



QUINCY SYMPHONY ORCHESTRA ASSOCIATION

Project Name:

Quincy Symphony Youth Programs

History of the Organization with TFF:

This organization has received multiple Formal Funding and Capacity Building Grants over the years. Most recently, they received an \$8,000 Formal Funding Grant in 2021 for Quincy Symphony Youth Programs and a \$5,000 Capacity Building Grant in 2021 for Customer Relationship Management Software.

Programs Offered by the Organization:

The QSOA includes the Quincy Symphony Orchestra, Chorus, Quincy Area Youth Orchestra and Quincy Area Youth Chorus. Typically, our concert season includes 10 concert events.

The Quincy Symphony (QSO) and the Quincy Symphony Chorus (QSC) rehearse weekly. The QSO performs 5 concert events. The Chorus performs 2 concerts each year, and a joint concert with the Symphony. Musicians in these groups are music and career professionals, teachers, students, retirees, farmers, homemakers, doctors...from all walks of life, ranging in age from 16 to 85!

The QSO presents in-school educational concerts annually. 3rd - 6th graders from public, parochial, and home schools from throughout the region attend. For many children, these concerts are their first symphonic experience.

The Quincy Area Youth Chorus serves youth in 3rd-12th grades. QAYC meets weekly and performs 2 concerts plus a concert with the QSO. Tuition is free for families with financial need.

The Quincy Area Youth Orchestra, for 7th - 12th graders, performs side-by-side with the QSO on a concert, and presents a Spring Concert. Tuition is free for families with financial need.

The annual Young Artists Competition offers high school musicians the opportunity to perform as a soloist with the Symphony.

Advanced high school students who rehearse and perform regularly with the QSO receive a stipend toward private lesson costs, greatly reducing this financial burden for families.

The QSO collaborates with area colleges without orchestras, allowing them to offer the Symphony as a "for credit" ensemble class for music majors.

Parents are encouraged to bring their children to ALL QSOA concerts! Children under 18 are admitted free to all events, and we encourage family participation through performance of a Family Concert, and a family-friendly event schedule.

Almost 600 children attended paid concerts for free in the pre-Covid season. Family attendance ties directly with the core mission of the QSOA.

Request

***Request Owner:** Dan Teefey
Request Source: External (Submitted 04/29/2022)
Proposal Type: Formal Grant Application
Invitation code (where applicable): Cycle 2, 2022 (692QE4H8X2)
***Project Title:** Quincy Symphony Youth Programs
Request Amount: \$12,000.00
Total Project or Program Budget: \$70,185.00
Funds are being requested for:: Program Support
Target Focus of Grant:: Youth
Focus of Youth Grant Request: Leadership
***Target Population Served by Request:** Children in grades 3 thru 12
Project Start Date: 08/15/2022
Project End Date: 05/15/2023
***Request Summary:** We are requesting \$12,000 for four youth music education programs: our Youth Orchestra, two Youth Choruses, free Young People's in-school Concerts, and free admission for all children 18 and younger for all of our concerts. These programs are vital to our mission and provide valuable educational opportunities for youth.

1) The Quincy Youth Choruses (QAYC) provide ensemble opportunities for students in grades 3-12. These groups are premier performance groups in our community. Students perform songs in English and other languages, as well as many different styles of songs.

2) The Quincy Youth Orchestra (QAYO) is a performing ensemble for instrumental musicians in grades 7-12. Most schools can't support an orchestra program, so this group fills a need for rural strings and parochial school band students. QAYO rehearses weekly. For winds, orchestra playing is one-to-a-part, which develops leadership skills. Children from 29 schools in 6 counties performed with the Youth Orchestra or Youth Chorus in the current school year.

3) The Quincy Symphony Orchestra presents annual in-school concerts to thousands of children from Adams, Brown and surrounding counties. Through these concerts, we introduce students in grades 3-8 to symphonic instruments and music, and encourage them to participate in school music programs. 2,700 children from rural schools and the Quincy parochial and public schools attended the March 2022 concerts.

4) The QSOA admits all students 18 and younger free of charge to every event. This makes it much easier financially for families to experience the symphony orchestra. Free child admissions are vital part of our youth programs and our outreach to families. Grant support is appreciated to underwrite this revenue loss.

Research continues to show that participating in music activities develops leadership skills and self-confidence. See this article in the "Inc." business newsletter: <https://bit.ly/3AgdVuz>

The article discusses research showing five ways that studying music develops leadership skills: teaches confidence, how to think on your feet, how to communicate your ideas, how to stay strong (long hours of practice and focus), and how to inspire.

I received the following testimonial from a long-time member of the Youth Chorus:

*Excerpt from a letter received from a graduating high school senior:

"I have been singing with the Quincy Area Youth Chorus since I was in sixth grade. I am from Palmyra, Missouri, and every weekend, I've traveled to rehearsals to make beautiful music for ourselves and others to enjoy. I will miss it greatly! Something I love is that the members come from different schools and different backgrounds, but we are able to connect through singing. Even better, choir is not about competing. Too often, young women are pitted against each other for the spotlight. Singing in QAYC alters this dynamic. As a choir, our collective efforts are much more rewarding than if we tried to outshine one another. We are a team, a vessel to bring beauty into the world. Since I am naturally quite reserved, the social opportunities have built my confidence. When I started, I was too timid to audition for a solo. Today, I have no fear. I have seen extraordinary improvements in my confidence and vocal abilities. This is a fantastic group to be a part of, and it has wonderful directors. People who aren't relatives of the singers attend our concerts, which demonstrates the quality we deliver. QAYC has been a blessing to me."

***How Does This Request Fit Into Your Organization's Mission?:**

Music education is an integral part of the QSOA mission. Most of the grant will support the salaries of our music educators. The programs could not exist without these pivotal teaching positions, and we are fortunate to benefit from experienced and dedicated teachers.

These activities align well with the Tracy Family Youth priorities. The positive impacts directly address four of the TFF five areas of youth emphasis. Music activities have been shown to improve reading, math and focused academics, improve state of mind, provide an alternative to drugs & alcohol, and bolster self-confidence and leadership skills. Faith is not directly addressed by these programs, but music touches the soul and is integral to our humanity. The QSOA mission is to foster children's interest and skills in symphonic and choral music. The grant activities perfectly align with the QSOA mission.

Free admissions: The QSOA Board decided unanimously in 2005 to offer free admission to children, removing an important barrier to family attendance. Last season we admitted 176 children free, representing \$1760 in lost revenue. This loss has been underwritten in recent years by the Community Foundation, Tracy Family Foundation and QSOA Annual Fund.

S.W.O.T. Analysis: TFF SWOT Analysis QSOA Youth Programs 2022-2023.docx

Measurable Goals & Action Plan: TFF Measurable_Goals_and_Action_Plan Youth Programs 2022-23.docx

Evaluation Description: Young Peoples Concerts: We will track attendance and request evaluations from all educators. The fact that so many schools give up curricular time year after year to attend is an indicator of success. Children attend from as far away as 70 miles! Sample comments:

"The concerts are important for the love of music, cultural education, learning beyond walls, & authentic music experiences. My students really enjoyed it - one journaled "it was leterly (literally) the best day ever"

"My students were dancing in their seats the entire time! I also loved how some of the instrumentalists were walking around before the performance and showing students their instruments. They were so excited!"

"I thought it was very informative & fun! Students didn't even realize they were learning but were engaged because of the audience participation!"

"Many families cannot afford to take their children to an orchestra concert, or for many this is not a priority. I think all children need to be exposed to [symphonic music], and this is a wonderful way to do it."

Some things learned: We need to bring more musicians into the balcony; big screen music trivia before and after was a plus; pre-concert communications were good; student ushers were very helpful.

Free Admissions evaluation: Success is families attending together. QSOA staff will track youth attendance.

Youth Ensembles: Parents and students evaluate the directors and activities formally and informally. Multi-year participation is an indicator of success. The QSOA Education Committee is responsible for facilitating the evaluations. Excellent educational and artistic quality is essential but hard to quantify. Students come back year after year because they are challenged, excited about learning, and proud of their progress while working in a positive and fun environment. It is not unusual for youth chorus seniors to have participated for 10 consecutive years and to end with a tear-filled goodbye!

***Future Funding Plan:**

1) Youth represent the future of the QSOA. Support comes from many sources: Corporate donations; Annual fund; Encore! Volunteer Organization; Foundation Grants; Donations from Service Organizations; Program Ads; Endowment Fund; and Ticket Sales. These four programs represent roughly 20 percent of our entire budget, and we have additional youth projects outside the scope of this request. Looking for new funding sources is an ongoing effort.

The pre-grant application requested \$8,000, but plans for new initiatives have taken shape, so we are asking for increased funding from several partners, including the TFF. In celebration of the QSOA 75th Anniversary, we are planning three daytrips for the Youth Orchestra: 1) to St. Louis to perform for adjudicators, 2) to WIU for lessons and masterclasses with the music faculty, and 3) to Eastern Illinois University for a 2nd IL Youth Orchestra Festival. The first festival at Univ of Illinois in 2017 and was a fantastic experience for our musicians. The budget for these workshops is close to \$14,000. About half of the expense is travel related. The rest is fees per student, which include lodging, meals & programming, and adjudication (St. Louis). QAYO families will cover their child's cost of park admission to Six Flags, where an award ceremony will be held (every child will be included regardless of ability to pay.) We are asking for a \$4000 increase to help toward these projects. These workshops will help students gain confidence and become better musicians through focused practice and achievements, coaching and feedback from seasoned musical experts/teachers, and positive social interactions with peer musicians.

Collaboration:

2) We are committed to our Youth Programs. The Foundation has been a very important partner for over a decade, impacting thousands of children. We hope for continued support. Funds impact new children each year and have helped our organization and the quality of our programs to improve.

Both youth ensembles will have side-by-side collaborative performances with the adult groups: Youth Chorus at Christmas, and Youth Orchestra in February. The Young People's concerts will be a huge collaborative partnership with Quincy Public Schools. Our organizations will work together on the planning for months leading up to the event. QPS provides the auditorium and some bussing free of charge, and manages the transportation, security, and other logistical issues associated with hosting dozens of busses and thousands of children safely. One of my favorite parts of the partnership is the involvement of about 30 Jr. High student "ambassadors" whose job is to meet each bus and "host" the groups, ushering them to specific seating in the auditorium. For each concert, 1500 excited children will be ushered into the auditorium in 20 minutes time. A photo is attached of the bus coordination. Brown County elementary and all Quincy Catholic schools participate most years. QPS posted a photo of the ambassadors and gave them kudos on Facebook for their leadership.

The IL Youth Orchestra Festival will involve extensive collaboration between the staffs of at least three Youth Orchestras, including ours and those of Bloomington-Normal and Eastern Illinois University. The Festival is not an existing annual program, but rather a special collaborative project, with goals and activities defined and implemented by the directors of the involved orchestras and the Music Department of the hosting institution, in this case EIU.

Although not part of this particular grant scope, I'd like to share another youth project I'm excited about: the appearance of the Dallas Brass with the Quincy Symphony in December. In our negotiations, we asked them to include youth outreach activities for the community in their fee. The QSOA will pay for their appearances, lodging and travel, including educational assemblies at Quincy Jr. High and Quincy High School. Students from Quincy's Catholic schools are being invited to attend these assemblies. Our payment of the travel and lodging also greatly reduced the appearance fee for Macomb's high school to bring in the DB for a day of outreach for their music students, and WIU will receive a "free" masterclass for music majors there.

Capacity Building:

The League of American Orchestras has been hosting monthly Zoom meetings of Executive Directors in our small-budget orchestra cohort. These sessions began during the pandemic and were so helpful early on with ideas on moving forward within capacity and safety constraints. This past year, they were a place to brainstorm policies on audience and musician vax and mask guidelines.

Thanks to a TFF Capacity Building grant, we are in the process of implementing Customer Relationship Management software to increase the efficiency of our office practices. This has been a bumpy road and we have not realized the full potential of the transition from Excel to the CRM for managing patron data. One area where we've benefited this spring is in email marketing. The tool within the software has improved our ability to target those efforts. We've recently begun using the "forms" capability within the software to switch from paper to integrated registration forms for our four performing groups, including integrated online payment options for youth tuition. Online was available before, but a separate step on a separate platform for the end user.

We would like to re-visit a Capacity Building project/partnership we had with Spectrum Reach (Xfinity) for targeted web and cable TV advertising in the 2019-20, funded by a TFF CB grant. We were experiencing great success through that program when the pandemic hit. We credit that program with many successes, including a standing-room only Choral Christmas Concert and record new auditions for the Symphony Chorus. That season we had some of our highest audience and ensemble participation ever, achieving most of our annual metrics before the March 12 shutdown and the cancellation of our final four concerts.

Photo Upload: QSO and QAYO side-by-side Feb 2022 small.jpg, DSC_0084 2700 children attended March 2022.jpg, DSC_0154 Concert Choir with Paul Shelor March 2022.jpg, QSO and QAYO side-by-side Feb 2022 youth in white.jpg, IMG_8759 Students from 28 busses file into QJHS for a 2022 Young Peoples Concert.jpg, IMG_8760 These students saw and heard the Tuba up close March 2022 Dennis Bingheim QSO Principal Tuba.JPG

***Executive Director/Pres./Principal Authorization:** Yes

Project Budget Template: TFF Budget for Four QSOA Youth Programs 2022-23.xls

Current Annual Organization Budget: \$294,699.00

Organization Budget: QSOA FY22 Budget Summary for Performing Groups Board Approved.pdf, QSOA FY21 Budget Summary vs June 30 Actual results Performing Groups.pdf

Do you have any overdue Final Impact Reports to TFF?: No

TECHNOLOGY RELATED REQUESTS:

IT Plan:

Technology Audit:

Letter of Support from IT Director:

Challenge Grant Document(s):

Site Visit Report:

Grant Variance Request:

Interim Report 1:

Referred to Tracy Foundation by:: Jean Buckley

Is this an Invitation Grant?: No

Does Your Organization Have a Strategic Plan?: No

SWOT Analysis Template

| | | | |
|---|---|--|--|
| <p>Examples:</p> <p>Advantages of Proposition? Capabilities? Resources, Assets, People? Experience, Knowledge? Qualifications, Expertise? Value or Quality? Market Need? Research Validation?</p> | <p>Strengths (S)</p> <p>The benefits of music activities to health and well-being. Our Youth Programs’ long reputation for excellence. Character building: Students’ enhanced creativity, self-discipline, self-esteem, focus & motivation. Working together for a shared achievement. Empathy – working to match the people around you for tone, volume, pronunciation, timing, intonation. Many adults have shared that their introduction to the instruments at in-school concerts decades ago led them to take up an instrument as a life-long pursuit.</p> <p>Free children’s admissions removes a significant barrier so parents can enjoy and share an enriching cultural experience with their children.</p> | <p>Weaknesses (W)</p> <p>A lack of local string players for the youth orchestra or adult orchestra means we must hire musicians from outside the area. Difficulty getting the word out about our programs. After 75 years of concerts, it is still not unusual to meet someone who is surprised to hear that Quincy has a Symphony Orchestra, Youth Chorus, etc. It is difficult to get the word out about the youth ensembles, especially to surrounding counties, and that the ensembles are provided completely free to families with financial need. Funding success is year to year. We don’t have great outcome measures or quantitative evaluation tools.</p> | <p>Examples:</p> <p>Disadvantages? Capacity Concerns? Financial Concerns? Resources, Expertise? Staffing? Data, Outcome Measures? Target Population? Management, Leadership?</p> |
| <p>Examples:</p> <p>Market Developments? Target Population Need? Information or Research? Partnership, Collaboration? Revenue Generation? Innovation, Impact? Geographic Impact?</p> | <p>Opportunities (O)</p> <p>A possible collaborative concert with 2-3 other Illinois youth orchestras. Rehearsing with the goal of not just the concert, but also submitting the performance to a judge’s scrutiny – this will foster excellence.</p> <p>Five Hannibal public elementary schools have been attending the Young People’s Concerts regularly - we should look for other Hannibal-focused organizations as potential funders for the concerts. Remote auditions remove nervousness and allow students to audition who might not have been able to make the “audition day” due to work or other conflicts.</p> | <p>Threats (T)</p> <p>The pandemic - may mean venues aren’t available, singing isn’t safe, audiences can’t gather, etc. Funding is always uncertain. This includes direct funding, reduced funding to school music activities, reduced attendance leading to reduced donations and reduced tuition, elimination of fundraisers and intermissions. The focus on STEM activities is a threat – arts education isn’t seen as essential by some. The spreading thin of student’s discretionary time due to academic pressures and multiple extracurricular activities. Rules regarding privacy make it difficult to communicate directly with potential students or to contact parents.</p> | <p>Examples:</p> <p>Potential Concerns? Obstacles? Financial Threats? Capacity Threats? Target Audience Demand? Staffing Threats? Data, Outcome Measures? Impact Analysis?</p> |

MEASURABLE GOALS AND ACTION PLAN

| | Goal <i>What do you want to accomplish? What are you trying to achieve?</i> | Current Situation/Present Actuals <i>What are you doing now? What data do you currently have?</i> | Action Steps to Achieve Goal <i>What do you plan to do to move from your current situation to your goal?</i> | Measurable Impact Desired <i>How will you know that you're achieving your goal? What will your data indicate?</i> |
|----------------|--|--|---|---|
| Goal #1 | We want to expose children to symphonic music, educate them about music, and encourage them to get involved in musical activities which will have lifetime benefits. | The most recent live in-school symphony concerts reached 2688 children from 21 schools. We encouraged the children to get involved in their school music offerings. | <ul style="list-style-type: none"> e Communicate with as many educators & schools as possible. e Pursue many funding partners to provide the concerts free. | <ul style="list-style-type: none"> e Increase attendance to 3000. e Increase number of schools participating to at least 25. e Produce the concerts free of charge. |
| Goal #2 | Positively impact young lives through their involvement in high-quality music ensembles: Youth Chorus (Kinderchor and Concert Choir) and/or Youth Orchestra. | 80 children were members of these ensembles in the pre-Covid season. All students from low-income families received free tuition through a special grant from the Samantha Otte Fund of the Community Foundation. Others paid an annual tuition fee of \$60, which hasn't increased in many years. | <ul style="list-style-type: none"> e Rehearse students weekly in preparation for performances. e Provide mentorship through side-by-side performances and masterclasses. e Recruit rural students by direct contact with educators. e Pursue special funding to underwrite daytrips and free tuition. | <ul style="list-style-type: none"> e Increase membership in these youth ensembles to 100 – pre-Covid levels. e Keep the tuition fee at the current level, and provide free tuition for 100% of children who qualify for reduced-price lunches under the USDA income guidelines. |
| Goal #3 | Ensure high quality, low cost musical activities are available to families by admitting children free to all paid concerts of the Symphony and Chorus. | Children are currently admitted free thanks to help from several sources. 176 children were admitted free to six paid concerts. This is significantly below the 500+ who attended pre-Covid season. | <ul style="list-style-type: none"> e Provide free youth tickets to private music teachers. e Emphasize free admissions in marketing. | <ul style="list-style-type: none"> e Target is 300 youth 18 and under. This is well under pre-pandemic but twice what we had last season. Programming remains adult-centric for another year, but families will attend at Christmas and February. |

Fiscal Year 2022-23 Project Budget

| PROJECT INCOME | | | | PROJECT EXPENSES | | | |
|-------------------------------------|---|-------------------------|--|--|------------------------|---------------------------|--|
| Source | Budgeted Cash Income | Budgeted In-Kind Income | Indicate if income is Committed (C) or Pending (P) | Item | Budgeted Cash Expenses | Budgeted In-Kind Expenses | Dollars Requested from Tracy Family Foundation |
| Local Government | \$ | \$ | | Salaries or wages for project staff <i>(break down by individual position below and indicate full or part-time)</i> | | | |
| State Government - IL Arts Council | \$1,000.00 | \$ | P | Orchestra Conductor - part time | \$3,350.00 | \$ | \$2,000.00 |
| Federal Government | \$ | \$ | | Orchestra musicians - part time | \$6,100.00 | \$ | \$2,000.00 |
| Individual Contributions | \$9,825.00 | \$ | C | Youth Chorus Conductors (2) - part time | \$8,250.00 | \$ | \$2,000.00 |
| Foundations (specify below) | | | | Youth Chorus pianists (2) - part time | \$2,460.00 | \$ | \$1,000.00 |
| Tracy Family Foundation | \$12,000.00 | | P | Youth Orchestra Conductor - part time | \$3,630.00 | \$ | \$2,000.00 |
| Community Foundation | \$7,500.00 | \$ | P | Youth Ensemble coaches & artists - part tm | \$800.00 | \$ | \$ |
| Local Foundation | \$2,650.00 | \$ | P | Administrative Salaries - part time | \$2,275.00 | \$ | \$ |
| Mary Cherny Fund for Music | \$3,000.00 | \$ | P | Production & Operations personnel - part tm | \$3,740.00 | \$ | \$ |
| Walmart Foundation - Qcy Walmart | \$750.00 | \$ | P | | \$ | \$ | \$ |
| Walmart Foundation - Qcy Sams | \$600.00 | \$ | C | | \$ | \$ | \$ |
| Walmart Foundation - Hannibal Wmart | \$400.00 | \$ | P | Salaries and wages subtotal | \$30,605.00 | \$0.00 | \$9,000.00 |
| JW Gardner II Foundation | \$1,500.00 | \$ | C | Payroll Taxes | \$1,410.00 | \$ | \$ |
| Stillwell Foundation | \$250.00 | \$ | P | Professional Fees | \$1,050.00 | \$ | \$ |
| Michelmann Foundation | \$1,200.00 | \$ | C | Travel & Bussing*** | \$17,800.00 | \$ | \$2,000.00 |
| Samantha Otte Youth Opp Fund | \$1,500.00 | \$ | P | Marketing, Promotion & Recruiting | \$440.00 | \$ | \$ |
| | | \$ | | Training & Professional Development | \$160.00 | \$ | \$ |
| Corporations (specify below) | | | | Workshop/Festival Fees | \$6,250.00 | \$ | \$ |
| Ameren Illinois | \$9,000.00 | \$ | P | Other (specify below) | | | |
| Refreshment Services Pepsi | \$1,000.00 | \$ | C | Fundraising expenses | \$1,500.00 | \$ | \$ |
| Sharkey Transportation | \$1,000.00 | \$ | P | Administrative Costs** | \$2,570.00 | \$ | \$ |
| Blessing Hospital System | \$500.00 | \$ | P | Concert Production* | \$4,880.00 | \$ | \$ |
| Knapheide Manufacturing Co. | \$500.00 | \$ | P | Miscellaneous | \$520.00 | \$ | \$ |
| | | | | Lost ticket revenue for free admissions | \$3,000.00 | \$ | \$1,000.00 |
| Community Orgs (specify below) | | | | | \$ | \$ | \$ |
| Quincy Society of Fine Arts | \$1,000.00 | \$ | P | | \$ | \$ | \$ |
| Gem City Kiwanis of Quincy | \$1,000.00 | \$ | C | | \$ | \$ | \$ |
| Noon Kiwanis of Quincy | \$1,000.00 | \$ | C | | \$ | \$ | \$ |
| Golden Kiwanis Club | \$250.00 | \$ | P | | \$ | \$ | \$ |
| Quincy Service League | \$1,000.00 | \$ | P | | \$ | \$ | \$ |
| Other (specify below) | | | | | \$ | \$ | \$ |
| Fundraisers & Family contributions | \$6,350.00 | \$ | P | | \$ | \$ | \$ |
| Tuition Fees | \$5,400.00 | \$ | P | | \$ | \$ | \$ |
| Interest & miscellaneous | \$10.00 | \$ | P | | \$ | \$ | \$ |
| | | \$ | | | \$ | \$ | \$ |
| Total | \$70,185.00 | \$0.00 | | Total | \$70,185.00 | \$0.00 | |
| | Total Budgeted Cash and In-Kind Income | | | Total Budgeted Cash and In-Kind Expenses | | | Total Requested from TFF |
| | \$70,185.00 | | | \$70,185.00 | | | \$12,000.00 |

Please provide any comments needed to help someone unfamiliar with your program/project understand the numbers above.

*Concert Production: music purchase & rental, hall rental, piano tuning, lights, sound, costumes, programs, music folders, bowings, music royalties

**Administrative Costs: insurance, accounting, office expense, contingency, postage & supplies

***For special projects such as field trips some years. Also school bussing for QPS grades 4 & 5, and musician travel.