



2018 – 19
FUNDRAISING
CAMPIGN

IT'S TIME

The 2018-19 Southland Symphony Orchestra & Chorus Season is officially about to begin, and we need your help to make it a reality for our community. Please read the information inside, plan to enjoy our wonderful concerts, and become part of the Southland Symphony Support System. Thank You.

Sylvia Lee Mann, Music Director &
Conductor

www.SouthlandSymphony.com



Dear SSO Friend,

Thank you for being a part of the SSO family. Thank you for your attendance at concerts, and for your financial support. We are excited to be launching our 2018-19 season in Ontario, California. I'm looking forward to seeing you at the big Season Opening concert on November 4th.

But of course, there is more to this letter: **The Southland Symphony Orchestra & Chorus – Your Community Orchestra & Chorus.... needs your support to continue operations.**

Many community orchestras and other arts organizations are having to close their doors. We want to keep ours open. Our 2017-18 season was wonderful. The Season Finale "Kaleidoscope" Concert was an incredible experience, for the audience at the Ontario Town Square Amphitheater, and the musicians. Great music, a celebration of community and cultures -enjoyed by all, wonderfully performed by Ontario's own orchestra. A tremendous community event. But there is a big problem - fundraising for this past season fell woefully short. In fact, the season ended with a \$3000 deficit. We still have some bills to pay for the 2017-18 season, and we are paying them. But - while I have sometimes been able to fill the gap myself, that is not possible now. So - it is time. We simply must raise more funds to continue operations. With many of us working together, we can achieve our goals to support the symphony, and make the full 2018-19 season possible. We need you to continue to be part of the Southland Symphony Support System, and to bring more friends into the fold. We hope you will consider increasing your "usual" donation.

PayPal donation link: <https://www.paypal.me/southlandssymphony>



Here's what's happening now: We launched our 2018 – 19 Season with a special pre-season showcase performance at the First Annual Ontario Festival of the Arts on Saturday September 15th, 2018. Our performance of Prokofiev's "Peter and the Wolf" and Saint-Saëns "Carnival of the Animals", with special guest narrator Rich Capparella (of KUSC) was a standing-room only event! (We were glad for the shade canopy – but it was hard to get a pic!)

Now - here's a look at the official 2018-19 Season:

- ***Sunday November 4th at 4pm: "Freedom"** concert at Bethel Congregational Church.:
"Dedicated to America, Freedom, the Greatest Generation, and all those who have served.". Beethoven Symphony No. 5, William Grant Still 's Fanfare for American War Heroes; World Premiere of Sylvia Lee Mann's "Declaration & Preamble"; Music of Aaron Copland.
- ***Sunday December 9th at 4pm:** 2nd Annual presentation of *Handel's "Messiah"* at Bethel. Outstanding soloists, nationally recognized SSO Chorus, and a fantastic orchestra.
- ***Sunday January 27th at 4pm: "Best Baroque"**, featuring Cheri Cole on trumpet at Bethel.
- ***Sunday March 31st at 4pm: Full Southland Symphony Orchestra and Chorus** at Bethel. Faure's "Requiem" & "Cantique de Jean Racine"; Brahms' "How Lovely is Thy Dwelling Place" from the Requiem; Mendelssohn's "Lift Thine Eyes" and "He, Watching Over Israel" from Elijah.
- ***Sunday June 9th at 7:30pm: Season Finale** at the Town Square Amphitheater.



**But none of this will happen unless we make up the deficit
and raise sufficient funds to launch the season.**

Here's how to help:

Make your donation today. Do it by writing a check to the Southland Symphony Orchestra, and mailing it to us at 536 N Euclid Ave, Ontario CA 91762.

Or use your credit card on our website: www.southlandssymphony.com

Or use this PayPal donation link: <https://www.paypal.me/southlandssymphony>

Your gift will be acknowledged and recognized in our programs as a supporter of the SSO (unless you wish to remain anonymous). We want to THANK YOU for your gift!

Where does the money go? FYI, we manage to produce each of our concerts for around \$3000 - \$5000. This cost may surprise you, so I want to let you know where the money goes. (By the way - Many orchestras of similar size and activity level have a budget of \$15 - 20 thousand per concert). Ours is actually a very "cost-effective" figure. ***The cost for the whole season for 2018-19 will be around \$24,000.*** So please - help us remain viable and cost effective. And just to let you know - I myself do not accept any compensation. I do it all as a gift to our community.

Here is a partial list of the types of expenses we face:

Sheet Music: Performance rights (for music from films, etc); Sets of music; Printing music from public domain sources (to print it out for the musicians, so we use paper and toner)

Publicity (posters, flyers, postcards, tickets, PR services, etc)

Program printing (Paper and toner - design work is done inhouse and donated)

Website and app hosting (site design is donated)

Musician compensation (we have some professional members, some semi-pros, and some community volunteers)

Guest Artist compensation

Other compensation for our principal players, coaches, graphic design, operations crew, "gas money" for volunteers, rehearsal snacks and drinks/bottled water

Facility use

Equipment (like music stands, printer, recording equipment, music stand lights and batteries, podium, extension cords, music folders....)

Legal costs (corporate filings, etc)

Insurance (liability and umbrella coverage)

Bank costs (monthly service fees, merchant account fees) etc., etc...

(There is much more).

Please use this opportunity to support the Southland Symphony Orchestra - Ontario's Own Orchestra. You may donate using cash, checks, or credit/debit cards. There are also opportunities to give through Amazon Smile, Ralph's Community Programs (just sign up online and swipe your rewards card when you buy groceries), and FlipGive.

Or - here's an easy PayPal donation link: <https://www.paypal.me/southlandssymphony>

Still not convinced enough to give anything? Here is some more food for thought:

WHY SUPPORT A COMMUNITY ORCHESTRA?

Great reasons to support your community orchestra:

A vibrant arts and culture industry helps local businesses thrive. Arts and culture organizations - businesses in their own right - leverage significant event-related spending by their audiences that pump vital revenue into the area.

It benefits the concert-going public by providing the many local lovers of classical music the opportunity to hear it performed locally, at free concerts or at a reasonable ticket cost for very special events.

A community orchestra is a major artistic resource. It is a gift to the community. It benefits the community in general by forming part of the cultural base that makes the city of Ontario, California and the Inland Empire a good place to live.

It is a source of community pride, in conjunction with other local music performance organizations. See us in action right here: http://southlandssymphony.com/concert_videos_youtube/

At the Ontario Festival of the Arts, our SSO Instrument Petting Zoo was a crowd favorite – Adults and kids were LOVING getting to play the instruments. Active music making has a direct connection to the brain's inner workings. Studies link musicianship with better language and math ability, improved school grades, better-adjusted social behavior, and improvements in "special-temporal reasoning" -the foundation of engineering and science. Students involved in music performance score 57 points higher on SAT exams. A country on the verge of growth in the science and technology industry would do well to encourage musicianship in its students to meet the future need for scientists and engineers.



Check out these Instrument Petting Zoo Pics! (We are planning to take the zoo to various community centers and events – watch for it!)

The SSO provides an outlet for musicians to rehearse, perform, and develop an orchestral repertoire. Musicians of all ages and from all walks of life are part of our musical organization. Some are students, just now learning to experience the joys of music-making on a world-class scale. Some are amateurs in the true sense of the word - they LOVE what they are doing. For some, it is a full profession, and for some in retirement, an opportunity to keep the minds and hearts alive and well through music.

We strive to offer many of these programs free to participants, but that doesn't mean they come at no cost. The Southland Symphony programs require funding from corporations, foundations and government. ***But the core of our funding comes from individuals like you.***

Please GIVE generously today and be a part of making music throughout our community Use this simple link to donate through Paypal: <https://www.paypal.me/southlandssymphony> Or go directly to our website: <http://southlandssymphony.com> to donate online (or even purchase a program ad.)

If you prefer to send a check, please make payable to Southland Symphony Orchestra and mail to: Southland Symphony Orchestra 536 N Euclid Ave Ontario, CA 91762

The Southland Symphony Orchestra is a tax exempt 501 (c) (3) non-profit organization under IRS section 170. Tax ID # 45-4842767. Donors may deduct contributions made to us under IRC section 170. We are also qualified to receive tax deductible bequests, devises, transfers or gifts under Section 2055, 2106, or 2522. We are a public charity.

Thank you for your support,

Dr. Sylvia Lee Mann
Music Director & Conductor
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SSO at the Ontario Town Square Amphitheater (Join us there this season on June 9, 2019)