



## 2014 Annual Report

### **2014: Exceeding Our Goals**

The year of 2014 was the beginning of regular operations for the WMGSO. After a lot of planning, paperwork, and with the help of our generous Supporters, the orchestra exceeded every goal we set! A year marked by many firsts, the ensemble was able to begin rehearsing and performing on a solid seasonal schedule.

WMGSO performed a total of seven concerts in 2014. In addition to three concerts in Rockville, extra donations from our Supporters allowed us to hold a fourth full ensemble concert, enabling us to spread orchestral game music to Northern Virginia. The orchestra also performed in three smaller chamber concerts, including two in partnership with other local charities: Baltimore-based Code in the Schools and D.C.-based Can't Stop The Serenity. We custom-tailored our setlists to match the theme of each charity event, including a concert full of western folk music for the Joss Whedon-inspired CSTS event. The final performance was our very own Small Ensemble Showcase at Living Faith Lutheran Church, giving our musicians an opportunity to show off their skills in a more intimate setting, playing a variety of genres including jazz, blues, and rock.

This year was also a year of developing our roster and volunteer base. 32 musicians joined the orchestra's ranks in 2014, bringing the year-end total to 72 instrumentalists and singers! WMGSO needs not only musicians, but non-performing volunteers as well; the orchestra's arrangers created 18 new arrangements in 2014, bringing fresh music to WMGSO's full and chamber performances. Additionally, more than 20 volunteers signed up to serve as ushers and floor staff at concerts.

Finally, 2014 was a year of reaching new people and traveling to new places. WMGSO's partnership with CSTS allowed us to diversify and grow our audience in Northern Virginia by making use of mutual advertising. The orchestra reached an estimated 1088 audience members in all.

### **Furthering Our Mission**

WMGSO achieved our mission of educating the public about video game music by growing our audience, including diverse musical styles in our programming, and offering further context for our pieces.

Prior to 2014, WMGSO had no performances with which to draw an audience; by 2014's close, we had seven unique opportunities to build an audience and fanbase, and succeeded at seating hundreds of attendees at all three of our major performances during the year.

Between all of our concerts, the orchestra distributed more than 1,200 printed programs, each filled with information about the musical pieces and their sources. The Music Director and Board felt this context was crucial to the interpretation of the piece and the appreciation of the music.

### **Achieving Stability**

The WMGSO achieved financial stability in 2014 by creating a strong, highly-visible donation platform. This platform included implementing a series of supporter levels, annually renewable, at multiple tiers with incentives. 65 annual supporters were gained in 2014, 57 of which enrolled at seasonal concerts.

Thanks to the incredible generosity of our Supporters, WMGSO surpassed our 2014 fundraising goal by 423%, raising over \$15,000! This allowed the ensemble to offer even more concerts to the public.

### **Why Does It Matter?**

As evidenced by the incredible support from the community, there is public demand for orchestral game music. In 2014, the ensemble spread awareness of the arts, specifically orchestra styled music, to more and more people all over the Washington Metropolitan Area. An appreciation of the arts is important to our human cultural development, and sharing our passion with the areas in Maryland and Virginia have helped bring those communities together, to foster goodwill and connection. We provided an outlet for culturally-relevant orchestral music in these areas.

The ensemble's financial success will allow us to improve quality of sound and performance, to better express our art, and grow our audiences in even more locations in the DC-Metro area, furthering our educational mission.