

## a continuum of contributions

### extraordinary generosity

The Minnesota Orchestra is deeply grateful for four particularly generous gifts received from individuals—a total of \$13.2 million—all since June.

First to arrive was a \$10 million contribution, the majority of which will be added to the endowment, with the remainder funding key artistic initiatives. The donors have chosen to remain anonymous, but they are emphatic about their reason for making this gift: to inspire others with the capacity for leadership gifts to come forward and help secure the future of the Orchestra as one of our community's, in fact the nation's, most important cultural assets.

And inspire they did: received since then have been a gift of \$1.2 million to support the 2014-15 season as well as the endowment; a \$1 million gift that will fund the endowment exclusively; and a second \$1 million gift for which the specific use has not yet been designated. All three are from anonymous donors who likewise affirm the need for us all to give as generously as possible. They recognize that by supporting the Orchestra, they are sharing the power and beauty of classical music throughout the community.

These major gifts are critical both for the Orchestra's current activities and its future health. They represent part of a continuum of contributions that includes gifts in all amounts from individuals, as well as generous support from corporations, foundations and the people of Minnesota through the Minnesota State Arts Board. Our recent CommUNITY Challenge offers yet another powerful demonstration of support.

### A CHALLENGE MET:

## commUNITY in concert

HAPPY NEWS: a special limited-term fundraising initiative launched this summer has met with extraordinary success, raising nearly \$290,000 for the Minnesota Orchestra. A sincere thanks to all who contributed!

The "commUNITY in concert" project began with a Community Task Force whose goal was to bring together community members, advocacy groups, board members, musicians and staff following the organization's labor dispute, and, through this grassroots effort, to build fundraising support and encourage ticket sales for the Orchestra. Volunteer Lee Henderson offered to raise \$100,000 in challenge gifts from community members—and promptly exceeded his goal, raising \$115,000. Meanwhile, the Orchestra conducted a campaign



throughout the month of July, surpassing its \$100,000 goal by \$74,000. A special Minnesota Orchestra web page with videos featuring musicians was created, social media appeals were launched, and gifts arrived from some 750 members of the community, including many Orchestra musicians.

"This was a true barn-raising effort, led by community members," noted Karen Himle, who chaired three summer meetings of the Task Force. Said Lee Henderson, "We're thrilled that we exceeded our goals. We have a community that's flag-waving proud of our world-class orchestra and engaged in ways unimaginable just two years ago. The CommUNITY Challenge Grant has hopefully helped demonstrate that musicians, board and community are better and stronger together than apart."

The Orchestra values and is truly thankful for gifts at all levels—everywhere along the continuum—from all who love music. You are bringing the joy of music to the entire community as we all move forward together. Music Director Osmo Vänskä offers heartfelt Finnish gratitude:

*"Thank you for your support. Thank you—kiitos paljon."*