

Excellence in the Arts : Entry # 321

Is your organization a 501(c)3 nonprofit?

Yes

According to your 501(c)3 letter, in what town is your official office located?

Hartford

Where will your project be performed or exhibited?

Hartford

Will this activity occur after August 1, 2023?

Yes

Are you a recent grantee?

Yes

Enter your Report Code

277068-Roberts2022

Organization Name

Hartford Chorale, Inc

Organization's IRS Tax ID #

060884892

Principal Contact Name

Emily Badger

Title

Executive Director

Email

admin@hartfordchorale.org

Phone

(860) 547-1982

Address

233 Pearl St #17
Hartford, Connecticut 06103
United States
[Map It](#)

Website

<https://www.hartfordchorale.org>

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Amount requested this application

\$15,000.00

What is the organization's mission/vision statement?

Hartford Chorale, a volunteer nonprofit organization, presents, on a symphonic scale, masterpieces of great choral art to listeners throughout southern New England and beyond. As the primary symphonic chorus for the Greater Hartford community, the Chorale provides experienced, talented singers with opportunities to study and perform at a professional level of musicianship. The Chorale reaches and inspires a wide-ranging audience with exceptional performances of a broad range.

Provide a brief history of your organization and its activities.

In its 52nd season, Hartford Chorale is the primary symphonic chorus of Connecticut, especially in its acclaimed collaborations with The Hartford Symphony Orchestra, the New Haven, New Britain, Waterbury, and Hartt School Symphony Orchestras. Hartford Chorale was founded in 1972 as an independent, self-supporting organization. Under the past musical direction of Richard Coffey from 2005 to 2022 and now under Jack Anthony Pott, the Chorale reaches out to and inspires the widest possible audience with exceptional performances of a broad range of choral literature.

The Chorale comprises more than 130 singers, mostly from central Connecticut, with others traveling from Massachusetts and Rhode Island for weekly rehearsals in West Hartford. The Chorale offers talented, experienced singers the opportunity to study and perform at a professional level, while its internship programs make it possible for gifted high school and college musicians to rehearse and perform with the Chorale and its orchestras. Competitive auditions for membership are held regularly.

While the Chorale performs most often in the Greater Hartford area, the chorus has also been heard at Carnegie Hall as well as in several distinguished performance halls in the Northeast. In addition, the Chorale has toured internationally throughout Europe and Asia and we look forward to resuming our commitment to touring in the near future.

Describe the demographics of your audience/people served by your activities.

Without a doubt, the audience appeal for major works with symphonic choruses remains high across all demographic groups. Our recent Black History Month concert 'The Music of Margaret Bonds and David Hurd' drew a diverse audience, including children under 13, LatinX, as well as other people of color. Many were attendees who had never heard a concert at the Bushnell before. We look forward to attracting new audience members with this concert.

Describe your organization's governance.

The Hartford Chorale has an active, involved board balanced between singing members and non-singing community leaders who meet 6 to 8 times a year. Attendance is over 80%. Officer positions are: President, Executive VP, VP Development, VP Finance, VP Marketing, VP Governance and Secretary. The Music Director and Executive Director attend but do not vote. The standing board committees are expected to execute strategic plan priorities, and every board member serves on at least one committee:

Describe the diversity of your board.

Hartford Chorale is committed to fostering, cultivating, and preserving a culture of diversity, equity, and inclusion where board members, staff, volunteers, and members feel respected and valued regardless of gender, age, race, ethnicity, national origin, sexual orientation or identity, disability, education, or any other bias. Of our 22 board members, 50% identify as female, 14% are non-Caucasian (African American, South Asian). Without polling, 14% identify as LGBTQ.

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What percentage of your board makes personal financial contributions to your organization?

100% of board members make financial contributions and they also make in-kind gifts to support fundraisers and other activities. Hartford Chorale is proud of its board's commitment to the organization's success. Over the past few years, board giving as a percentage of total individual giving has grown.

Project Name

J'Adore Faure

Is this project related to the Visual Arts?

No

Project Description

Hartford Chorale will present this concert on May 31, 2024. In honor of the 100th anniversary of his death, the Chorale presents a celebration of the music of Gabriel Fauré. Accompanied by a chamber orchestra and the Chorale's own James Barry on organ, we present timeless works such as his *Cantique de Jean Racine*, and *Messe Basse*. The concert culminates with his exquisitely beautiful *Requiem*. Our Music Director, Jack Anthony Pott, will conduct. As stewards of choral art, performing groups like Hartford Chorale owe it to their audience to share this music. Combining our mission of artistic excellence with our commitment to DEIA, we will collaborate with other local artists, such as the Voices of Hartford. As demonstrated last season, we will be employing diverse musicians (both vocal and instrumental.)

Total estimated project budget

\$24,000.00

Project start/opening

05/01/2024

Project end/closing

05/31/2024

Project venue

Immanuel Congregational Church

Project town

Hartford

Admission fees, attendance, and activity details

The performance takes place on May 31, 2024 at Immanuel Congregational Church in Hartford. General admission will be \$25. As part of our goal to encourage youth attendance we are providing student tickets for free for those under 18. We expect approximately 350 full price tickets and 150 for students. This program will charm a wide diversity of attendees in the Greater Hartford area.

How do you intend to promote/market this project?

Hartford Chorale will send announcements to our direct mail and e-mail lists and posted on our website. Print media including articles in regional and local newspapers and ads in newspapers will be used, and PSAs sent to local and arts-focused radio

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stations. Posters and flyers will be mailed and distributed via digital media, including e-blasts and Facebook. A special focus on Hartford neighborhood publications will be given.

How is your organization going to use Roberts funding?

This concert will be presented with a chamber orchestra, soloists, and the chorus. Production costs are \$24,000 for the orchestra, soloists, and vocal section leaders to support the chorus at rehearsals and performances, as well as venue costs.

How will Roberts support be recognized?

- Acknowledgement in our season announcement, mailed to 2,500+ households
- Acknowledgement in all concert press releases, media advertising, posters, flyers
- Verbal acknowledgment from the stage, usually done by the Chorale President
- Your full-page color ad in our program book
- Acknowledgement on the donor page in the program book
- Your logo on the Chorale website's page with a link to your website, if desired
- Other considerations as discussed

What is your organization's definition of artistic excellence?

Artistic excellence is the shared experience of singing together for our audiences and ourselves, having brought to our performances our time, talent, and heartfelt dedication under the leadership of a skilled team of musical directors and vocal section leaders (supported for many recent years by The Roberts Foundation). This is why Hartford Chorale is regarded as Hartford's premier symphonic choral organization with a repertoire ranging from classical to contemporary.

We are fortunate to have a new permanent Music Director (Jack Anthony Pott) to bring renewed energy into this definition. His enthusiasm for maintaining and growing the organization is infectious! Further, Hartford Chorale's 52nd season features five concerts in five different Hartford venues, three guest conductors, two area orchestras, and a rich tapestry of great choral literature by Handel, Bach, Dvořák, Vivaldi, Bernstein, and Fauré.

How does this project align with that definition, and how does it advance your mission?

Our mission is to present on a symphonic scale, masterpieces of great choral art throughout southern New England and beyond, serving as the primary symphonic chorus for the Greater Hartford community. This program demonstrates our wish to make this music available to a wider community. We will focus on increasing high school students' attendance as well as summer school college students and adults. Combining our mission of artistic excellence with our commitment to DEIA, we are performing in Hartford's downtown neighborhood in the acoustically majestic Immanuel Congregational Church. As demonstrated last season, we will be employing musicians (both vocal and instrumental) that reflect the community we are a part of. Funding from the Roberts Foundation is a critical part of this success.

How will your audience and the community benefit from this project?

While audience appeal for major works with symphonic choruses remains high, the opportunity to hear major works in an affordable and accessible setting is not always readily available. By performing at Immanuel Congregational Church, located in the heart of Hartford, local residents will have easy access to this concert. Our marketing plan will communicate to the local community early and often. By offering students free admission this concert can showcase the power of Choral Music to an audience that has traditionally not been exposed to this. Very few organizations have the history, depth, and skills to carry out these productions, so only truly prepared performing arts organizations can undertake such projects. Hartford Chorale, with its proven record of successful, self-produced concerts, is one of them.

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How will this project be evaluated?

Hartford Chorale events are evaluated on several criteria, that could include:

- Programs meet artistic excellence goals
- Member surveys on artistic programming
- Audience surveys on programming, venue, other
- Feedback from partners and press
- Programs meet audience attendance goals – we hope for 700 audience members
- Programs meet financial goals.

After this concert, we plan to solicit performer and audience feedback, gathering important facts and feedback, comments on Marketing (how they heard about the concert), Artistic Excellence and suggestions for future programming. Audience attendance numbers are examined for appropriate growth. Financial goals are evaluated: Did we make budget? Did this project bring in new donors and did traditional donors increase support? For this concert we are especially interested in bringing in new audience members from the Hartford community.

Cover letter

- [Nov-2023-Roberts-Foundation-Letter-003.pdf](#)

Board list

- [HC-2023-2024-Board-staff-list.pdf](#)

IRS 501(c)3 determination letter

- [HC-501-c-3.pdf](#)

Financial statement

- [HC-990-2021.pdf](#)

Last year operational budget

- [HC-2022-23-Op-bud-v-Actual.pdf](#)

Current year operational budget

- [Rbts-HC-2023-24-Op-Budget.pdf](#)

Balance sheet

- [HC-Balance-Sheet-as-of-June-30-2023.pdf](#)

Project budget

- [Faure-Project-Budget-11-1-23.pdf](#)

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Does your organization produce an annual report?

No

Has your organization adopted a strategic plan?

Yes

Strategic plan

- [HCStrategicPlanFramework-V1.0.pdf](#)

Now in our 52nd season, Hartford Chorale is excited for the upcoming year. Having just hired a new executive director last year and named a new permanent music director this past spring, the Chorale Board and membership approach this season with optimism and renewed energy. Our strategic plan has served us well, and we look forward to revising it for the future. Our commitment to DEI is deliberate and visible to all. We survived the long COVID winter and are most fortunate to maintain a balance sheet that has and continues to sustain us. The Roberts Foundation is so important to us. The generosity you have shown to the Chorale is critical to our success. We thank you for your consideration.

Have you contacted the Executive Director by email or phone to discuss this proposal?

Yes

Is your cover letter signed by your senior executive? on your letterhead? with your official office address?

Yes