avoid duplicating programming and exhibits.

**If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?**

These funds gave a huge boost to the only visual arts organization in our town, helping it grow and thrive. With this support, programs became more sustainable, making sure workshops,

exhibitions, and creative opportunities could keep reaching both artists and the community. The funds also covered key expenses that are often tough to fund, like staff support, marketing, and equipment upgrades, all essential for keeping things running smoothly. Plus, this extra financial support helped expand community outreach, making the arts more accessible to everyone. By strengthening SVAC's foundation, these funds made a real impact – helping local artists, sparking creativity, and keeping the arts a lively, important part of our town for years to come.

**Tell us a story that best illustrates the impact your organization has on our community.**

The 2024 Fall Foliage Festival Art Show had 165 artists, a weekend of music, craft beer, and great food, all set in picturesque downtown Waynesboro just as the leaves are starting to change. This happens every year, and has for the past 53 years. This year was a little bit special because we had perfect weather. 70 degrees and sunny. That perfect sunny weather helped us welcome a record breaking crowd to the Art Show in October, and that crowd brought record breaking sales to the artists on the streets. The artists in white tents on the street this year included a local potter who lost her mother the day before the show, a recent widow showing her husband's work for the first time since he passed, a visitor from Asheville whose studio had recently been decimated in hurricane Helene. These folks are working during this show: this street is their place of employment. It is a grave responsibility that we have to host these artists and to make their temporary galleries as welcoming and productive as possible. And we work hard all year to produce a show that has a positive tax impact on our locality, a significant boost to the vibrancy of downtown, and an excellent business opportunity for working artists. It is the same story we tell each year, because it is still an important tale: working to support the people who tell the really important stories- the light and color and shapes and lines that speak to our hearts and tell truths too complex for words.

**GRANT REQUEST**

**Are you requesting a single-year grant or three-year grant commitment?**

Three-year Community Grant commitment (2025-2027)

**What is the annual amount of the three-year grant you are requesting?**

\$ 7,000

**Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?**

General Operating purposes (no restrictions on its use)

**If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?**

Community Foundation grant funds are used for much needed general operations support. We use this money directly to aid in the ongoing cost associated with operating a cultural hub. A great shortfall will impact programming and will likely need to be raised elsewhere.

**Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?**

**FINANCIAL INFORMATION**

**What is your total operating budget for your current fiscal year?**

\$ 252,100

**Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?**

We are on the tails of an expansion project whose trajectory was determined by the unprecedented impact of the pandemic. The project is complete and we are recovering. Our financial statement reflects those challenges. 2024 was our first fiscal year post-construction.

**Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?**

# Shenandoah Valley Art Center

## Profit and Loss

January - December 2024

	TOTAL
Income	
4000 Sales	
4005 Sales - Gift Shop	37,215.20
4010 Sales - Gallery	47,110.97
4015 Sales - Members Exhibit	900.00
4016 Sales - Artisan Studio	5,021.63
<b>Total 4000 Sales</b>	<b>90,247.80</b>
4030 Membership Dues - Current Year	6,650.00
4050 Investment Income	851.50
4055 Memorials	
Randall	1,226.00
<b>Total 4055 Memorials</b>	<b>1,226.00</b>
4060 Donations	55,966.96
4060.50 Raffle	614.00
<b>Total 4060 Donations</b>	<b>56,580.96</b>
4065 Fall Follage - Income	50,855.64
4070 Fund Raisers	280.00
4073 Plant Sale	125.00
RALLY UP/HVAC	2,181.26
<b>Total 4070 Fund Raisers</b>	<b>2,586.26</b>
4075 Grants	18,622.24
4080 Member Shows	1,633.50
4085 Misc. Income	556.37
4089 126 Rental Income	
4089.05 Rent - Artist Studios	5,815.00
4089.10 Rent - Instructor Class Space	300.00
<b>Total 4089 126 Rental Income</b>	<b>6,115.00</b>
4090.6 Sam's Hot Dogs Rent	6,367.56
4101 Reimbursements	467.37
4130 Refund	7,642.28
416 Artist Studio Rent	11,200.00
416 Instructor Space Rental	1,325.00
4200 Adult Workshops	1,005.00
4400 SAK Classes	1,275.00
4410 Summer Camps	8,600.00
<b>Total 4400 SAK Classes</b>	<b>9,875.00</b>
Airbnb Rental Income	25,997.66
Credit Memo	1.85
Doherty Exhibit	400.00
Event Rentals	-636.22
Exhibits	400.00

# Shenandoah Valley Art Center

## Profit and Loss

January - December 2024

	TOTAL
Lunch w/ an Artist	1,400.00
Private Event Income	5,644.22
Space Rental Deposit	200.00
<b>Total Private Event Income</b>	<b>5,844.22</b>
Salsa	560.00
Unknown	84.00
Yoga	2,175.00
<b>Total Income</b>	<b>\$310,033.99</b>
<b>GROSS PROFIT</b>	<b>\$310,033.99</b>
Expenses	
416 Internet Service	2,037.03
5000 Administrative Expenses	1,068.81
Meals	89.35
<b>Total 5000 Administrative Expenses</b>	<b>1,158.16</b>
5002 Professional Services	5,474.45
5005 Advertising/Marketing	87.88
5009 Cash Transer	32.06
5020 Donations/Contributions	586.55
5025 Dues	200.00
5027 Exhibit Expenses	3,210.74
5029 Gift Shop Artist Commission	19,088.59
5029.05 Artist Comm. Gallery Sales	34,861.47
5029.10 Artist Comm. Members Exhibit	1,212.00
5029.15 Studio Artist Sale	8,861.25
<b>Total 5029 Gift Shop Artist Commission</b>	<b>64,023.31</b>
5030 Hospitality	949.02
5030.10 Entertaining/Party Supplies	488.17
5030.15 Exhibit Opening Food/Bev	1,470.53
<b>Total 5030 Hospitality</b>	<b>2,907.72</b>
5032 Fund Raiser Expenses	350.00
5042 416 W. Main Street	142.13
5042.1 Airbnb Supplies	100.33
5042.2 Event Supplies	114.65
<b>Total 5042 416 W. Main Street</b>	<b>357.11</b>
5045 Miscellaneous	1.00
5045.05 Misc - Square/Paypal fees	3,046.36
5046 Membership Expenses	392.48
5048 Annual Member Show Awards	925.00
5050 Office	-0.20
5050-25 Gift Shop Supplies	1,284.86
5050-30 Web Hosting - Domain Name	65.00

# Shenandoah Valley Art Center

## Profit and Loss

January - December 2024

	TOTAL
5050.10 Copier Supplies	593.63
5050.15 Office Supplies	2,795.16
5050.16 Custodial Supplies	102.13
5050.20 Software	2,032.05
<b>Total 5050 Office</b>	<b>6,872.63</b>
5060 Salaries	70,104.80
5065 Payroll Taxes-Employer's Share	14,422.08
5068 Penalties	210.65
5070 Postage	346.00
5072 Post Office Box Fee	232.00
<b>Total 5070 Postage</b>	<b>578.00</b>
5085 Fall Follage - Expense	39,567.81
5100 122/126 Operating Expenses	
5010 Cleaning	
5010.10 Cleaning - Supplies	141.80
5010.15 Cleaning - Windows	410.00
<b>Total 5010 Cleaning</b>	<b>551.80</b>
5015 Alarm Service	516.00
5035 Insurance	1,335.00
Commercial Package	4,314.75
D&O Board Protection	822.00
Insurance Umbrella	194.00
Payment Installment Fee	8.00
Workers Compensation	1,075.00
<b>Total 5035 Insurance</b>	<b>7,748.75</b>
5040 Licenses/Permits/Inspections	490.50
5080 Repairs/Maintenance	2,895.95
5080.05 Maintenance Supplies	516.57
<b>Total 5080 Repairs/Maintenance</b>	<b>3,412.52</b>
5090 Utilities	
5090.05 Electric	5,857.70
5090.10 Electric - Pottery Studio	386.30
5090.15 Telephone/Computer	1,137.43
5090.30 Internet service	1,977.57
Virtual Hosting	45.00
<b>Total 5090.15 Telephone/Computer</b>	<b>3,160.00</b>
5090.20 Water/Sewer 122/126 Building	1,031.20
5090.25 Stormwater fee	116.16
<b>Total 5090 Utilities</b>	<b>10,551.36</b>
<b>Total 5100 122/126 Operating Expenses</b>	<b>23,270.93</b>

# Shenandoah Valley Art Center

## Profit and Loss

January - December 2024

	TOTAL
5200 Adult Education	
5200.05 Adult Educ- Instructor Fees	885.00
<b>Total 5200 Adult Education</b>	<b>885.00</b>
5300 Educational Studio	
5300.10 Educ Studio - Supplies	240.00
<b>Total 5300 Educational Studio</b>	<b>240.00</b>
5400 SAK	
5400.05 SAK - Instructor Fees	960.00
5400.25 Summer Camp Instructor Fee	6,537.73
5400.30 Summer Camp Supplies	16.22
<b>Total 5400 SAK</b>	<b>7,513.95</b>
5600 416 Operating Expenses	
5600.10 Water/Sewer	1,289.79
5600.15 Electric	4,929.38
5600.25 Repairs/Maintenance	3,122.50
5600.30 Columbia Gas	1,536.64
5600.35 Storm Water	226.48
5600.40 Cleaning supplies & Cleaning	4,726.72
Electric - Airbnb	771.03
<b>Total 5600 416 Operating Expenses</b>	<b>16,602.54</b>
5700 Renovation Costs/416 W. Main	810.00
Airbnb Cleaning	4,800.00
Airbnb Commission Fee	3,430.57
Airbnb Refund	865.64
Airbnb Service & Management Fees	47.72
Airbnb Supply Fee	622.00
Class refund	1,235.00
gift shop REFUND	42.00
Lunch w/Artist	337.32
Private Event Expense	
Deposit Return	300.00
Event Coordinator Fee	1,660.00
Supplies/Rentals	1,735.34
<b>Total Private Event Expense</b>	<b>3,695.34</b>
Reimbursement	209.22
Rental Deposit Return	300.00
Repair & Maintenance	68.89
Sales & Use Tax - Airbnb	283.74
Stripe Fees	369.28
Transient Lodging Tax	165.85
Uncategorized Expense	7,338.50

# Shenandoah Valley Art Center

## Profit and Loss

January - December 2024

	TOTAL
Volunteer Discount	412.12
<b>Total Expenses</b>	<b>\$290,091.43</b>
NET OPERATING INCOME	<b>\$19,942.56</b>
Other Income	
Interest Income	108.08
<b>Total Other Income</b>	<b>\$108.08</b>
Other Expenses	
Investment Fees	20.25
<b>Total Other Expenses</b>	<b>\$20.25</b>
NET OTHER INCOME	<b>\$87.83</b>
NET INCOME	<b>\$20,030.39</b>

# Shenandoah Valley Art Center

## Balance Sheet

As of December 31, 2024

	TOTAL
<b>ASSETS</b>	
Current Assets	
Bank Accounts	
1005 Petty Cash - Register	100.00
1010 Petty Cash - Director	1,200.00
1015 DCCU - Checking A/C	0.00
1035 PayPal	1,916.43
1042 DCCU Checking	0.00
1044 Frontier Bank - 416 Main	0.00
1045 Frontier Bank - PPP	0.00
1050 RBC Wealth Management	0.00
City Cking 8117 - 126	6,434.52
City Cking 8118 - 416	3,609.31
City National Bank	16,805.38
Frontier 8629	0.00
Frontier 8637	9,069.84
Frontier Comm - VFFAS - Chking	7,234.48
Frontier Comm. Bank - Chking	0.00
Frontier Comm. Bank - Savings	26,131.60
Liquid Gold Money Market	10.00
<b>Total Bank Accounts</b>	<b>\$72,511.56</b>
Other Current Assets	
1065 Accounts Receivable	0.00
1075 SAW Foundation	17,152.22
1080 Artists in Schools	0.00
1085 Postage Deposit	0.00
1090 Prepaid Expenses	0.00
Frontier CD	0.00
<b>Total Other Current Assets</b>	<b>\$17,152.22</b>
<b>Total Current Assets</b>	<b>\$89,663.78</b>
Fixed Assets	
2000 Furniture/Fixtures/Equipment	23,933.74
2005 Accum Depr - Furn/Fixt/Equip	-15,013.21
2010 Building/Improvements	1,413,173.59
2012 Building 416 Main Street	367,383.85
2013 416 Main Renovation	761,487.04
2015 Accum Dep- Building/Improvement	-377,825.75
2016 Loan Costs	9,838.75
2017 Accumulated Loan Costs	-355.29
Sign	0.00
<b>Total Fixed Assets</b>	<b>\$2,182,622.72</b>

# Shenandoah Valley Art Center

## Balance Sheet

As of December 31, 2024

	TOTAL
Other Assets	
1095 Unrealized Gain/Loss	0.00
Investment in SVAC LLC	0.00
<b>Total Other Assets</b>	<b>\$0.00</b>
<b>TOTAL ASSETS</b>	<b>\$2,272,286.50</b>
<b>LIABILITIES AND EQUITY</b>	
Liabilities	
Current Liabilities	
Accounts Payable	
2100 Accounts Payable	0.00
<b>Total Accounts Payable</b>	<b>\$0.00</b>
Other Current Liabilities	
2105 Federal Tax Withheld	0.00
2110 FICA Withheld	0.00
2115 Medicare Withheld	0.00
2120 State Tax Withheld	0.00
2125 Prepaid Rent	0.00
2130 Prepaid Dues	0.00
Frontier Line of Credit	0.00
Note Payable Frontier	275,988.15
<b>Total Other Current Liabilities</b>	<b>\$275,988.15</b>
<b>Total Current Liabilities</b>	<b>\$275,988.15</b>
Long-Term Liabilities	
2300 Mortgage Payable	564,656.48
<b>Total Long-Term Liabilities</b>	<b>\$564,656.48</b>
<b>Total Liabilities</b>	<b>\$840,644.63</b>
Equity	
3000 Opening Balance Equity	795,876.11
3200 Unrestricted Net Assets	595,871.72
3500 Unrealized Gains/Losses	19,863.65
Net Income	20,030.39
<b>Total Equity</b>	<b>\$1,431,641.87</b>
<b>TOTAL LIABILITIES AND EQUITY</b>	<b>\$2,272,286.50</b>

SHENANDOAH VALLEY ART CENTER

	2024 Projected	2024 Actual	2025 Projected
<b>Income</b>			
Studio and Office	\$26,000.00	\$26,030.00	\$26,000.00
Event Rental	\$5,000.00	\$5,844.00	\$5,000.00
Apartment Rental	\$20,000.00	\$25,998.00	\$25,000.00
Memberships	\$8,000.00	\$6,650.00	\$7,000.00
Donations and	\$98,000.00	\$71,235.00	\$57,200.00
Sales	\$60,000.00	\$90,248.00	\$55,000.00
Grants	\$25,000.00	\$18,622.00	\$16,000.00
Investment	\$1,000.00	\$852.00	\$900.00
Programs	\$15,000.00	\$13,699.00	\$15,000.00
Fall Foliage	\$40,000.00	\$50,856.00	\$45,000.00
Reimbursement			
Misc	\$1,000.00		
	<b>\$299,000.00</b>	<b>\$310,034.00</b>	<b>\$252,100.00</b>
<b>Expenses</b>			
Salary	\$85,000.00	\$84,738.00	\$84,000.00
Utilities	\$15,000.00	\$8,097.00	\$9,000.00
Insurance (122	\$7,000.00	\$7,749.00	\$7,000.00
Advertising	\$500.00	\$185.00	\$250.00
Custodial	\$1,775.00	\$4,283.00	\$4,500.00
Alarm	\$500.00	\$516.00	\$500.00
Dues to Others	\$725.00	\$587.00	\$600.00
Exhibits	\$5,500.00	\$5,735.00	\$5,500.00
Hospitality	\$3,000.00	\$3,127.00	\$3,500.00
Postage	\$1,500.00	\$1,578.00	\$1,500.00
Lisc. and Permits	\$1,000.00	\$932.00	\$1,000.00
Supplies	\$2,000.00	\$2,342.00	\$2,400.00
Copier and	\$1,500.00	\$1,792.00	\$1,500.00
Maintenance	\$2,000.00	\$2,481.00	\$2,500.00
Repairs	\$3,500.00	\$3,726.00	\$3,500.00
Administration	\$15,000.00	\$15,420.00	\$15,000.00
Misc	\$2,000.00	\$1,563.00	\$1,500.00
Fundraising	\$5,000.00	\$986.00	\$1,500.00
Fall Foliage	\$35,000.00	\$39,568.00	\$37,000.00
Programs	\$5,000.00	\$6,381.00	\$5,000.00
Short Term Rental	\$1,500.00	\$10,834.00	\$9,400.00
Sales expense	\$37,000.00	\$68,021.00	\$36,000.00
Interest	\$68,000.00	\$71,576.37	\$70,000.00
	<b>\$299,000.00</b>	<b>\$342,217.37</b>	<b>\$302,650.00</b>

\*This interest is reflected on the attached Balance Sheet, but not the P and L

# Silver Line Theatre Exchange

STAUNTON

## ORGANIZATION INFORMATION:

**Founded in:** 2020

### **Mission:**

Silver Line Theatre Exchange exists to build an arts community that is conscious and compassionate. We teach, perform, read, and discuss theatre that invigorates, celebrates, and enhances understanding of ourselves and others through a shared experience.

### **Primary activities and programs:**

Silver Line Theatre Exchange is an education-led theatre company that offers classes and performance opportunities for students from pre-kindergarten through adulthood. It is also a professional producing body that connects regional professional actors and aspiring artists to performance and teaching work.

### **Human-first theatre education**

Strengthening awareness, confidence, and empathy turns kids and teens into better actors – and more importantly – better humans. Collaborating with their peers through scene work develops students' essential social skills, growing them into thoughtful members of their communities. Our classroom environment is rigorous and inclusive, led by faculty who are trained theatre professionals and experienced practitioners. Next month, we will be opening our new dedicated classroom space, dance studio, and green room to better serve our growing student body.

### **Professional theatre-next-door**

You shouldn't have to live in a metropolitan area to see or work in professional theatre. We connect an enthusiastic local audience to incredible regional professionals who make a living as artists in our community. Our 100+-seat black box theatre transports audiences to new worlds and new ways of thinking and cultivates a memorable connection between performer and patron. This stage also belongs to our students -- with two annual full-length performance opportunities available to them free of charge.

### **Community need(s) your organization exists to address:**

Our company was formed in 2020 when schools shut down and theatre programs were temporarily eliminated -- the need from students was apparent as they reached out through text and emails. We found a way to safely operate and be a creative outlet for kids through lockdown. One even said, "Silver Line is what got me through lockdown." Since then, restrictions have lifted and schools have reinstated their arts offerings, yet Silver Line still continues to grow, proving the need for an extra-curricular opportunity to meet other creative kids and learn the craft of theatre -- a cornerstone of which is to teach emotional and socio-emotional literacy. One of the needs that we are addressing -- in an increasingly screen-

dependent world -- is providing an environment that demands that we put down our screens and practice face to face communication. We develop empathy through playing characters with intentions different than ours, and we learn to give constructive feedback, and to hear instructive feedback. We work hard to create an environment where all learning and expression styles are welcome, and are honored to have many students who are on the gender spectrum and who are neurodivergent. In our theatre, we celebrate everyone's different contributions toward a common goal. Our space provides safety so that our students can explore creative freedom. On the professional performance side, the need we're fulfilling is perhaps more straight forward. For professional actors in this area, there are only two professional companies to work at: Virginia Theatre Festival at UVA, which only operates in the summer, and the American Shakespeare Center. Many actors live in metropolitan areas for this reason, but find they have to leave their career in order to move to a more rural area that is more desirable to raise a family, or own a home. Silver Line is providing another professional venue for the highly trained artists who have chosen to live in this area. We will produce shows at a scale and pace so that we can afford to pay everyone equitably, and we will foster the same culture of valuing everyone that has made our educational experience so transformative for our students. After the success of our debut professional show in December 2022, we added two professional shows to the 23/24 artistic season and again for our 24/25 season: Parfumerie, our holiday show, has attracted both new audience members and also families who have made Silver Line part of their holiday tradition; and Gruesome Playground Injuries (playing this July). Last year's Art was directed by Constance Swain, a new director of color who had yet to earn a professional credit. After her success directing Art, Constance secured a contract directing at the American Shakespeare Center. Our monthly Improv showcases were a new addition for us this past year and have brought in our most diverse audience yet. The adult improv class has also grown. Students say they've never felt so safe doing something so terrifying.

### **GRANT DETAILS:**

**Based on how you measure your organization's impact, please share with us the magnitude of your work.**

Silver Line Theatre Exchange measures impact through education, audience engagement, and community reach, reflecting our mission to foster creativity, confidence, and connection

.Over the past year: Event attendance and ticket sales grew by 73%, demonstrating increased demand for live theatre.

Class and camp enrollment grew by 5%, a modest increase due to space limitations. With a new classroom opening next month, we look forward to expanding programming.

Web traffic increased by 24%, showing heightened community interest.

Beyond these metrics, we actively support our community. We've contributed to several non-profit fundraisers through donations and partnerships, reinforcing our commitment to the arts and local organizations.

We track these data points annually to assess and expand accessible arts programming. Our growth reflects more students developing lifelong skills, more audiences experiencing theatre, and a stronger cultural presence in our community.

**What is the approximate percentage of your organization's work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?**

100%

**Please share your organization's goals and objectives for 2025, or if you prefer, your long-range goals and objectives.**

Silver Line Theatre Exchange's 2025 goals focus on expanding programming, increasing accessibility, and enhancing audience experience. We plan to hire new teachers, create seasonal staffing and artistic jobs, and expand our summer camps while introducing new classes like acting for film. We are launching playwriting and reading groups to develop new voices and perspectives, and continue to provide in-person relationship-rich experiences. Our scholarship program continues to grow, currently funded largely by our concessions tip jar and a loyal base of donors, and we aim to expand financial aid opportunities. Our 2024 season will conclude with the All-Valley Play, Stuart Hall Play, a professional summer production, and a puppet show pop-up. In April, we will announce our 2025 season, adding play readings alongside our standard two-show fall lineup. Looking ahead, we plan to produce a middle school play and tour an original, commissioned script about bullying to neighboring counties. To accommodate our rapidly growing audience (increasing 50% annually), we are upgrading seating with upholstered chairs and risers. To support this growth, we must expand our staff and volunteer base, ensuring long-term sustainability and community impact.

**To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.**

Silver Line Theatre Exchange fills a unique role in our region by prioritizing theatre education, mentorship, and artist development. While American Shakespeare Center focuses on professional Shakespearean productions and Shenanarts offers community theatre, we emphasize process-driven training and accessibility. We differentiate ourselves by:

- Providing tuition-free opportunities like the All-Valley Play
- Expanding training opportunities, from production roles to leadership to education.
- Developing and touring new works, including an original play on bullying for schools.
- Creating jobs and mentorship opportunities for emerging theatre artists.

At the same time, we collaborate with regional organizations by sharing resources, cross-promoting events, and working to strengthen the local arts community. Our focus remains on education and accessibility, ensuring that theatre is a space for learning, growth, and inclusivity.

**If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?**

The 2024 Community Grant has played a crucial role in accelerating the outfitting of our new dance studio by providing partial funding for essential equipment and furnishings. While the studio is not yet fully outfitted, this support has allowed us to make important strides in preparing the space for future dance and creative programs. By covering part of the outfitting costs, the grant has expanded our ability to offer dance programs and other movement-based classes once the studio is complete. It has also provided operational stability during this transition, enabling us to continue our programs while preparing the studio for use. Once fully outfitted, the studio will serve as a dedicated space for creative expression, education, and community engagement, helping us increase access to the arts for local students and artists. Look for an invitation to our grand opening celebration soon!

**Tell us a story that best illustrates the impact your organization has on our community.**

One of the most impactful stories from the past year is when we took 14 local students to perform a world premiere at the Edinburgh Fringe Festival – the largest arts festival in the world. For many of these students, it was their first time traveling internationally, and the experience was transformative. Not only did the students get to perform on an international stage, but they also connected with artists and audiences from around the world. This opportunity broadened their artistic horizons and helped them develop a deeper appreciation for the power of theatre as a global language. The ripple effect of this experience was felt back home as well. Upon returning, the students shared their journey with their peers, encouraging others to get involved in the arts. Their success at the festival created a renewed sense of pride and inspiration within our local community, reinforcing the importance of arts education and international exposure for youth. By offering these transformative travel opportunities, we are nurturing well-rounded, globally-conscious individuals who can bring new perspectives and creativity back to our community. Students who participated in this program also had the option of earning college credit through WorldStrides. We fundraised for this trip for two years and were able to contribute an average of 30% of the program's tuition (on a sliding need-based scale) to the participants. For our fundraising gala in December 2024, we used Fringe Festival as our theme and highlighted the students' performance to our donors (and they loved it!).

**GRANT REQUEST**

**Are you requesting a single-year grant or three-year grant commitment?**

2025 Community Grant (single-year grant)

**What is the single-year grant amount you are requesting?**

\$ 7,500

**Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?**

General Operating purposes (no restrictions on its use)

**If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?**

We have had donor support surrounding several projects, and it would be fantastic to have a cash boost to get these over the finish line. One example is a donor who gave several thousand dollars to install platforms so that audience seating in our blackbox could be tiered (or raked) to ensure better sightlines. We also want to purchase more comfortable (and size-inclusive) chairs. Another donor project is sound-proofing the dance studio. Again, we need matching funds to complete these projects. As a small non-profit we tailor the speed of our growth to the resources at hand and it is of great help to have flexible cash to put toward the projects we know our community is asking for.

**Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?**

#### **FINANCIAL INFORMATION**

**What is your total operating budget for your current fiscal year?**

\$ 240,000

**Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?**

**Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?**

Anika Horn  
Co-founder and Co-host  
CreativeMornings Shenandoah Valley  
828 380 1624  
horn.social.ventures@gmail.com

Staunton, January 31, 2025

Subject: Letter of Support for Silver Line Theatre Grant Application

Dear Grants Committee,

I'm writing to enthusiastically support Silver Line Theatre's grant application for the 2025 Community Grants Program. Since moving to Staunton in 2022, I've been consistently impressed by their commitment to bringing engaging theatre to our community.

Whenever we at CreativeMornings need anything - from chairs to facilitators, creative activities or a venue - the team at Silver Line Theatre is ready to lend a hand. You would be hard-pressed to find a more generous, community-oriented cultural organization than Silver Line.

And that's only one example of the vital role Silver Line plays in enriching the cultural landscape in our region. They offer a diverse range of productions, from classic plays to contemporary works appealing to a broad audience. Beyond their main stage productions, Silver Line Theatre also contributes significantly to the community through educational workshops for children and collaborations with local schools. These initiatives demonstrate their commitment to fostering a love of theatre in individuals of all ages and backgrounds.

My daughter has participated in Silver Line's after-school programming over the last two years and has turned from a shy kid on the sidelines to the main performer in our kitchen.

As a parent, I appreciate the thoughtful programming, dedicated teachers and facilitators as well as the accessibility of the offers - none of which are possible without philanthropic support. The funds requested in this grant application will be instrumental in enabling Silver Line Theatre to keep their programming and performances accessible. Investing in Silver Line Theatre is an investment in the cultural vibrancy of our community.

I wholeheartedly recommend Silver Line Theatre for this grant. They are a valuable asset to not only Staunton but the creative community throughout the Central Shenandoah Valley, and their work deserves our support. Please do not hesitate to contact me if you have any further questions.

Sincerely,

Anika Horn

<b>Silver Line Theatre Exchange</b>		
<b>OPERATING BUDGET</b>		
<b>2025</b>		
<b>Primary Income Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Charitable Contributions	\$ 25,000.00	Individual donations, fundraising events, and foundation gifts
Federal & State Grants	\$ 8,000.00	
Income from classes	\$ 70,000.00	
Ticket Sales	\$ 90,000.00	All-valley, Stuart Hall Spring Show, Professional Summer, Preprofessional Queen City Mischief and Magic, Professional holiday show, Improv nights
Partnerships	\$ 47,000.00	Stuart Hall School, Anna's House School
<b>Total Income:</b>	<b>\$ 240,000.00</b>	
<b>Primary Expenses Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Wages & Benefits	\$ 80,000.00	Full-time and part time staff, instructor, and performer wages
Rent & Utilities	\$ 60,000.00	We will be leasing an additional room in order to increase programming opportunities
Insurance	\$ 1,100.00	
Printing & Materials for Program Services	\$ 1,500.00	Digital marketing and print materials
Warehouse Expenses	\$ 10,000.00	Classroom supplies, point of sale equipment, memberships and subscriptions
theatrical equipment purchase	\$ 15,000.00	
Production expenses	\$ 30,000.00	across five productions
other	\$ 8,000.00	Gala supplies, stocking concessions, other small categories
Professional Development	\$ 1,500.00	
<b>Total Expenses:</b>	<b>\$ 207,100.00</b>	
<b>Net Income (Loss):</b>	<b>\$ 32,900.00</b>	

**INSTRUCTIONS:** Replace the items in RED with your organizations' information. Please use the income and expense categories that make the most sense for your organization. Consider including separate categories for specific income and expenses of \$10,000 or greater. Smaller categories of income and expenses

Silver Line Theatre Exchange		
OPERATING BUDGET		
2024		
Primary Income Categories	Budgeted	Explanation (if necessary)
Charitable Contributions	\$ 20,000.00	Individual donations, fundraising events, and foundation gifts
Federal & State Grants	\$ 8,000.00	
Income from classes	\$ 45,000.00	
Ticket Sales	\$ 77,237.00	All-valley, Stuart Hall Spring Show, Professional Summer, Preprofessional Queen City Mischief and Magic, Professional holiday show, Improv nights
Partnerships	\$ 44,000.00	Stuart Hall School
<b>Total Income:</b>	<b>\$ 194,237.00</b>	
Primary Expenses Categories	Budgeted	Explanation (if necessary)
Wages & Benefits	\$ 70,000.00	Full-time and part time staff, instructor, and performer wages
Rent & Utilities	\$ 30,000.00	We will be leasing an additional room in order to increase programming opportunities
Insurance	\$ 1,100.00	
Printing & Materials for Program Services	\$ 1,500.00	Digital marketing and print materials
Warehouse Expenses	\$ 10,000.00	Classroom supplies, point of sale equipment, memberships and subscriptions
theatrical equipment purchase	\$ 15,000.00	
Production expenses	\$ 25,000.00	across five productions
other	\$ 8,000.00	Gala supplies, stocking concessions, other small categories
Professional Development	\$ 1,500.00	
<b>Total Expenses:</b>	<b>\$ 162,100.00</b>	
<b>Net Income (Loss):</b>	<b>\$ 32,137.00</b>	

**INSTRUCTIONS:** Replace the items in RED with your organizations' information. Please use the income and expense categories that make the most sense for your organization. Consider including separate categories for specific income and expenses of \$10,000 or greater. Smaller categories of income and expenses

# Staunton Choral Society

Staunton

## ORGANIZATION INFORMATION:

**Founded in:** 1962

### **Mission:**

Staunton Choral Society's mission is to supply the Staunton, VA area with free community concerts to enrich the lives of our singers and audience. It is a non-auditioned, community-focused choir sharing the love of music with the Staunton area! The chorus welcomes all voices - soprano, alto, tenor, and bass. Its repertoire includes a variety of styles including classical, folk, contemporary, and sacred. All concerts are FREE to the community.

### **Primary activities and programs:**

We provide at least 2 annual free community concerts. Additionally, we rehearse once a week 9 months out of the year, allowing those who participate to develop musical skills and leading to a lifelong appreciation of music.

### **Community need(s) your organization exists to address:**

The benefits of music, both for performers and listeners, are huge and helpful for all ages (National Institutes of Health, 2023). These include improved mental health and decreased anxiety and depression, better memory, attention, and problem solving, better pain management, and even improved physical health such as better sleep and more muscle tone (Northshore, 2020). Our membership ranges in age and experience from college students to retired adults, including members who have remained in the group for 10+ years. Thus, the impact of a choral group such as ours goes beyond enjoyment. As a community-focused choir, we emphasize the social connection of the choir. Our most recent member survey results include feedback such as "I like the feeling of comradery within the group," "I like that we all come together as a community," and "it is very satisfying to hear it all come together and to see how much the audiences enjoy [our music]." The positive effects of a supportive social network on life expectancy are comparable to the benefits of quitting smoking and exercising (Holt-Lunstad, Smith, & Layton, 2010). While there are two other choral performance groups in our area, they both require auditions and charge admission for concerts. We are also the only group offering scholarships to students.

## GRANT DETAILS:

**Based on how you measure your organization's impact, please share with us the magnitude of your work.**

Approximately 400 people shared these benefits of music in last year's two concerts as listeners, and 100 people benefitted from participating, either as vocalists or instrumentalists. We are growing and expect to reach 20 percent more people in the current year.

**What is the approximate percentage of your organization's work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?**

97%

**Please share your organization's goals and objectives for 2025, or if you prefer, your long-range goals and objectives.**

**Goals:**

- To share the benefits of music by offering high-quality training to those interested
- To utilize that training to offer at least two free concerts to our community annually
- To expand the benefits of musical training to local students
- To build choir participation by 20%

**Objectives:**

- To employ well trained and effective direction for the choral society
- To better market our concerts so more can benefit by developing a comprehensive marketing plan
- To offer 4 small scholarships to local students, lessening their financial commitments and Allowing them to participate in group musical performance
- To develop a recruitment and retention plan to attract a wider range of musical talent

**To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.**

Because we sing a wide range of music, there is something there for everyone. We get very positive comments from listeners on all our music, especially patriotic and old favorite hymns. It is not unusual to have a listener say he had tears in his eyes after "America, the Beautiful" or "Amazing Grace."

**If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?**

N/A

**Tell us a story that best illustrates the impact your organization has on our community.**

Because we sing a wide range of music, there is something there for everyone. We get very positive comments from listeners on all our music, especially patriotic and old favorite hymns. It is not unusual to have a listener say he had tears in his eyes after "America, the Beautiful" or "Amazing Grace." One particularly moving moment was when all the veterans in the audience stood up for "America, the Beautiful." Two choir members that mentioned they hadn't previously felt connected to the song said how unified the whole room felt in that moment.

## GRANT REQUEST

### **Are you requesting a single-year grant or three-year grant commitment?**

2025 Community Grant (single-year grant)

### **What is the single-year grant amount you are requesting?**

\$ 1,600

### **Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?**

A specific program or capital expenditure

### **If applicable, please describe the specific program or capital expenditure for which you are seeking support and why it is important to our community.**

We request \$1600 to fund our student scholarship program for local students to sing with the choir (two \$400 scholarships per semester). This benefits our members, the students, and the overall community.

Our membership meets new community members, often young adults they wouldn't otherwise have interacted with. It gives members the opportunity to learn from singers of differing backgrounds who may have learned different musical skills and methods.

The student scholars receive funding for their chosen degree, musical instruction, and performance experience. Singing with a community choir provides a different rehearsal and performance environment than school choirs, giving students a new perspective.

The addition of student scholars adds musical strength to the choir as a whole, with an end result of improving our final performances to the Staunton public.

### **If applicable, what is this program or capital expenditure's total budget?**

\$ 1,600

### **If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?**

The Staunton Choral Society board will vote between the following options on a season-to-season basis if partial funding is given:

1. Offering fewer scholarships in a fiscal year
2. Offering the same number of scholarships (4) with a smaller monetary value
3. Supplementing the scholarship fund with community donations to reach the total budgeted amount

Any amount of funding will help us continue to offer scholarships to local students and we are grateful for any support you can offer.

### **Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?**

**FINANCIAL INFORMATION**

**What is your total operating budget for your current fiscal year?**

\$

**Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?**

**Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?**

**Staunton Choral Society Proposed  
Budget 2025**

Income

Dues and Member Donations (Dues only paid by those able to pay)	\$3200
Public Donations	\$3200
Program Ads	\$4000
Concert Donations	\$2500
Grants	\$1315
 Total Proposed Income.	 \$14215

Expenses

Music	\$1500
Website	\$450
Program Printing	\$500
Director Stipend	\$3000
Pianist Stipend	\$2500
Instrumental Groups	\$2000
Scholarships (2 seasons)	\$1600
Church Space Rental	\$1000
Blackfriars Space Rental	\$200
Insurance	\$900
Photos	\$400
PO Box and Stamps	\$190
SCC Registration	\$25
Posters	\$250
Misc.	\$100
 Total Proposed Expenses	 \$14,815

**Staunton Choral Society  
Actual 2024**

Income

Dues	\$3000
Donations	\$3160
Program Ads	\$3400
Concert Donations	\$1665
Brownbag	\$830
Total Income	\$12055

Expenses

Music	\$1965
Website	\$430
Program Printing	\$310
Posters	\$250
Photography	\$350
Director	\$2850
Pianist	\$2250
Guest Musicians	\$2400
Scholarships	\$1200
Church Rental	\$750
Blackfriars	\$200
Insurance	\$894
Postal Expenses	\$189
SCC	\$25
Misc.	\$98
Total Expenses	\$14,161

Deficit was addressed through use of reserves.

Staunton Choral Society		
SPECIFIC PROGRAM/CAPITAL BUDGET		
Student Scholarships		
Primary Income Categories	Budgeted	Explanation (if necessary)
Local Grants	\$1,600	Includes grant requested from CFCBR
Member and individual donations	TBD	To raise if grant funding doesn't cover complete cost
Total Income:	\$ 1,600.00	
Primary Expenses Categories	Budgeted	Explanation (if necessary)
Fall 2025 scholarships	\$ 800.00	2 student scholarships anticipated
Spring 2026 scholarships	\$ 800.00	3 student scholarships anticipated
Total Expenses:	\$ 1,600.00	
Net Income (Loss):	\$ -	

**INSTRUCTIONS:** Replace the items in RED with your organizations' information. Please use the income and expense categories that make the most sense for your organization. Consider including separate categories for specific income and expenses of \$5,000 or greater. Smaller source of income and expenses can be combined

## **Staunton Media Alliance**

Staunton

### **ORGANIZATION INFORMATION:**

**Founded in:** 2012

#### **Mission:**

Our mission is to foster community through music, broadcast education, and discovery. 106.3 WQSV is a project of the Staunton Media Alliance, a dedicated group of passionate volunteers who drive our vision to build a stronger and more vibrant community through music, culture, and creative content.

#### **Primary activities and programs:**

We launched Staunton's first independent, community-powered radio station in 2016. Since then we have developed a unique blend of programming featuring local and independent artists, as well as specialty shows hosted by community volunteers and students. We train our volunteers in using our broadcasting equipment, including adaptive technology for visually impaired DJs. Our station has hosted music events, street festivals, and gatherings featuring local talent in addition to nationally recognized bands and artists. WQSV has partnered with over 45 local businesses and organizations to share their services and products with our listeners through underwriting, sponsorships, and public announcements.

#### **Community need(s) your organization exists to address:**

WQSV exists to offer a platform for localized, community-focused content for the Staunton-Waynesboro-Augusta County area. As an independent not-for-profit station we are not beholden to advertisers who may influence our programming; our support is provided by our underwriters, sponsors, and members. We strive to provide an avenue not just for those with an interest in broadcasting and public speaking, but any individual desiring an outlet for their creativity, and welcome diversity from all ages, races, sexes, and backgrounds. Our listeners tune in to hear weekly community announcements, specialty music shows, book recommendations from our local librarians, in-house performances from local artists, spoken-word poetry from students, conversations with community members and business owners, Native American music, jazz, classical, world music, and much more.

### **GRANT DETAILS:**

#### **Based on how you measure your organization's impact, please share with us the magnitude of your work.**

We don't have a way to determine exactly how many listeners are tuning in at any given time; however we can track the number of unique listeners streaming online through our website and extrapolate that to the handful of online radio platforms that carry our stream. We are a low-

power (max 100w) station and our service area encompasses all of Staunton and portions of Augusta County and Waynesboro.

**What is the approximate percentage of your organization’s work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?**

100%

**Please share your organization’s goals and objectives for 2025, or if you prefer, your long-range goals and objectives.**

WQSV plans to continue to serve the broader Staunton area with a diversity of content that includes independent and local music, community arts and events announcements, specialty music shows, interviews with local business owners, and much more.

**To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.**

As an independent, nonprofit radio station we are not beholden to advertisers who may influence our programming and content; our support is provided by our underwriters, sponsors, and members. We strive to provide an avenue not just for those with an interest in broadcasting and public speaking, but any individual desiring an outlet for their creativity, and welcome diversity from all ages, races, sexes, and backgrounds.

**If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?**

Our 2024 Community Grant helped fund the purchase of a new transmitter, which was installed at our broadcast site last summer and has greatly improved the clarity and reliability of our local signal!

**Tell us a story that best illustrates the impact your organization has on our community.**

I don't have a single story but rather a collection of similar stories with a single theme: as a fellow nonprofit we allow other local nonprofits to regularly promote their organizations over the air at no charge. It has been immensely rewarding to meet these community members, see the passion for their work, share our visions, and help them spread the word about their organizations to our community!

## **GRANT REQUEST**

**Are you requesting a single-year grant or three-year grant commitment?**

2025 Community Grant (single-year grant)

**What is the single-year grant amount you are requesting?**

\$ 1,000

**Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?**

General Operating purposes (no restrictions on its use)

**If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?**

Any grant funding we receive will be put toward managing our broadcasting equipment, which requires regular cleaning, maintenance, and updates.

**Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?**

### **FINANCIAL INFORMATION**

**What is your total operating budget for your current fiscal year?**

\$ 31,000

**Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?**

**Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?**

Staunton Media Alliance/106.3 WQSV		
OPERATING BUDGET		
January-December 2025		
Primary Income Categories	Budgeted	Explanation (if necessary)
Charitable Contributions	\$ 12,000.00	Individual monthly member donations and one-time contributions
Underwriting and sponsors	\$ 18,000.00	
Fundraising events	\$ 1,100.00	Fundraising from annual station party and other events
Misc.	\$ 1,200.00	Annual holiday contributions
<b>Total Income:</b>	<b>\$ 32,300.00</b>	
Primary Expenses Categories	Budgeted	Explanation (if necessary)
Wages	\$ 8,800.00	GM Salary
Station Property Rent	\$ 9,360.00	Rent for 21 E. Frederick St
Transmitter Site Rent	\$ 2,400.00	Rent for transmitter site at 228 N. Jefferson St
Utilities	\$ 6,200.00	
Various memberships and services	\$ 3,300.00	Spintron, Sound Exchange, NFCB Membership, Icecast stream hosting, PRX membership, business insurance
Promotional materials and supplies	\$ 600.00	Printed flyers, T-shirts, stickers, office supplies
Station equipment purchases	\$ 350.00	Microphones, cables, etc.
<b>Total Expenses:</b>	<b>\$ 31,010.00</b>	
<b>Net Income (Loss):</b>	<b>\$ 1,290.00</b>	

**INSTRUCTIONS:** Replace the items in **RED** with your organizations' information. Please use the income and expense categories that make the most sense for your organization (Consider including separate categories for specific income and expenses of \$10,000 or greater).

Staunton Media Alliance/106.3 WQSV		
OPERATING BUDGET		
January-December 2024		
Primary Income Categories	Budgeted	Explanation (if necessary)
Charitable Contributions	\$ 12,000.00	Individual monthly member donations and one-time contributions
Underwriting and sponsors	\$ 18,000.00	
Fundraising events	\$ 1,500.00	Fundraising from annual station party and other events
Misc.	\$ 1,800.00	Annual holiday contributions
<b>Total Income:</b>	<b>\$ 33,300.00</b>	
Primary Expenses Categories	Budgeted	Explanation (if necessary)
Wages	\$ 8,800.00	GM Salary
Station Property Rent	\$ 9,360.00	Rent for 21 E. Frederick St
Transmitter Site Rent	\$ 2,400.00	Rent for transmitter site at 228 N. Jefferson St
Utilities	\$ 6,200.00	
Various memberships and services	\$ 3,300.00	Spintron, Sound Exchange, NFCB Membership, Icecast stream hosting, PRX membership
Promotional materials and supplies	\$ 600.00	Printed flyers, T-shirts, stickers, office supplies
Station equipment purchases	\$ 350.00	Microphones, cables, etc.
<b>Total Expenses:</b>	<b>\$ 31,010.00</b>	
<b>Net Income (Loss):</b>	<b>\$ 2,290.00</b>	

**INSTRUCTIONS:** Replace the items in **RED** with your organizations' information. Please use the income and expense categories that make the most sense for your organization (Consider including separate categories for specific income and expenses of \$10,000 or greater).

# Staunton Music Festival

Staunton

## ORGANIZATION INFORMATION:

**Founded in:** 1994

### **Mission:**

Staunton Music Festival's mission is to offer exceptional music performed by international caliber musicians at historic venues throughout Staunton in a way that is accessible to all. Concert programs are innovative and seek a balance between old and new music. SMF musicians include local, national, and international artists, many of whom are acclaimed for their knowledge of historical performance traditions. We believe in the power of live classical music to transform the region and all of its residents.

### **Primary activities and programs:**

Now in its 28th season, the Staunton Music Festival's signature program is its summer music festival. Lasting 10 days and presenting numerous concerts, lectures, and events, it features roughly 90 of the world's finest professional classical musicians performing at historic venues in downtown Staunton. Concert programs are innovative and eclectic, helping to draw both discerning artists and audience members from across the U.S. and Europe. Programs range from Baroque opera to commissioned world premieres; from intimate chamber music to Beethoven symphonies and the choral masterworks of Bach, Handel, Haydn and others. The festival offers free concerts daily at noon and ticketed concerts each evening. We also present a variety of other musical events and lectures over the course of the year. Many of those activities have been consistently supported by grants from the National Endowment for the Arts and the Virginia Commission for the Arts. Our programs serve to build community and enrich the lives of all residents.

### **Community need(s) your organization exists to address:**

Staunton Music Festival recognizes that our community's needs are many and diverse during this time of widespread challenge, suffering, and uncertainty. Other organizations in the region are well-positioned to address the physical, psychological, financial, and economic needs of our residents, and we support their efforts and the CFCBR's commitment to supporting them. The work of the Staunton Music Festival, as an institution striving for the highest in artistic expression, builds upon those efforts to go further, addressing the emotional and creative strivings of our residents. Once basic daily needs are met, these artistic needs are vital in helping residents experience fuller lives. Such experiences are not and should never be limited to people of means. For that reason, we work extremely hard to offer free access to world-class performances. As an example, all festival concerts are free to youth aged 18 and under. Over half of all events offer free admission to all who attend. In 2024 and continuing over the next several seasons, SMF will bring hundreds of elementary school students to daytime concerts in August. In addition, we have begun a program to include area music students of all ages at open rehearsals in spring and summer, so they can observe professional musicians at work and

meet them in social settings. We also strive to maximize the accessibility of all events, and to prioritize the diversity of our offerings so that as many residents as possible have opportunities to experience a world far beyond the Shenandoah Valley. This has a direct bearing on the nature of our programs--musically challenging, pulling from 600 years of music from across the world, providing opportunities to younger composers, and maintaining an atmosphere that engages audiences from multiple perspectives (historical, technical, and geographical). We believe the health and well-being of a community is directly affected by the strength and diversity of its cultural offerings. Staunton Music Festival is proud to work alongside and partner with the Valley's other music and arts organizations, such as JMU and UVA, American Shakespeare Center, Heifetz Music Institute, and others. But we are also proud to have achieved our position as the only music festival in the region that can claim unequalled diversity of concert programs, involvement of so many world-class professional players from Europe, South America, and the U.S., and a commitment to authentic performance practice of older music combined with commissioning of world premieres by living composers-in-residence. Those factors combine to create the unique mix that is SMF, and we are honored that the Staunton community has embraced our effort to "Rethink Classical" for the 21st century.

#### **GRANT DETAILS:**

**Based on how you measure your organization's impact, please share with us the magnitude of your work.**

The magnitude of SMF's impact is measured primarily through in-person events. This includes roughly 100 professional performers from around the world who are hired to present thr 40 concerts annually; 20 seasonal staff who handle all aspects of production; and 100+ volunteers who help house and feed performers, usher at concerts, and assist the admin staff. Audiences total approx. 9,000 each season, including about 500 local youth, and hail from over 25 states and two foreign countries. Each season we track audience attendance with ticket sales and headcounts at free events. These take place at all concerts, from our first spring events through the fall recitals. Because we are committed to providing LIVE music experiences, it is important for us to document the number of individuals who attend.

**What is the approximate percentage of your organization's work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?**

100

**Please share your organization's goals and objectives for 2025, or if you prefer, your long-range goals and objectives.**

Having recently completed its next Strategic Plan, Staunton Music Festival's primary objective for the near future is to pursue long-term financial sustainability. This is not to minimize its artistic and service aims, which remain robust. However, after 28 years, the Festival's Board of Directors feels the priority needs to encompass a budgetary picture that allows all aspects of the Festival to be fully funded while making gradual cost-of-living increases for its principal

salaried positions and hired professional performers. SMF is poised to enter a second generation of activity soon, and the Strategic Plan focuses on making that possible through robust fundraising and increased grant applications, as well as strategic control of costs. For 2025, specific goals involve: (a) continuing the new spring mini-festival, increasing SMF's year-round presence in the community for school-age music students; (b) present 10 free events to attract people who traditionally have challenges attending classical music due to limited funds, transportation, or mobility issues; (c) hosting Virginia Soundscapes, a series of talks and performances featuring eight acclaimed, living Virginia composers; and (d) achieving 90% success in fulfilling event sponsorships, boosting ticket revenue by 10%, and rebuilding SMF's savings after turbulent years coming after COVID.

**To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.**

No other organization provides precisely the same kind of services and experiences as Staunton Music Festival. However, as mentioned briefly above, we coordinate closely with other arts and music groups to minimize event overlap, shared use/purchase of vital production equipment and staff, and extensive cross promotional activities. We believe strongly in supporting Staunton's position as a national cultural destination. Not only do strong cultural offerings improve the lives of residents through direct experiences; the boost to tourism and tax revenue can only help the overall living conditions of local residents.

**If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?**

In 2024 Staunton Music Festival received the final installment of its multi-year Community Grant, originally awarded in 2022. That grant helped to support our production costs in mounting 7 free noontime concerts during the Summer Festival. These events were attended by an average of 330 people, including both local residents, two groups from senior living facilities, and music tourists from across the country. Being popular with residents as well as families with children, these events greatly increase SMF's visibility within the community. In addition, those events are absolutely vital in creating a festival feel that motivates music lovers from hours away to spend 3, 5, and even 10 days and nights in our small city.

**Tell us a story that best illustrates the impact your organization has on our community.**

In August 2024 our school liaison and operations manager, Camille Dierksheide, worked out a plan to bring all fifth-grade students from Staunton's three elementary schools to three different noon concerts. These programs were held at First Presbyterian Church, and at each of those concerts we packed about 80 young students into the balcony. We developed custom teaching plans for each of the three concerts to assist the school teachers in preparing these young listeners for the music they would hear and some basics on how to behave during a classical music concert - not an easy matter for squirmy fifth graders! The students all did wonderfully! In particular, we got very strong POSITIVE feedback from the group that attended the Friday Aug 23 concert. That concert included a 20 minute chamber music piece by Mozart, followed by a very contemporary, rather abstract piece for strings by Estonian composer Arvo Pärt. While we thought the students might like the easy charm of the Mozart, they were actually

MUCH more enthusiastic about the modern music. Their teachers also were blown away. In the audience that day we also welcomed 10 students from JMU's architecture program. They were brought by their professor - a fan of the festival - who encouraged them to attend to experience high level art, but also to experience the "architectural" aspects of classical music. Combined with a diverse audience of residents from The Legacy and Aviva, local residents, guests from all over, and several non-performing musicians who took the chance to lie down flat on the ground during the performance (a growing trend called "soundbaths"), we think the presence of the elementary school students made the entire concert one of the highlights of the season.

### **GRANT REQUEST**

**Are you requesting a single-year grant or three-year grant commitment?**

Three-year Community Grant commitment (2025-2027)

**What is the annual amount of the three-year grant you are requesting?**

\$ 3,200

**Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?**

General Operating purposes (no restrictions on its use)

**If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?**

As these funds are intended to support the Free Noontime Concert Series, we would address a smaller CFCBR award by seeking additional public donations and/or drawing revenue from ticketed concerts. Sadly, grants to support general operations of music non-profits are almost impossible to find.

**Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?**

We would like to add that CFCBR's support of the Noontime Concerts began in 2009 with a truly transformative grant investment. That belief and trust in SMF has made an incredible difference in what the Festival has become today. We sincerely want to continue building upon that initial gift, working to give back to our community in ways that spread the gift of music and shared cultural experiences.

### **FINANCIAL INFORMATION**

**What is your total operating budget for your current fiscal year?**

\$ 459,400

**Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?**

The large operating deficit for prior FY is largely due to the \$38,000 in capital expenditures, as we made the final payments for the festival's historic fortepiano. Those funds were raised in previous FY. Apart from that item, the deficit of roughly \$14k was in line with expectations on the 23\_24 original budget. We do not forecast a deficit in 24\_25, and any operating surplus will be used to help rebuild SMF's operating reserve account.

**Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?**

## Budget Overview\_Budget\_FY25\_P&L\_Report

Staunton Music Festival

October 1, 2024-September 30, 2025

Account	Total
<b>Income</b>	
4000 Donations	
4005 Sponsorships/Major Gifts	150,000.00
4010 Individual Donations	78,500.00
4020 Corporate Donations	2,250.00
4030 Legacies & Bequests	12,000.00
4050 Freewill Offerings	10,000.00
4060 Historic Keyboard Fund	0.00
<b>Total for 4000 Donations</b>	<b>\$252,750.00</b>
4200 Grant Revenue	
4210 Corporate Grants	9,000.00
4220 Foundation Grants	18,000.00
4230 Federal Grants	10,000.00
4240 State and Local Grants	14,500.00
<b>Total for 4200 Grant Revenue</b>	<b>\$51,500.00</b>
5100 Ticket Sales	
5110 Spring Concert(s)	7,500.00
5115 Spring Festival	8,200.00
5120 August Festival	60,000.00
5130 Fall Concert(s)	4,250.00
5140 Subscriptions	68,000.00
<b>Total for 5100 Ticket Sales</b>	<b>\$147,950.00</b>
5400 Other Revenue	
5420 Bar income	2,000.00
5430 Sales of Merchandise	400.00
5450 Advertising Revenue	3,000.00
5460 Partnerships	0.00
5470 Interest	1,800.00
5490 Miscellaneous Revenue	0.00
<b>Total for 5400 Other Revenue</b>	<b>\$7,200.00</b>
<b>Total for Income</b>	<b>\$459,400.00</b>
Cost of Goods Sold	0.00
<b>Gross Profit</b>	<b>\$459,400.00</b>
<b>Expenses</b>	
7000 Artist Expenses	
7010 August Festival Artist Fees	154,000.00
7011 Spring Festival Artist Fees	38,050.00
7012 Other Artist Fees	8,100.00
7013 Lecture Fees	1,950.00
7015 VISAs	2,550.00
7020 Housing	6,000.00
7021 Transportation	20,000.00
7030 Sheet Music Purchase and Rental	4,000.00
7040 Musician Lunches	10,000.00
7042 Welcome Picnic	2,000.00
7045 Pizza Party	1,000.00
<b>Total for 7000 Artist Expenses</b>	<b>\$247,650.00</b>
7200 Staff & Personnel	
7210 Artistic Director	25,000.00
7220 Executive Director	40,000.00
7225 Operations manager	12,000.00
7226 Scheduler	2,500.00
7227 Music librarian	2,250.00
7228 Production manager	5,800.00
<b>Total for 7200 Staff &amp; Personnel</b>	<b>\$87,550.00</b>
8100 Office Expenses	

**Staunton Music Festival  
Profit and Loss  
October 2023 - September 2024**

	<b>Total</b>
<b>Income</b>	
<b>4000 Donations</b>	
4005 Sponsorships/Major Gifts	112,673.40
4010 Individual Donations	79,373.02
4020 Corporate Donations	2,000.00
4030 Legacies & Bequests	10,403.00
4050 Freewill Offerings	9,545.06
4060 Historic Keyboard Fund	8,750.00
<b>Total 4000 Donations</b>	<b>\$ 222,744.48</b>
<b>4200 Grant Revenue</b>	
4210 Corporate Grants	10,000.00
4220 Foundation Grants	18,000.00
4240 State and Local Grants	14,427.00
<b>Total 4200 Grant Revenue</b>	<b>\$ 42,427.00</b>
<b>5100 Ticket Sales</b>	
5110 Spring Concert(s)	3,163.00
5115 Spring Festival	12,058.78
5120 August Festival	66,263.61
5130 Fall Concert(s)	2,459.86
5140 Subscriptions	67,366.30
<b>Total 5100 Ticket Sales</b>	<b>\$ 151,311.55</b>
<b>5400 Other Revenue</b>	
5420 Bar income	2,039.54
5430 Sales of Merchandise	417.96
5450 Advertising Revenue	2,700.00
5470 Interest	1,861.28
<b>Total 5400 Other Revenue</b>	<b>\$ 7,018.78</b>
<b>Total Income</b>	<b>\$ 423,501.81</b>
<b>Gross Profit</b>	<b>\$ 423,501.81</b>
<b>Expenses</b>	
<b>7000 Artist Expenses</b>	
7010 August Festival Artist Fees	160,955.21
7011 Spring Festival Artist Fees	34,725.00
7012 Other Artist Fees	5,928.00
7013 Lecture Fees	1,950.00
7015 VISAs	2,410.00
7020 Housing	5,357.66
7021 Transportation	16,567.86
7030 Sheet Music Purchase and Rental	4,192.03
7040 Musician Lunches	8,772.46
7042 Welcome Picnic	2,074.29
7045 Pizza Party	960.66
<b>Total 7000 Artist Expenses</b>	<b>\$ 243,893.17</b>
<b>7200 Staff &amp; Personnel</b>	
7210 Artistic Director	24,999.96
7220 Executive Director	40,570.55
7225 Operations manager	10,790.25
7227 Music librarian	2,250.00
7228 Production manager	5,800.00
<b>Total 7200 Staff &amp; Personnel</b>	<b>\$ 84,410.76</b>

<b>8100 Office Expenses</b>	
8110 Supplies	924.14
8120 Merchandise for sale	2,701.50
8130 Telephone/Website	83.61
8140 Postage & Mailing Service	3,069.97
8150 Printing & Copying	6,763.47
<b>Total 8100 Office Expenses</b>	<b>\$ 13,542.69</b>
<b>8300 Marketing &amp; Development</b>	
8305 Advertising & Email Mrktg	8,209.00
8310 Brochures & Posters	3,977.03
8320 Moore Public Relations	2,960.00
8330 Graphic Design	421.21
8360 Host Reception	2,875.00
8361 Donor Reception	2,080.15
8363 Special Event 2	254.59
<b>Total 8300 Marketing &amp; Development</b>	<b>\$ 20,776.98</b>
<b>8400 Venues</b>	
8410 American Shakespeare Center	900.00
8420 Trinity Episcopal Church	4,092.50
8430 Central Methodist Church	1,385.00
8440 First Presbyterian Church	1,800.00
8480 Other Venue	791.17
<b>Total 8400 Venues</b>	<b>\$ 8,968.67</b>
<b>8500 Administrative Expenses</b>	
8505 Board Parties/Meetings	410.41
8510 Professional dues	1,245.23
8520 Corporation fees	400.00
8525 Accounting & Legal Fees	31.94
8530 Insurance	622.00
8535 Storage Unit	540.00
8540 Ticketing/CRM System	3,936.63
8550 Bank fees	2,755.59
<b>Total 8500 Administrative Expenses</b>	<b>\$ 9,941.80</b>
<b>8800 Production Expenses</b>	660.47
8802 August P/T Labor	27,213.00
8803 Spring & Fall P/T Labor	1,975.00
8805 Staff Transportation	2,680.71
8810 Piano Service and Moving	5,670.00
8815 Rentals	3,058.49
8820 Programs	3,161.00
8830 Opera Production & Personnel	-5.89
8840 Platform/Lighting	746.50
8850 Audio/Video/Photo	2,780.88
8860 Brunch Lecture	4,187.00
8870 Intermission Bars	4,124.57
<b>Total 8800 Production Expenses</b>	<b>\$ 56,251.73</b>
<b>8900 Miscellaneous Expenses</b>	57.53
8920 Uncategorized Expenditure	26.32
<b>Total 8900 Miscellaneous Expenses</b>	<b>\$ 83.85</b>
<b>9000 Fortepiano Purchase Fund</b>	38,600.00
<b>Total Expenses</b>	<b>\$ 476,469.65</b>
<b>Net Operating Income</b>	<b>-\$ 52,967.84</b>
<b>Net Income</b>	<b>-\$ 52,967.84</b>

Saturday, Feb 01, 2025 07:55:09 AM GMT-8 - Cash Basis

8110 Supplies	1,000.00
8120 Merchandise for sale	0.00
8130 Telephone/Website	100.00
8140 Postage & Mailing Service	3,100.00
8150 Printing & Copying	7,000.00
<b>Total for 8100 Office Expenses</b>	<b>\$11,200.00</b>
8300 Marketing & Development	
8305 Advertising & Email Mrktg	4,500.00
8310 Brochures & Posters	5,000.00
8320 Moore Public Relations	4,000.00
8330 Graphic Design	500.00
8350 Fundraising Advisor	2,000.00
8355 Grant Research/Writing	0.00
8360 Host Reception	2,800.00
8361 Donor Reception	2,200.00
8362 Special Event 1	0.00
8363 Special Event 2	0.00
8390 Donor CD	0.00
<b>Total for 8300 Marketing &amp; Development</b>	<b>\$21,000.00</b>
8400 Venues	
8410 American Shakespeare Center	1,400.00
8420 Trinity Episcopal Church	4,100.00
8430 Central Methodist Church	1,500.00
8440 First Presbyterian Church	1,800.00
8480 Other Venue	800.00
<b>Total for 8400 Venues</b>	<b>\$9,600.00</b>
8500 Administrative Expenses	
8505 Board Parties/Meetings	300.00
8510 Professional dues	1,300.00
8520 Corporation fees	400.00
8525 Accounting & Legal Fees	500.00
8530 Insurance	2,485.00
8535 Storage Unit	540.00
8540 Ticketing/CRM System	4,000.00
8550 Bank fees	2,800.00
<b>Total for 8500 Administrative Expenses</b>	<b>\$12,325.00</b>
8800 Production Expenses	
8802 August P/T Labor	26,000.00
8803 Spring & Fall P/T Labor	1,400.00
8805 Staff Transportation	2,800.00
8810 Piano Service and Moving	6,400.00
8815 Rentals	3,000.00
8820 Programs	3,200.00
8830 Opera Production & Personnel	3,000.00
8840 Platform/Lighting	1,400.00
8850 Audio/Video/Photo	3,000.00
8860 Brunch Lecture	2,000.00
8870 Intermission Bars	4,200.00
<b>Total for 8800 Production Expenses</b>	<b>\$57,900.00</b>
8900 Miscellaneous Expenses	
8920 Uncategorized Expenditure	100.00
<b>Total for 8900 Miscellaneous Expenses</b>	<b>\$100.00</b>
<b>Total for Expenses</b>	<b>\$447,325.00</b>
<b>Net Operating Income</b>	<b>\$12,075.00</b>
Other Income	0.00
Other Expenses	0.00
<b>Net Other Income</b>	<b>\$0.00</b>
<b>Net Income</b>	<b>\$12,075.00</b>

Accrual Basis Saturday, February 01, 2025 03:52 PM GMTZ

# **Stonewall Brigade Band**

Staunton

## **ORGANIZATION INFORMATION:**

**Founded in:** 1855

### **Mission:**

The mission of the Stonewall Brigade Band is to provide high quality musical programs and performances that benefit our community and its citizens; to encourage and recruit volunteer musicians of all ages; to preserve the musical heritage of the Shenandoah Valley; and to continue the long history of the Stonewall Brigade Band, the longest continuously operating community band in the United States.

### **Primary activities and programs:**

The primary activities and programs of the Stonewall Brigade Band include:

\*Performing free weekly summer evening concerts from June through August in Gypsy Hill Park in Staunton VA (13)

\*Performing a Holiday concert in the Shenandoah Valley that includes a goodwill offering for a local designated organization

\*Providing free beginning and intermediate instrumental learning opportunities via the Stonewall Prep Bands to homeschooled students and other interested individuals. We offer two levels of prep bands: Foundations Beginning Band and an Intermediate Band. This program is multi-generational and enjoys a population ranging from 6-65 years of age. Both bands are led by experienced and certified music educators.

\*Performing concerts by invitation at numerous civic and historical events

\*Providing small ensemble (i.e. flute choir, saxhorn reenactments, low brass ensemble, brass quintet, clarinet ensemble, etc.) performances by invitation in the community, with emphasis on non-mobile and elderly populations

\*Participating in cooperative activities with other community groups, e.g. Staunton Library, Staunton Farmers Market, etc.

\*Providing a scholarship to a deserving high school senior planning to further their musical education in a post-secondary institution

\*Providing a competitive opportunity for music students aged 10-18 to earn monetary compensation and perform with the Stonewall Brigade Band

### **Community need(s) your organization exists to address:**

The Stonewall Brigade Band is the only community band in the Staunton, Waynesboro, and Augusta County area, although musicians participate from locales throughout the

Commonwealth. The band fulfills the need of many adult and student members of the community to be able to play a musical instrument in a group setting. While the band includes many current/former music teachers, professional musicians, and military band members, there is no audition required to join, and no minimum ability level other than the ability to read music required to participate. The band operates on a family style of cooperation, with more experienced members encouraging and mentoring those who have become interested in musical participation after a long interim of non-playing time, or students who participate as an auxiliary activity or when unable to access public school settings. There are currently approximately 70 active volunteer musicians in the Stonewall Brigade Band. In addition, the Stonewall Brigade Band's Foundations Beginning and Intermediate bands welcome people of all ages who want to learn a new instrument, with an emphasis on homeschooled children and their families. There are currently approximately 15 members in the intermediate prep band and 18 in the foundations beginning band. As the prep band members advance in their ability, they enter the more challenging Stonewall Brigade Band ranks. The Band also fulfills the need that the community has for musical programs at various events throughout the area. Each summer series reaches more than 1900 audience members with performances every Monday evening at the bandshell in Gypsy Hill Park from June through August. More than 600 persons attended the Christmas program in December 2024. In September 2022 the band hosted musicians from Germany, engaging them in performances at several venues throughout Augusta County and performing a joint concert attended by over 600 persons. These activities were successful in creating wonderful international goodwill in Augusta County, throughout the Shenandoah Valley and the Commonwealth of Virginia. This exchange program will continue with each band visiting the other's country alternating every four years. Additionally, the band performs concerts for historical events, cultural functions, community events, corporate events and educational functions. They have historically performed each year for Mary Baldwin University's spring graduation. The band's ensemble rehearsal room also functions as a museum to showcase the band's long and unbroken history (1855 - present) and includes the original saxhorn instruments created by Adolphe Sax. Volunteer ensembles such as the Flutes of the Shenandoah, The Saxhorn Ensemble, the Low Brass Ensemble, the Clarinet Choir, the Nickel Plate Brass Quintet, and others provide performance upon invitation at retirement homes, cultural events, church services (including weddings and funerals), school opportunities, and during summer concerts at Gypsy Hill Park.

### **GRANT DETAILS:**

**Based on how you measure your organization's impact, please share with us the magnitude of your work.**

The Stonewall Brigade Band's Board of Directors and the band's membership can measure the band's impact on the community throughout the year by

1) counting the number of SBB rehearsals and concerts that are held and the number of participants (44 rehearsals/concerts x 70=3800 musician participation)

2) number of ensemble rehearsal/performance participants (44 rehearsals/concerts x 30=1320 musician participation) + number of invitational performances (8x50=400 musician participation) + total number of audience members (approx. 3100-4000) throughout the year.

3) number of prep band rehearsal participants (44 x 28=1232) These numbers emphatically state that the Stonewall Brigade Band continues to make a big difference in the well-being of the population of Augusta County and beyond, including summer tourists and international guests.

**What is the approximate percentage of your organization's work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?**

During 2024, 100% of the Stonewall Brigade Band's activities and corresponding ensembles were held in the metro communities of Staunton, Waynesboro, Fishersville, Stuarts Draft and surrounding counties.

**Please share your organization's goals and objectives for 2025, or if you prefer, your long-range goals and objectives.**

The primary activities and goals of the Stonewall Brigade Band for 2025 include:

1. Hold 1.5 hour band rehearsals each Monday evening (7:30-9:00 p.m.) during the winter, spring and fall months
2. Hold 1 hour band rehearsals each Tuesday evening for the members of the Intermediate Prep Band and the members of the Foundations Beginning Band.
3. Perform 13 free weekly summer concerts in Gypsy Hill Park (June 2 -August 25) in Staunton VA
4. Perform a Holiday concert series with goodwill donations benefiting an organization tbd.
5. Perform concerts at numerous civic and community events upon invitation
6. Recruit, teach and encourage school-age musicians, particularly those with limited or no music programs in their educational environment, e.g. homeschooled or homeless students and students with limited access to music instructions due to block programming in public schools.
7. Provide small ensemble performances in the community, with emphasis on non-mobile, elderly and retired populations
8. Continue a youth musical competition that will stimulate and reward the motivations and aspirations of young musicians in the Blue Ridge community
9. Begin to plan the hosting of the Stadtkapelle Gersthofen (Gersthofen Community Band) with concerts and activities for June 2026

**To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.**

The SBB is the only community band in the Staunton, Waynesboro, and Augusta County area. It is open to all musicians and does not require a membership fee. With the help of grants and donations, it has helped to provide musical instruments to members of the Prep Bands and others who need this option. Several students from local public and private schools and colleges play in the SBB in addition to playing in their own school or college band, which provides further skill levels and musicianship. The band offers a camaraderie and sense of family due to the longevity of the band's existence and overall mentoring atmosphere. Additionally, because the Band enjoys an active exchange program with the Stadtkapelle Gersthofen, the cultural exchange of venue provides an international awareness and excitement to musicians and others in the Valley.

**If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?**

With the funds provided through the 2024 grant, we piloted the Young Artist Competition in October 2024. Fifteen young musicians competed for prize money ranging from \$50 - \$1,000. The top winner in each of the three age categories performed in the holiday concert in December, to a huge audience reception and rave reviews. We hope to continue this competition in 2025 and feel that the number of young competitors will increase due to the awareness of the competition's award level and the opportunity to perform with the SBB.

**Tell us a story that best illustrates the impact your organization has on our community.**

From youthful participation to mature performer, the SBB creates a lifelong commitment to music-making and camaraderie. Here is one story of such dedication. William (Billy) Brooks began playing the trumpet in Riverheads High School concert and stage bands in 1971 in the 8th grade. When he received his driver's license in 1974, he was able to drive himself to rehearsals of the Stonewall Brigade Band (SBB), which counted as an extra credit activity for his high school band course at school. The Band performed 13 concerts in the summer, a Christmas Concert and rehearsed January-May for the summer concerts. Billy played in the Virginia Bicentennial Marching Band and Chorus in the summer of 1976, playing in Philadelphia and Virginia during the July 4 week, while also playing for Queen Elizabeth when she visited Virginia a week later. He then attended UVA from 1976-81, attending a few SBB rehearsals in the winter but still playing the Christmas Concerts and the summer concerts during breaks from college. In January 1982, he moved to Manassas to work for IBM Federal Systems Division and joined the City of Fairfax Concert Band until summer of 1983, when he moved back to the family farm to attend UVA Law School from 1984-87, still participating in SBB Christmas Concerts and rehearsals and summer concerts on Monday nights. In September of 1987 he accepted a job as a patent attorney in Los Angeles, California. During that time period he still flew back to Staunton to play with SBB for the Vespers service on July 3, 1988 for the Happy Birthday USA celebration by the Statler Brothers. In 1989 Billy moved back to the East Coast to work in Washington DC, living in Fairfax County, and would occasionally play with SBB on visits to the family farm in Staunton (2.5 hour drive). In 1991, Billy obtained his Private Pilot's License and purchased a series of small aircraft which allows him to fly from Warrenton airport to Waynesboro airport to attend SBB rehearsals and concerts on Mondays and other concert dates. Now 66 years old, Billy continues to participate regularly in Monday evening rehearsals and summer concerts. Billy attests his long-term interest in music, performing, and skill level to

the intensity of the sight-reading requirements of 13 consecutive concerts each year and to the musical education provided by the skilled direction of the organization. His longevity and long-distance commitment provide stability and credibility to the newer members of the trumpet section and indeed the entire band, proving that loyalty and love of music-making is a lifetime adventure.

## **GRANT REQUEST**

**Are you requesting a single-year grant or three-year grant commitment?**

2025 Community Grant (single-year grant)

**What is the single-year grant amount you are requesting?**

\$ 3,575

**Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?**

A specific program or capital expenditure

**If applicable, please describe the specific program or capital expenditure for which you are seeking support and why it is important to our community.**

The SBB would like to continue to provide a competitive opportunity for the young wind, string, voice and percussion musicians of the Blue Ridge area. This will be facilitated through a Young Artist Competition, broken into three age categories (10-12, 13-15, and 16-18) with three prizes awarded in each. The musicians will provide their musical selection in a one-day event with highly qualified judges presiding and providing positive critique. Monetary awards will be awarded to each of the nine winners: \$1,000/\$500/\$200 for ages 16-18, \$500/\$200/\$50 for ages 13-15, and \$200/\$100/\$25 for ages 10-12. The first place winners will be invited to play with the band at the annual Holiday concert in December. The competition will be scheduled for early September, and rehearsals with the band will occur in November and December. All populations will be encouraged to compete, including students from public, private, and homeschooled communities. Online and hard copy information will be provided throughout the winter, spring and summer to enable plenty of preparation. Expenditure for this competition will be \$3575. The competition was named to honor a long-time member of the Band, Dr. Bob Hanson. This competition enables the young musicians in the area to hone their skills and musicality and to showcase an early understanding that making music can potentially enable a physical reward. Artistry is as much a vocation as any other academic or trade skill, and should be seen at an early age as a means to make a living when determination is a factor.

**If applicable, what is this program or capital expenditure's total budget?**

\$ 3,575

**If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?**

If the requested \$3575 is not fully funded by the Community Foundation, the SBB could require an application fee from each Young Artist Competition student applicant, which is not our first choice in providing a program of this nature. This may or may not offset the suggested monetary awards, depending on the number of applicants. The amount of the monetary awards could be reduced, and donations or sponsorships could also be requested.

**Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?**

The SBB places a very high priority on opportunities for musical motivation and learning with the younger generations. It was for this reason that we began a Preparation Band program (now two-fold: beginning and intermediate levels) with Community Foundation Grant funds in 2017 targeting homeschooled and private school students, and also why we began the Bob Moody scholarship award for prospective HS seniors intending to further their musical education in higher education. A youth artist competition continues this endeavor, and we intend to make this an annual event. This project enables the SBB to bring awareness of the youth and their musical aptitude to the forefront of the public's attention, and future competitions may elicit donations that would cover the expenses.

**FINANCIAL INFORMATION**

**What is your total operating budget for your current fiscal year?**

\$

**Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?**

The previous fiscal year 2023-2024 operating budget includes monies collected and utilized for the Germany Invitational Tour of June 2024. All of these monies were provided by individual traveling musicians. The current fiscal year 2025-2025 operating budget includes a bequest from a former member which was used to purchase a rare contrabass flute and the remainder placed in a savings account.

**Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?**

The SBB places a very high priority on opportunities for musical motivation and learning with the younger generations. It was for this reason that we began a Preparation Band program (now two-fold: beginning and intermediate levels) with Community Grant funds in 2017 targeting homeschooled and private school students, and also why we began the Bob Moody scholarship award for prospective HS seniors intending to further their musical education in higher education. A youth artist competition continues this endeavor, and we now endeavor to make this an annual event. This project continues to enable the SBB to bring awareness of the youth and their musical aptitude to the forefront of the public's attention, and future competitions may elicit donations that would cover the expenses.

<b>Stonewall Brigade Band, Inc.</b>		
<b>OPERATING BUDGET</b>		
<b>FY 2024-2025</b>		
<b>Primary Income Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Charitable Contributions	\$ 1,240.00	Bob Moody Scholarship, Flute Choir, Saxhorn Ensemble, Misc Donations
Robert Hanson Bequeath portfolio	\$ 22,907.00	portion of portfolio targeted for expenses
Sara Reynolds bequest	\$ 23,235.00	bequest of former member Sara Reynolds
2024 Community Foundation Grant	\$ 1,000.00	Support for Young Artist Competition
Allocations	\$ 3,000.00	Staunton City
Fundraising	\$ 1,598.00	Annual Drive, Concert, Concessions, Other
Other	\$ 1,952.00	Interest
Holiday concert goodwill offering	\$ 1,550.00	Goodwill offering collected and provided to Salvation Army
<b>Total Income:</b>	<b>\$ 56,482.00</b>	
<b>Primary Expenses Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Gratuities	\$ 14,890.00	directors/librarian/business manager
Band equipment and supplies	\$ 8,326.00	instrument repair/purchase, equipment, transportation
Purchase of a contrabass flute for the flute choir	\$ 12,600.00	purchased utilizing a portion of the Sara Reynolds bequest
Operating expenses	\$ 1,920.00	insurance, internet, licenses, software, hardware
band room and concert expense	\$ 3,043.00	supplies, music, printing, advertising, cleaning
Bob Moody Scholarship Award	\$ 1,000.00	scholarship award
Young Artist Competition	\$ 3,275.00	awards, judging honorariae, hospitality
Salvation Army	\$ 1,550.00	Goodwill offering collected at Holiday concert
reallocation of Sara Reynolds bequest to savings	\$ 9,500.00	moved to savings acct
<b>Total Expenses:</b>	<b>\$ 56,104.00</b>	
<b>Net Income (Loss):</b>	<b>\$ 378.00</b>	

**INSTRUCTIONS:** Replace the items in **RED** with your organizations' information. Please use the income and expense categories that make the most sense for your organization. Consider including separate categories for specific income and expenses of \$10,000 or greater. Smaller categories of income and expenses can be

**Stonewall Brigade Band, Inc.**

**OPERATING BUDGET**

**FY 2023-2024**

<b>Primary Income Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Charitable Contributions	\$ 13,558.00	Bob Moody Scholarship, Flute Choir, Saxhorn Ensemble, Donations, etc.
2023 Community Foundation Grant	\$ 3,000.00	Support for video creation
Allocations	\$ 5,850.00	Augusta County, Staunton City
Fundraising	\$ 2,805.00	Annual Drive, Concert, Concessions, Other
Other	\$ 68.00	Interest
Germany Invitational	\$ 90,000.00	monies from musicians toward trip expenses (app \$3,000 x 30 musicians)
Monies moved from investment accts for video production	\$ 7,000.00	monies to augment Community Foundation support for video project
<b>Total Income:</b>	<b>\$ 122,281.00</b>	
<b>Primary Expenses Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Gratuities	\$ 10,795.00	directors/librarian
Band equipment and supplies	\$ 2,001.00	instrument repair/purchase, equipment, transport
Operating expenses	\$ 1,305.00	insurance, internet, licenses, software
band room and concert expense	\$ 6,846.00	supplies, music, printing, advertising
Bob Moody Scholarship Award	\$ 1,000.00	scholarship award
Germany Invitational	\$ 90,000.00	monies from musicians for travel exp @ \$3,000 per musician
Videos created by Ryan Berry Productions	\$ 10,000.00	two videos created for use in marketing and informational purposes
<b>Total Expenses:</b>	<b>\$ 121,947.00</b>	
<b>Net Income (Loss):</b>	<b>\$ 334.00</b>	

**INSTRUCTIONS:** Replace the items in **RED** with your organizations' information. Please use the income and expense categories that make the most sense for your organization. Consider including separate categories for specific income and expenses of \$10,000 or greater. Smaller categories of income and expenses can be

**Stonewall Brigade Band, Inc.**

**2025 COMMUNITY FOUNDATION PROJECT BUDGET**

Primary Income Categories	Budgeted	Explanation (if necessary)
Community Foundation Grant allocation	\$ 3,575.00	requested from Grant
<b>Total Income:</b>	<b>\$ 3,575.00</b>	
Primary Expenses Categories	Budgeted	Explanation (if necessary)
Young Artist Competition	\$ 2,575.00	awards as indicated on informational flyer
Young Artist Competition judges' honorarium	\$ 600.00	three qualified judges at \$200 each
Young Artist Competition accompanist	\$ 200.00	to accompany competitors' selections when needed
hospitality, printing supplies	\$ 100.00	hospitality for judges and competitors and families, print materials
rental of competition venue (St. Paul's Church)	\$ 100.00	venue rental
<b>Total Expenses:</b>	<b>\$ 3,575.00</b>	
<b>Net Income (Loss):</b>	<b>\$ -</b>	

**INSTRUCTIONS:** Replace the items in **RED** with your organizations' information. Please use the income and expense categories that make the most sense for your organization. Consider including separate categories for specific income and expenses of \$10,000 or greater. Smaller categories of income and expenses can be

## **Three Notch'd Road**

Charlottesville

### **ORGANIZATION INFORMATION:**

**Founded in:** 2012

**Mission:**

"To promote the arts, including by promoting interest in and appreciation of music of the Baroque era, sponsoring live musical performances, and educating audiences regarding Baroque music."

**Primary activities and programs:**

Our four primary areas of focus are 1) providing to our service area exceptional performances of historically informed, live Baroque music on period instruments, 2) educating audiences by discussing the music, the composers, and the instruments we play, 3) performing free educational concerts at local venues, and 4) developing and expanding collaborative efforts with other local and regional music groups, professional music ensembles, and institutions.

**Community need(s) your organization exists to address:**

The CFCBR geographic area--and Staunton in particular--is a significant hub of culture and a provider of artistic experiences, especially of music for its residents and visitors. The Staunton Music Festival is key to that growth, but its principal offerings are concentrated in about ten days in August. The need for good music is ongoing and includes all ages and socioeconomic groups. Staunton and surrounding areas could support many more events throughout the year. Three Notch'd Road offers a full season of professional programs in and around the Staunton area and is the only full-time Baroque ensemble in central Virginia. Supporting our ability to continue to provide and expand that opportunity would, we feel, contribute in a meaningful way to the variety, quality, and quantity of music played locally. In addition to our four season series concerts we play free educational concerts for children and adults, in-facility concerts at retirement homes, and other concerts in libraries and other venues. Aside from the season series concerts, most of these concerts are free to the public. In addition, we collaborate with other prestigious groups--recently with Garth Newell Music Center. This extends recognition of Three Notch'd Road and reinforces with the audiences the quality of what is offered on our home turf.

### **GRANT DETAILS:**

**Based on how you measure your organization's impact, please share with us the magnitude of your work.**

Three Notch'd Road measures concert attendance statistics because we desire to reach more people over time. For our 13th season (2023-24), our attendance at subscription concerts over

four locations was 1,715. Attendance at extra programs contributed an additional 1,487 concertgoers. The grand total was 3,202.

**What is the approximate percentage of your organization's work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?**

About one third of our work benefits these communities.

**Please share your organization's goals and objectives for 2025, or if you prefer, your long-range goals and objectives.**

To expand the numbers of people attending our concerts. Also, to expand the number of free concerts at schools.

**To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.**

In contrast to the Staunton Music Festival, Three Notch'd Road presents concerts in several venues, and throughout the year.

**If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?**

Three Notch'd Road received a three-year Community grant for 2022-2024. This grant helped us to present each year a full season of four subscription concerts at four locations.

**Tell us a story that best illustrates the impact your organization has on our community.**

Probably our favorite example is a school concert, performed for about 250 children in a large auditorium on a warm, sunny afternoon in April. Rather than wishing to be outside, as one would expect, all the children sat still as mice, totally engrossed, while a musician explained how his theorbo came to be.

## **GRANT REQUEST**

**Are you requesting a single-year grant or three-year grant commitment?**

Three-year Community Grant commitment (2025-2027)

**What is the annual amount of the three-year grant you are requesting?**

\$ 1,000 per year

**Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?**

General Operating purposes (no restrictions on its use)

**If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?**

If we don't receive all the money (over the 3 years), we would find it more difficult to continue at our current level of artistic excellence.

**Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?**

### **FINANCIAL INFORMATION**

**What is your total operating budget for your current fiscal year?**

\$ 97,750

**Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?**

TNR's Treasurer, Thomas Markham, wrote to me: "I'm attaching a clean copy of our FY2025 (current) budget, including FY2024 actual expenditures for comparison - this should satisfy (1) and (2) below." If this does not satisfy the way you want the application completed, please let me know. I'm happy to make any changes you desire, in order to comply.

**Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?**

Three Notch'd Road, Inc - FY2025 Budget

	FY2025 Budget	FY2024 Actual*	Notes
<b>Revenue</b>			
Ticket sales	\$36,000.00	\$36,388.32	Conservative based on '24 sales
CD sales/other	\$2,000.00	\$1,868.23	Conservative based on '24 sales
Presenter fees	\$14,400.00	\$45,326.47	Garth Newell, Lynchburg, Richmond (Dec.), Richmond (March)
Donations	\$50,000.00	\$57,519.76	Conservative based on '24 giving
Grants	\$2,000.00	\$0.00	Applying for several grants
Interest	\$2,000.00	\$1,097.19	Assumes interest rates stay at ~5%
<b>Total</b>	<b>\$106,400.00</b>	<b>\$142,199.97</b>	
<b>Expenses</b>			
Musician contracts	\$43,000.00	\$56,155.00	See Musician Costs worksheet
Musician travel	\$11,000.00	\$19,794.54	See Musician Costs worksheet
Venue costs	\$2,500.00	\$2,425.00	Assumes 3 performances X 4 programs
Instrument maintenance	\$500.00	\$0.00	
Instrumental rentals	\$300.00	\$150.00	Assumes two portative organ uses
Concert recordings	\$0.00	\$0.00	
CD recordings	\$0.00	\$0.00	
Artistic Director & Operations Manager contracted services	\$27,400.00	\$28,600.00	For AD and OM - assumes no other non-musician contractors
Professional training	\$100.00	\$0.00	
Professional memberships	\$200.00	\$0.00	
Insurance policies	\$1,850.00	\$1,823.00	Known expense
Attorney	\$0.00	\$0.00	
Accountant	\$1,250.00	\$1,270.00	Moving to smaller CPA
Advertising and marketing	\$2,700.00	\$2,681.84	Includes TECS X 1 and Cville Weekly X 3
Printing	\$2,500.00	\$2,344.30	
Postage	\$250.00	\$224.42	
Office supplies	\$500.00	\$1,180.32	Bulk of FY2024 expense was letterhead/envelopes
Fundraising	\$200.00	\$219.82	
Website/phone/PO box	\$2,000.00	\$886.26	Includes website update
Taxes/fees	\$150.00	\$135.00	
Receptions	\$1,000.00	\$1,281.82	Assumes one reception (this year had two)
Sheet music	\$50.00	\$62.08	
Sales expense	\$300.00	\$252.07	
<b>Total</b>	<b>\$97,750.00</b>	<b>\$119,485.47</b>	
<b>Change in Net Assets</b>	<b>\$8,650.00</b>	<b>\$9,822.42</b>	

# Valley Music Academy

Waynesboro

## ORGANIZATION INFORMATION:

**Founded in:** 2000

### **Mission:**

The purpose of Valley Music Academy (VMA) is to provide high quality music education and programming to all in our community, regardless of gender, race, creed, or financial resources, while demonstrating that music is a powerful means of encouraging cooperation, celebrating diversity, and building self-esteem.

### **Primary activities and programs:**

VMA offers private and group music lessons and classes for students of all ages and abilities. Our experienced teaching faculty provides instruction on 30+ instruments. Our Musikgarten classes, for children as young as six months, have been recognized as an "Exemplary MusikGarten Program" in North America. We are also one of only a few providers in the region to offer an accredited Suzuki Piano program, the renowned holistic teaching method suitable for children as young as three-years old. As a non-profit with a lean administrative structure and faculty who serve as independent contractors, VMA is optimized to offer professional music instruction at rates 20-25% below what other institutions and private studios generally charge for a comparable level of instruction. Our scholarship program provides substantial financial assistance to children who would not otherwise have the means to participate in music education at this level. In addition to music education, VMA also produces free and low cost all-ages performances featuring students, faculty, and guest artists that are open to the public and offer valuable cultural programming to our community.

### **Community need(s) your organization exists to address:**

An established body of research has shown that high quality music education can have dramatic impacts on all aspects of a child's development and can truly change their life – improving communication skills, attention, and memory, while also proving to be a powerful strategy and effective tool in closing the achievement gap between low-income students and their more affluent counterparts [Miendlarzewska EA, Trost WJ]. How musical training affects cognitive development: rhythm, reward and other modulating variables. *Front Neurosci.* 2014 Jan 20]. Furthermore, learning to play a musical instrument as an adult provides a peaceful retreat from the pressures of daily life and can mitigate depression, with such demonstrated therapeutic outcomes of playing music including better communication skills, improved emotional release, and decreased anxiety and agitation [Shipman D. A Prescription for Music Lessons. *Fed Pract.* 2016 Feb]. This is especially vital in the wake of the pandemic. With these achievements in mind, as well as the goal of spreading a love and knowledge of music through our community, VMA provides high quality music education to all ages. We seek to collaborate with and augment the work of the music programs in local schools, as the shortage of time and resources in that setting cannot compare to the type of gains seen when students commit to

private lessons. Our lessons and programming serve the cities of Waynesboro, Staunton, Buena Vista, and Lexington, and the counties of Augusta, Albemarle, Nelson, Rockbridge, Rockingham. VMA provides financial assistance towards tuition for music lessons for children up to 18 years old in the form of 10%, 25%, 50%, or 60% scholarships. While our programs are open to everyone, our scholarship funding is the flagship of VMA's commitment to serving the community by providing access to private lessons to children who would not otherwise have the means to participate in music education at this level. Scholarship availability and amount is determined annually based on grant funding and the state of VMA's current financial budget. Scholarships are awarded based on the financial need of the family and the musical progress, effort and potential of the student. To be eligible, a family must have an Adjusted Gross Income less than 200% of the Federal Poverty Level. The availability of these scholarship resources are crucial to achieving our goal of making music education accessible to all, as the poverty rate in our hometown of Waynesboro is 11.7% (the rate is 14.8% for those under 18 years old). The family of the scholarship recipient is also expected to volunteer a minimum of five hours per semester, which further deepens the level of commitment to the program.

#### **GRANT DETAILS:**

**Based on how you measure your organization's impact, please share with us the magnitude of your work.**

In 2024 VMA had an active enrollment of 254 students receiving 5,049 lessons across 3,000 hours of instruction with 14 teachers. The amount of scholarship distributions is an indicator of how much we are reaching families in need in our community – last year we distributed a record \$6,718 in scholarship and financial aid, up from \$5,265 in 2019 and \$4,699 in 2021 by comparison (the calendar year figures are higher than the fiscal year). On a more qualitative level, the effectiveness of our programs and faculty are measured by periodic surveys of students and their families. Students have the opportunity to take part in recitals and other performances as a means of gauging their individual progress, while building their confidence and engaging in the valuable cultural programming that VMA offers throughout the community. In 2024 we presented 7 total public performances, with 127 musicians participating.

**What is the approximate percentage of your organization's work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?**

90

**Please share your organization's goals and objectives for 2025, or if you prefer, your long-range goals and objectives.**

Our goal is to instill a knowledge of and love for music in our community, and to make the positive benefits of music education available to everyone. Given the range of instruments and programs in which we provide instruction, as well as the affordability and the breadth of knowledge of our teaching faculty, we are truly able to offer a lifetime of music education for musicians of all ages and abilities. In addition, VMA seeks to be both an active member and a

leader in our artistic community, while also shaping the next generation of participants in our local artistic scene. For 2025, our goal is to continue to expand our scholarship offerings to reach the children in our community who could most benefit from our programs, and to expand collaborations with other music and arts programs to increase the scope of the cultural landscape in the region.

**To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.**

VMA is the largest independent community music school in Augusta County. While there are a number of private teaching studios or programs with a small variety of offerings, our program has the largest faculty, facility, and breadth of offerings so that we are able to best serve our students. We work closely with music departments and teachers throughout Augusta County public schools, as well as home school organizations and other community groups, libraries, YMCA, and religious and civic organizations to target students in need who would most benefit from the private instruction. All of our staff and teaching faculty are (or have been) professional musicians or music educators, so we are very well connected to the musicians and music scene as a whole throughout the area. This is crucial when it comes to recruiting new teachers, programming special events, and seeking new performance opportunities for our students and faculty alike.

**If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?**

The three-year grant from the CFCBR was crucial to our ability to continue to offer affordable music lessons, and in particular, to not only continue but expand our scholarship program. Crucially, the number of children we reached continued to grow, as 81% of our students were under 18 (13% were ages 19-64; 6% aged 65+). While the majority of the students are school-aged, VMA's group lessons have become especially popular with adults, particularly the group guitar classes. These have proven to be not only an important artistic and technical outlet for the loyal students, but have offered an invaluable social outlet for the senior students coming out of the forced isolation during the pandemic.

**Tell us a story that best illustrates the impact your organization has on our community.**

Parker N. came to Valley Music Academy as a 13 year-old in June 2023. He played in the band at the public middle school, and wished to study both piano and drums. His parents told him he had to choose, so he started half-hour piano lessons. He was surprised to discover that his new piano teacher was his old music teacher from elementary school. She was nicer than he remembered, and she said she would teach him at whatever pace he needed. Parker's preferred pace was lightning fast. After a year, he was playing at an intermediate level, bringing in pieces by Bach, Beethoven and Scott Joplin to learn. In the summer of 2024, he auditioned and won a scholarship provided by our host institution. Plans are in the works for him to give a special performance for the scholarship donors. Now Parker takes hour-long piano lessons, and continues to advance and grow musically. The scholarship also has allowed him to take drum lessons when the marching band is not in session. Parker is a standout student in many ways, but his story is also very typical. We strive to help students access and create their own music.

We offer scholarships to give a boost to those who need it, and our close ties to the community open the door to relationships with local families and organizations.

## **GRANT REQUEST**

**Are you requesting a single-year grant or three-year grant commitment?**

Three-year Community Grant commitment (2025-2027)

**What is the annual amount of the three-year grant you are requesting?**

\$ 3,500

**Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?**

General Operating purposes (no restrictions on its use)

**If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?**

This grant will go towards continued expansion of scholarship funding to reach additional children whose lives would be bettered through high quality music education. With a well established teaching facility, administrative structure, and faculty, the most important barrier to accomplish that is to raise the funds, since the scholarship availability is based solely on grants and donations made to VMA. VMA works in conjunction with the music departments, band directors, and teachers throughout Augusta County schools to increase awareness of our program and to target students who would most benefit from the private instruction. We also have strong ties with area homeschool groups, and other organizations such as the YMCA, public libraries, and The Waynesboro Symphony Orchestra to increase access to advanced and individualized music education for those students serious about pursuing their training and practice. Funds may also be allocated towards more general operating and programming support.

**Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?**

After the departure of longtime Program Director David Heim in 2021, VMA struggled to find a suitable replacement in the challenging labor market of the intervening years. While a higher salary was budgeted for the role than ever had been before, we hired two different Directors, neither of whom was able to effectively manage the organization with the very lean administrative support structure that we maintain. In the fall of 2023, longtime teacher Dawn Lemasney, who has significant administrative experience leading other similarly scaled music schools, moved into the role and has greatly stabilized all facets of the operation, while also scaling back the hours and salary assigned to the position. The increased stability in the organization has allowed for expanded marketing and fundraising efforts which will further expand the operational income.

## **FINANCIAL INFORMATION**

**What is your total operating budget for your current fiscal year?**

\$ 150,911

**Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?**

VMA received an unrestricted bequest of \$21,899 from a former board member in FY24. Those funds have been placed in an interest bearing CD account as a reserve fund. Given the success of our marketing and programming, our scholarship distributions are on pace to be \$8,000, a significant increase from the budgeted \$3,100. Those come with an associated increase in tuition revenue, but any shortfall may be drawn from the reserve fund at the discretion of the board.

**Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?**

<b>Valley Music Academy</b>		
<b>OPERATING BUDGET</b>		
July 2024 - June 2025		
<b>Primary Income Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Private Studio	\$ 140,500.00	Private and Group Lessons
Musikgarten	\$ 3,000.00	
Grants	\$ 5,000.00	CFCBR, VA Commission for the Arts
Unrestricted Contributions	\$ 4,040.00	
Miscellaneous Income	\$ 800.00	Instrument Rental, Books, Music & Supplies, Interest & Dividend Income
<b>Total Income:</b>	<b>\$ 153,340.00</b>	
<b>Primary Expenses Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Private Studio Expenses	\$ 105,975.00	Instructors, Group Instruction, Music & Supplies
Musikgarten Expenses	\$ 2,325.00	Instructor, Materials
Office Operations	\$ 10,991.00	Insurance, Equipment, Office Supplies, Marketing & Promotion, PayPal Merchant Fees, Licenses & Membership, Advertising
Facility	\$ 5,720.00	
Payroll	\$ 20,500.00	Program Director, Office Assistant, Employer Medicare/Social Sec
Professional Fees	\$ 2,300.00	
Scholarship Distributions	\$ 3,100.00	
<b>Total Expenses:</b>	<b>\$ 150,911.00</b>	
<b>Net Income (Loss):</b>	<b>\$ 2,429.00</b>	

# Valley Music Academy

## Budget vs. Actuals: Budget FY 23-24 - FY24 P&L

July 2023 - June 2024

	TOTAL	
	ACTUAL	BUDGET
<b>Revenue</b>		
30100 Private Studio		0.00
30110 Tuition	141,652.88	135,000.00
30130 Group Tuition	5,704.33	
<b>Total 30100 Private Studio</b>	<b>147,357.21</b>	<b>135,000.00</b>
30200 Musikgarten		
30210 Tuition	3,187.55	5,250.00
30230 Materials	349.30	1,200.00
<b>Total 30200 Musikgarten</b>	<b>3,536.85</b>	<b>6,450.00</b>
30800 Grants		
30808 VA Commission for the Arts	1,000.00	1,000.00
30813 Kiwanis Foundation		520.00
30815 Kroger Community Rewards	33.47	
30816 Network for Good		1,000.00
<b>Total 30800 Grants</b>	<b>1,033.47</b>	<b>2,520.00</b>
30900 Unrestricted Contributions		
30910 Individual	1,102.53	2,000.00
30930 Foundation	32.78	400.00
30931 Amazon Smile (deleted)		250.00
<b>Total 30930 Foundation</b>	<b>32.78</b>	<b>650.00</b>
30960 Bequests	21,901.35	
<b>Total 30900 Unrestricted Contributions</b>	<b>23,036.66</b>	<b>2,650.00</b>
32000 Miscellaneous Income	4,020.55	
32010 Used Instrument Sales	100.00	
32015 Instrument Rental	225.00	
<b>Total 32010 Used Instrument Sales</b>	<b>325.00</b>	
32020 Books, Music & Supplies	954.42	
<b>Total 32000 Miscellaneous Income</b>	<b>5,299.97</b>	
33000 Interest & Dividend Income	167.63	222.00
PayPal Sales	0.00	
Uncategorized Income		3,000.00
<b>Total Revenue</b>	<b>\$180,431.79</b>	<b>\$149,842.00</b>
<b>GROSS PROFIT</b>	<b>\$180,431.79</b>	<b>\$149,842.00</b>
<b>Expenditures</b>		
50100 Private Studio Expenses		
50110 Instructors	99,848.94	100,422.00
50120 Group Instruction	3,170.97	0.00
50130 Music & Supplies	1,477.09	500.00
50160 Student recital	62.18	
<b>Total 50100 Private Studio Expenses</b>	<b>104,559.18</b>	<b>100,922.00</b>
50200 Musikgarten Expenses		

# Valley Music Academy

## Budget vs. Actuals: Budget FY 23-24 - FY24 P&L

July 2023 - June 2024

	TOTAL	
	ACTUAL	BUDGET
50210 Instructor	2,518.81	2,000.00
50220 Materials	440.59	600.00
50230 License	125.00	130.00
50240 Other MG	26.70	
<b>Total 50200 Musikgarten Expenses</b>	<b>3,111.10</b>	<b>2,730.00</b>
50400 Jazz Ensemble Expenses		0.00
50410 Director		0.00
50420 Music & Supplies (deleted)		0.00
<b>Total 50400 Jazz Ensemble Expenses</b>		<b>0.00</b>
50600 Other Programs Expenses		
50630 Guitar Instruction - YMCA (deleted)		0.00
50632 Summer Programs (deleted)		0.00
<b>Total 50600 Other Programs Expenses</b>		<b>0.00</b>
50700 Fundraiser Expenses		
50703 Faculty Concert	100.00	
50765 Valley Music Festival (deleted)		0.00
<b>Total 50700 Fundraiser Expenses</b>	<b>100.00</b>	<b>0.00</b>
50800 Office Operations		
50801 Recruiting	325.00	0.00
50810 Insurance	1,868.00	1,760.00
50815 Equipment	123.45	750.00
50820 Office Supplies	741.19	750.00
50821 Break Room Supplies	390.27	300.00
<b>Total 50820 Office Supplies</b>	<b>1,131.46</b>	<b>1,050.00</b>
50824 Marketing & Promotion	107.92	
50825 Marketing & Promotion Items	91.76	350.00
<b>Total 50824 Marketing &amp; Promotion</b>	<b>199.68</b>	<b>350.00</b>
50830 Copies & Printing	205.28	
50831 Program		50.00
<b>Total 50830 Copies &amp; Printing</b>	<b>205.28</b>	<b>50.00</b>
50840 Postage	12.62	0.00
50841 Post Office Box	226.00	226.00
<b>Total 50840 Postage</b>	<b>238.62</b>	<b>226.00</b>
50850 Telephone & Internet	915.10	800.00
50851 Website Hosting	-266.75	550.00
<b>Total 50850 Telephone &amp; Internet</b>	<b>648.35</b>	<b>1,350.00</b>
50860 Bank Service Charges	40.00	
50862 PayPal Merchant Fees	3,403.00	200.00
<b>Total 50860 Bank Service Charges</b>	<b>3,443.00</b>	<b>200.00</b>
50870 Licenses & Membership		0.00
50872 Software	220.00	

# Valley Music Academy

## Budget vs. Actuals: Budget FY 23-24 - FY24 P&L

July 2023 - June 2024

	TOTAL	
	ACTUAL	BUDGET
50874 My Music Staff	1,011.00	1,000.00
<b>Total 50870 Licenses &amp; Membership</b>	<b>1,231.00</b>	<b>1,000.00</b>
50880 Advertising	30.00	200.00
50881 Printing	30.73	
50884 Facebook	105.00	
<b>Total 50880 Advertising</b>	<b>165.73</b>	<b>200.00</b>
50890 Staff Development		500.00
<b>Total 50800 Office Operations</b>	<b>9,579.57</b>	<b>7,436.00</b>
50900 Facility		
50910 Rent	5,160.00	5,160.00
<b>Total 50900 Facility</b>	<b>5,160.00</b>	<b>5,160.00</b>
51000 Payroll	22,144.53	0.00
51010 Program Director		19,350.00
51030 Office Assistant Salary		5,000.00
51040 Employer Medicare/Social Sec	1,495.59	2,000.00
51050 Workers Comp Insurance		300.00
<b>Total 51000 Payroll</b>	<b>23,640.12</b>	<b>26,650.00</b>
52000 Professional Fees		
52010 Accounting	1,939.73	2,000.00
52020 Legal fees	160.00	
52030 Piano Tuning	750.00	1,200.00
52040 Background Checks	25.00	100.00
52050 Other Contractual	700.00	0.00
<b>Total 52000 Professional Fees</b>	<b>3,574.73</b>	<b>3,300.00</b>
53000 Music Equipment		
53010 Private Studio	2,699.00	
53020 Musikgarten	36.81	
<b>Total 53000 Music Equipment</b>	<b>2,735.81</b>	
54000 Scholarship Distributions		1,000.00
54010 Armstrong Scholarship		0.00
54020 Private Studio	3,089.33	
54022 Semester Discount		1,000.00
<b>Total 54020 Private Studio</b>	<b>3,089.33</b>	<b>1,000.00</b>
54040 Faculty-Staff Scholarship	297.75	
54050 Scholarship Discounts	711.54	
<b>Total 54000 Scholarship Distributions</b>	<b>4,098.62</b>	<b>2,000.00</b>
56000 Miscellaneous Expenses		
56060 Other	80.00	
<b>Total 56000 Miscellaneous Expenses</b>	<b>80.00</b>	
<b>Total Expenditures</b>	<b>\$156,639.13</b>	<b>\$148,198.00</b>
NET OPERATING REVENUE	<b>\$23,792.66</b>	<b>\$1,644.00</b>

# Valley Music Academy

## Budget vs. Actuals: Budget FY 23-24 - FY24 P&L

July 2023 - June 2024

	TOTAL	
	ACTUAL	BUDGET
NET REVENUE	<b>\$23,792.66</b>	<b>\$1,644.00</b>

# Wayne Theatre Alliance

Waynesboro

## ORGANIZATION INFORMATION:

**Founded in:** 2016

### **Mission:**

The Wayne Theatre Alliance mission is to enhance the artistic, cultural, and economic life of Waynesboro and the region through the operation of the Historic Wayne Theatre and Ross Performing Arts Center.

### **Primary activities and programs:**

The Wayne Theatre presents professional talent and shows, produces local and regional talent, and provides high quality arts education, enriching the lives of more than 40,000 people of all ages each year. The mission of the program is to present educational theater that engages students in meaningful ways to help to complement school curricula, deal with complex societal issues, and to cultivate an appreciation of the performing arts. We are a producing theatre that highlights the local and regional talent on stage and behind the scenes. The creative set, costume and visualization designers bring musical and plays to life. The technical opportunities of lighting, sound and videography add to building educational skillsets. Studio Wayne is the overall educational umbrella for outreach to businesses, schools and our community and internally providing classes, workshops and field trip opportunities for public, private and homeschool students. Presenting artists, film, visual art exhibit gallery and our signature speaker series round out the full programming we offer at the Wayne Theatre.

### **Community need(s) your organization exists to address:**

Our organization serves diverse communities, focusing on providing tailored educational programs for K-12 students. We accommodate special needs, fostering an inclusive environment where individuals with disabilities or unique learning styles thrive. Our Wayne campus is ADA compliant, ensuring physical barriers do not hinder participation. Our programming spans all genres, catering to various interests and cultural backgrounds, guaranteeing access to enriching educational opportunities in the arts for all community members.

Last year, we allocated over \$42,000 annually in scholarships, opening doors for those facing financial barriers. Additionally, scholarships extended beyond the classroom to support field trips, enriching educational experiences and fostering a deeper connection to the arts within our communities.

Our commitment to inclusivity is evident in Studio Wayne, where 15% of participants were disabled or neurodivergent. We collaborate with parents and teaching artists to support performers and accommodate their needs. Collaboration with the Virginia School for the Deaf & Blind resulted in eight performances presented as part of the National Poetry Out Loud Contest in 2024. In 2025 We will expand our collaboration to include Step VA.

We continue to expand our Educational/Community Outreach by launching the Wayne ReperTOURY troupe and partnering with organizations like the Virginia Commission for the Arts to host programs such as Poetry Out Loud. We provide free teaching artists to local nonprofits, enhancing arts education access. Workshops offer professional development opportunities for educators, supplementing arts education in local schools and rural areas, bridging gaps and ensuring all students have access to quality arts education.

In summary, our outreach strategies ensure access to arts programs and educational resources for the youth in the SAW region. Scholarships remove financial barriers, while workshops and performances bridge gaps in underserved communities. Your Foundation's support will ensure continued access to arts programs, empowering young individuals to explore their talents and passions.

### **GRANT DETAILS:**

**Based on how you measure your organization's impact, please share with us the magnitude of your work.**

Our organization employs a multifaceted approach to gauge the effectiveness of our activities, focusing primarily on key metrics that reflect our goals and objectives. First, we closely monitor ticket sales from ETIX our ticketing system, utilizing both qualitative and quantitative analysis to understand audience engagement and the impact of our programming (engagement in the Arts from 48 states, 3 countries and providing scholarships to over 37,000 students in the Valley). Secondly, we track audition numbers, measuring the interest and participation levels in our events and productions. We assess student enrollment figures, indicative of the success of our educational initiatives and community outreach efforts (an increase of 17% from last year). Finally, the most impactful measurement is feedback (from teachers on how our programs benefit their children, from parents sharing how their child has grown not just in talent but in confidence and comfort in themselves outside the theatre.)

**What is the approximate percentage of your organization's work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?**

94%

**Please share your organization's goals and objectives for 2025, or if you prefer, your long-range goals and objectives.**

The Wayne has continued to grow our Educational/Community Outreach component, creating new ways that we can assist in bringing arts to the local and regional communities that normally could not afford them. Some of our new educational endeavors that will continue are: Launching the Wayne ReperTOURY component, a traveling group that will allow us to bring the Arts to localities that are unable to come to us, expanding our reach significantly. Wayne ReperTOURY is a professional touring theatre for student audiences. We are dedicated to bringing live theatre to venues across the State. The touring season runs from late October to early June bringing three plays and corresponding workshops to performance venues and

educational organizations. Wayne Rep shows are sensory Friendly, Professional Productions suitable for multiple learning levels

**To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.**

The Wayne is unique in that it is the only presenting and producing theatre in the area, allowing us to provide a diverse genre of artistic experiences to the community. All of our teaching artists are degreed in their field allowing us to create a curriculum or performance that is based in age appropriate scaffolding, and is emotionally and socially safe is something we are proud to provide. The Wayne provided the teaching artists to the partnering nonprofits free of charge, providing arts education to communities who would not normally have access to it and developed a series of workshops that can be used as Professional Development for local school districts.

**If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?**

The community Grant funds recieved in 2024 afforded us the opportunity to continue to grow our programs, expand our outreach and provide the arts to more youth in our area.

**Tell us a story that best illustrates the impact your organization has on our community.**

Our programs make a significant difference by creating meaningful opportunities for the community and its youth. The programs aim to offer accessible artistic and educational experiences that empower individuals of all backgrounds. By providing scholarships to those who may not otherwise be able to afford participation, we ensure that financial barriers do not prevent anyone from benefiting from our offerings. This inclusivity fosters a diverse environment where all participants can learn, explore their creativity, and grow. The program also serves as a platform for individual growth, allowing community members and young participants to build confidence, develop new skills, and express themselves in a supportive and inspiring setting. In this way, the project not only enriches lives but also strengthens the community by encouraging collaboration, self-expression, and personal achievement. The Wayne took a group to Atlanta to participated in the National Junior Theatre Festival, indicating another way that we have provided an opportunity for our students to grow artistically and individually.

Feedback Indicators:

-As a special education teacher, I just want to say thank you to all of you for thinking about the accommodations of everyone. I spend most days advocating for these things in the general education setting and it was a welcome surprise to hear you all truly try to accommodate all students. See you tomorrow- Summer

-You have brought such quality enrichment to our students. You engage them with your storytelling and passion for the arts; it's truly contagious! I love watching them laugh and smile as they collaborate to put on a puppet show or a skit. These experiences are what keep me in education and give me continued hope. • I'm so grateful for your expertise and this

partnership.~Best,Amanda / Amanda M. Seldomridge/School Librarian/Gifted & Talented Coordinator/Buffalo Gap High School

### **GRANT REQUEST**

**Are you requesting a single-year grant or three-year grant commitment?**

2025 Community Grant (single-year grant)

**What is the single-year grant amount you are requesting?**

\$ 10,000

**Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?**

General Operating purposes (no restrictions on its use)

**If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?**

The requested funding will not cover the costs of supporting all of our programs, so we will secure gap funding by increased marketing efforts, ticket sales, and additional grant funding resources as well as community support

**Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?**

Our outreach initiatives guarantee that youth in the SAW region have access to arts programs and educational resources. By providing scholarships, we eliminate financial obstacles, and through workshops and performances, we connect with underserved communities. Support from your Foundation will allow us to continue enabling young individuals to discover and develop their talents and passions.

### **FINANCIAL INFORMATION**

**What is your total operating budget for your current fiscal year?**

\$ 2,051,434.18

**Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?**

We monitor our budget closely, and if we are not going to meet a benchmark based on attendance, sales, enrollment etc, we modify and adjust the income/expenses accordingly.

**Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?**

I am always blown away by Studio Wayne productions, but this time I was so amazed I feel compelled to tell you why! While I always try to volunteer in some capacity, this was the first time I was backstage. And I could NOT believe the organization behind the scenes. Could not believe it. I sincerely do not comprehend how just a few adults managed to get that many young people working like a well-oiled machine in the small amount of time you had to do so. From the quick costume changes to everyone being where they needed to be (and quiet) to even tiny but important things like Charlie running the stack of newspapers back to stage left between scenes .... I was just amazed. (And that's saying nothing of the on-stage components, which are obviously huge.) People always talk about the important teamwork lessons that kids learn from sports, and watching the show from stage left on Monday made me realize that those very same lessons are at work in theatre. Maybe even more so.

On top of that, you are running a program where each kid feels valued and stretched just enough in their role, which itself is no easy feat. AND you are doing it with a high level of respect and consent. Every time an actor had a mic put on or adjusted, I heard the adult doing so ask for permission to touch the child in that specific way. I was not surprised by this because I know this is a priority of Studio Wayne, but I was still very impressed to hear it Every. Time.

I am so grateful we found Studio Wayne! It is a highlight of my kid's life, honestly, and I feel nothing but 100% good about how you all are doing it. So thank you, and bravo!

~kelly

24 25 Budget

					24 25		
Ordinary Income/Expense					Budget Draft 4		
Income							
40000 · Contributed support							
40100 · Business/Individual							
40199 · Art Exhibit Revenue					\$	1,500.00	
40115 · Seat Campaign							
40130 · Brick Donations					\$	1,000.00	
40801 · Donations							
40801 · Donations - Other							
40100 · Business/Individual - Other					\$	300,000.00	
Total 40100 · Business/Individual					\$	302,500.00	
40400 · Development							
40410 · Special Events					\$	175,000.00	0
40420 · Sponsorships					\$	95,000.00	
40000 · Contributed support - Other							
Total 40400 · Development					\$	270,000.00	
40500 · Grants							
Total 40500 · Grants					\$	150,000.00	
40600 · Program							
40170 · Ticket Sales							
40180 · PWYW Income					\$	15,000.00	
40170 · Ticket Sales - Other					\$	565,000.00	
40175 · Theater Rental					\$	25,000.00	
40185 · Gift Certificates					\$	2,000.00	
40640 · Concession Sales					\$	85,000.00	
40650 · Merchandise Sales					\$	3,000.00	
Total 40600 · Program					\$	695,000.00	
40700 · Education							
40710 · Studio Wayne Productions							
40715 · SW Classes/Workshops					\$	25,000.00	
40725 · Outreach					\$	85,000.00	
40720 · AEP							
40700 · AEP Field Trips					\$	50,000.00	
40725 · AEP Sponsorships/Scholarship					\$	-	
Total 40700 · Education					\$	160,000.00	
Total 40000 · Contributed support					\$	1,577,500.00	
40900 · Earned revenues							
GL-Operations					\$	225,000.00	
80000 · Investment Interest Income					\$	80,000.00	
80020 · Interest-savings/short-term inv					\$	800.00	
Total 40900 · Earned revenues					\$	305,800.00	
Capital Improvements							
Transfer from Savings for Capital Improvements					\$	168,134.16	
Total Income					\$	2,051,434.16	
Expense							
CONSTRUCTION COST & Repair and Maintenance							
90390 · 531 Gray Bldg -Construction TBD							
90391 · 539 Hilltop -Demolition TBD							
90520 · 535 W Main-Construction/Building Repair					\$	1,500.00	
90210 · 533 W Main-Construction /Building Repair					\$	1,500.00	
90530 · 521 W Main-Construction /Building Repair					\$	10,000.00	
90525 · Parking Lot Acquisition					\$	150,000.00	
90530 · Phase 3 Outdoor Performance Area TBD							
CONSTRUCTION MISC							
Total CONSTRUCTION COST					\$	163,000.00	
50000 · Direct Production Expenses							
52010 · Theatre Expenses					\$	25,000.00	
50100 · Concession Supplies 145					\$	30,000.00	
50101 · Merchandise					\$	5,000.00	

24 25 Budget

		50300 · Event Expense Misc.	\$	35,000.00	
		50301a · Event Contract Labor	\$	35,000.00	
		50500 · Film Royalties	\$	7,500.00	
		50900 · Advertising and Promotion	\$	175,000.00	
		52015 · Artist Fee-Presenting	\$	200,000.00	
		52015 · Artist Fee-Producing	\$	110,000.00	
		60600 · Housekeeping	\$	22,000.00	
		61100 · Local Taxes	\$	5,000.00	
		69696 · Ticketing Fee	\$	16,500.00	
		<b>Total 50000 · Direct Production Expenses</b>	\$	<b>666,000.00</b>	
		<b>60000 · Administrative expenses</b>			
		60055 · Brick & Seat Engraving	\$	250.00	
		60070 · Miscellaneous	\$	2,500.00	
		60075 · Dues & Subscriptions	\$	1,500.00	
		First Bank Mortgages	\$	32,000.00	
		60333 · Travel & Meals expenses	\$	16,500.00	
		60050 · Board & Staff Development - Other	\$	5,000.00	
		60822 · Printing & copying	\$	1,500.00	
		63300 · Insurance	\$	70,000.00	
		64500 · Postage, shipping, delivery	\$	1,500.00	
		66700 · Professional fees	\$	60,000.00	
		69500 · Office Supplies	\$	1,750.00	
		60010 · Merchant Service Charges	\$	5,000.00	
		60200 · Automobile Expense	\$	1,500.00	
		60210 · Non Event Contract Labor	\$	22,500.00	
		60500 · General Operational Supplies	\$	1,500.00	
		60900 · Internet & Computer expenses	\$	4,000.00	
		65500 · Permits & Licenses	\$	3,000.00	
		67120 · Telephone Expense	\$	7,000.00	
		<b>Total 60000 · Administrative expenses</b>	\$	<b>237,000.00</b>	
		<b>70000 · Development Expenses</b>			
		70010 · Travel & Meals	\$	10,000.00	
		70020 · Special Events	\$	85,000.00	
		70040 · Printing	\$	15,000.00	
		70050 · Postage	\$	5,000.00	
		70061 · Advertising	\$	5,000.00	
		70060 · Development Software	\$	500.00	
		70000 · Development Expenses - Other	\$	2,000.00	
		70070 · Volunteer Appreciation	\$	2,500.00	
		<b>Total 70000 · Development Expenses</b>	\$	<b>125,000.00</b>	
		<b>70500 · Salaries &amp; related expenses</b>			
		70510 · Officers & directors salaries		729,718.00	
		70500 · Related expenses - Taxes, Retirement,HAS	\$	87,566.16	
		<b>Total 70500 · Salaries &amp; related expenses</b>	\$	<b>817,284.16</b>	
		<b>50800 · Education</b>			
		50810 · Printing	\$	3,500.00	
		<b>Total 50800 · Education</b>	\$	<b>3,500.00</b>	
		<b>90000 · Business Expense</b>			
		<b>52020 · Wayne Theater Utilities</b>			
		90140- 539 W Main Utilities	\$	1,000.00	
		90310-531 W Main Utilities	\$	150.00	
		90311-521 W Main Utilities	\$	30,000.00	
		90210-533 W Main Utilities	\$	5,000.00	
		90500-535 W Main Utilities	\$	3,500.00	
		<b>Total Expense</b>	\$	<b>39,650.00</b>	
		<b>Total Expense</b>	\$	<b>2,051,434.16</b>	
			\$	-	

				23 24 Budget
Ordinary Income/Expense				
Income				
40000 · Contributed support				
40100 · Business/Individual				
40801 · Donations				
40801 · Donations - Other				
40100 · Business/Individual - Other				
Total 40100 · Business/Individual				150,000.00
40400 · Development				
40410 · Special Events				150,000.00
40420 · Sponsorships				85,000.00
40430 · Partner in the Arts				65,000.00
40000 · Contributed support - Other				350,000.00
Total 40400 · Development				650,000.00
40500 · Grants				
Total 40500 · Grants				250,000.00
40600 · Program				
40170 · Ticket Sales				
40640 · Concession Sales				
40660 · Merchandise Sales				
Total 40600 · Program				650,000.00
40700 · Education				
40710 · Studio Wayne Productions				
40715 · SW Classes/Workshops				20,000.00
40725 · Outreach				70,000.00
40720 · AEP				
40700 · AEP Field Trips				45,000.00
40725 · AEP Sponsorships/Sch				3,000.00
Total 40700 · Education				138,000.00
Total 40000 · Contributed support				1,738,000.00
Transfer from Savings for Capital Improvements				87,000.00
40900 · Earned revenues				
40910 · Gross Rent - 539 W Main				5,000.00
80000 · Investment Interest Income				13,000.00
80020 · Interest-savings/short-term Inv				800.00
Total 40900 · Earned revenues				18,800.00
Total Income				1,843,800.00
Expense				
CONSTRUCTION COST				
90390 · 531 Gray Bldg -Construction				12,000.00
90520 · 535 W Main-Construction				
90525 · Phase 2 Back Parking Lot				50,000.00
90530 · Phase 3 Outdoor Performance Area				
CONSTRUCTION MISC				5,000.00
Total CONSTRUCTION COST				67,000.00
50000 · Direct Production Expenses				
52010 · Theatre Expenses				32,907.00
50100 · Concession Supplies				10,308.64
50101 · Merchandise				59.40
50300 · Event Expense Misc.				31,943.12
50301a · Event Contract Labor				33,000.00
50410 · Registrations & Permits				110.00
50500 · Film Royalties				10,500.00
50900 · Advertising and Promotion				130,000.00
52015 · Artist Fee-Presenting				200,000.00
52015 · Artist Fee-Producing				115,000.00
60600 · Housekeeping				20,000.00
61100 · Local Taxes				4,833.39
62222 · In House Production Expense				306.75
69696 · Ticketing Fee				15,000.00
50000 · Direct Production Expenses - Other				565.32
Total 50000 · Direct Production Expenses				604,533.61
60000 · Administrative expenses				
60055 · Brick & Seat Engraving				82.50
60070 · Miscellaneous				3,671.05
60075 · Dues & Subscriptions				1,363.45
First Bank Mortgages				27,000.00
60111 · Fees				279.14

			60333 · Travel & Meals expenses	15,000.00
			60050 · Board & Staff Development - Other	1,307.90
			60822 · Printing & copying	7,542.38
			63300 · Insurance	19,570.28
			64500 · Postage, shipping, delivery	1,399.20
			66700 · Professional fees	30,000.00
			69500 · Office Supplies	1,466.05
			60010 · Merchant Service Charges	4,720.74
			60210 · Non Event Contract Labor	22,500.00
			60500 · General Operational Supplies	1,188.01
			60900 · Internet & Computer expenses	10,000.00
			65500 · Permits & Licenses	2,914.55
			67120 · Telephone Expense	6,952.67
			Total 60000 · Administrative expenses	156,957.91
			70000 · Development Expenses	
			70010 · Travel & Meals	5,000.00
			70020 · Special Events	65,000.00
			70040 · Printing	15,131.99
			70050 · Postage	1,658.90
			70060 · Development Software	480.26
			70000 · Development Expenses - Other	1,973.54
			70070 · Volunteer Appreciation	2,500.00
			Total 70000 · Development Expenses	91,744.69
			70500 · Salaries & related expenses	
			70510 · Officers & directors salaries	
			70500 · Salaries & related expenses - Other	
			Total 70500 · Salaries & related expenses	865,800.00
			50800 · Education	
			50810 · Printing	5,000.00
			Total 50800 · Education	5,000.00
			90000 · Business Expense	
			90400 · 621 W Main-theatre	
			60440 · Building Repairs & Maintenance	
			60440 · Building Repairs & Main	10,000.00
			Total 60440 · Building Repairs & Maintenance	10,000.00
			62000 · Security & Fire Monitoring	
			62000 · Security & Fire Monitori	500.00
			Total 62000 · Security & Fire Monitoring	500.00
			90420 · Utilities	
			52020 · Wayne Theater Utilities	847.86
			90110 · 539 W Main Miscellaneous	-
			90140 · 539 W Main Utilities	168.82
			90310 · 531 W Main Utilities	265.61
			90510 · Studio Wayne-Utilities	4,035.13
			90500 · 535 W Main - Other	216.26
			90210 · Fox and Hound Building Maint.	3,795.00
			90230 · Fox and Hound Utilities	14,492.91
			90240 · Fox and Hound Maintenance	421.85
			90421 · Electric	7,607.86
			90422 · Gas	2,164.83
			90423 · Refuse/Recycling	3,630.00
			90424 · Water/Sewer	2,165.47
			90420 · Utilities - Other	5.50
			90430 · Insurance	2,448.70
				42,263.79
			Total Expense	1,843,800.00
				(0.00)

# Waynesboro Symphony Orchestra

Waynesboro

## ORGANIZATION INFORMATION:

**Founded in:** 1996

### **Mission:**

The Waynesboro Symphony Orchestra ( WSO ) is a non-profit organization of professional, amateur and student musicians serving Waynesboro, Staunton, Charlottesville and other Central Virginia Communities. The WSO provides dedicated instrumentalists with opportunities to collaborate in an intergenerational and educational environment, to share in the joy of music-making and to contribute to the cultural vitality of the region. The String School's mission is to teach an understanding of written music in all its forms as well as the appreciation of classical music through the study of string instruments, as well as demonstrating the importance of cooperation through participation in our ensembles.

### **Primary activities and programs:**

The Waynesboro Symphony offers 6 master works concerts and 4 chamber music concerts, using churches in Waynesboro and Staunton, and have just added a concert in association with Queen City Mischief and Magic festival, all these at no charge. In addition, we continue with our string school program with local Boys and Girls Clubs which provide children with their own violins and weekly lessons. Our bi-annual concerto competition, open to high school students in Augusta and Albemarle counties, gives winners the chance to play with the Symphony as well as cash awards and programs are underway bringing small groups into local schools to demonstrate orchestral instruments and music.

### **Community need(s) your organization exists to address:**

Neither Waynesboro nor Staunton offers a Symphony Orchestra, much less one offering free master works and chamber music concerts. This is a mostly amateur orchestra of very high quality having received multiple awards from The American Prize, including "Nations Best Community Orchestra," and just last year "The Circle of Excellence" award presented by the Forbes Center, the Arts Council of the Valley, and the College of Visual and Performing Arts at James Madison University. Each concert exposes residents to music at a very high level while offering the local student, amateur and professional musician an opportunity to play and learn with a full orchestra. Because local schools have band but not orchestra programs, the symphony fills an education gap with its String School and by bringing small instrumental groups into the schools to demonstrate instruments and music not found in band programs. A challenge is bringing knowledge of the symphony to as many residents as possible

## **GRANT DETAILS:**

**Based on how you measure your organization's impact, please share with us the magnitude of your work.**

One measure of our effectiveness is the number who attend our concerts. Here, we are limited by available venues with only local churches providing sufficient performance area and seating. However, at this point, master works concerts are standing room only in Waynesboro and approaching that condition in Staunton. Each concert cycle performs in each location to a total of approximately 750 patrons. Chamber music concerts are a new endeavor and attendance is growing; from less than 50 the prior year to 300 in 2024. Our one fundraising event in Charlottesville's Paramount Theater, which originally saw 500 patrons, saw 1,000 last fall and our first ever concert in support of Staunton's Queen City Mischief and Magic Festival was standing room only, turning away so many that we plan to perform twice this coming fall. Then too, acceptance of our work as reflected in patron financial support was up 20% versus the prior year

**What is the approximate percentage of your organization's work that benefits the communities of Staunton, Waynesboro, and/or the counties of Augusta, Highland and Nelson?**

Over Ninety percent of our work benefits Waynesboro, Staunton Augusta County, Charlottesville and Albemarle County. YTD donations for 2024 show 267 donors from the localities listed above, Nelson County, Harrisonburg and Rockingham County, Lynchburg, Williamsburg, Florida and Pennsylvania

**Please share your organization's goals and objectives for 2025, or if you prefer, your long-range goals and objectives.**

Prepare and perform six masterworks concerts, offering orchestral music at its finest without financial barriers. Free concerts ensure inclusivity, allowing a broader demographic to enjoy the transformative power of classical music. Carefully curated programs will include works that resonate with both performers and audiences. Including a special showcase for the winners of WSO's Youth Concert Competition. Musician Recruitment: An open reading session in March invites new talent, enhancing diversity and skill base. Prepare and perform three pops concerts, to attract new patrons less familiar with classical music, showcasing the orchestra's versatility. Continue Free violin instruction to children in local Boys and Girls Clubs Organize four free chamber music concerts, enhancing the musical skills of orchestra members and diversifying its offerings to the community. Bring similar programs into the local school. Focus on enhancing board governance, succession planning, and fundraising strategies with facilitated retreats and work sessions to provide a solid foundation for the orchestra's future growth.

**To the extent that other nonprofit organizations and agencies provide services in our region that are similar to your services, please share how you coordinate and/or differentiate your services.**

We are the only Symphony Orchestra in our immediate area. University of Virginia and Charlottesville have orchestras but we are the only orchestra giving national quality performances free of charge.

**If your organization received a 2024 Community Grant, what was the impact of that grant on how your organization serves the community?**

N/A

**Tell us a story that best illustrates the impact your organization has on our community.**

Peter Wilson, WSO Director and the Symphony were awarded the Circle of Excellence in the Arts Award by the Forbes Center in Harrisonburg in 2024. Peter is a renowned conductor, performer and educator. He often writes orchestral parts for instruments not usually in an orchestra. He is also an educator. Each program for each concert has detailed notes from Peter describing what to listen for and how to interpret sections that have special impact. During the performances he will often talk about specific sections or overviews of the piece before it is played, making the performance so much more meaningful to the audience. For a small community we are very fortunate to have such a quality orchestra and director.

## **GRANT REQUEST**

**Are you requesting a single-year grant or three-year grant commitment?**

2025 Community Grant (single-year grant)

**What is the single-year grant amount you are requesting?**

\$ 5,000

**Do you wish to use this grant for General Operating purposes or a specific program or capital expenditure?**

A specific program or capital expenditure

**If applicable, please describe the specific program or capital expenditure for which you are seeking support and why it is important to our community.**

In 2024, for the first time, we performed a concert in association with Staunton's Queen City Mischief and Magic Festival. This was a unique opportunity to perform for an audience that is, for the most part, not local and, thus, not familiar with the Symphony and our programs and quality. When Director Wilson asked who had heard the symphony before, perhaps only 5 percent raised a hand. Bringing our music to more patrons is a constant challenge. Advertising is expensive and has nothing near the effect of hearing a live performance. We distributed season brochures to everyone and are already seeing some of those patrons in more recent concerts. We were surprised by the success of this new venture and saw attendance such that we were having to turn folks away. As a result we plan to perform twice this coming year. We seek support to again bring this concert to Staunton.

**If applicable, what is this program or capital expenditure's total budget?**

\$ 8,000

**If your organization is awarded a 2025 Community Grant that is only a partial amount of the total funds you have requested from the Foundation this year, how will this impact your intended use of the funds?**

Without support, we will no longer consider performing this event twice.

**Optional: Is there anything else you would like for us to understand about your organization, or how you would use a 2025 Community Grant that you have not yet covered in this application?**

While all not for profits deal with donations that ebb and flow, we are aware of \$ 20,000 in gifts in this past year that will not occur in 2025, making this additional concert which does not generate donations more problematic.

### **FINANCIAL INFORMATION**

**What is your total operating budget for your current fiscal year?**

\$

**Optional Budget Narrative: Is there anything about your organization's budget that you would like for us to know?**

We are working to add members to our Legacy Society, that is, individuals who include WSO in their estate plans. A major weakness is the lack of corporate sponsorships. We have lost some corporate sponsors due to their budget restraints. We are working to replace these relationships. Each board member supports and promotes the symphony. Board giving equaled just over 10% of all individual giving last year. While we do not require dues from orchestra members, many musicians do make donations.

**Optional: If applicable, is there anything about your program or capital expenditure budget that you would like for us to know?**

December 2024

Dear WSO,

Again this year, I want to thank you for the spectacular Holiday Pops Concert! It was fabulous and sparked the Christmas spirit in my husband and me like nothing else could. The concert was a masterful and perfect blend of great entertainment and beautifully performed music. It is definitely the highlight of the season!

We feel so fortunate and blessed to have such an amazing cultural opportunity as WSO here in Waynesboro. Thank you for all you contribute to the local community!

Sincerely,

Janet Hamilton

**Waynesboro Symphony Orchestra**

**Budget**

September 2024 - August 2025

	Total Budget	Prior Yr	Budget - Prior Yr	Notes
<b>Revenue</b>				
<b>ORCHESTRA INCOME</b>	-	-	-	
Chamber Music	1,579	1,344	235	
Concert #1	2,717	2,939	(222)	
Concert #2	6,385	6,385	-	
Concert #3	5,591	5,591	-	
Concert - Holiday Pops	23,061	14,428	8,633	
Concerto Competition	135	-	135	
Donations	-	-	-	
Music Commission	-	10,569	(10,569)	Prior year one time funding for Music Commission.
Music Sponsors	7,500	6,400	1,100	
Other	43,803	46,570	(2,767)	
Principal Sponsors	46,364	44,889	1,475	
Young Musicians Fund	450	225	225	
<b>Total Donations</b>	<b>98,117</b>	<b>108,653</b>	<b>(10,536)</b>	
Grant	3,957	3,957	-	
Interest	70	76	(6)	
<b>Lumos Grant - Restricted Funding</b>	<b>-</b>	<b>-</b>	<b>-</b>	Lumos Grant Funding restricted to Chamber Music Program, String School Project, and Purchase of percussion equipment and related transportation charges. The initial funding in August 2023 was enough to fund eligible expenses for both the budget and prior year. Additional funding is available when needed.
Special Concert - Staunton	1,072	-	1,072	
<b>Total ORCHESTRA INCOME</b>	<b>142,684</b>	<b>143,373</b>	<b>(690)</b>	
<b>PARAMOUNT INCOME</b>	<b>-</b>	<b>-</b>	<b>-</b>	
Corporate Sponsor	2,500	2,000	500	
Direct Ticket Sales	2,990	6,320	(3,330)	
Individual Sponsor	56,730	58,550	(1,820)	
Paramount Ticket Sales	18,050	14,100	3,950	
<b>Total PARAMOUNT INCOME</b>	<b>80,270</b>	<b>80,970</b>	<b>(700)</b>	
<b>Total Revenue</b>	<b>222,954</b>	<b>224,343</b>	<b>(1,390)</b>	
<b>Expenditures</b>	<b>-</b>	<b>-</b>	<b>-</b>	
<b>CHAMBER MUSIC CONCERTS</b>	<b>10,489</b>	<b>8,875</b>	<b>1,613</b>	Expenses covered by Lumos Grant in both years.
Depreciation	1,346	1,346	-	
<b>ORCHESTRA EXPENSE</b>	<b>-</b>	<b>-</b>	<b>-</b>	
Cartage	1,285	1,224	61	
Concertmaster	4,700	4,200	500	
Conductor	24,717	23,863	854	
Copies	1,905	2,355	(451)	
Custodial Fees/Rental	-	200	(200)	
Equipment	908	-	908	
Equipment rental	500	250	250	
Honoraria	1,950	1,500	450	
Lodging & Travel	6,285	5,052	1,233	
Management Staff	24,167	22,675	1,492	
Music	1,681	3,152	(1,471)	
<b>Music Commission</b>	<b>-</b>	<b>10,400</b>	<b>(10,400)</b>	Prior year one time expense for Music Commission funded by dedicated donations.
Principals	35,650	33,125	2,525	
Programs	1,872	1,626	246	
Receptions	642	410	232	
Rent	800	600	200	
Ringers	26,800	21,400	5,400	
Soloists	1,000	1,000	-	
<b>Total ORCHESTRA EXPENSE</b>	<b>134,860</b>	<b>133,032</b>	<b>1,828</b>	
<b>PARAMOUNT EXPENSE</b>	<b>-</b>	<b>-</b>	<b>-</b>	
Administrative Staff	850	1,350	(500)	
Advertising	425	1,364	(939)	
Audio/Visual	1,620	1,620	-	
Cartage/Instr Rental Reimb	50	200	(150)	
Conductor	-	750	(750)	
Equipment Rental	300	182	118	
Honoraria	150	300	(150)	
Lodging	332	478	(146)	
Marketing	1,975	2,214	(239)	
Misc	184	31	153	
Music	1,467	-	1,467	
Paramount Venue	3,820	-	3,820	
Balcony/Founder Lounge Rent	1,500	1,500	-	
Mkt/Box Office	925	1,375	(450)	
Other Fees	2,790	2,345	445	
Personnel	2,464	2,242	222	
Theater Rent	(320)	3,500	(3,820)	

Waynesboro Symphony Orchestra								
Profit Loss Comparison of Prior Yr and Current Yr Budget/Proj								
	Prior Fiscal Year			Current Yr Projection			Notes/Comments	Current Yr - Prior Yr (Ex Grant)
	Prior Fiscal Yr (as reported) incl Grant Rev/Exp	Prior Fiscal Yr Excl Grant Rev/Exp	Lumos Grant Rev/Exp	Current Proj Incl Grant Rev/Exp	Current Proj Ex Grant Rev/Exp	Lumos Grant Rev/Exp		
Revenue								
<b>ORCHESTRA INCOME</b>	-	-		-	-			
Chamber Music	1,370	1,370		1,598	1,598			228
Concert #1	2,790	2,790		2,939	2,939			149
Concert #2	6,715	6,715		6,715	6,715			-
Concert #3	4,709	4,709		4,709	4,709			-
Concert - Holiday Pops	12,352	12,352		14,428	14,428			2,076
Donations	200	200		200	200			-
Music Commission	-	-		10,069	10,069		One time revenue for Music Commission	10,069
Music Sponsors	7,300	7,300		5,500	5,500			(1,800)
Other	33,189	33,189		37,183	37,183			3,994
Principal Sponsors	32,691	32,691		39,125	39,125		Excl Bloomaker 3/31/23 donation of \$5000 for sponsor since they already donated in 2024. Change in allocation between Paramount/Principal from 5/5 to 1/9	6,434
Young Musicians Fund	180	180		175	175			(5)
<b>Total Donations</b>	<b>73,560</b>	<b>73,560</b>		<b>92,252</b>	<b>92,252</b>			<b>18,692</b>
Non Restricted Grants	5,140	5,140		2,941	2,941			(2,199)
Interest	58	58		63	63			5
Lumos Grant	53,000	-	53,000	19,163		19,163	Original Grant Funding = 21k Percussion; Chamber Music 15k and String School 17k. Assume 2024 grant = last year donation less Percussion Funds less unspent funds from other categories	-
Special Concert - Granite Rapids Moon	3,600	3,600		-	-		No Special Concert	(3,600)
<b>Total ORCHESTRA INCOME</b>	<b>163,295</b>	<b>110,295</b>		<b>144,809</b>	<b>125,645</b>	<b>19,163</b>		<b>15,350</b>
<b>PARAMOUNT INCOME</b>	-	-		-	-			-
Corporate Sponsor	5,000	5,000		2,000	2,000			(3,000)
Direct Ticket Sales	4,765	4,765		6,320	6,320			1,555
Individual Sponsor	52,397	52,397		58,550	58,550			6,153
Paramount Ticket Sales	16,210	16,210		14,100	14,100			(2,110)
<b>Total PARAMOUNT INCOME</b>	<b>78,372</b>	<b>78,372</b>		<b>80,970</b>	<b>80,970</b>			<b>2,598</b>
<b>STRING SCHOOL REVENUE</b>	-	-		-	-			-
General	475	475		-	-			(475)
Grant	3,000	3,000		-	-			(3,000)
<b>Total STRING SCHOOL REVENUE</b>	<b>3,475</b>	<b>3,475</b>		-	-		Assume no School funding beyond Lumos	(3,475)
<b>Total Revenue</b>	<b>245,142</b>	<b>192,142</b>		<b>225,779</b>	<b>206,615</b>	<b>19,163</b>		<b>14,473</b>
<b>Expenditures</b>	-	-		-	-			-
Bank Charges & Fees	23	23		23	23			-
<b>CHAMBER MUSIC CONCERTS</b>	5,566	5,566		11,830		11,830	Assume 4 k for regular concert and 4 k for school outreach in spring	(5,566)
Depreciation	943	943		943	943			-
<b>ORCHESTRA EXPENSE</b>	-	-		-	-			-
Cartage	825	825		925	925			100
Concertmaster	3,900	3,900		4,200	4,200		Updated pay rate	300
Conductor	22,483	22,483		23,866	23,866		Updated pay rate	1,383
Copies	2,659	2,659		1,597	1,597			(1,062)
Custodial Fees/Rental	920	920		200	200			(720)
Equipment rental	345	345		-	-			(345)
Flowers	209	209		-	-			(209)
Guest Conductor	250	250		250	250			-
Honoraria	1,650	1,650		1,500	1,500			(150)
Lodging & Travel	6,950	6,950		7,096	7,096			146
Management Staff	22,917	22,917		21,505	21,505		Updated pay rate for Orch Mgr	(1,412)
Music	5,346	5,346		5,834	5,834			488
Music Commission	-	-		12,000	12,000		Assume \$12 k total for composer plus additional mkt and audio/visual funding	12,000
Principals	27,323	27,323		34,566	34,566		Updated pay rate	7,243

Programs	1,138	1,138		1,919	1,919		781
Receptions	150	150		150	150		-
Rent	2,200	2,200		2,200	2,200		-
Ringers	19,700	19,700		16,300	16,300		(3,400)
Soloists	3,000	3,000		1,000	1,000	Assume no soloists in the winter/spring	(2,000)
Streaming/Special Concert	3,600	3,600		3,600	3,600	One time expense	-
<b>Total ORCHESTRA EXPENSE</b>	<b>125,565</b>	<b>125,565</b>		<b>138,707</b>	<b>138,707</b>		<b>13,142</b>
<b>PARAMOUNT EXPENSE</b>	<b>-</b>	<b>-</b>		<b>-</b>	<b>-</b>		<b>-</b>
Administrative Staff	900	900		1,350	1,350		450
Advertising	5,825	5,825		1,364	1,364		(4,461)
Audio/Visual	2,800	2,800		1,620	1,620		(1,180)
Cartage/Instr Rental Reimb	150	150		200	200		50
Conductor	850	850		750	750		(100)
Equipment Rental	334	334		516	516		182
Honoraria	450	450		300	300		(150)
Lodging	967	967		478	478		(489)
Marketing	719	719		2,214	2,214		1,495
Misc	164	164		31	31		(133)
Music	241	241		-	-		(241)
Paramount Venue	-	-		-	-		-
Balcony/Founder Lounge Rent	1,500	1,500		1,500	1,500		-
Mkt/Box Office	775	775		1,375	1,375		600
Other Fees	3,777	3,777		2,345	2,345		(1,432)
Personnel	2,202	2,202		2,242	2,242		40
Theater Rent	3,500	3,500		3,500	3,500		-
<b>Total Paramount Venue</b>	<b>11,754</b>	<b>11,754</b>		<b>10,962</b>	<b>10,962</b>		<b>(792)</b>
Principals	4,650	4,650		3,225	3,225		(1,425)
Printing	1,946	1,946		660	660		(1,286)
Reception	19,491	19,491		8,954	8,954		(10,537)
Ringers	5,175	5,175		3,950	3,950		(1,225)
<b>Total PARAMOUNT EXPENSE</b>	<b>56,415</b>	<b>56,415</b>		<b>36,574</b>	<b>36,574</b>		<b>(19,841)</b>
<b>STRING SCHOOL EXPENSES</b>	<b>-</b>	<b>-</b>		<b>-</b>	<b>-</b>		<b>-</b>
Cost of Instructors	3,776	3,776		6,333	6,333	Assume twice prior fiscal year for Staunton plus Waynesboro	(3,776)
Instruments & Repairs	-	-		1,000	1,000	Assume we spend total Lumos Grant funding of \$1 k for year.	-
<b>Total STRING SCHOOL EXPENSES</b>	<b>3,776</b>	<b>3,776</b>		<b>7,333</b>	<b>7,333</b>		<b>(3,776)</b>
<b>WSO EXPENSES</b>	<b>-</b>	<b>-</b>		<b>-</b>	<b>-</b>		<b>-</b>
Advertising	2,465	2,465		3,609	3,609		1,144
Audio/Visual	8,600	8,600		8,000	8,000		(600)
Bank Fees	240	240		240	240		-
Bulk Mail Fee	269	269		590	590		321
Dues Expense	1,078	1,078		1,081	1,081		3
Education	75	75		75	75		-
Fees	1,165	1,165		882	882		(283)
Gift	218	218		208	208		(9)
Insurance	1,024	1,024		1,024	1,024		-
Licenses	460	460		460	460		-
Marketing	2,077	2,077		2,558	2,558		481
Paypal or Square Fees	492	492		639	639		147
Piano Tuning	585	585		280	280		(305)
Postage	2,973	2,973		2,458	2,458		(515)
Postal Box Fee	183	183		183	183		-
Principal Dinner Entertainment	500	500		-	-		(500)
Principal Sponsors Dinner	4,576	4,576		3,055	3,055		(1,522)
Printing	3,852	3,852		1,463	1,463		(2,389)
Supplies	619	619		399	399		(220)
Treasurer Expense	2,201	2,201		2,316	2,316		115
Website	5,105	5,105		3,955	3,955		(1,150)
<b>Total WSO EXPENSES</b>	<b>38,758</b>	<b>38,758</b>		<b>33,476</b>	<b>33,476</b>		<b>(5,282)</b>
<b>Total Expenditures</b>	<b>231,046</b>	<b>231,046</b>		<b>228,886</b>	<b>209,723</b>	<b>19,163</b>	<b>(21,323)</b>
<b>Net Operating Revenue</b>	<b>14,096</b>	<b>(38,904)</b>	<b>53,000</b>	<b>(3,108)</b>	<b>(3,108)</b>	<b>-</b>	<b>35,797</b>
Fund Disbursement	23,838	23,838		23,000	23,000		(838)
<b>Net Operating Revenue Incl Fund Disb</b>	<b>37,934</b>	<b>(15,066)</b>	<b>53,000</b>	<b>19,892</b>	<b>19,892</b>	<b>-</b>	<b>34,959</b>

Total Paramount Venue	11,179	10,962	217	
Principals	3,300	3,225	75	
Printing	413	660	(247)	
Reception	8,317	8,954	(637)	
Ringers	5,250	3,950	1,300	
Total PARAMOUNT EXPENSE	35,811	36,240	(429)	
STRING SCHOOL EXPENSES	-	-	-	
Cost of Instructors	4,525	3,381	1,144	
Instruments & Repairs	2,626	2,439	187	
Total STRING SCHOOL EXPENSES	7,151	5,820	1,331	Expenses covered by Lumos Grant in both years.
WSO EXPENSES	-	-	-	
Advertising	3,697	3,788	(91)	
Audio/Visual	7,600	7,820	(220)	
Bank Fees	60	160	(100)	
Board Expense	2,500	-	2,500	
Bulk Mail Fee	318	639	(321)	
Carbonite Fee	251	251	-	
Concerto Competition	4,512	62	4,450	Concerto Competition planned for every 3 years.
Dues Expense	892	279	613	
Fees	998	1,072	(74)	
Gift	193	113	80	
Insurance	1,081	1,081	-	
Licenses	-	25	(25)	
Marketing	399	1,764	(1,365)	
Paypal or Square Fees	1,030	675	355	
Piano Tuning	760	760	-	
Postage	3,376	2,516	859	
Postal Box Fee	182	182	-	
Principal Sponsors Dinner	4,886	3,342	1,544	
Printing	2,567	875	1,692	
Supplies	1,537	926	611	
Treasurer Expense	995	2,547	(1,552)	
Website	3,426	4,104	(678)	
Total WSO EXPENSES	41,259	32,981	8,278	
Total Expenditures	230,917	218,295	12,621	
Net Operating Profit	(7,963)	6,048	(14,011)	Net Operating Profit excludes investment income/expenses/gains & losses on WSO funds held on behalf of WSO by the Community Foundation - Central Blue Ridge
Transfer from Community Foundation Investment Fund	25,106	Transfer Not Needed and Deferred until Fall 2024		WSO has a "normal" option each calendar year to withdraw up to 4% of its investment balance. WSO regards these normal transfers as "available" to cover operating expenses. Prior year withdrawal was not needed and deferred until fall 2024. WSO retains option to withdraw a similar additional amount in calendar year 2025.
Net Operating Profit after transfer from Community Foundation Investment Fund	17,143	6,048	11,095	

<b>Waynesboro Symphony Orchestra</b>		
<b>SPECIFIC PROGRAM BUDGET</b>		
<b>Queen City Mischief and Magic Festival</b>		
<b>Primary Income Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Charitable Contributions	\$ -	The concert has not previously resulted in any contributions
Local Grants	\$ 5,000.00	CFCBR Grant
	\$ -	
<b>Total Income:</b>	<b>\$ 5,000.00</b>	
<b>Primary Expenses Categories</b>	<b>Budgeted</b>	<b>Explanation (if necessary)</b>
Wages & Benefits	\$ 6,500.00	Principal musicians and staff
Advertising	\$ 1,200.00	
Music, both rental or purchased and Misc.	\$ 800.00	
<b>Total Expenses:</b>	<b>\$ 8,500.00</b>	
<b>Net Income (Loss):</b>	<b>\$ (3,500.00)</b>	

**INSTRUCTIONS:** Replace the items in **RED** with your organizations' information. Please use the income and expense categories that make the most sense for your organization. Consider including separate categories for specific income and expenses of \$5,000 or greater. Smaller source of income and expenses can be combined