

BVC
BRANDYWINE VALLEY CHORALE
10 YEAR ANNIVERSARY



+CCRES

+H&R Block

Grant Amount Requested from the Community Foundation: \$__5000_____

**CHESTER COUNTY COMMUNITY FOUNDATION
GRANT PROPOSAL NARRATIVE**

1. Organization's history, goals, key achievements and distinctiveness

The Brandywine Valley Chorale was founded in June 2007 by a group of Brandywine Valley musicians, supporters of the arts, and friends to add the art and beauty of choral music to the fine arts repertoire that is available in our area. Over the ten years since its creation, the BVC has provided a diversity of programming from well-known classical works, such as Bach's "Magnificat", to more contemporary works by Rutter, Lauridsen, McCartney and others. The repertoire has included Regional and World premieres, as well as commissioned pieces by local composers. Emphasis at the performances has been to provide educational opportunities for both the singing participants and the audience members.

As part of its commitment to education, the Chorale supported the formation of the Kennett Square Boys Choir and provided opportunities for this group to join the BVC concerts. We have also sponsored internships for university music students to participate with the Chorale as section leaders. A longer-term collaboration with the Unionville High School choirs and jazz band has continued through the years, providing a multi-generational opportunity for musical performances. We believe it is very important to help encourage our young talented performers by providing opportunities to join and share with them performance experiences. In 2017, we continued that tradition of music diversity and education with the participation of well-known U.K. composer, Will Todd, and the Unionville High School musicians in the performance of a collection of his contemporary works. In addition to his participation as an accompanist during the concert, Mr. Todd led workshops for our Unionville High School musicians and the BVC. We completed our 2017 season with a performance of a wide-range of music from opera to operetta to Broadway in "The Evolution of Musical Theater". It is fascinating to study how this art form has changed through the centuries and adapted to society.

Other achievements/memorable performances that should be highlighted include:

- The BVC joined other choral groups for the performance of the European premiere of Jennifer Higdon's "The Singing Rooms" in the Festival Chorus de Paris in 2014. Ms. Higdon is a renowned composer whose works have been performed throughout the world by an extensive list of performing organizations, including the Philadelphia Orchestra. She currently serves as the Milton L. Rock Chair of the Curtis Institute of Music in Philadelphia. This Festival Chorus de Paris concert, including Faure's "Requiem", was performed in La Madeleine, the premier venue for "Requiem" in 1893. Both Jennifer Higdon and the librettist, Jeanne Minihan McGinn, attended the concert. While in France, we had the opportunity to perform patriotic music at the American Cemetery in Normandy, commemorating the 70th anniversary of D-Day.



- Regional premiere performance of “Armed Man: A Mass for Peace” by Karl Jenkins in a joint concert with the Unionville High School Chorale. This work was accompanied by war-film footage to enhance the interpretation of the music—the destruction of war and a call/hope for peace.
- Performance of Donald McCullough’s “Holocaust Cantata”. This program honored the memory of those who were lost in the Holocaust. The music was a compilation of songs based on melodies and text written by prisoners in the concentration camps.

As part of its commitment to the community, the Chorale has performed many free outreach concerts in a number of venues, including Jenner’s Pond, Kendall Crosslands, Traditions, and public attractions. We also supported a low cost opportunity for residents at Luther House to attend a concert. Outreach performances of the “Armed Man: A Mass for Peace” on the 10th anniversary of 9/11 at the local high school and the “Holocaust Cantata” at a local synagogue were particularly moving.

As summarized in our mission statement, our overarching goals include:

- Pursuit of musical excellence in a diversity of repertoire and performance opportunities
- Promotion of music education
- Cultural and charitable outreach

The BVC has been fortunate over its history to have the wonderful and growing support of area businesses, organizations and individuals who make our expression of choral art possible. Just as our Brandywine Valley Region is rooted in rich beauty and culture, the Chorale reflects its surroundings by performing fine music and building our area’s tradition as an exceptional center for the performing arts.

2. Funding Request

To celebrate the ten years of service to the community, The Brandywine Valley Chorale is planning a special 2017-2018 Anniversary Concert Season. We plan to utilize this important milestone as a catalyst to:

- Promote growth and sustainability of the organization
 - +Grow chorale membership
 - +Increase attendance and diversity of audience
 - +Support funding initiative through growth of donor base
- Further promote the arts in Chester County and surrounding communities

Planned activities as part of this initiative include:

- Commissioning and performing a world premiere work by a renowned Norwegian composer – December, 2017 {\$4000}
- Additional orchestration for our concerts—December, 2017; May, 2018 {\$6000}
- Additional expense for music for the concerts—December, 2017; May, 2018 {\$1400}
- Additional publicity, including a street banner to be displayed in Kennett Square—{\$1000}
- Additional promotional materials providing background on the Chorale—TBD
- A possible additional concert or venue for an outreach concert —Spring , 2018



We have received and are seeking additional grants and donations totaling \$12,000 to support this initiative. Because this concert season and our fiscal year spans the fall of 2017 and spring of 2018, our funding initiative and expected expenditures from the grants we receive will occur over the two calendar years.

We are requesting \$5000 from the Chester County Community Foundation to help us fund the additional orchestration expense. The concerts planned for this concert year will require additional funding over our normal budget because of the requirement for larger orchestras to adequately perform the works. Your grant would play a truly critical role in providing us the opportunity to perform these stirring pieces for our audiences during this special year.

3. How impact and results will be demonstrated

We plan to utilize the following metrics to define impact:

- Growth in chorale membership
- Attendance at seasonal concerts
- Outreach concerts
- Number of donors
 - +Corporate Sponsors
 - +Personal Sponsors
 - +Grants
- Stakeholder feedback
 - +Chorale members
 - +Audience
 - +Follow-up with donors
 - +Press coverage