Top 10 Reasons to Give!

1. So you can share the joy of hearing great classical music with friends.

2. You learned music as a child and want other children to have that opportunity.

3. To experience orchestral music the way it was envisioned - surround-sound (vs earbuds).

4. To give others the chance to hear a live orchestra for the first time.

5. So you can decide for yourself if music is controversial, like Stravinsky’s *Rite of Spring*.

6. To not just hear but *feel* 95 musicians playing their hearts out.

7. To hear music that’s still “wet on the page,” like *Social Media* by Daniel Stewart.

8. To experience some of the world’s great soloists performing with our orchestra in our community.

9. Because you can’t get enough of Danny’s artistry and talent ... and his hair.

10. Because it makes you feel good.

THANK YOU!

A special thanks to Kevin Monahan for his photographic artistry that is displayed throughout this magazine and is featured in much of our Symphony marketing.

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Inspire, Educate, Engage!

As a Symphony supporter, you know that great music speaks to beauty, to truth, and to our lives. It brings out the best in who we are, as individuals and as a community. And we are all passionate about sharing our love for music with Santa Cruz County.

Music provides those of us in Santa Cruz County a refuge and expresses what cannot be expressed in any other way. What started as a community orchestra has grown to be a genuine cultural powerhouse and a major symbol of our community.

New younger audiences are *inspired* and finding their way to our concerts every time we take the stage. Our *education* programs are sowing the seeds of future musicians. When asked, you *engage* and rise to the occasion to ensure that the legacy of classical music thrives in our special community.

It takes a village - to put on concerts, to provide music education, to raise money, to let people know about us. Today, we would like to ask YOU to be a part of that village and make a donation. Every bit helps, no matter the size.

Your generosity in contributing to our Annual Fund drive shows how special Santa Cruz County is and the importance of classical music to our community. We know that the Symphony will live on thanks to donors like you!
FAQS

Q: What will my gift be used for?

A: Your gifts help us provide excellent classical music in your community so you don’t have to drive outside the county to hear it. Your donations help to underwrite our concerts making them accessible to all.

Your gifts also help to fund our many music education programs, such as Classical Music Classroom, Musician Classroom Visits, our Link Up program which is offered to all 4th and 5th grade students in the county, and our six Youth Concerts attended by almost 5500 students.

Q: How do I donate to the Symphony?

A: You can donate through our website, SantaCruzSymphony.org, by mail, or at our Symphony office - 307 Church St., Santa Cruz, CA 95060. You can make donations from Donor Advised Funds, eligible retirement accounts, with stock, or even an unwanted car. You can also include the Symphony in your estate plan and become a member of our Legacy Society. For information or assistance, please contact the office at 831-462-0553 x13.

LEAVING A LEGACY

Remember the Symphony

We invite you to consider making a bequest to the Santa Cruz Symphony Endowment Fund in your will or living trust to ensure the future of classical music in Santa Cruz County.

If you have already made a bequest to benefit the Santa Cruz Symphony, please let us know. We’d like to thank you for your extraordinary generosity, to recognize your gift (unless you choose to remain anonymous) and inspire others to join our Legacy Society.

Santa Cruz County Symphony Association Inc.
Endowment Fund
Tax ID#94-2373284
307 Church St., Santa Cruz, CA 95060
SantaCruzSymphony.org

HERO SPOTLIGHT

Audrey Sirota

Audrey Sirota, previously a professional dancer, became “both inspired and grateful” when she was hired as the Santa Cruz County Office of Education’s Visual and Performing Arts Coordinator a few years ago. This new job gave her a way to combine her talents as an artist and an educator. Both a challenge and a perk of the job has been helping to bring the Symphony’s presentation of Carnegie Hall’s Link Up program to the county’s 4th and 5th graders.

The Link Up program “has introduced thousands of students to an ongoing, sequential, standards-based music curriculum where the culminating activity is performing with song, movements, and recorder playing with the Santa Cruz Symphony,” says Audrey. “The 4th and 5th grade students have the rare opportunity to be conducted by one of the finest and most awe-inspiring conductors, Daniel Stewart. What a role model for our county’s students!”

As a former teacher, Link Up “has inspired me to embrace my adoration for classical music,” says Audrey, and “has provided a door for me and for many teachers and students to embrace the complexity, beauty, and profundity of classical music.” Best of all, “through this program and attending the Symphony Youth Concerts, classical music has become ‘cool’ to 4th and 5th graders.”

Because of Link Up and Audrey’s tireless efforts, the County Office of Education and the Symphony have developed a strong, powerful, and sustainable partnership. With Audrey Sirota on the job, our county’s students have a strong advocate in bringing classical music into their lives.
Our county is a wonderful place to live, full of compassionate neighbors like you who are passionate about classical music. As a community we believe in the importance of arts and music education for our students.

Starting in 2002 and compounded by the recession, arts education, particularly music classes, virtually disappeared from our schools. The past couple years have seen a revival of music education in our schools. However music education still has a long way to go to be called robust.

*Mintie White Elementary’s music teacher Marlene Camacho has had a resurgence of her passion for teaching because of the Symphony’s Link Up program.*

The Santa Cruz Symphony is immensely proud to have provided music education through those years and to play our part in the comeback story of music in schools. One program, Classical Music Classrooms, reaches over 2,000 elementary students as they listen to daily excerpts of classical music.

*Parents at Bonny Doon Elementary told us when their kids heard Orff’s O Fortuna used in a popular TV commercial, they yelled the name of the piece and starting singing along because they had learned the piece in preparation for their concert with the Symphony.*

Starting in 2017-18, we partnered with Carnegie Hall to bring Link Up to Santa Cruz County. Now 4th and 5th grade students all over the county are busy preparing to sing, move, and play an instrument with the Symphony.

*Fourth grade student Jose told us that he loved learning the recorder in class so much he went home and taught himself Happy Birthday from YouTube videos to play for his sister. He even asked for a recorder for Christmas so he could have one to keep over the summer.*

Due to increased demand, the Symphony is adding two concerts at the Mello Center in Watsonville this year allowing us to host 5,000+ students at six concerts over three days! Your support means more students can participate in Link Up, learn and appreciate classical music, and attend our free Youth Concerts.

*Students are motivated to play well. At the Symphony’s Youth Concerts, several teachers witnessed them assisting each other to help the song sound better.*

It is through your donations that music education is reaching more students in our community than ever before.

**Help us bring music education to every child. Please consider making a donation today!**
MONTHLY DONOR CHALLENGE

Sign up to become a monthly donor by Jan. 2 and receive a special t-shirt reserved for monthly donors only. We hope you will wear it proudly and let people know you support the Symphony!

Monthly Gift: □ $10 □ $25 □ $50 □ Other $________

I want my monthly gift to go towards:
□ General Operations □ Music Education □ Endowment

□ Yes I want a T-shirt! Size: □ S □ M □ L □ XL
□ I want to become a monthly donor but don’t send me a gift.

Name ________________________________ □ Check □ Visa □ Mastercard □ Am Exp
Address ________________________________ Credit Card # _____________________________
City __________________ State ______ Zip ________ Exp Date _______ CVV: ________

Send to Santa Cruz Symphony, 307 Church St. Santa Cruz, CA 95060 or go online to SantaCruzSymphony.org/donate to set up your monthly gift. T-shirts will be sent out in January.

What is Link Up?

CARNEGIE HALL
Weill Music Institute

I keep hearing about Link Up, but what is it?

Link Up provides schools with a curriculum for teachers and students to learn how to read music by singing, clapping to rhythms, and playing an instrument, usually a recorder. The students then have the opportunity to perform the songs they’ve learned along with the Symphony at the Youth Concerts.

Carnegie Hall developed this comprehensive and highly participatory program and provides free student and teacher guides, programming and music, scripts, and visuals for the concert.

What are students doing now in their classrooms?

Students are currently learning how to read music, play the recorder (or a different chosen instrument), and sing along to the pieces the Symphony will play. They are also learning music vocabulary, along with the history of the pieces and composers. The program is designed to be adapted easily, so teachers can choose what works best for them and their students.

What do the concerts look like?

Imagine a concert hall filled with 4th and 5th graders with their recorders at the ready. There is a giant screen projecting the recorder sheet music amidst fun graphics. The professional Link Up host welcomes them to tune their recorders, voices and other instruments. When the Santa Cruz Symphony starts to play Blue Danube, the students come in on their part with those familiar four top notes of the phrase, “Doo doo, doo doo.” The whole concert is designed to be interactive at every step!

Why is this important? Why not just have the outreach concerts?

Studies show that ongoing educational programs are more effective than one-time experiential events. This is why the Symphony partnered with Carnegie Hall to bring Link Up to Santa Cruz County.
WAYS YOU CAN SUPPORT YOUR SYMPHONY

1. Take your child or grandchild to the Family Concert and Instrument Petting Zoo.

2. Join the League and attend events like the Home Tour, Gala, and Concert Previews.

3. Become a sponsor and know your support is appreciated by all who attend our concerts!

4. Become a docent and visit a school with a musician as part of our Youth Concert program.

5. Ask your favorite businesses to support the Symphony by buying an ad in our program book.

6. Take a friend who has never heard a live orchestra to an Open Rehearsal.

7. Attend as many concerts as you can and invite your friends!
ENLIGHTENMENT
JANUARY 26-27, 2019

MOZART: Symphony No. 40
TCHAIKOVSKY: Rococo Variations
WINEGLASS: World Premiere

Concert Co-Sponsors: Harry & Mary Blanchard, Don & Diane Cooley, Anonymous, Kelly & Maria Nesheim
Composer Sponsor: David Kaun • Artist Sponsor: Bonnie Bernardi
Artist Co-Sponsors: Roger Knacke, Matthew & Cindy Weitstein
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Call: 831.462.0553 Ext. 10
Visit: SantaCruzSymphony.org

Jan. 26/27 “Enlightenment”
Feb. 23/24 “Symphonic Fire”
Apr. 6/7 “Invocations”