



## 69th Season Annual Report 2014-2015

### LEADING THE CAUSE FOR MUSIC EDUCATION

San Diego Youth Symphony and Conservatory (SDYS) continues to advance our vision of making high quality music education accessible and affordable for all students. We continue to carry out this vision through our Conservatory Programs in Balboa Park and numerous community programs, including the Community Opus Project in Chula Vista and research into the benefits of learning music. We are proud to share these highlights from our 69th Season.

#### CONSERVATORY PROGRAMS

SDYS set the standard of excellence for over six hundred aspiring musicians. Our musicians, aged 8 to 25, came from as far as Riverside and Imperial Counties and northern Baja California, Mexico. They gathered every Saturday and Sunday to rehearse under the inspiring guidance of Music Director Jeff Edmons, who celebrates his twentieth anniversary with SDYS in 2016, and our expert faculty as they prepared for six concerts at San Diego's finest venues. Along with participating in one or more of our twelve orchestras and wind ensembles, many SDYS musicians enrolled in concerto competitions, theory classes, sponsored lessons and mentor training. The 11th Annual International Youth Symphony attracted thirteen of the finest young musicians from around the world to play alongside our most talented local musicians.

#### COMMUNITY PROGRAMS

Our vision is for all children to experience the benefits of music instruction. The Community Opus Project is designed to turn this vision into reality. We started this program in 2010 with our partner, the Chula Vista Elementary School District.

In 2014-15 the program expanded to directly serve nearly 250 students in after-school programs. As a result of the project, over 3,000 students received some form of music education as part of the regular school day this year. CVESD announced a plan to hire over 70 visual and performing arts teachers for 2015-16, ensuring every student in the district would receive arts instruction as part of the regular schoolday. SDYS and the Community Opus Project have drawn local and national attention for music education. SDYS presents regularly at local and national conferences like the Arts Education Partnership's National Forum and the National Guild Conference for Community Arts. In January 2014, SDYS began a partnership with Casa de Amistad that includes teaching after-school beginning strings instruction to students who are in grades 4-7. SDYS has participated in the creation of school district Visual and Performing Arts (VAPA) Strategic Plans in Chula Vista and San Marcos. SDYS works closely with Arts Empower San Diego to rally every school district in San Diego County to complete a VAPA Strategic Plan.

SDYS works specifically with in-school music teachers in the City Heights neighborhood to support excellent learning opportunities for their students through a long and rich partnership with Price Philanthropies.

#### PARTNERSHIPS

Partnership is essential to the impact SDYS has in the community and the range of opportunities we deliver to our musicians. In 2015, SDYS launched an expanded partnership with La Jolla Music Society (LJMS). In collaboration with LJMS, The Music Institute was created. Via The Music Institute, San Diego's most musically talented students will receive college-level instruction in music theory and history, chamber music and conducting, as well as master classes and career development seminars with visiting artists.

Additionally, LJMS now showcases the incredibly talented student musicians of SDYS' Chamber Orchestra both with featured soloists and emerging composers. This residency combines LJMS' position as a leading presenter of music and dance in Southern California with SDYS' long tradition of innovative music education programs.

In 2014-15 SDYS entered into a partnership with the San Diego Museum of Art (SDMA), in conjunction with SDMA's *Art of Music* exhibition. Work to document evidence of the benefit of music education continued. Several studies are in progress to track the social and academic achievements of Community Opus Project musicians. Partners include the Longy School of Music at Bard College, Wolf Brown, the University of California at San Diego's Center for Human Development, and STEAMConnect.



SDYS Chamber Orchestra performing with LJMS' Discovery Series cellist Han Bin Yoon at the SDYS-LJMS Partnership Launch Concert, May 2015.



70th anniversary China Tour orchestra on the Great Wall of China in Beijing, June 2015.

## 70TH ANNIVERSARY CHINA TOUR PLANNING AND PREPARATION

In October of 2014, SDYS announced plans to tour China from June 23 to July 5, 2015 in celebration of its 70th anniversary of providing high quality music education and orchestral experiences to the youth of San Diego. With leadership from SDYS Board Member June Shillman, SDYS travelled to San Diego's Sister City of Yantai as an official delegation of the San Diego-Yantai Friendship Society. The tour began with a performance at the Forbidden City Concert Hall in Beijing and ended with a special 4th of July performance at the Oriental Art Center in Shanghai.

On June 18, the China Tour Orchestra played a Bon Voyage Concert on the Plaza de Panama in front of the San Diego Museum of Art. Over 1,000 guests were in attendance to show support for the students and the tour's mission to create goodwill and camaraderie with our Chinese hosts. Both the City and County of San Diego declared June 18 San Diego Youth Symphony and Conservatory Day.

## MISSION | VALUES

**Mission:** Instill excellence in the musical and personal development of students through rigorous and inspiring musical training experiences.

### Core Values:

- Personal Achievement — Motivating and facilitating performance excellence
- Inclusiveness — Embracing diversity and promoting collective learning
- Community Leadership — Developing respectful and responsible citizenship for the greater good

## OPENING DOORS TO OPPORTUNITY

SDYS aims to serve every student with the drive and passion to make music in our programs no matter their financial circumstance. Equally important is ensuring that families see and hear their children perform. Last season SDYS provided 161 students with \$67,435 in tuition scholarships, 80 students with sponsored lessons for individual improvement and 570 free concert tickets for low income families to enjoy their child's performances. We are also proud that 55 Community Opus Project musicians participated in our Conservatory Programs alongside their peers from across the region in 2014-15.



SDYS and CVESD awarded the Yale Distinguished Music Educator Award From left to right: Dr. Nelson, Dr. Robert Blocker, Yale School of Music Dean, Lauren Widney, Annette Fritzsche, Dr. Michael Yaffel, Yale Professor of Music.



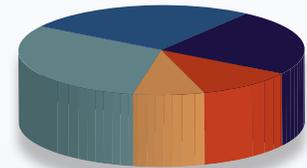
Viva Musical Honorary Co-Chairs The Honorable Greg and Cheryl Cox with Opus musician Vanessa at the Opus Project fundraiser, May 2015.

## YEAR-END FINANCIAL REPORT

As SDYS continues to grow its budget, its impact in the community grows. Financial highlights for the year include:

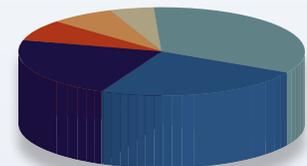
- Earned income of \$482,823, contributed income of \$876,359 and endowment distributions of \$159,703 combined to make the total revenue (excluding China) \$1,518,885.
- \$232,433 of this total was raised from individuals, foundations, corporations, and school districts to specifically support outreach programs like the Community Opus Project and Casa de Amistad.
- Our 2015 Encore Scholarship Fundraiser generated over \$175,000 in revenue to support our Annual Scholarship Fund which provides needs- and merit-based awards, sponsored lessons, coaching, access to instruments and sheet music and other services.
- SDYS received one-time China Tour donations and contributions of \$430,416 during 2014-15.
- Expenses (excluding China) were \$1,557,433.
- SDYS incurred one-time expenses of \$446,385 directly related to the China Tour.

Our audited financial report is now available online at [www.sdys.org](http://www.sdys.org) under "About SDYS."



## INCOME

- 31% Conservatory and Community Donations (individuals, foundations, businesses)
- 26% Earned (tuition, tickets, contracts)
- 24% China Donations and Fees
- 11% Government (city, county, state)
- 8% Endowment Disbursement



## EXPENSES

- 34% Program Staff (faculty, production)
- 24% Administration & Fundraising Staff
- 22% China Tour and Related Expenses
- 8% General Overhead (technology, storage, insurance)
- 7% Rehearsals & Concerts (concert halls, music, programs)
- 5% Marketing & Fundraising (postcards, CDs, events)