



2023
**ANNUAL
REPORT**

**ASSABET VALLEY
MASTERSINGERS**

Dr. Robert Eaton, Artistic Director

Est. 1978

www.avmsingers.org



FROM THE ARTISTIC DIRECTOR

Dear Assabet Valley Mastersingers Members & Supporters,

AVM has emerged from the COVID era and launched into its 45th season stronger musically, fiscally, and as an organization than it has ever been. Although the ensemble size is not yet back to pre-COVID times we have been fortunate to attract some very talented vocalists whose youth and enthusiasm will certainly help us to continue to grow. We have had a very loyal audience and our donors have been generous with the result that we are a stronger organization than ever. As the Founder I am extremely humbled by the **talent, dedication, and commitment** demonstrated by so many. AVM has become one of only a few organizations that has stayed true to its Vision and Mission with a nearly complete focus on Choral Classics while at the same time promoting **community outreach** through our Chambersingers with entertaining musical programs for Senior Centers and a variety of Retirement Communities.

We began the past season with a **Celebration of Peace** featuring Vaughan Williams' iconic "Dona Nobis Pacem" paired with two contemporary settings of the same title one of which was composed by **Keane Southard** an Algonquin Regional High School graduate and Southborough native. In March we helped celebrate British transitions with **coronation music** of Mozart and Handel. We finished the season with a real celebration of exciting **folk music of Latin America** including the Argentinian composer Ariel Ramirez's "Misa Criolla." In addition, our annual Messiah Sing and new Summer Sing (last year "Elijah") have become truly community traditions.

AVM has been very fortunate to be able to engage the talent, expertise, enthusiasm, and efficiency of **Kirsten Joyner** as **General Manager**. Kirsten has brought not only organization and efficiency but a high level of enthusiasm to AVM.

Grace Choi, Assistant Director, has been of particular value to our ensemble with not only her musical talent and expertise but also her enthusiasm and support for our vocalists.



I am very excited about our next season's programming featuring some of choral music's greatest classics and a return to Einhorn's dramatic oratorio "**Voices of Light**" which accompanies the classic silent film "Passion of Joan of Arc." This is a very intense work with **Worcester Children's Chorus** singing the Voice of Joan. We'll end the season with the wonderful, ever popular "A German Requiem" by Johannes Brahms.

Thank you for your support of AVM enabling us to bring outstanding choral music performances to our communities.

Robert Eaton
Artistic Director

AVM 2023 FINANCIAL SUMMARY

Assabet Valley Mastersingers has for 45 years operated as a financially solvent organization capitalizing on the talents and skills of volunteers and practicing prudent fiscal management. All aspects of AVM including financial resources have shown steady growth.

The 22-23 Budget shows a significant increase due to planned investments from the COVID Recovery Grant and a generous one-time anonymous donation supporting the sustained increase of our Artistic Director salary as well as future projects.

- AVM has attained Platinum Seal of Transparency from Candid's GuideStar.
- Over 30% of AVM revenue is earned in the annual fall and spring fund drives. A major goal for AVM is continued expansion of our donor base.
- A recently successful Endowment campaign is now providing AVM with a modest but steady income to supplement earned revenues.
- A COVID Recovery grant from Massachusetts Cultural Council is allowing AVM to invest in staff and volunteer training, software and resources for our volunteers, and to explore new advertising and marketing approaches.
- Only about 25% of the budget is spent on administrative and fundraising expenses the rest is directed to programming and services.
- AVM has invested in a paid part-time General Manager to help assure the long-time continued growth of AVM by providing consistency and management expertise.
- The Artistic Director salary is being increased in preparation for the eventual transition away from a Founder led Artistic Director.

THANK YOU

TO OUR FAITHFUL AUDIENCE & SUPPORTERS

As we enter our 46th Season, we will continue to nurture artistic growth, embrace diversity, and deepen our bonds as a chorus family.

Thank you for being an essential part of AVM's journey.

Your belief in the **transformative power of music** has propelled us forward, and we are honored to have you by our side.



VISION

To celebrate the transformational power of choral music which enhances the well-being of those in our region and enriches the cultural landscape.

MISSION

The Assabet Valley Mastersingers is dedicated to performance excellence and innovative programming. Local talented vocalists and instrumentalists perform celebrated choral masterworks, lesser-known masterworks, and commissioned works.