

Excellence in the Arts : Entry # 595**Are you a 501(c)3 organization in good standing with the IRS?**

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 May 1, 2026 ?

Yes

Are you a recent grantee?

Yes

Enter your Report Code

GRF-T3-2025

Organization Name

Hartford Chorale Inc

Organization's IRS Tax ID #

060884892

Principal Contact Name

Sarah Armstrong

Title

Executive Director

Emailadmin@hartfordchorale.org**Phone**

(860) 547-1982

Address

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

Website<https://hartfordchorale.org/>

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\$10,000.00

What is the organization's mission/vision statement?

Hartford Chorale is a volunteer not-for-profit organization that presents, 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. Through concerts and collaborations, the Chorale engages the widest possible audiences with exceptional performances of a broad range of choral literature, providing talented singers with the opportunity to study and perform at a professional level.

Provide a brief history of your organization and its activities.

Hartford Chorale was founded in 1972 and has served for more than five decades as one of Connecticut's leading large choral ensembles. The Chorale presents an ambitious repertoire spanning Renaissance masterworks, contemporary commissions, major choral-orchestral classics, earning a reputation for artistic excellence, community engagement, and innovative programming.

Its performances have included Bach's Mass in B Minor and St. John Passion, Beethoven's Symphony No. 9, Brahms' German Requiem, Britten's War Requiem, Orff's Carmina Burana, and Verdi's Requiem, as well as collaborations with Connecticut Opera, The Hartt School, and Harlem Chamber Players. Hartford Chorale has also championed living composers through premieres and commissions by Rosephanye Powell, Jocelyn Hagen, Sarah Meneely-Kyder, and Scott Perkins.

Today, Hartford Chorale reaches approximately 6,000 audience members annually through performances in concert halls, churches, and civic venues across the region. The organization is equally committed to access and education through its student intern program, scholarships, open rehearsals, and free community singing events.

Recent initiatives reflect the Chorale's commitment to inclusive programming and broad community relevance. In spring 2025, the Chorale presented VOX Feminae, featuring music by women composers with an all-female professional orchestra. The 2026 season's Christmas with Chorale emphasized diversity through inclusive programming and a representative roster of guest artists and musicians. In 2025, the Chorale presented A Spiritual Journey: Singing the Black Experience of America, a free public conclave at Asylum Hill Congregational Church. In 2026, the Chorale presented Shenel Johns: Hartford's Legacy in Song, a free musical forum blending performance and conversation exploring Hartford's influence on Shenel Johns' artistic journey.

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

Our estimated audience demographics are: 60% Caucasian, 15% African American, 15% Asian, and 10% Hispanic/Latino. A sample from our most recent self-produced concerts in 2025 showed audience members from every Connecticut county, with 72% from Hartford County, 11% from other counties, and 7% from neighboring New England states, reflecting a broad regional reach and growing diversity in the communities we serve.

Describe your organization's governance.

Our Board of Governors is highly engaged in the Chorale's success. 9 officers and 19 at-large members serve across 8 committees: education/outreach, artistic programming, special events, development, governance, marketing, membership, and finance. The full board meets quarterly, with ad hoc meetings as needed; average attendance is 90%. This season, Susan Adams became Board President and An-Ping Hsieh became VP of Governance. The Executive Director works closely with board leadership year-round.

Ethnicity/Race + %

Asian-Asian American/10.7

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Black African American/10.7

Ethnicity/Race + %

White/78.6

Ethnicity/Race + %

0/0

Ethnicity/Race + %

0/0

Ethnicity/Race + %

0/0

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

100%

Project Name

BWV: Hartford Chorale Sings Bach

Is this project related to the Visual Arts?

No

Project Description

Hartford Chorale presents BWV: Hartford Chorale Sings Bach on November 7, 2026 at Greater Hartford Academy of the Arts Theater, a 650-seat venue in Hartford. This dynamic performance pairs a 120-voice chorus with professional orchestra and soloists in a welcoming, accessible, contemporary concert setting. The program features Bach's Cantatas BWV 79 and BWV 192 and the motet Jesu, meine Freude (BWV 227), transforming timeless music into a vibrant live experience for today's audiences. Through modern branding, community partnerships, student outreach, and affordable ticket access, we intentionally engage younger, more diverse, and first-time guests who might not otherwise encounter this repertoire. Building on our participation in Music Worcester's Bachtoberfest festival, we bring the same professional artists and momentum to Connecticut audiences. Conducted by Jack Anthony Pott, this Hartford performance offers a rare opportunity to experience Bach performed at full scale close to home.

Total estimated project budget

\$41,560.00

Project start/opening

11/07/2026

Project end/closing

11/07/2026

Project venue

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Greater Hartford Academy of the Arts Theater

Project town

Hartford, CT

Admission fees, attendance, and activity details

One public performance of BWV: Hartford Chorale Sings Bach will take place on November 7, 2026 at Greater Hartford Academy of the Arts Theater. General admission tickets will be \$30. Discounted group pricing will be offered to schools, colleges, and community organizations to encourage broad participation and first-time attendance. We project total attendance of 350, including approximately 300 paid admissions and 50 complimentary/community access tickets for partners, and invited guests.

How do you intend to promote/market this project?

Hartford Chorale will promote this project through a multi-channel campaign built around the audience sources proven most effective in post-concert surveys: member word-of-mouth outreach, targeted e-blasts, social media advertising, and listings in local arts calendars/publications. Additional outreach will include flyers in libraries, schools, and community centers, and announcements through the Connecticut Office of the Arts, area radio stations, and community partner networks.

How is your organization going to use Roberts funding?

Hartford Chorale will use Roberts Foundation support to underwrite artistic and audience-access costs for BWV: Hartford Chorale Sings Bach. Funds will help engage professional orchestra musicians, soloists, and portativ organ for a high-quality performance, while also supporting marketing, community outreach, and subsidized ticket access for students and first-time attendees. Roberts funding will help make this ambitious Hartford-centered cultural event both excellent and accessible.

How will Roberts support be recognized?

Hartford Chorale will gratefully recognize Roberts Foundation in season announcements mailed to 2,500+ households; concert press releases, advertising, posters, and flyers; verbal thanks during pre-concert remarks; donor listings in concert programs; and logo placement on the Chorale website with a link if desired. Additional recognition opportunities are welcomed in consultation with the Foundation.

What is your organization's definition of artistic excellence?

Hartford Chorale defines artistic excellence as the highest level of musical achievement paired with relevance, inclusion, and community connection. We believe excellence is measured not only by technical precision, but by the ability to communicate powerfully, engage audiences, and present a broad range of voices, stories, and traditions through music. We are committed to diversity in the composers and repertoire we program and in the professional artists we engage.

This standard is sustained through a rigorous audition process, disciplined weekly rehearsals, and leadership from Artistic Director Jack Anthony Pott and professional section leaders. Singers bring strong vocal ability, musical literacy, and ensemble artistry to repertoire spanning classical masterworks, contemporary commissions, and culturally responsive programming. Hartford Chorale strives to present performances that are musically exceptional, emotionally resonant, and reflective of the diverse region we serve.

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

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BWV: Hartford Chorale Sings Bach directly reflects our definition of artistic excellence by pairing the highest musical standards with relevance, access, and community impact. Bach's works demand technical precision, stylistic sensitivity, vocal discipline, and expressive depth, giving our singers the chance to perform masterworks at an exceptional level alongside professional musicians, soloists, and portativ organ. It also advances our belief that excellence must be meaningful and accessible. Presented in a secular Hartford venue through contemporary branding, intentional outreach, and affordable pricing, the concert welcomes younger, more diverse, and first-time audiences. The project advances our mission by bringing world-class choral music to Hartford, fostering artistic growth, strengthening partnerships with regional artists, and expanding who feels invited into Hartford's cultural life—showing that great art can be both outstanding and inclusive.

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

BWV: Hartford Chorale Sings Bach expands access to a rich cultural experience for Hartford residents and the community. Without traveling to larger metropolitan centers, audiences enjoy a major live performance featuring 120 voices, a professional orchestra, acclaimed soloists, and portativ organ close to home. This positions Hartford as a city where ambitious artistic events can thrive. The project welcomes audiences beyond traditional classical music patrons. Through affordable pricing, group discounts, community outreach, and contemporary marketing, Hartford Chorale aims to engage younger, more diverse, and first-time attendees seeking new cultural experiences. Audiences gain from the emotional power, beauty, and shared experience of live performance, while Chorale singers grow through demanding repertoire at a high artistic level. The project supports local and regional professional artists and fosters connections across generations and communities through a shared cultural event.

How will this project be evaluated?

Hartford Chorale evaluates each project using both quantitative and qualitative measures. Key criteria include artistic excellence, audience engagement, and financial performance. After this concert, we will gather feedback through performer and audience surveys, assessing perceptions of programming, venue, marketing effectiveness, and overall experience. We will track attendance and compare it to past performances, aiming for growth and expanded reach. Financial outcomes will be reviewed to determine whether we met budget goals, attracted new donors, or increased support from existing ones. Feedback from collaborators and any press coverage will also inform our evaluation. Artistic and Executive Directors, in consultation with the Chorale's Standing Committee for Artistic Programming, will compile a final internal report that analyzes all aspects of the project and guides future planning and programming.

Cover letter

- [Roberts-26-27-Cover-Letter.pdf](#)

Board list

- [HC-Board-of-Governors-FY25_26.pdf](#)

IRS 501(c)3 determination letter

- [08-HC-IRS-determination-letter-1.pdf](#)

Financial statement

- [HARTFORD-CHORALE-INC-2024-990E.pdf](#)

Last year operational budget

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- [HC-Annual-Budget-FY24_25.pdf](#)

Current year operational budget

- [HC-ANNUAL-BUDGET-FY25-26.pdf](#)

Balance sheet

- [Hartford-Chorale-Jan-to-march-26-NEW.xlsx-Balance-Sheet.pdf](#)

Project budget

- [Bach-Budget-and-Other-Funding-Sources.pdf](#)

Does your organization produce an annual report?

No

Has your organization adopted a strategic plan?

Yes

Strategic plan

- [HC-Strategic-Framework-2025-09-15.pdf](#)

Grant Report

- [Hartford-Chorale-Inc-Grantee-Reporting-Form.pdf](#)

Hartford Chorale enters its 55th season with strong momentum, energized by successful new and longstanding artistic and funding partnerships. Guided by an active strategic plan, the organization continues to grow its artistic impact, audience reach, and community relevance, and looks forward to updating that plan to meet future opportunities. Hartford Chorale maintains a stable, balanced financial position with prudent oversight that supports both day-to-day operations and continued investment in artistic excellence and audience development.

Our commitment to diversity, equity, inclusion, and accessibility is intentional and embedded across governance, programming, outreach, and audience engagement. Roberts Foundation has been an important partner in helping Hartford Chorale strengthen the cultural life of our region. We are deeply grateful for your past support and thoughtful consideration of this request.

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