
GENERATING GRASSROOTS FINANCIAL SUPPORT

JOE CERUTTI
Certified Music Judge
BHS Staff, Director of Outreach
Artistic Director, Alexandria Harmonizers





Alexandria Harmonizers

Enriching lives through vocal harmony in the greater DC area

Causes: **Arts and Culture, Education, Youth**

[DONATE](#)

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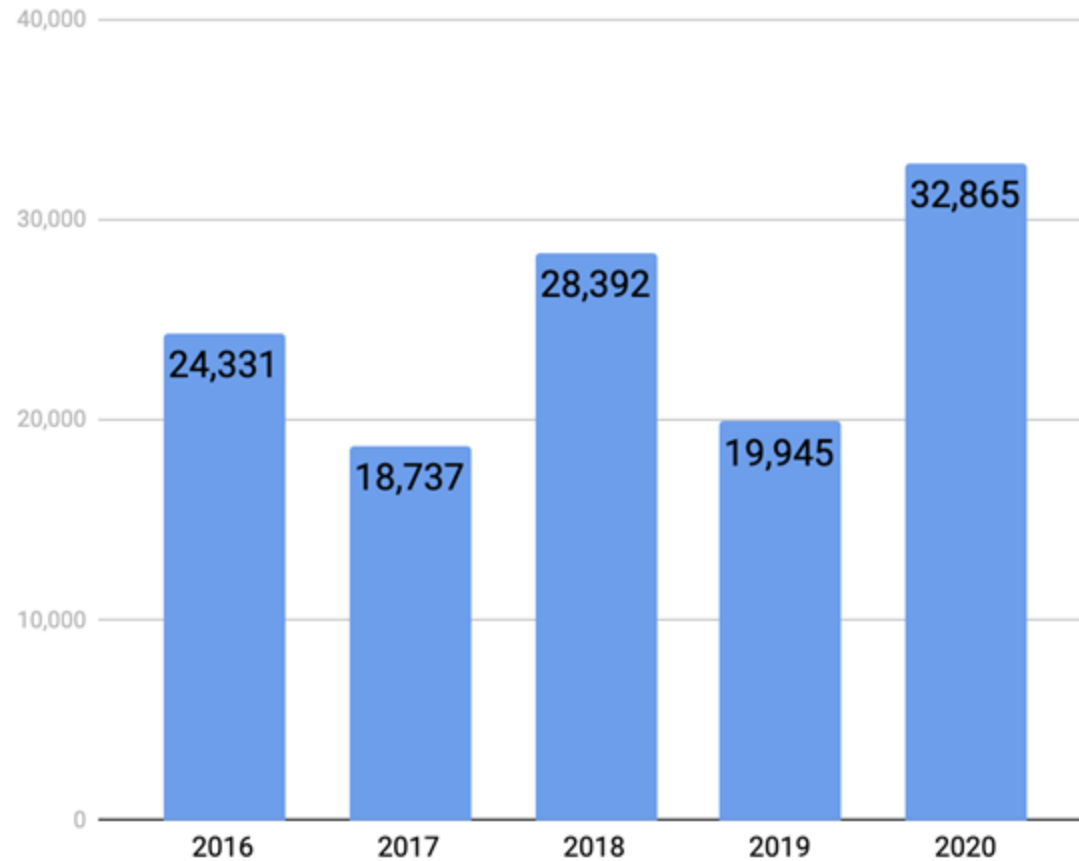


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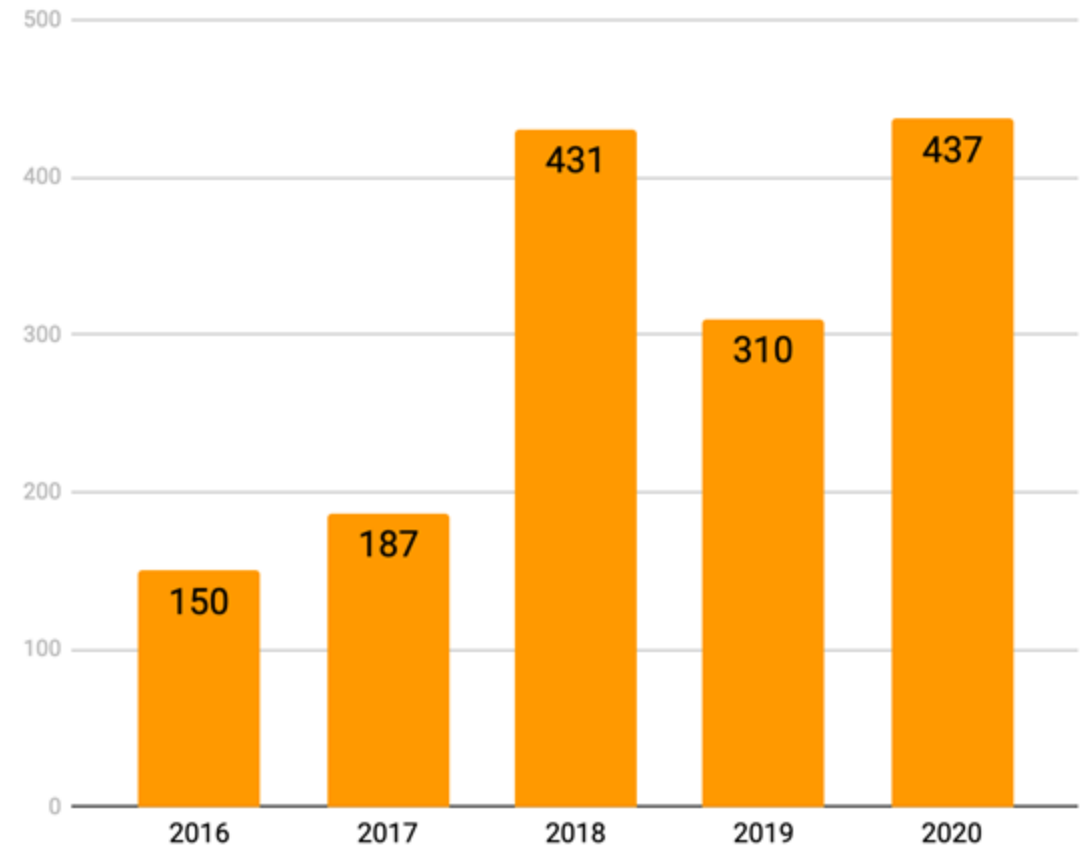
\$32,467 Raised **\$30,000** Goal **465** Donors

5 YEAR COMPARISON: DONOR VS DOLLAR

Total Donations in \$



Total Donors



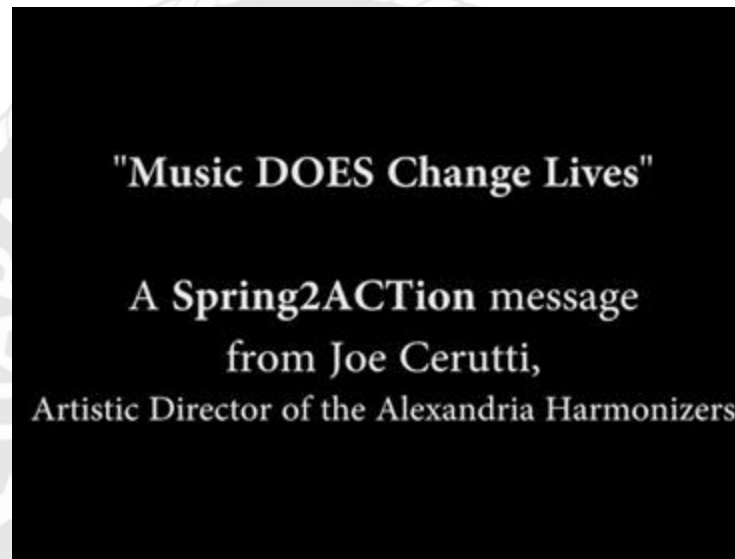
WHO/WHAT/WHY VIDEOS



WHO ARE WE?



WHAT DO WE DO?



WHY DONATE?

3-5 YEAR STRATEGIC PLAN

- step back from day-to-day ops
- create new goals/objectives
- target plan to achieve them
- develop new priorities
- establish future direction
- sharpen focus/min. distraction
- align membership mindset
- communicate your message
- engage community for help

Alexandria Harmonizers' Mission Statement:
"Enriching lives through vocal harmony in the greater DC area."



SUCCESS MEASUREMENT & EVALUATION

- How Do You Measure Success?
- What Are Your Measures of Success?
- How Do You Define Them?

| Measures of Success | Definition |
|----------------------------|---|
| Financial | Making a positive contribution to the financial health of the organization |
| Fellowship | Building friendship and camaraderie with within our organization |
| Improvement | Improving the artistic quality of the chorus and its members |
| Membership | Recruiting potential members of highest character and quality |
| Outreach | An activity creating awareness or providing a service to a community without access |
| Prestige | Promoting admiration experienced through the perception of achievement |

SUCCESS MEASUREMENT & EVALUATION

- What do you do that aligns to your Measures of Success?

| Measures of Success | Examples |
|---------------------|--|
| Financial | Holiday Show, Spring Show, Fall Show, Package Show, etc. |
| Fellowship | Afterglow, Presidents' Banquet, Heat Glow, Softball Game, Put Together Contest, etc. |
| Improvement | Rehearsal, Retreat, Coaching, PVI, Sectional, Contest, etc. |
| Membership | Guest Night, Open Audition, UMD Men's Invitational, etc. |
| Outreach | Youth Festival, Armed Forces Show, Veterans Day, Nursing Home, Wounded Warrior, Chorus Invitational |
| Prestige | Carnegie Hall, White House, Supreme Court, Kennedy Center Honors, International Trip, Strathmore, etc. |

SUCCESS MEASUREMENT & EVALUATION

- Clarify how you will specifically measure the outcomes?

| Measures of Success | Outcome Measurement |
|---------------------|---|
| Financial | What specific dollar amount is expected to be raised by participating in the event? |
| Fellowship | What specific ways do we expect to build a greater sense of friendship and camaraderie among our members? |
| Improvement | What specific artistic successes are expected by participating in this event? |
| Membership | What specific number of guests do we expect will come from participating in this event, ultimately showing an interest in potential membership? |
| Outreach | What specific need is being filled by participating in this event, and what is the specific community or audience being served? |
| Prestige | What specifically makes the event prestigious and how do we expect to leverage the experience to our benefit? |

- Answer question(s) for each activity depending on # of measures
- Evaluate their impact based on alignment to success measures
- Decide to intentionally continue, stop, modify each activity

SUCCESS MEASUREMENT & EVALUATION

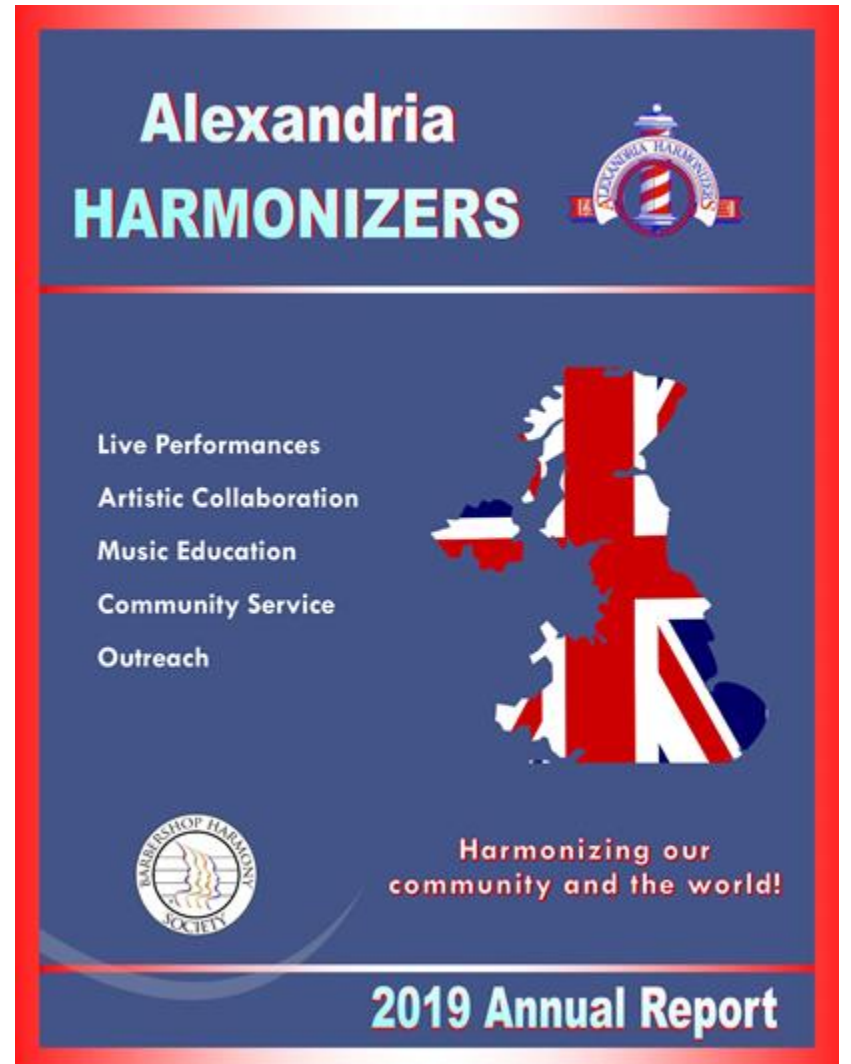
- What are the impacts based on those outcomes?

| Event | Outcome(s) | Impact(s) |
|------------------------------|---|-----------|
| Rehearsals | We meet weekly to improve the consistency of our fundamental/technical skills, while we strive to enhance the artists | |
| Coaching Sessions | We invite subject matter specialists to educate and advise the chorus to higher levels of performance and artistry by | |
| Presidents' Banquet | We celebrate our accomplishments of the previous year, and all of the important people that helped us by honoring | |
| Whiffenpoof Show | We raise approximately \$5,000 by producing this event. We recruit and retain at least one new singer for at least 12 | |
| UMD Men's Invitational | We recruit and retain at least one new singer for at least 12 months from participating in this event. We present high | |
| IMC National Conference Show | We present high quality barbershop harmony to an audience of male singers and male choral ensembles from across | |
| Strathmore - Iron and Coal | We raise approximately \$5,000 (net) from participating in this event. We forge relationships with a prominent perform | |
| Retreat | We invite subject matter specialists to an immersive weekend of education and coaching to advise the chorus to hig | |
| Orlando Convention | We compete against choruses from around the world in a culmination of months of coaching and rehearsing with the | |
| 70th Anniversary Show | We raise approximately \$15,000 (net) from the production of this event. | |
| Youth Festival | We produce a one-day festival that educates local students about a cappella harmony. | |
| Singing Valentines | We deliver the gift of song to city offices, schools, retirement homes and local businesses, free of charge. | |
| Spring2Action | We raise approximately \$20,000 by participating in this event. | |
| ASBC Choral Invitational | We bring a variety of local choral arts organizations together to share their joy of singing various styles of music with | |
| Holiday Show | We raise approximately \$12,000 (net) from the production of this event. | |
| Pub Crawl | We surprise tourists and local patrons of restaurants and businesses within our community with impromptu performan | |
| Aca-Challenge | We raise approximately \$5,000 (net) from the production of this event. We recruit and retain at least one new singer | |
| Sectionals | We meet, approximately quarterly, outside of our usual rehearsal time to hone our skills in smaller groups and sectio | |
| Dog Days | We perform for and with a collection of local barbershop chapters for a long standing tradition of harmony and fellow | |




ANNUAL REPORT - TELL YOUR STORY

- comprehensive look at preceding year
- summarize achievements
- increase confidence in membership
- establish interest from community
- garner support from donor base
- support/legitimize grant applications
- compare Y2Y - build your story/legacy
- start small, ask for help



ANNUAL REPORT

A Note from Our Director



Joe Cerutti, Jr.
Artistic Director

Abstract

Joe earned a Bachelor of Music in Music Education and Joint Commercial Music from Penn State College and a Master of Music in Choral Conducting from Boston University.

He is a lifetime member of the Barbershop Harmony Society (BHS), a choral member of the National Collegiate Choral Organization, and holds memberships in the American Choral Directors Association, the National Association for Music Education, International Men's Chorus and Chorus America. He has served as judge, faculty, and clinician for several choral festivals and conductor-in-residence around the world. He served on the BHS Board of Directors in 2012-2013 and is currently on staff with the Barbershop Harmony Society as the Director of Outreach.

Since 2007, Joe has been the Artistic Director of the Alexandria Harmonizers. He is a vocal music judge in the BHS and one of only three people to earn the title of "Master Director" in both Barbershop Harmony and the BHS.

"Music can change the world because it can change people." — Bono

This may be one of the more unusual "annual" reports that you will ever see - because it actually covers only the first eight months of 2023. The reason has to do with our shifting our fiscal year from the calendar year to September 1 - August 31. But this is more than a mere bookkeeping adjustment. Most arts groups use an offset fiscal year to help them plan for and accommodate the surge in activity and fundraising that typically occurs over the holidays. Making this change is one more step in our ongoing transformation from traditional barbershop chorus to contemporary choral arts organization. I promise we will be back to receive month reports next year!

But although this was a short "year," it was an eventful one. Two experiences in particular highlight for me the power of music to bridge international and cultural divides. In March we were preparing to host a long-planned performance with a visiting chorus from Christchurch New Zealand when that community was struck by the horrific terrorist shootings of two mosques. We quickly converted the performance into a benefit to raise funds for the survivors of that tragedy. The New Zealand ambassador to the United States attended and spoke at the event, as did representatives of our local Muslim community. It was a moving evening of love and support that demonstrated the power of music to heal and bring us together.

In August we brought our music to the U.K. and saw, once again, the power of harmony to bring different people and cultures together. Our performance to a capacity crowd at the Edinburgh Fringe Festival, the largest arts festival in the world, was one for the history books, and we also had a wonderful time sharing the stage with a British barbershop chorus in Stockport, England. But when I think of the impact our music can have, I often think of the reception following our performance in Alexandria's "sister city" of Dundee, Scotland, when one of our local hosts exclaimed, in a thick Scottish accent, "We've never heard anything like this before!"

The Alexandria Harmonizers truly believe in the power of music to change lives, to bridge divides, and to speak to the soul when words fail. Our experiences prove this is true. Thank you for your friendship and support as we continue on this journey together.

Harmonizing our Community and the World Page 1

MESSAGE FROM DIRECTOR

Our AH Inc. President
Bruce Reehm



Abstract

Have you ever had the "A-Ha" moment? I had one in 2007 after 20 years of active service. It is a powerful feeling, a moment of clarity, a moment of realization. It is a moment when you realize that you are not just a member of an organization, but a part of something much greater.

In January 2009, I was honored to become the President of Alexandria Harmonizers, Inc. (AHI). The Board of Directors consists of nine community and Harmonizer members. Its primary function is to focus on the long-term strategic planning for the chorus, especially with respect to developing resources and providing stewardship in support of the Harmonizers' mission of "Enriching lives through vocal harmony in the greater DC area." Since AHI's inception, we have seen donation revenues quintuple and the pursuit of grants triple! During this shortened fiscal year, we set a course to purchase a replacement Harmonizer cargo truck and to work with external consultants to help improve our marketing, development, and branding efforts. Your continued support and dedication to the Alexandria Harmonizers help us bring the power of singing, music, and performance to many diverse audiences. We concluded another exciting year with over 15 programs and performances to entertain, educate, and enrich lives through excellence in a cappella harmony. From local to global, we have had the pleasure to perform with choruses from New Zealand and Great Britain, raise funds for local charities, and entertain audiences throughout the United Kingdom, to include the well-known Fringe Festival in Edinburgh, Scotland, as well as the national capital region.

On behalf of AHI, I hope you enjoy our Annual Report. Further, I hope that we can count on your support as we further elevate the Alexandria Harmonizers and share "Breathless Moments" that afford exceptional and heart-a-cappella music to transform an audience and the singers, making the world better.

"I am convinced that music, the phonetic bridge between hearts..."
— Bruce Reehm

Our BHS Chapter President
Shawn Tallant



Abstract

Recent months have been exciting, busy, and rewarding. It is a privilege to be part of something so meaningful and impactful. We have achieved many milestones and are looking forward to continuing our journey together.

2019 was another great year for the Harmonizers who, with a sure belief that if more people would simply come together to sing a song, there just might be a bit less strife in our world. As a main event, the chorus traveled to England and Scotland for performances in Stockport, UK with the British Association of Barbershop Singers, Catterthorn Choral, to Dundee, Scotland, performing for the Alexandria VA Sister City Community, and then to Edinburgh, Scotland - performing at the magnificent St. Giles Cathedral as part of the International Fringe Festival. Then - back to the USA as we prepared for the for the Harmonizers' mega fall show, The Crusade of Life, at the Schlesinger Concert Hall. Along the way, we performed in many local shows/community events to include joining the Yale Whiffenpoofs at the National Masonic Temple, then joining forces with the Alexandria Singers to host Vocal Collective from Christchurch, New Zealand at the Masonic Temple as a tribute and act of support for the victims of the terrorist act in NZ.

The Harmonizers believe that a cappella music should be a joy to sing and to hear! And, if masterfully produced, that a premier a cappella concert is one that appeals to people of many different backgrounds who have never been together before and create a joyful and meaningful experience. It is my hope that after reviewing our Annual Report you will be left with a sense of wonder at what we do and what we bring to our community. From there, I hope you take the opportunity to join us sometime for an evening of music - and - that you leave that experience filled with the joy of music and perhaps, with a little less strife in your life!

Harmonizing our Community and the World Page 2

MESSAGE FROM PRESIDENT(S)

About Us



Established June 1948 as a men's harmony club with just 19 enthusiastic members, the Alexandria Harmonizers are now a highly active non-profit music arts organization with a focus on performance excellence, artistic collaboration, music education in schools, and community outreach and service. This vibrant chapter of over 200 men specializes in a cappella harmony and has the flexibility of staging small ensembles of 4-12 singers, a mid-chorus of 25-45 singer, or a world-class chorus of 80-90 men. Over the last 4 decades, they have performed in dozens of cities across the U.S. and in Canada and have toured China, France, Germany, England, and Scotland. They are accustomed to performing at high-profile events in prestigious venues including the Kennedy Center, Carnegie Hall, Constitution Hall, Lincoln Theater, Independence Hall, and Wall Trap National Park for the Performing Arts, as well as the U.S. Capitol, U.S. Supreme Court, the White House for multiple presidents, Disneyland with Dick Van Dyke, and Strathmore Arts Center with Kristin Chenoweth. Internationally, they have performed at Notre Dame Cathedral de Chartres, the Cathedral of Kابل, the Great Wall of China, the Forbidden City Performance Hall, the Temple of Heaven Park, the Normandy American Cemeteries and Memorial, and the St. Giles Cathedral during the Edinburgh Fringe Festival.

The Harmonizers are members of several choral associations including Chorus America, the Contemporary A Cappella Society of America, and the Barbershop Harmony Society. They perform regularly throughout the region. They have collaborated with numerous local performance arts organizations including Strathmore, Kennedy Center Honor, Gay Men's Chorus of Washington, Pride of Baltimore Chorus, Washington Men's Chorus, and the Alfred Street Baptist Church Men's Choir.

FY19 Activities & Performances

- Yale Whiffenpoofs Show
- Singing Valentines
- Spring Show Fundraiser for Christchurch New Zealand
- Pop Chorus with the Alexandria Singers
- Youth Harmony Festival
- Spring2ACTION
- Supreme Court Historical Society
- Stockport England Concert
- Dundee Scotland Concert
- Edinburgh Scotland Fringe Festival Concert at St. Giles Cathedral
- Annual "Dog Days" Celebration in Manassas

Harmonizing our Community and the World Page 3

ABOUT US

ANNUAL REPORT

Performance and Outreach Tour of England and Scotland



The Harmonizers enjoyed a highly successful musical tour of the United Kingdom from August 2nd through August 12th, 2019, bringing their new "Circle of Life" repertoire to England and Scotland while performing in numerous venues including the 1000-year old St. Giles Cathedral in Edinburgh during the famed Fringe Festival.



On August 8th the Harmonizers assembled in **Stockport, England** at the town hall to present an afternoon "master class" on vocal production and choral rehearsal practices, conducted by director Joe Cerutti and associate director Tony Colosimo. The class was well-attended by members of the **Comotown Chorus**, the current British Association of Barber-shop Singers (BABS) gold medal chorus, as well as spouses and interested local citizens. That evening, the Harmonizers gave a benefit concert with the **Comotown Chorus**. Their chorus performed the first half of the concert and demonstrated the quality that has won them several BABS gold medals. After intermission, the Harmonizers took the stage, and delivered the entire "Circle of Life" show in a fashion that justified their international reputation. As a send-off to the audience the two choruses came together on the risers to sing "I'm the Music Man."

On August 9th, the group again hit the road for a rocky bus ride to Alexandria Virginia's "sister city," **Dundee** which is the fourth largest city in Scotland and is situated along the River Tay in the eastern central lowlands. Officially chartered in the late 12th century, modern Dundee is a booming community full of diverse citizens, business, and the arts – very similar to Alexandria. That evening, the Harmonizer gave a benefit concert. Following the concert, Harmonizer BHS chapter president Shawn Tallant presented the Lord Provost (mayor) of Dundee with a proclamation from the Mayor of Alexandria proclaiming August 9, 2019 to be "**Alexandria-Dundee Kinship Day**." The **Alexandria, VA Sister Cities Committee** wrote, "What ambassadors for our City—the Alexandria Harmonizers."

From the *Alexandria Times*, August 8, 2019 (by Heather Hartzell):
 "Cerutti sold the Alexandria Harmonizers' participation in Edinburgh Festival Fringe is unusual. "Barbershop harmony ... [is] one of the very few forms of music that is truly indigenous to America, and you don't see it at things like European fringe festivals," Cerutti said. "So if there's anything we were excited about doing, it's really representing American music." After locking down a spot in the Edinburgh Festival Fringe, the Harmonizers decided to include a stop in Dundee on their tour of the U.K. "It just happened to be that nearby [Edinburgh] was Alexandria's sister city, Dundee," Cerutti said. "And that's what caused us to say, 'Wouldn't this be a cool thing if we not only went and did [the festival], but we were and did something on behalf of Alexandria as well?'" The concert also included performances by soloist Brooke Coventry, the Dundee Gaelic Choir, and the Monica McCormick Irish Dancers. While in the UK, they will offer a workshop with the Comotown Chorus of Bolton, England."

Bringing Music to Our Community

For over 71 years, the Harmonizers have been committed to having our musical and performance craft so that we can offer high-quality entertainment anywhere in the world, but particularly throughout the Washington metro area and in our own hometown of Alexandria. We do this by producing several major shows a year, hosting famed music groups, providing music education to our youth, and doing a variety of public performances with our quartets, small ensembles, and the full chorus. Our musical outreach touches the lives of thousands of area residents with music and education, which is our way of giving back to our community.

The Yale Whiffenpoofs

On February 9th, and for the third year in a row, the Harmonizers were proud to feature the most famous glee-club style a cappella group in the world — the amazing **Yale Whiffenpoofs**. Founded in 1909 at Yale University, they are the oldest group of its kind in the United States. Composed of senior students who compete for just 14 spots, they spend a year touring around the world giving concerts. Notable alumni include Cole Porter, Princeton Bush (father and grandfather of two U.S. Presidents), and Michael Blume.



The auditorium of the historic George Washington Masonic Memorial in Alexandria was standing room only as the Harmonizers warmed up the crowd with a set and then our guests delighted everyone with their amazing harmonies and humor. Many local Yale alumni were in attendance including Whiffenpoof alumni who joined in to sing their well-known finale, "The Whiffenpoof Song".

Singing Valentines

Our annual **Singing Valentines Program** was a great success with numerous quartets making free appearances throughout the Alexandria, Del Ray, and Northern Virginia community to the surprise and delight of the recipients and their families and co-workers. In addition to performing at senior centers, convalescent homes, adult recreation facilities, and restaurants, we even made a special trip to serenade the Mayor of Alexandria, Allison Silberberg.

Supreme Court Historical Society

On June 2nd, the Harmonizers made their 10th appearance at the Supreme Court building in Washington, D.C. for a high-profile performance during the **Supreme Court Historical Society's Annual Dinner**. As usual, this black tie and gowned affair in the Great Hall was replete with dignitaries including many of the justices. For the first time, the entire room was at full attention for our "Circle of Life" finale and then rose spontaneously in appreciation. An ovation of this kind is said to be "uncommon" among performers for this prestigious group.



Youth Harmony Education

In-school Workshops

For the 3rd consecutive year, the Harmonizers brought in a fantastic quartet of singers and clinicians from Florida — **Signature**, the 2018 International Quartet Champions of the Barbershop Harmony Society. During their 3 days in the Washington area they visited 10 schools and gave workshops to over 2,000 students.



2019 Youth Harmony Festival

In early April under the coordination of the Harmonizers' Education Director Sheryl Berlin (a retired music educator), our annual **Youth Harmony Festival** brought together 100 students from 12 schools including the City of Alexandria, Montgomery Co., Frederick Co., Prince William Co., Fairfax Co., and home-schooled from Baltimore. The youth, ranging from 6th to 12th grade, actively participated in a day-long vocal and visual workshop in a cappella harmony. Harmonizers' Associate Director and music educator **Anthony Colosimo** served as emcee and clinician for the men's youth chorus. **Katie Taylor**, a choral director and music educator from NY, was the clinician for the women's youth chorus. In addition, we featured two extraordinary teaching quartets, **Signature** (2018 BHS International Quartet Champions from FL) and **Met Pussell** (2018 Sweet Adelines International Rising Star Quartet Champions and soon to become the 2019 Harmony Incorporated Queens of Harmony from GA and OH). As a special surprise, a high school quartet, the **Quin-Tones** (2019 BHS Next Generation Quartet Champions from NJ), joined us to help with the men's youth chorus.

Held at the Scottish Rite Temple in Alexandria, the Youth Harmony Festival culminated in a spectacular evening concert for the teachers, friends, and family of the students and featured the Harmonizers, our contemporary a cappella ensemble **TBD**, our 3 guest quartets, and the youth choruses (separately and combined). The festival has become a popular activity, particularly in a time when arts education has all but vanished from many school curricula. The Harmonizers are proud, and feel a compelling responsibility, to help fill the gaps and provide musical learning opportunities for young people in and around our community.



ANNUAL REPORT

Interactions With Other Community Chorus

The Barbershop Harmony community in the Washington-metro area is quite large with over a dozen Barbershop Harmony Society (BHS), Sweet Adelines International, and Harmony Inc. chapters in Northern Virginia alone. The Harmonizers feel a strong responsibility to be role models and contributing citizens in this arena as well. We do this in a variety of ways including, for example, serving as leaders and committee members for the Mid-Atlantic District level of the BHS. The current District President, Executive Vice President, Treasurer, Division VP for Financial Development, Assistant Secretary for Clearances, Endowment Chairman, Webmaster, Photographer, and Chief Information Officer are all members of the Harmonizers. In addition, we have one member on the BHS Board of Directors and another who is the BHS Director for Outreach. We also participate in a variety of joint activities including shows and conventions. For the last 40+ years, the Harmonizers have been the feature chorus during the annual "Dog Days in Manassas" barbershop social event hosted by the Bull Run Troubadours chorus where 5 local chapters and their quartets gather to perform for each other and for several hundred guests, and to enjoy an evening of camaraderie and song.



Fauquier County Chorus



Loudoun County Chorus



Fairfax Chorus



Mt. Vernon Chorus



Everyone joining with the Harmonizers for the finale

Our Quartet Ambassadors

It is no secret that small ensemble singing makes a large chorus better as a whole, and our chapter has many fine quartets — many who perform regularly throughout our community on local stages, in retirement homes and hospitals, and for civic organizations. And there are many foursomes who enjoy competition. In fact, over the past 50+ years our quartets have had tremendous success on the competition stage. We are proud to say that we have had 26 Mid-Atlantic Division Quartet Champions, 20 Mid-Atlantic District Quartet Champions, 4 Mid-Atlantic District Seniors Quartet Champions, 1 Mid-Atlantic Mixed Quartet Champion, 5 BHS International Quartet Top-5 Medallions, 5 BHS International Seniors Quartet Medallions including 1 champion, and 4 BHS International Collegiate Quartet Medallions including 1 champion. That legacy continued this year with numerous qualifiers to top-level competitions in the United States and Europe.



First Take
BHS International
Qualifiers



Better Together
BHS World
Mixed Quartet



Taylor Made
M-AD Central
Division Champs



Persuasion
M-AD Central Division
Seniors Champs



Silver Alert



Quicks of Art



Sixth Sense



Get It Together



Miss Otis Regrets



Breakfast Blend



Voices in My Head

Organization

Four years ago, we reported our bold step to grow beyond being a world renowned vocal performance group and become a highly-recognized and supportive arts organization in our local community. We reorganized our business model by establishing Alexandria Harmonizers, Inc. ("AH Inc.") and a dual board system of governance and chapter operations. Stemming from our innovations with the "Open Board Program" that has inspired other choruses in the Barbershop Harmony Society to open their leadership to non-chorus members including women, AH Inc. is our non-profit arm that supports the chorus' artistic and fundraising endeavors. While all specifically BHS activities such as contest and membership remain under the management of a smaller BHS Chapter Board, many other activities such as shows, fundraising, and public relations reside under the aegis of AH Inc., run by a combination of Harmonizers and Community Members (business professionals and expert outside supporters). This has streamlined and optimized what we do and how we do it, and is the foundation for everything we pursue as a thriving arts organization.

Dual Board Structure

BHS Chapter Board



AH Inc. Board



The two boards oversee an Operations Team of volunteers who take responsibility for the day-to-day management of the Harmonizers. The members of this Operations Team are appointed by the two Boards based on their respective jurisdictions, but the team works together under the coordination of a jointly-appointed Executive Director.

Operations Team

| Archivist | Communications | Membership |
|----------------------|----------------|------------|
| AH Inc. Finances | Contest | Operations |
| Artistic Director | Development | Shows |
| BHS Chapter Finances | Education | Volunteers |

COLLABORATIONS

QUARTETS

ORG STRUCTURE ¹³

ANNUAL REPORT

Finances

AH Inc. Budget

| 2019 REVENUE | |
|-----------------------------|------------------|
| Show Receipts | \$22,411 |
| Public Support (Donations) | \$37,370 |
| Grants | \$16,600 |
| Fundraising Item Sales | \$3,121 |
| Property Rental Revenue | \$300 |
| Youth Harmony Registrations | \$2,005 |
| Uniform Receipts | \$1,736 |
| TOTAL | \$166,237 |

| 2019 EXPENSES | |
|-----------------------------------|------------------|
| Show Expenses | \$15,965 |
| Musical Direction | \$29,706 |
| Rehearsal Site & Storage | \$14,077 |
| Education & Outreach | \$10,178 |
| Fundraising Item Purchases | \$5,637 |
| Coaching | \$7,350 |
| Music Program | \$3,320 |
| Marketing & PR | \$3,645 |
| Insurance | \$2,142 |
| Transportation | \$877 |
| Discount Fees & Sales Tax | \$331 |
| Administration & Finance Expenses | \$1,813 |
| TOTAL | \$149,101 |

Harmonizing our Community and the World Page 17

FINANCES

Our Generous Donors

We cannot say enough about our stalwart financial supporters and new friends who have through their generous contributions allowed us to continue our growth and expansion as a valued and contributing arts organization in the greater Washington area. These funds support youth harmony education programs, community outreach, public performances and many other activities and programs conducted by the Harmonizers throughout the year. Due to the shorter fiscal year, FY2019 offered fewer opportunities for expressions of public support to the Alexandria Harmonizers. We would like to thank our many donors who stepped up to support our mission of "enriching lives through vocal harmony".

EVENTS

City of Alexandria, Alexandria Commission for the Arts
Virginia Commission for the Arts
DONATIONS
\$3,000 - \$5,000
Kenneth & Rita Pepp
Harmony Foundation International

\$1,000 - \$2,999
Lee Berkman
Elizabeth & Lee Stenzel
Randall Elmer & Charis Elmer
Alex J. Newman
Rene Johnson & Susan Wilkins
Phyllis Rosenthal
R. Ross Kessler
Rene Ruel

\$500 - \$999
ACT for Alexandria
Charles F. Butler
Kathy Lewis
Thomas M. Reynolds

\$100 - \$499
Annette Kelly Foundation
Richard A. Kinkor
Gina Baker
David H. Robinson
Mark Brucke
Kathryn Carter
Julie Gault, Jr.
Clark Chesser
Jill & Andy Sigmond
WJ & Anne Beth Cox
Ray & Heather Engen
Dale & Pat Conroy

Jim Brinkhoff
David Beckwith
Jay & Sandy Robinson
Robert Faherty
Frank & Kitty Furbus
Loren Fuchs
Julie Fugard
Burt Friedman
Joseph George
Michael G. Shuman
Jeff & Lynda Walker
Georgeanna Jones & New York Older
Eve & Neale Washington
Kirk M. Jones
Earl Kaufmann
Martha Roberts
Wes & Janice Perry
Diana Khalil
Jim King
Jim Kilduff & Susan Lopez
Deanna McCarty
Jim & Lisa McMillan
Charles Mulvaney
Brian Miller
Elizabeth Mueller
Wes & Robin Weaver
Nancy De Bond
Heidi Pagan
Jack & Fay Price
Pam Clark
David Roberts
David Ryan
Robert C. Shuman
Julie Smith
Wesley & Robin Roberts
Ellen Swanson

Kathy Smith
Alex Schiller
Galen B. Schuman
Adam Shepard
Steve Smith
Kimberly Shreve
Wesley & Janice Tufant
Donald W. Tufant
Walter Ford & Beth
Bob & Peggy Wagner
Bob Webb & Sherry Ingram-Webb
Steve & Just White
Alan & Pat Wile
Marianne Wolf

\$100 - \$99
James Arnold
Julie Bell
Monica Bell
Brian Bannerman
Robert L. Archer
Jim Bergeron
Bob Borenstein & Janet Gorking
Linda Borenstein
Tara & Joe Busby
Walter Burns
Julie Buntington
Catherine Burns
Joseph Burns
James Burk
James E. Burns
John Cameron
Jane A. Carter

Steven Carter
Brenda Cook
Sean Cook
The Cook
Bill Coulford
Suzette Cox
Bill & Cory Danner
April Gault
James & Ann Gault, Sr.
Renee Gray
Bob Chondrich
Bea Doherty
Anthony Gaudin
Bill Galambos
Roberta Gasser
Mary Beth Gay
Ray Gay
Rene Gengen
Rene Gengen
Agnes P. Gerasimovich
Elizabeth de Grey
Patricia Green
Wes & Paul Green
Dore & Robin Green
Roberta Green
Barb Green
Linda Elmer
The Emery
Brian Fox
De & Ray Fox
Mike Fox
Howard Fox
Kara Fuchs

Harmonizing our Community and the World Page 15

DONOR BASE

Fundraising

While the Alexandria Harmonizers receive a portion of their income from paid performances, the great majority of our funds come from the generosity of donors and supporters—from major arts-supporting organizations to individual show patrons—who value the Harmonizers as a contributor to the Alexandria community as well as an internationally recognized barbershop chorus. We are enormously grateful for this financial support provided by the hundreds of donors which gives us the ability to bring the joy of singing to schools, senior homes, community festivals and formal concerts.

During FY2019, the Harmonizers also expanded our focus on communication with the large number of individuals who have contributed to our work, whether through volunteer effort or financial gifts. More than just expressing our appreciation for such support, the Harmonizers continuously work to convey to our supporters a range of programs that positively impact life in our community and promote harmony and understanding. Below are some of the programs we use to raise funds.

The Harmonizers are recipients of funds through the **Harmony Foundation International — Donor's Choice Program** where contributors to the Foundation can designate up to 30% of their financial gift to the Harmonizers. In addition, the Harmonizers have been recipients of grants through the **SING Grants Program** to support programs for community outreach and student music education including our in-school workshops and Youth Harmony Festival.

For the fourth year, the Harmonizers continued their participation in **Spring2Action**, an annual 24-hour day of giving to Alexandria charities through the local community foundation, **ACT for Alexandria**. We take advantage of this fundraising infrastructure by reaching out to our supporters each April who have risen to the challenge, demonstrating community support for our programs. This year, we earned nearly \$30,000 from donors. As part of the Spring2Action event, members of the chorus performed throughout the evening at **Virtus Feed & Goals** in Old Town Alexandria for hundreds of delighted patrons. The restaurant donated a generous share of their sales that evening to the Harmonizers.

The Harmonizers enrolled in the **AmazonSmile** funding raising program where Amazon donates a portion of eligible purchases to specified 501 (c)(3) charities. We encourage our members, family, friends, and patrons to designate the Harmonizer as their charity of choice. This is an easy and effortless way to supplement our budget with a small but steady stream of funds.

And, the Harmonizers earn money through the **ShopWithScrip** fund raising program where members and supporters can purchase physical or electronic gift cards from over 750 popular brands, from groceries to coffee to entertainment to gas, and the chapter receives rebates ranging from 1 to 16 percent.

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PHILANTHROPY

COMMUNITY BOARD MEMBERS

- a best practice of non-profit community choral arts organizations
- start small, eventually a “pay-to-play” commitment
- focus on key needs: fundraising, community influence, strategy
- create awareness, broaden network, garner support
- motivate membership and relieve membership of commitment
- consider surveying membership for possible candidates

ANNUAL DAY OF GIVING

- start small/slow
- focus on members
- broaden network
- social media
- matching challenge
- consider incentives



Alexandria Harmonizers
Enriching lives through vocal harmony in the greater DC area
Causes: Arts and Culture, Education, Youth

[DONATE](#) [FUNDRAISE](#)

108%

\$32,467 Raised \$30,000 Goal 465 Donors

QUESTIONS?



jcerutti@barbershop.org