



Dear SSO Friend,

**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. The Southland Symphony can only achieve its goals with the assistance of generous donations from members of our community. Without these donations, serving those in our area would not be possible.

So far, our 2018 - 19 season has been wonderful. We participated in the inaugural Ontario Festival of the Arts, received a special award from the City of Ontario, and are about to present the 5<sup>th</sup> major event of the season, our "Beauty and Power" concert with full orchestra and Symphony Chorus. We are looking forward to summer concerts at the Ontario Town Square Amphitheater and other city locations, and our amazing SSO Chorus has been asked to return to Carnegie Hall in New York for a Distinguished Concerts International President's Day 2020 performance of the Rutter *Requiem*

But - here is the challenge - fundraising for this season has fallen very short. We simply must raise more funds to continue operations. Since our organization relies on the generosity of individuals like you, we write to ask you to consider a donation to our cause. With many of us working together, we can achieve our goals to support the symphony, and make the full 2018-19 season possible. Make a general donation – or even sponsor your favorite musician's chair! A donor envelope is enclosed for your convenience. We hope that you will help support our efforts.

Thank you in advance for your generosity.

### **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](http://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!

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.

Sincerely,

*Southland Symphony Orchestra 536 N. Euclid Ave. Ontario, CA 91762*  
*Dr. Sylvia Lee Mann, Music Director & Conductor*  
(909) 235-9776 [info@southlandssymphony.com](mailto:info@southlandssymphony.com) [www.southlandssymphony.com](http://www.southlandssymphony.com)



**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.

**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/](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

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*SSO at the Ontario Town Square Amphitheater (Join us there this season on June 9, 2019)*