





Mission

The Fenton Community Orchestra (FCO) provides a place for musicians of all ages to connect through music and offers uplifting, educational, and entertaining programs both for our members and our audiences.

Strategic Pillars

- Creating Opportunities for Musicians to participate in a Community Orchestra under qualified artistic leadership.
- Enriching Community Life by sharing the Orchestra Experience and performing arts with all citizens.
- Engaging Stakeholders to advance the sustainability of the organization and its mission.

Values: **Respect | Teamwork | Community | Education**

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FCO Orchestras & Programs

➤ Pillar: *Creating Opportunities for Musicians to participate in a Community Orchestra under qualified artistic leadership.*

The FCO invests in our community by creating opportunities for musicians (in the Fenton and surrounding communities) to participate in a Community Orchestra under qualified artistic leadership. The FCO is committed to our mission of providing a place for musicians to learn and play music, with teamwork and respect, fostering music education, and lifelong learning in the arts.

- **Fenton Community Orchestra** – A multigenerational community orchestra for Intermediate to advance level String, Woodwinds, Brass, & Percussion Players.
 - **Andrew Perkins, Music Director & Conductor** Andrew is a conductor, composer, two ASCAP Plus Award receipt & Grammy nominated music educator and Director of Instrumental Music for Andrew G. Schmidt Middle Schools in Fenton, MI
 - **Tetyana Clarke, Operations Manager** Tetyana is FCO's PT Manager, a musician with the Saginaw Bay Symphony, and Donor Relations and Stewardship Offer for UM-Flint.
 - Rehearsals Thursday 6:45-8:45pm @ Fenton High School Band Room
 - Registration: \$80/year or \$50/semester
- **Simply Strings** – A multigenerational chamber ensemble for intermediate string players: violin, viola, cello & bass players w/ 1+ year experience or have completed Suzuki Level 1 or equivalent.
 - **Jane Ball, Music Director & Conductor** Jane is an educator and string performer and taught string orchestra at Troy and Okemos Public Schools and performed with Shiawassee Chamber Orchestra, Owosso Community Players, and Livingston Symphony.
 - Rehearsals Thursday 5:30-6:30pm @ Fenton High School Band Room
 - Registration: \$80/year or \$50/semester
- **Music in the Schools Initiative:** Every other year, Music Director Andrew Perkins leads a group of orchestra members on a tour of Fenton Area Elementary Schools to share the orchestra experience with over 1,400 students.
- **Summer Strings** – During the summer months, Music Director Jane Ball leads a group of string players interested in continuing to practice and play together.
- **Youth and Beginner Strings** – The FCO encourage youth players to learn and play orchestral instruments and at times, offered string programs for beginners. Area schools currently do not offer a string instrumental program as part of their band or instrumental programs. The FCO is reviewing new program opportunities to fill this void.

FCO Concerts + Community Outreach Activities

- **Pillar: *Enriching Community Life by sharing the Orchestra Experience and performing arts with all citizens.***

The FCO enriches quality of life by sharing the orchestra experience! The FCO is committed to developing our audience and making the performing arts accessible to all citizens (including outreach to seniors and youth). FCO engages audiences through a variety of educational, uplifting and inspiring concert performances in partnership with local schools, organizations, senior centers, and businesses.

- **Concert Season:** The FCO engages over 3,000 audience and community members annually through our main concert series. The FCO strives to make our concerts accessible to the public.
 - ***Holiday - Fall/Winter Concert:*** Held at Fenton High School Auditorium in early December
 - ***Fenton Community Expo:*** The FCO partners with the Chamber to perform at the Expo
 - ***Spring Concert:*** held at Fenton High School Auditorium
 - ***Summer Concert in the Park:*** held in Rackham Park behind the Fenton Community & Cultural Center; this has become a tradition as part of the Concerts in the Park series in partnership with Southern Lakes Parks and Fenton DDA.
- **Outreach to Youth** through our **Music in the Schools Day Initiative**. Music in the Schools Day offers a unique interactive, educational experience for local students, introducing young people to the instruments of the orchestra. The FCO partners with Fenton Area Public Schools to provide outreach to over 1,400 elementary students through this program.
 - **Benefits of Music Education**
 - Musical training helps develop creative thinking, language, and reasoning skills
 - Increases self-confidence
 - Kids learn team-work, responsibility, and discipline
- **Outreach to Seniors:** The FCO seeks to provide outreach and opportunities for seniors to experience the orchestral music. The Summer Strings program occasionally includes performances at local churches or senior centers. The FCO occasionally partners with senior centers to allow seniors the opportunity to attend dress rehearsals prior to the winter and spring concerts.
- **Community collaborations:** The FCO occasionally performs at community events and shares external opportunities with orchestra members that play gigs outside of FCO.
 - Past Local events included: Fenton Community Expo, Cabin Fever, Ghost Walk, Fenton Art Walk, Arts Are the Heart, Jinglefest, Fenton Freedom Festival, Concerts in the Park, Applefest, Fenton Village Players shows, Fenton Street Experience

FCO Fund Development & Community Engagement Overview

➤ **Pillar: *Engaging Stakeholders to advance the sustainability of the organization and its mission***

The FCO is a community-supported orchestra. FCO is dedicated to ensuring the future of the organization by promoting a culture of stewardship and giving. FCO engages a wide range of stakeholders in fund development; cultivating relationships with donors, corporations, foundations, community and business leaders, patrons and friends; for advancing the financial health, sustainability, and prosperity of the FCO and its vision of enriching the quality of life in the community through orchestral music and the performing arts for all to enjoy, benefit from, and experience.

- **Fund Development:** The FCO engages in fundraising activities for sustaining the organization and maintaining its fiscal health:
 - Individual Giving: The FCO's main form of funding comes from individual contributions
 - Sponsorships: Create shared-value by developing business partnerships
 - Grants: The FCO seeks out appropriate matching-grants
 - Advertising: Local businesses enjoy reaching our audience through ads in our concert programs
- **Stewardship & Donor Outreach:** The FCO cultivates relationships with both current and prospective donors and supporters.
 - Acknowledgement letters – thanking patrons and donors for their support
 - Annual report to donors, members, and supporters
 - Annual Appeal letter to current and prospective supporters
 - Letter writing to prospective donors
 - Identify and share sponsorship opportunities with local businesses
- **Community Partnerships:** The FCO develops strategic partnerships to create awareness and support for the organization within the greater community:
 - Community Partners: Southern Lakes Parks and Recreation, Fenton Area Public Schools, City of Fenton including DDA & Art & Culture Commission
 - Membership of: Fenton & Linden Regional Chamber, Michigan Nonprofits Association, League of American Orchestras
- **Communications, Marketing & Promotions:** The FCO uses a variety of communication channels to engage and interact with our members, audiences, and patrons. The FCO also uses a variety of print, digital, and new media to promote the orchestra, its concerts, and opportunities to support the organization.
 - Social media – share event information and provide customer engagement
 - Email: Member, Donor, and Community email newsletters provide directed information on upcoming concerts, rehearsals, and giving opportunities.
 - Mailing: and in-person at concert, networking, and social events.
 - Concert flyers and posters shared with local businesses
 - Local newspaper advertisements
 - press/news releases – share story ideas and concert information
 - website
 - cross-promotion with community partners and other local art nonprofits
 - word of mouth

Reasons to support the Fenton Community Orchestra

Pillar: *Creating Opportunities for Musicians to participate in a Community Orchestra under qualified artistic leadership.*

- **A local Initiative – A Big Success:** The Orchestra was founded in August 2010 by three Fenton residents. As of season 10, the FCO has grown to over 120 members from Fenton, Byron, Hartland, Linden, Holly, Flint, Davison, Swartz Creek, Davisburg, Grand Blanc, Durand, Howell, and Clarkston
- **Inter-Generational:** Since our beginning in 2010, over 120 community members, ages 10-90 have performed in the Orchestra.
- **Quality we can be proud of:** FCO ensembles are directed by talented and qualified music directors and conductors. FCO performs a range of musical styles including classical, pop, ethnic, and jazz.
- **Inclusive Community:** The Orchestra provides a place where local musicians can learn, rehearse, and play music together in an environment of teamwork, respect, contribution, and achievement.
- **Encouraging young players:** Local schools do not provide a string music program. When able, the FCO seeks to provide opportunities for local youth to learn and play string instruments under qualified instruction.

Pillar: *Enriching Community Life by sharing the Orchestra Experience and performing arts with all citizens.*

- **Community Presence:** The FCO presents 3-4 major concerts each year. A winter and spring concert at the Fenton High School Auditorium, a summer Concert in the Park and at the Fenton Community Expo. The FCO occasionally collaborates with community partners for other local performances.
- **A growing audience:** The FCO performs for over 3,000 patrons and community members each season from the tri-county area.
- **Free Admission:** The FCO's public performances are always free of charge and we seek to make our concerts accessible to all citizens.
- **Enriching local Education Opportunities:** FCO ensembles partner with Fenton Schools for a Music in the Schools Day Initiative. The Orchestra tours the local elementary schools, sharing a live orchestra experience with the students that include a hands-on workshop, learning about the instruments of the orchestra and some of the masterful works of great composers.
- **Outreach to Seniors and Youth:** The Orchestra reaches out to seniors and youth to support their participation as musicians and as volunteers.

Pillar: *Engaging Stakeholders to advance the sustainability of the organization and its mission*

- **Supported by our Community:** Although we apply for grants to help support the FCO, donations from individuals and community businesses are crucial to sustaining the Fenton Community Orchestra. The Orchestra exists because of the ongoing support of citizens and local businesses of our community.
- **Donations are Tax Deductible:** The Fenton Community Orchestra is a Michigan 501c3 not-for-profit corporation. Donations to FCO are tax deductible.

- **Community driven: Board of Directors, Staff, and Volunteers:** The Fenton Community Orchestra is governed by an all-volunteer board of directors made up of community and businesses members that lend their service and expertise into helping oversee the organization's fiduciary duties. The Board is supported by a part-time operations manager, two music directors, and committees made up of board members and volunteers.

Research and Studies Show:

- **The Arts fuel Community and Economic Development:** To quote Michigan State University's Arts & Culture, "The Arts... have broader impacts beyond the individual level. They can fuel community and economic development. Arts and cultural activities help to develop community identity and collective pride. The arts and culture sector is an integral part of the new economy. Cities that are most successful in attracting workers are the ones that have exciting arts and cultural offerings."
- **Students Benefit:** Students who participate in the arts demonstrate improved academic performance have lower dropout rates and outperform non-arts students on the Scholastic Aptitude Test and in reading and math. A study done by University of California proved that a link exists between music and human intelligence. The authors state, "Music trains the brain for higher forms of thinking."
- **Benefits to Youth:** Stanford University studies indicate, "young people who are actively engaged in arts learning and arts production improve their self-esteem and confidence, assume leadership roles, and improve their overall school performance."
- **For At-Risk Youth:** The US Department of Justice states, "participation in arts programs can interrupt the drift to a negative lifestyle, helping to replace destructive behavior with positive activities and interests." In Research sponsored by the US Office of Juvenile Justice and Delinquency Prevention (OJJDP) and the National Endowment for the Arts (NEA) arts programs for at-risk youth were found to reduce court referrals for delinquency while increasing school achievement, effective communications, and teamwork. For more than 10 years, OJJDP has partnered with the NEA to support arts programs that help steer at-risk youth away from delinquency and reintegrate juvenile offenders back into the community.
- **Seniors Benefit in Many Ways:** Research studies verify that seniors who participate in the arts are less likely to experience feelings of loneliness and isolation. Communication through art media exercises the brain and promotes memory health. A Center on Aging study found that older Americans involved in the arts demonstrated better health, had fewer doctor visits, and used less medication – saving money and improving quality of life.

Please support Your Fenton Community Orchestra

Donating is simple and easy at fentonorchestra.org/support

Learn more and visit us at FentonOrchestra.org

Join us on Facebook at Facebook.com/FentonCommunityOrchestra

Fenton Community Orchestra is a 501c3, EIN 27-3332801; contributions are tax deductible.

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