



## WEST MICHIGAN SYMPHONY

[westmichigansymphony.org/playyourpart](http://westmichigansymphony.org/playyourpart)

231.726.3231

360 W Western Ave, Muskegon, MI 49440



### HONORARY CO-CHAIRS

Lari Hines  
Larry Hines  
Robert Kersman  
Wendy Kersman  
Fred Norris  
Joanna Norris  
Kay Olthoff  
Mike Olthoff  
Jean Enright  
Peter Turner

### OPERATION CHAIRS

Jan Deur  
Kay Olthoff

### CABINET MEMBERS

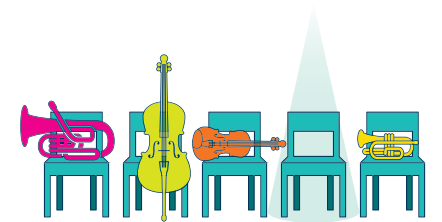
Sherry Becker  
Jane Blyth  
Jon Blyth  
Pete Brown  
Sherry Brown  
Ryan Bryker  
Susan Cloutier-Crain  
Anne Dake  
Kevin Even  
Bill Eyke  
Jim Geisler  
Susan Geisler  
Dave Gerdes  
Kim Hammond

### CABINET MEMBERS CONT'D

Karen Jackson  
Paul Jackson  
Roger Morgenstern  
Deb Olsen  
Steve Olsen  
Mike Olthoff  
Mary Price  
Susan Rehner  
Tom Schaub  
Al Steinman

### ENDORSERS

Marilyn Andersen  
Bernie & Cathy Berntson  
Pat Donahue  
Judy Hayner  
Amy Heisser  
Brad Hilleary  
Clara Lang  
Cindy Larsen  
Gary Nelund  
Dale Nesbary  
Frank & Emma Peterson  
Asaline Scott  
John Severson  
Dan & Ann Tabor  
Rebecca Veltman  
Troy Bell  
Todd Jacobs  
Steve Gawron  
Walter Watt



PLAY YOUR PART  
BUILDING COMMUNITY THROUGH MUSIC



A CAMPAIGN FOR THE  
WEST MICHIGAN SYMPHONY



# WHY MUSIC MATTERS

Many have tried to answer this question, but perhaps Plato said it best: "Music gives a soul to the universe, wings to the mind, flight to the imagination and life to everything."

There is simply nothing to equal the soul-stirring joy of a live musical performance. But that joy is often only to be found in large cities that boast full-time symphonies and plenty of wealthy patrons.

How fortunate we are that Muskegon has found a different approach! The West Michigan Symphony provides every bit of the soul-stirring excitement that can be found in Chicago, Atlanta or New York. We have simply created a unique solution that fits our community needs.

We start with Music Director Scott Speck, a high profile, sought-after conductor who shares his time with other acclaimed ensembles (including Chicago's famed Joffrey Ballet).

Then we add highly-qualified musicians. WMS is one of the country's hybrid orchestras, with musicians who are paid "per service" (rehearsals and concerts) rather than salaried. Scott has cultivated an ensemble of 60 committed professionals who travel from throughout Michigan and 12 other states.

And finally, we highlight multiple facets of every performer, bringing in guest artists who can command the Frauenthal stage one night and transition to an intimate performance at The Block the next. We carefully plan educational outreach between performances to extract maximum return on investment for our community.

That is how a community like ours can enjoy live musical performances of this caliber.

We are a catalyst for a **music-infused West Michigan**: leading, facilitating, connecting and collaborating with the community to stimulate cultural vibrancy, inclusivity and pride of place.

WMS VISION STATEMENT

## We enrich the lakeshore communities in three vital and exciting ways:

### Timeless symphonic presentations in a welcoming environment

WMS annually presents an 8-concert series of classical masterworks and entertaining pops in the Frauenthal Center. Internationally acclaimed soloists are drawn to West Michigan's rich artistic environment.

### Uncommon live experiences for the musically curious

WMS also offers 10-15 innovative performances of jazz, crossover-folk and classical chamber music at The Block each season. Neither club nor concert hall, The Block is a vibrant musical "third place" in the heart of downtown Muskegon.

### Enriching educational outreach to inspire a new generation of music lovers

WMS enriches the lives of children and youth through education programs provided free or at low cost to ensure wider access. Music and the arts furnish young people with important skills they need to better navigate through life.

## PLAY YOUR PART is a \$5,000,000 campaign that will build a strong foundation for WMS to continue enriching our community.

### Campaign Goals:

- Expand the endowment to generate 15-18% of the annual budget.
- Expand our educational footprint to reach the underserved students who need it the most.



# PROJECT BUDGET

\$ 5,000,000



- \$ 4,000,000  
Endowment Investment
- \$ 600,000  
"Tune Up" Education Program 5-Year Startup
- \$ 200,000  
Operations
- \$ 200,000  
Campaign Expenses

### Sources of Funds



- \$ 1,000,000  
Lead Gift:  
Michael & Kay Olthoff
- \$ 3,500,000  
Community Philanthropy
- \$ 500,000  
Capstone Gift\*

\* Capstone gift of \$500,000 will be made when the goal of \$3.5 million in community philanthropy is reached.

# GIVE TODAY

[westmichigansymphony.org/playyourpart](https://westmichigansymphony.org/playyourpart)

Contributions to the campaign can be made in the form of:

- A one-time gift of cash
- A multi-year pledge (up to five years)
- A gift of appreciated assets (i.e., stocks)
- An estate gift