



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



2007-2008 Annual Report (released February 2009)

We are the Milwaukee Children's Choir!

We are pleased to provide this report of Milwaukee Children's Choir (MCC) activities during the 2007/8 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.

History. The Milwaukee Children's Choir began in 1994 as part of the Milwaukee Chamber Orchestra. Founder and Artistic Director Emily Crocker envisioned a choir that would serve Milwaukee youth through quality music education and please Milwaukee audiences through artistic excellence. Ms. Crocker began with 35 musical novices simply wanting to sing. In 2000 MCC became an independent 501(c) 3 nonprofit organization. Today MCC has hundreds of singers and is considered a "highly skilled and essential musical resource" in Milwaukee (Tom Strini, Milwaukee Journal Sentinel, December 20, 2008).

During 2007/8 our families
said MCC

*...creates a "team" of singers, working
together toward a common goal;*

*...has passionate and child-centered
staff;*

...provides a social aspect of belonging;

...is welcoming;

...gives a sense of pride in self;

*...provides exposure to people unlike
you – singers from all walks of life –
different perspectives teach how to
interact with all sorts of people;*

*...presents members with performance
opportunities otherwise not available
to children;*

*...provides the "best introduction to
music I've ever seen."*

Survey results May 2008

2007/8 – A year filled with learning. Each year MCC dedicates itself to building an education and performance season that enriches the artistic, cultural and educational environment of the greater Milwaukee community and beyond. The youth rehearse at one of 13 rehearsal sites while participating in one of five choir levels: Prelude (grades 1-3), Concert (grades 4-8), Cantorei (grades 4-9), Chamber Cantorei (grades 6-12 treble) and the Milwaukee Youth Chorale (grades 9-12). At the junior choir levels, rehearsal sites are located throughout the greater metropolitan area. As members matriculate to more senior choirs, rehearsal activity occurs at the Milwaukee Youth Arts Center. All choir levels are directed by well-qualified arts educators / conductors passionate about their work.

Our program is designed to provide a rewarding experience for each child. Instruction is child-centered and age appropriate. Choirs rehearse after school and evenings weekly throughout the school year.

Milwaukee Children's Choir

158 North Broadway, Milwaukee, WI 53202

www.milwaukeechildrenschoir.org • mcc@milwaukeechildrenschoir.org

Phone 414-221-7040 • Fax 414-221-7041

The 2007/8 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

Teaching through performance. All rehearsals lead to performance. During 2007/8 MCC members from the various choir levels appeared in more than 50 performances. We estimate that through these performances we reached 52,420 audience members.

Four performances were concerts produced by MCC. Each concert had a theme carried out with musical selections guaranteed not only to educate and inspire audiences but also to motivate and develop the young musicians in the choir. Themes covered in the 2007/8 season included the Civil Rights movement (January 2008, with guest artists The Heritage Chorale), “Bugz” in the Garden (April 2008 with composer/choreographer John Jacobson), and Exploration, Dreaming and Discovery (May 2008).

MCC’s other performances were guest appearances and community outreach. We were also featured in a holiday television special.

A complete performance list from 2007/8 is listed in the text box on the right.

- 2007-2008 Performance Season:
- ♪ Rhapsody Prague Children’s Music Festival (European tour)
 - ♪ Betty Brinn Children’s Museum
 - ♪ Milwaukee Brewers Game
 - ♪ Workshop with Henry Leck (Madison)
 - ♪ Justinian Society of Lawyers Columbus Day Banquet
 - ♪ Present Music’s *Thanksgiving Concert*
 - ♪ *Holiday Pajama Jamboree* with Festival City Symphony
 - ♪ U.S. Marine Corps *Toys for Tots Breakfast* with Santa
 - ♪ *Holiday Gifts* (produced by MCC)
 - ♪ Morning Blend appearance (Channel 6)
 - ♪ MSO *Holiday Pops*
 - ♪ *Season to Celebrate* (Channel 12 holiday special)
 - ♪ Caroling at Schwartz Bookshops
 - ♪ Michael Pink’s *The Nutcracker* with Milwaukee Ballet
 - ♪ Performances for UPAF activities
 - ♪ Caroling for Caroline Kennedy at the Public Library
 - ♪ Caroling at Discovery World and First Stage
 - ♪ Milwaukee Bucks Game
 - ♪ *Jubilate – Lift Every Voice!* (produced by MCC)
 - ♪ Milwaukee-Harmony Masonic Lodge
 - ♪ *Midsummer Night’s Dream* with Milwaukee Ballet
 - ♪ Milwaukee Symphony Orchestra *Ace Concert*
 - ♪ Appleton Boys’ Choir visit
 - ♪ *Milwaukee Youth Music Celebration* (with MYSO)
 - ♪ Milwaukee Wave Game
 - ♪ *Movin’ and Groovin’* with John Jacobson (*Bugz*)
 - ♪ *Music Touches Lives* (MENC at Milwaukee Theatre)
 - ♪ Junior Achievement Gala
 - ♪ St. Catherine of Alexandria community concert
 - ♪ Mount Carmel Lutheran Church (with Iowa choir)
 - ♪ *Explore, Dream, Discover* (produced by MCC)
 - ♪ Milwaukee Catholic Home
 - ♪ *Bugz in the Garden* (Boerner Botanical Gardens)
 - ♪ MYAC Summer Camp (for selected MPS students)

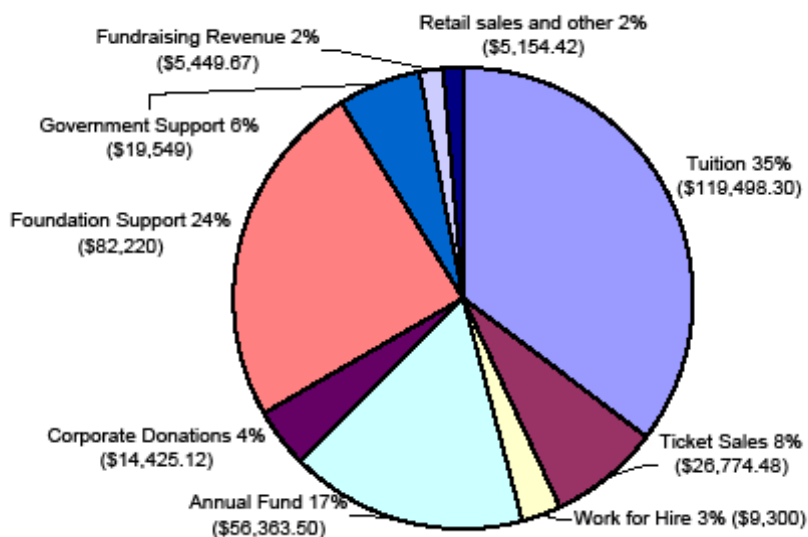
New in 2007/8 -- "Caroling Crew"
 Because of the demand for voices of children during December, and because each year fewer children know traditional holiday carols, in the fall of 2007 MCC members were invited to join "crews" of carolers sent out into the community. Membership was optional. Caroling Crew was presented and executed not as a religious holiday experience but rather as a way to meet community needs and maintain a piece of American heritage. The response was overwhelming, with 150 singers participating.

During 2007/8 we served as informal Milwaukee ambassadors. We participated in a European choir festival, touring Prague, Vienna and Salzburg and performing with choirs from as far away as Hong Kong. We traveled to Madison to perform in a master class with Henry Leck (Indianapolis Children's Choir), and we hosted the Appleton Boys' Choir and the Iowa Youth Chorus when they traveled to Milwaukee. We were part of an extravaganza performance featuring several local youth arts groups at MENC's national music educators' gathering in Milwaukee at the Milwaukee Theatre.

Choir demographics. More than 350 youth were enrolled, from 63 distinct zip codes in seven counties and representing more than 150 area schools. They came from family farms and dense urban areas and everywhere in between. 28% of MCC choir members considered themselves other than solely "caucasian," and 18% received some form of financial aid.

Our financial year. Our fiscal year ended June 30, and as we closed our books we converted from cash to accrual accounting. This delayed our audit (and this Annual Report), but was well worth it, inasmuch as our financial reporting now better reflects our operations. We once again ended our fiscal year with a surplus. We are young and have no endowment, and were thus especially grateful to begin our 2008/9 season in a strong financial position. At the end of this Report we reprint MCC's Statement of Financial Position from our June 30, 2008 audit.

Where MCC's money came from. MCC's total income in 2007/8 was \$338,735, from several income sources:



eMarketing. In the spring of 2008, MCC went live with a new and updated website. The site is attractive and easy to view and maintain. For the first time our choir families are able to access a live calendar any time of day or night. We converted from paper to electronic newsletters, saving print and postage charges. A marketing video, titled "We are MCC!" and featuring photos and voiceovers from choir members, was created for us as a community service project and it is now posted on YouTube. (Several videos can be viewed by searching for "Milwaukee Children's Choir").

Milwaukee Children's Choir

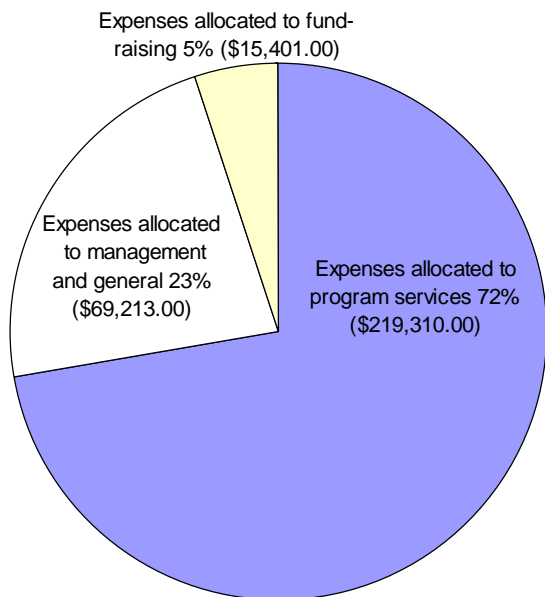
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During 2007/8 we were especially grateful to see our Annual Fund receipts increase by 32% and our Corporate Donations almost triple in amount. A complete list of MCC's 2007/8 donors is found at the end of this report.

Where MCC's money went. MCC's expenses during 2007/8 were \$303,924 (Data from MCC's IRS 990).



Below is a more detailed breakdown of costs:

Salaries and artistic fees	\$185,504
Payroll taxes	\$15,375
Recording and production	\$35,258
Office and rehearsal rental	\$19,101
Advertising	\$14,560
Printing and publications	\$2,496
Supplies	\$6,223
Postage and shipping	\$2,626
Insurance	\$3,784
Professional fees	\$7,508
Depreciation	\$2,374
Equipment rental/maintenance	\$2,363
Telephone and Internet	\$2,279
Bank service charges	\$1,274
Dues	\$798
Other	\$2,401
Total	\$303,924

Outreach in Milwaukee's Urban Center:

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 drive 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 artistic staff members are experienced musicians, performers and educators passionate about their work. MCC's Founder and Artistic Director Emily Crocker (pictured left) is knowledgeable and respected in her field and well-connected with her national peers. MCC administrative staff members are intelligent and instilled with a strong work ethic. Executive Director Deborah Patel is knowledgeable, connected and respected in the local community, and has a growing national reputation in arts administration.

2008-2012 Strategic Plan: During the fall of 2007, MCC held "listening sessions" with parents and staff, followed by a full-day strategic planning session with all staff and board in January 2008. A new Strategic Plan was adopted in the spring of 2008, and can be viewed at the Governance Page of MCC's website.

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; are stewards of the MCC vision, mission and strategic plan; review monthly financial statements and actively engage in fund development; and serve on Board committees focused on the overall vitality of the organization. The staff of MCC report to the Board through the Executive and Artistic Directors for MCC's day-to-day operations.

Milwaukee Children's Choir
Board of Directors 2007/8

Priya Barnes (Creatonomy Inc.), Beth M. Berger (Northwestern Mutual), Walt Boyer (Music Specialist Shorewood Schools), Marilyn Bugenhagen (Marian University), Christine Burgener (Milwaukee Symphony Orchestra), David Dorgan (Rockwell Automation), Peter Gardner (private investments), 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.).

Sincerely, Milwaukee Children's Choir



MILWAUKEE CHILDREN'S CHOIR, INC.
Statement of Financial Position
June 30, 2008

ASSETS:	
Cash and Cash Equivalents	\$ 175,566
Accounts Receivable	16,502
Prepaid Expenses	4,508
Instruments and Equipment	22,251
Less Accumulated Depreciation	<u>(17,573)</u>
Instruments and Equipment, Net	<u>4,678</u>
Total Assets	<u>\$ 201,254</u>
LIABILITIES AND NET ASSETS:	
Accounts Payable	\$ 6,889
Payroll Taxes Payable	624
Deferred Revenue	<u>60,852</u>
Total Liabilities	<u>68,365</u>
Net Assets:	
Temporarily Restricted	6,220
Unrestricted	<u>126,669</u>
Total Net Assets	<u>132,889</u>
Total Liabilities and Net Assets	<u>\$ 201,254</u>

Statements of Cash Flows
Year Ending June 30, 2008

Increase in Net Assets	\$ 34,811
Adjustments to Reconcile Increase in Net Assets to Net Cash Provided by Operating Activities:	
Depreciation	2,374
Increase in Accounts Receivable as Prepaid Expenses	(21,010)
Increase in Payables as Deferred Revenue	<u>46,604</u>
Cash Flow from Operating Activities and Increase in Cash	<u>62,779</u>
Purchase of Computer Equipment	<u>(2,840)</u>
Increase in Cash	59,939
Cash and Cash Equivalents, Beginning of Year	<u>115,627</u>
Cash and Cash Equivalents, End of Year	<u>\$ 175,566</u>



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Thank you Donors!

Without substantial support from donors, MCC programming would not be possible. We would like to thank the following individuals, companies, foundations and governmental entities for making what we do possible. The list below reflects gifts received by Milwaukee Children's Choir between July 1, 2007 and June 30, 2008. Thank you for making all of MCC's moments possible!

\$20,000 and over

Greater Milwaukee
Foundation Fund for
the Arts, The William
and Alicia Schoeneich
Arts and Culture Fund,
and the Delwin and
Harriet Jacobus Family
Fund
Lakeview Foundation
Milwaukee Public
Schools Foundation

\$10,000 to \$19,999

Greater Milwaukee
Foundation Bright
Futures Milwaukee
United Performing Arts
Fund

\$5,000 to \$9,999

Herzfeld Foundation
Keith Mardak
City of Milwaukee
(Arts Board)
Milwaukee County
(CAMPAC)
Northwestern Mutual
Foundation
Nonprofit Management
Fund
State of Wisconsin
(Arts Board)

\$2,000 to \$4,999

Robert W. Baird
Foundation
Helen Bader Foundation

\$2,000 to \$4,999 (cont.)

Creatonomy Inc.
David and Andrea Dorgan
Paul and Karylmary Lucey
Jamshed and Deborah Patel
Robert and Ellen Venable

\$1,000 to \$1,999

Dean and Emily Crocker
Gardner Family
David and Libby Jansson
Robert and Mary
Peterson

\$500 to \$999

Beth and Neal Berger
Tom and Jennifer
Florsheim
Edward Hammond and
Marcia Brooks
Dr. Carol Hasenyager and
Brian Cooley
Rob Sholl and Jill Wickham
Mary Vandenberg





\$100 to \$249

Mark and Jane Babich
 Michael and Barbara Bahr
 Michael and Karen Bell
 Richard and Kay Bibler
 Sara and Michael Bowen
 Wayne and Brenda
 Breitbarth
 Christine Burgener
 Doug and Shelley Burns
 Thomas Clopton and
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 William Gollmar
 Mike and Sheila Hanrahan
 Sharon Hansen
 Denise Harron and Donald
 Linneman
 Marge and Jim Henderson
 Andy and Paula Holman
 Dorothy Houle
 Barbara and Emory Ireland
 Judy and Gary Jorgenson
 Carol Kracht
 Donald and JoAnne Krause

\$100 to \$249 (cont.)

James and Charmaine LaBelle
 Ann Reinke and
 David Lucey
 Maureen McGinnity and
 Richard Ziervogel
 Sue Medford
 Sara and Howard Miller
 Verona Morgan
 Gary Neitzel and
 Debra Wiedmeyer
 Bob and Marie Pangman
 Janice and Jehangir Patel
 Judy Perkins and David Keen
 Stephen and Susan Ragatz
 Stephen and Frances Richman
 Daryl Diesing and
 Marcia Rimai
 Chuck and Sharon Robinson
 Lois and Bill Schaefer
 Roland Schroeder and
 Mary Moubray
 Lois Smith
 Michael Spresser Arts &
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 Irene Sullivan
 Bob and Becky Tenges
 Kent and Marna
 Tess-Mattner
 William and Lillian Thiel
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 Carl and Christine Widder
 Debra Wiedmeyer

\$250 to \$499

Dan and Sharon Bauer
 Mark and Paula Bell
 Daniel and Marilyn Bugenhagen
 Michael Cohen and
 Jane Schramka Cohen
 Joseph and Mona deGuzman
 Lee Erickson
 Thomas and Nancy Gazzana
 Charyl Granatella
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 Larry and Diana Morton
 Scott and Dulcie Shoener
 Bob and Virgie Venable
 William and Susan Wernecke



Up to \$99

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James Anello
Eugene Bilich
Marianna and Michael Bruch
Tom Bruno and
Susan Horner Bruno
Sun Kort and Joan Buschman
Larry and Linda Buyan
Nicholas and Amanda
Carnahan
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Phil and Pat Crump
Gwynne Kennedy and
John DiClemente



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Drummer
Marlene Ego
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Hutchinson
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Donna and Bud Jordahl
Allen and Loretta Jorn
Patricia Keating Kahn
Kathryn Kaminsky



Tom and Rose King
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Elisabeth Witte
Martha and George Wolz

Matching Gifts

Assurant Health
Lands' End (preferred
school program)
Rockwell Automation
Roundy's Corporation
Schwartz Bookshops

In-Kind Gifts

Bayside Garden Center
Cretonomy Inc.
Fitzsimonds Boys & Girls Club
Hal Leonard Corporation
Ben Kordus
Lloyd Street School
Mequon United Methodist Church
Milwaukee Youth Arts Center
Mount Carmel Lutheran Church
Network Photography
Rawson Elementary
R C Illustrator
Trinity Church
David Vartanian, DV Productions

We value all gifts, no matter the size. It is important to us that we present accurate donor lists. If you find an error, please let us know.