



**Milwaukee
Children's Choir**
Building Noteworthy Character



2006-2007 Annual Report
November 16, 2007

Greetings from the
Milwaukee Children's Choir!

We are pleased to provide this report of MCC activities during the 2006-2007 season. It was another year focused on mission and vision, a year filled with learning, a strong performance season, and an economically sound fiscal period.

Background. Artistic Director Emily Crocker founded the Milwaukee Children's Choir (MCC) in 1994. She envisioned a choir that would serve Milwaukee youth through quality music education and please Milwaukee audiences through artistic excellence. MCC's mission—to provide exceptional choral music instruction and performance opportunities that foster creativity, personal expression and social growth—has taken MCC from a group of 35 musical novices simply wanting to sing to what it is today: a musical ensemble comprised of 400 singers, grades 1-12, singing in five distinct choir levels. Milwaukee Children's Choir began as a division of the Milwaukee Chamber Orchestra. In 2000 it became an independent 501(c)3 organization.

The Milwaukee Children's Choir is Southeastern Wisconsin's premiere children's choir. Its commitment to excellence leads to strong performance demand. MCC's senior choirs perform regularly with the area's finest musical ensembles. It is the children's choir of choice for the Milwaukee Symphony Orchestra, and each November MCC is featured in a world premiere with Present Music. Other 2006-2007 guest appearances included *Dave and Caroleing for Christmas* with John McGivern, *The Nutcracker* with Milwaukee Ballet, and Festival City Symphony's *Holiday Pajama Jamboree*. The Milwaukee Children's Choir also presents several concerts of its own each year. Each concert has a theme carried out with musical selections guaranteed not only to please audiences but also to teach choir members.



The Milwaukee Children's Choir has demonstrated a strong commitment to urban at-risk youth and diversity. It has choir sites throughout the Milwaukee Metropolitan area, including underserved urban areas. MCC's diversity adds richness to its programming, enhances its educational value, and has led Wisconsin's arts community to recognize MCC as an institution leading the way to diversification.

Milwaukee Children's Choir

158 North Broadway, Milwaukee, WI 53217

www.milwaukeechildrenschoir.org • mcc@milwaukeechildrenschoir.org

Phone 414-221-7040 • Fax 414-221-7041

Our 2006-2007 Year:

A year filled with learning. During 2006-2007 MCC offered choral music instruction to more than 400 children from first through twelfth grade. Choir members sang in five distinct choir levels: Prelude (beginners grades 1-3), Concert (advanced beginners grades 4-8), Cantorei (advanced treble grades 4-9), Chamber Cantorei (professional quality treble grades 6-12), and Youth Chorale (advanced SATB grades 9-12).

*"The most amazing
experience of
my life!"*

MCC choir
member

MCC operated on a satellite system, with 12 rehearsal sites. All choirs rehearsed after school or in the evening in schools, community centers and churches. Lower choir levels rehearsed in split rehearsals at various locations throughout greater Milwaukee. Prelude and Concert Choir sites included: Rawson Street School, Trinity Church, Mount Carmel Lutheran Church, Mequon United Methodist Church, Lake Bluff School, Lloyd Street School, Fitzsimonds Boys & Girls Club, and St. Marcus School. Senior choirs rehearsed at the Milwaukee Youth Arts Center. Throughout the year joint rehearsals and performances occurred, where all choir members gathered as one.

The season contained 32 weeks of choral instruction as well as extra performance rehearsals and the performances themselves. Rehearsals introduced children to music theory skills and taught sight-reading, musical development skills and performance practice. Foundation elements were built into each rehearsal in the style that best suited the director and the age group. Insights were provided into the backgrounds of composers, the history of the compositions, and the impetus or inspiration behind pieces when appropriate. This helped bring the music alive for the children.

Repertoire was drawn from the classical masters, from more contemporary choral masters, and from diverse cultures and a wide variety of musical styles including classical, popular, folk, and patriotic music. Music instruction was based on recognized musical principles:

- Elements of Music: Rhythm, Melody, Harmony, Dynamics, Form, and Style
- Musical Skills: Singing, Theory, Sight-reading, and Listening
- Vocal Development: Posture, Breath Control, Tone Production, and Diction

"MCC was one of the most influential experiences I've had. I started singing with MCC in second grade and continued for ten years. I had the privilege of learning how to sing, read music, and perform with great conductors, and had the opportunity to perform around the U.S. and in Europe. Today I live in the area and sing with the Milwaukee Symphony Chorus. I compose music for a marketing company and teach children and adults how to sing and perform. Thank you MCC, for your dedication and the hard work you do for children who believe that music is the window to the soul!"

Josh Pope, MCC alumni

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A strong performance season.

In 2006-2007 our singers performed more than 40 times in the aggregate. We were in public places and private places, and provided our youth with fabulous performance opportunities and provided the community with incredible singing. We also had an international tour: Youth Chorale members traveled to Toronto for a choir festival.

Our choir demographics. More than 400 youth were enrolled, from six counties and 163 area schools. They came from family farms and dense urban areas and everywhere in between. We also had stronger ethnic/racial diversity than in prior years, with 25% of our youth being “children of color”, primarily African-American and Asian. We increased our economic diversity as well: 25% of our youth were eligible for and received some form of financial aid. (NOT necessarily the same 25% youth listed for ethnic/racial diversity—the statistics are only coincidentally both 25%).

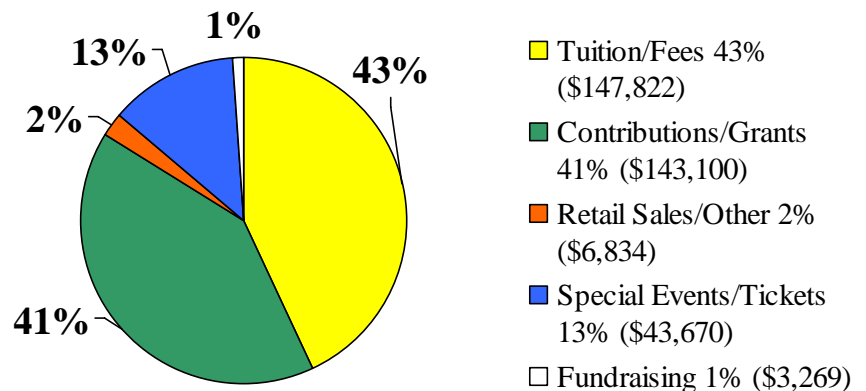
2006-2007 Performance Season:

- ♪ *Carmina Burana* with Milwaukee Symphony Orchestra;
- ♪ Justinian Society of Lawyers Columbus Day Banquet;
- ♪ Big Brothers Big Sisters Gala: *One Matters*;
- ♪ Present Music’s *Thanksgiving Concert*;
- ♪ *Holiday Pajama Jamboree* with Festival City Symphony;
- ♪ U.S. Marine Corps *Toys for Tots Breakfast with Santa*;
- ♪ *December in Our Town* (MCC’s holiday concert);
- ♪ *Dave and Caroleing for Christmas* with John McGivern;
- ♪ *The Nutcracker* with Milwaukee Ballet;
- ♪ *Shakespeare and Love* (MCC’s mid-year concert);
- ♪ American Heart Association Gala: *Young at Heart*;
- ♪ Milwaukee Symphony Orchestra *ACE Concert*;
- ♪ *Carmina Burana* with Master Singers of Milwaukee;
- ♪ UPAF Kick-Off at Northwestern Mutual;
- ♪ *Bloom* with the NYC’s Steven Petronio Dance Company;
- ♪ *Milwaukee Youth Music Celebration* with MYSO;
- ♪ Milwaukee Wave Game;
- ♪ *Roots and Wings 2007* with John Jacobson;
- ♪ MYC Tour – Toronto International Choral Festival;
- ♪ Metroparent’s *Kidsfest*;
- ♪ Rockwell Automation’s Spaghetti Dinner;
- ♪ Milwaukee Brewers Game;
- ♪ *The Lighter Side of Spring* (MCC spring concert);
- ♪ Villa Terrace *Renaissance Garden Opening*;
- ♪ Motorcycle Rally at the VA grounds.

Our financial year. Our fiscal year ended June 30 with a sizable surplus, primarily because of an unexpected (and one-time) major gift and open staff positions. Our operations have grown quickly since we became an official nonprofit corporation in 2000. Growth is change, and change is exciting but sometimes challenging. We are especially grateful to begin our 2007-2008 performance season in a strong financial position.

Where MCC’s money came from.

MCC’s total income in 2006-2007 was \$344,695 (figures from audited financials). This chart reflects sources of income:



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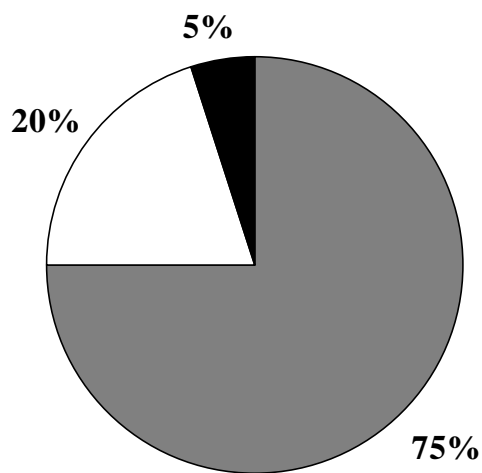
Only 43% of MCC's income came from tuition and fees. Another 15% came from ticket and other sales. Tuition and ticket prices are intentionally set well below cost, in order to keep finances from becoming a barrier to participation. Because of this, MCC relies heavily on donations to support its programming. At the end of this report you will find a list of MCC's 2006-2007 donors.

We estimate that during 2006-2007, MCC also benefitted from more than 3600 hours of volunteer support, which national standards value at more than \$60,000.

Where MCC's money went.

MCC's expenses in 2006-2007 were \$308,662 (figures from audited financials). Funds were spent as follows:

- **Programs 75%**
(\$230,998)
- **Administration 20%**
(\$62,970)
- **Fundraising 5%**
(\$14,694)



Outreach in Milwaukee's Central City:

Since our founding, MCC's goal has been to represent the entire Milwaukee metropolitan area. We want to reflect *all* of Milwaukee's youth. We have also watched as music programs in Milwaukee's public schools suffered from funding cuts, leading to struggling or non-existent music programs in some of our schools.

Several years ago MCC launched a serious outreach effort to Milwaukee's poorest children. We began with young children at the Fitzsimonds Boys & Girls Club in Milwaukee's Metcalfe Park neighborhood. Soon thereafter we added an after school program at Lloyd Street School. As the children in these programs matured we opened a Concert Choir site with a focus on MPS and other city youth.

Each of these sites is integrated into our entire program. You visibly see this at our concerts: our younger choirs continue to grow in diversity. Our mission is to continue this trend with our more senior choirs.

Three core beliefs led to and continue this outreach:

- We believe we have an obligation to reach out to children in communities that suffer economically, bringing an otherwise unattainable program to them.
- We believe that everyone in the MCC family benefits from diversity. MCC members benefit from learning and performing diverse repertoire; they also benefit from exposure to people "unlike" themselves.
- We believe our metropolitan area needs and deserves a Milwaukee Children's Choir that reflects *all* of its youth.

We are fortunate—through generous support from area foundations as well as MCC parents and community members who give to our Annual Fund, this outreach is possible.

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Staff. MCC staff members are qualified, bright, and caring individuals. They work as a team to ensure that appropriate human and organizational resources are available for MCC's use. Our founder Emily Crocker remains our Artistic Director. We have several long-standing artistic staff members, including Charyl Granatella, who has been a director since MCC began in 1994. Our administration is led by Deborah Patel, and operations are managed by Paula Bell.

Governance. We are fortunate to have an active and balanced board of directors who are talented, dedicated, and very engaged. Our board members represent MCC parents, members of the performing arts industry and teaching profession, local corporations and caring volunteers. Board members take their responsibilities seriously: they attend monthly board meetings, they review MCC's financial statements at each meeting, and they serve on committees. Our finances are audited each year. We are in the middle of strategic planning, which will direct our future for the next several years and beyond. It is exciting work, and you will be hearing more about it as we move forward.

We hope to see you in 2007-2008!

Sincerely,



Peter Gardner
MCC Board Chair

Emily Crocker
Artistic Director

Deborah Patel
Executive Director

Milwaukee Children's Choir Board of Directors 2006-2007:

Priya Barnes (Creatonomy Inc.), Beth M. Berger (Northwestern Mutual), Walt Boyer (Music Specialist Atwater School), Marilyn Bugenhagen (Marion College), Christine Burgener (Milwaukee Symphony Orchestra), David Dorgan (Rockwell Automation), Peter Gardner (private investments), Sharon Hansen (Director of Choral Activities UWM); Dave Jansson (business consultant); Kathryn Kaminsky (Deloitte & Touche, LLP), Paul Lucey (Michael Best and Friedrich), Donna Mitchell (retired music educator/ community volunteer), Thomas Mitchell (retired science educator/community volunteer), Verona Morgan (retired executive/community volunteer), Patrick Murphy (Godfrey & Kahn S.C.), Robert Sholl (Reinhart Boerner Van Duren S.C.), and Robert Venable (Robert W. Baird & Co.).



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Milwaukee Children's Choir could not survive without support from the following generous donors. This list reflects gifts received at Milwaukee Children's Choir between July 1, 2006 and June 30, 2007.

Donations \$20,000 and over

Greater Milwaukee
Foundation (Bright Futures
Milwaukee, J.C. and H.
Cleaver Fund, and
Gerda Smith Fund)
Lakeview Foundation

Donations \$10,000 to \$19,999

United Performing Arts Fund
State of Wisconsin
(Wisconsin Arts Board)

Donations \$5,000 to \$9,999

Helen Bader Foundation
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Keith Mardak
City of Milwaukee
(Milwaukee Arts Board)
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Donations \$1,000 to \$4,999

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Peter and Peg Randall Gardner
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Jamshed and Deborah Patel
Robert and Ellen Venable

Donations \$500 to \$999

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Susan Horner Bruno
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Imre and Nancy Dancs
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Dal and Jackie Drummer
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Joseph and Karenlee
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Jim and Marianne LeTart

Donations to \$99 (cont.)

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