2017-2018: A Year in Review

Our 50th year was a year of strength and belief in Wisconsin Singers, the alumni and our extended family brought it all full circle in celebration at our 50th On Campus show, Can’t Stop Dancing! An appropriate title to begin the next 50 years of big song, big dance, big band, big entertainment!

2017-2018 was an exciting year with many milestones. Our 50th On Campus shows were held at the Capitol Theatre at the Overture Center. The alumni that returned for the weekend had many opportunities to meet with one another at 5 different events planned by the 50th Anniversary Committee. Friendships were renewed and new friends were made, all because of the people that planned this major event, we can’t thank them enough! We traveled to many schools, festival/fairs, and PAC’s throughout Wisconsin, and while on Spring tour, we performed two shows at The Villages in Florida. During our Spring Break we took plenty of time to rest and relax and enjoy a well-deserved time off from our show schedule. Our stay at the Bahama House is our home away from home for one week a year, Janice and the staff always treat us well.

We take our role at the UW seriously as “Official Ambassador of Goodwill” sharing the Wisconsin Idea across the state and nation. Our University’s commitment to public service is at the heart of all that we do! These talented UW-Madison students from more than 27 different majors across campus, toured from Wisconsin to Florida with their 90-minute Broadway-caliber show titled Can’t Stop Dancing! These students donate time, talent, and enthusiasm, no matter what their major, to take their American popular music revue on tour. Not only do we train entertainers, theater technicians and business interns, but also educate students to articulate their campus experiences as we work to build future leaders. Our students leave the Wisconsin Singers program with a host of experiences both on and offstage that set them up for success in their chosen career.

Finally, as we begin to move into the 51st season while still in the 50th I see that Wisconsin Singers is always improving… themselves, each other, the program, the staff and interns, and the troupe as a whole. This is a unique program to be a part of, and I can’t wait to see what the next year brings.

On Wisconsin!

Georgi Edgington

Executive Producer
THE WISCONSIN SINGERS’ MISSION STATEMENT

The Wisconsin Singers provides quality music education to collegiate level musicians without regard to race, color creed, national origin, sexual orientation or identity.

We specialize in teaching music in performance through a variety of American Pop genres.

We supply professional stage performance and teaching experiences nationwide.

We serve many diverse communities and audiences that include public and private school K-12 music students, University of Wisconsin Alumni groups, and community service organizations, as well as the entertainment needs of select corporate patrons.

Education

Wisconsin Singers provides a unique, high quality, educational experience in the staged performance of American popular music that is both career focused and leadership oriented.

Outreach

Wisconsin Singers provides a dynamic connection between the University of Wisconsin-Madison and in-state and out-of-state high school music education programs by conducting workshops, master classes, and through concerts and public performances.

Public Relations

For fifty years, the Wisconsin Singers has promoted a positive public image for the University of Wisconsin–Madison. It supports the UW’s educational prominence through its delivery of a superior level of learning, entertainment, and public service as well as providing significant student employment and scholarship opportunities.
2017 – 2018 BOARD OF DIRECTORS

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Robin Whitty Novotny
Director, Wisconsin Singers
- Singers completed its 50th anniversary season in existence at the UW.
- 34 students participated in Wisconsin Singers, representing over 25 different majors across campus.
- Performers spent approximately 350 hours this performing season in rehearsal.
- Performers spent more than 400 hours this academic year traveling and performing in more than 30 different venues - plus another 40 hours during the summer.
- The troupe toured during spring break to do 2 shows for alumni chapters in the Villages in Florida.
- Performers donated over 50 hours of time to shows for campus events.
- Our 7 Interns worked 6-10 hours per week throughout the academic year and student staff members who double as performers donated another 4-6 hours per week.
- Singers cliniced and shared the stage with over 600 K-12 students in workshops geared to improve performance skills, followed by a question and answer session where WS students articulated information about their Wisconsin Experience.
- Performers entertained more than 30,000 throughout the state and nation.
- The Singers again hosted On Campus at the Memorial Union Theater, attaining over 94% attendance at both performances.
- The program raised more than $20,000 in scholarship funds for UW students.
- Singers remained financially independent from the UW for the 25th year.
- Wisconsin Singers continued to bring guest artists from New York/Broadway to create and choreograph the show.
Greetings from the “new” Development Committee chair!

Early in the 2017-2018 fiscal year, Friends of Wisconsin Singers were notified of a host of unexpected expenses that would become our ongoing reality:

- Salary increase to meet Letters & Science staff salary requirements $13,000
- Copyright compliance (no longer covered by UW) $13,000
- Consultant Assistant (part time) $10,000
- Loss of UW Foundation Matching Dollar Scholarship Program $10,000
- Accounting Fees to maintain course affiliation w/School of Music $4,000

Total $50,000

It became clear that FoWS now needed to be more intentional and specifically trained to address this increase in our annual fundraising goal from $50,000 to $100,000 in order to maintain the excellence of the Wisconsin Singers program. I volunteered to head up a new committee that would include Executive Board members and adjunct volunteers. Wisconsin Singers alumnus, Dr. John Frank, agreed to serve as our part-time Development consultant and by January 2018, we were off and running.

Development has a really steep learning curve but we had to spent our first 5 months in “crisis” mode rather than the normal development strategic planning mode. Our sub committees organized their efforts into Major Donors, Impulse Donors, New Donors, and Monthly Donors with Greg Shultz (Wisconsin Singers ’67-’72) handling all social media engagement. John provided us with invaluable resources and online monthly training aimed at raising $100,000 by June 1.

Thankfully, alumni, parents, and friends stepped up to the plate and by June 30th, we had raised $86,808. This amount not only met our basic needs but allowed us to go into 2018-2019 with financial reserves for the first time since 2008.

Our first-year volunteers and committee chairs did a simply amazing job of setting the bar high for future years. With the advent of ever increasing expenses, aging equipment replacement, and scholarship funding, the Development Committee is in constant need of dedicated volunteers who care as much about stabilizing the financial future of the Wisconsin Singers. Please consider what role you can play in this important effort – it is our new reality!

Respectfully,

Robin Whitty-Novotny
Director/Producer Emerita/Wisconsin Singers 1990-2015
Development Chair/Friends of Wisconsin Singers, Inc.
M: (608) 332-8245 E: robin@wisconsinsingers.com
17-18 YEAR END BUSINESS REVIEW:

50 years! What an incredible milestone for any organization. Since 1967, the Wisconsin Singers has been entertaining audiences across the state and nation. The style, technology, and content of the shows has changed, but we take great pride in the fact that the spirit and mission of the Singers remains steadfast. We hope that Arlie is looking down with Badger pride that the values he instilled so long ago remain the foundation of this great organization.

17-18 was a successful financial year. We were still significantly short on our bookings, with 29 over the course of the year. However, due to the incredible work of the Development committee, and the tremendous generosity of our fans and alums due to the 50th anniversary season, our donations were over $125K, setting a new record for WI Singers and setting us up to begin our next 50 years.

Moving forward, we need to continue to grow our bookings back to our full slate of 45 that we need to be independently financially successful. We need to leverage the fundraising success we had this year, to establish a new habit of giving for our alums, fans, and friends, to provide us with a wider foundation to continue to grow. And we need to work closely as a board to position our relationship with the University so that we have the autonomy and flexibility to remain financially viable for the next 5 decades.

Congratulations to all of our 50th anniversary troupe members and all of our alums that have helped the organization reach this incredible accomplishment.

On Wisconsin!

Christopher Novotny
Director of Business Operations
Wisconsin Singers Alumnus 1993 – 1997
FINANCES

<table>
<thead>
<tr>
<th></th>
<th>2017-2018</th>
<th>2016-2017</th>
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<tr>
<td><strong>Revenue</strong></td>
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<tr>
<td>Performances</td>
<td>$139,310</td>
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<td>Donations / Grants</td>
<td>$126,563</td>
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<td>Scholarship Matches</td>
<td>$10,000</td>
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<td>Merchandise Sales</td>
<td>$17,289</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>$293,162</td>
<td>$206,480</td>
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| **Expenses**           |           |           |
| Program Service        | $230,281  | $190,120  |
| Scholarship            | $19,552   | $19,381   |
| Equipment              | $6,473    | $3,284    |
| **Total Expenses**     | $256,306  | $212,785  |

| **Profit / Loss**      | $36,856   | ($6,305)  |

**Merchandise sales include wristbands (on site).**
2017-2018 REVENUE

Performances: $139,310 (47.52%)
Donations: $126,563 (43.17%)
Scholarship Matches: $10,000 (3.41%)
Merchandise Sales: $17,289 (5.90%)
2017-2018 EXPENSES

Program Service: $230,281
Scholarship: $19,552
Equipment: $6,473

- Program Service: 89.85%
- Scholarship: 7.63%
- Equipment: 2.53%
Wisconsin Singers Spring 2018
THANK YOU PATRONS!

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