



In classical music, the *ground* or *cantus firmus* is an underlying melody on which a larger composition is built. What makes up the “ground” in your life? Is it your family and friends, the community where you live and work? And what makes any community a really great place to live? The cities and towns of the greater Assabet Valley can boast great stores and restaurants, attractive homes and good schools, but even that “ground” would be incomplete and unsatisfying without music and the arts.

The Assabet Valley Mastersingers (AVM) has added harmony to this rich “ground” for nearly 40 years. Through this campaign (our first ever) we seek to raise \$325,000 to establish an endowment, an essential step in securing a financially sustainable future. This endowment, managed by investment professionals, will

- ❖ Form the basis for permanent funding of the Artistic Director’s Chair
- ❖ Enhance our ability to attract corporate and foundation grants
- ❖ Give us greater freedom in our programming and artistic endeavors
- ❖ Allow us to continue to keep our performances affordable and accessible to all

Personal, expressive vocal music



Dr. Robert Eaton founded the AVM in 1978 with the mission of bringing professional-quality performances of the world’s most moving, profound and inspiring choral works to the Assabet Valley. His knowledge of choral repertoire and his gift for innovative programming have provided our communities with marvelous concerts of pieces ranging from familiar masterworks to newly commissioned compositions. A solid endowment base will enable the AVM to attract a succession of such first-rate choral conductors and give them the freedom and financial backing to expand on this impressive foundation.

A commitment to performance excellence and innovative programming

The AVM occupies a unique place among the region’s wealth of musical organizations. We typically offer three concerts and a community *Messiah Sing* each season. The depth and breadth of our repertoire is unparalleled. Our performances of choral masterworks are informed by the latest scholarly research, so that you hear these works as they were intended to be heard. We collaborate with the finest local instrumental musicians and vocal soloists. In addition to performing repertoire staples by such composers as Bach and Handel, we introduce you to recent compositions such as the *Sunrise Mass* by Ola Gjeilo and Karl Jenkins’ *Te Deum*. In 2013 we were proud to offer the Boston-area premiere of Richard Einhorn’s stunning choral oratorio *Voices of Light*, with full orchestra and children’s chorus accompanying the legendary Carl Dreyer silent film *The Passion of Joan of Arc*.



Enriching our communities

Our organization is truly a regional phenomenon, drawing its 70-plus members from the greater Assabet Valley and beyond. Our singers range in age and background, some with professional training and others gifted amateurs. We emphasize the development of young area musicians through our Student Apprentice Program, which gives talented high school students dues-free AVM membership and free performance scores. We are committed to bringing the gift of music to all, so we strive to keep our ticket prices low and our performances



accessible at beautiful venues in towns near you. We offer free tickets at senior centers, and discounted tickets to students and those with low incomes. Our dedication to our communities led us to collaborate with a regional aid group, Friends of Families in Transition, and incorporate a donation drive to benefit local families in homeless shelters with our spring 2016 performance of Daniel Forrest’s *Requiem for the Living* and Henry Mollicone’s *Beatitude Mass for the Homeless*.

Join the harmony

But of course, to build on this “ground” we need your help. Your investment in the AVM will ensure that this rich harmony resounds. Ticket sales, advertising revenues and grants offset the immediate expenses of our concert seasons but do not increase the investment base that is essential to long-term success. We hope you will consider adding your voice—your contribution—to this campaign. A beautiful *cantus firmus* can inspire harmony forever.

Join the Harmony – Giving Levels

Bach	\$25,000
Handel	\$10,000
Mozart	\$5,000
Haydn	\$2,500
Beethoven	\$1,000
Mendelssohn	\$500
Brahms	\$200

Ways to give

Make a cash gift: Checks payable to the AVM can be mailed to the address below.

Make a pledge: Give in installments as you direct over 1-3 years. See the enclosed giving form.

Charge your gift: Follow this secure link to our web page

www.AVMsingers.org/Endowment

Donate securities or stocks: Take advantage of tax benefits; a professional investment manager will help with your donation.

Make a bequest: A planned gift can be designated for AVM's Endowment Campaign.

The Assabet Valley Mastersingers
PO Box 911
Northborough, MA 01532

Join the Harmony Endowment Campaign Committee

Dick Rader - current AVM Chairman of the Board
Bob Eaton - AVM Founder and current AVM Artistic Director
Ellen Church - AVM Executive Director
Martha Schwarzkopf - current AVM Board Secretary, current chorister
Peter Mierswa - past AVM Chairman of the Board, current chorister
Barbara Klinedinst - past AVM Board Treasurer, current chorister
Fred Philcox - past AVM Chairman of the Board, current chorister
Thomas Ukena - current AVM Board member, current chorister
James Baker – current chorister
David Bonneau – current chorister

Here's what our audiences have to say:

What a concert, folks. Beyond words. Thank you, one and all, from a grateful fan! – Anne on FB

...it was an amazing concert! IT is still with me! – Audience e-mail

Truly astounding. my first introduction to your group. amazing. – Lisa on FB

BRAVO to AVM & All the Musicians who performed in Sunday's concert! The combination of the film "The Passion of Joan of Arc" with the music of "Voices of Light" was stunning. It was one of the most unforgettable concert experiences that I've ever had. – Elena on FB

I was mesmerized! Repeat performance, please! – Jean on FB

...totally magnificent – the orchestra, singers, soloists, film (though I thought that I would have nightmares all week – I didn't), youth chorus and the venue. It was truly memorable and I was so happy that I attended. – Audience e-mail

Here's what choristers shared:

I sang as a high school apprentice with AVM for 3 years. The opportunity to sing with the group was incredibly influential in my pursuit of music as a career ...I think my high school choral friends and I were really inspired by the professional musicians in the orchestra and by the choir's passion and dedication for performing music. – Vale S.

I'm proud to be part of this organization. Any time a new concertgoer comes to an AVM concert they are blown away by the quality of the music we put out. Top notch chorus, orchestra, soloists... --Jen G.

My special time of the week. The music challenges me, invigorates me and thrills me. Two hours during my week when my work stresses, to-do lists and family responsibilities are laid down so I can take up the beauty and power of music! --Kim P.

A place to sing and learn to harmonize, both musically and spiritually, all the with the added benefit of learning to make beautiful music. – Jane P.

For information about upcoming concerts
visit our website www.AVMsingers.org



Assabet Valley Mastersingers Endowment Campaign

Join the Harmony –



Build the Ground!