

GENEVA MUSIC FESTIVAL'S FIRST DECADE



SECURING THE FUTURE

GMF

GENEVA  
MUSIC  
FESTIVAL

GEOFFREY HERD, DIRECTOR

GENEVA  
MUSIC  
FESTIVAL  
ENDOWMENT  
CAMPAIGN

[GENEVAMUSICFESTIVAL.com](http://GENEVAMUSICFESTIVAL.com)

## BEGINNINGS

The Geneva Music Festival (GMF) was founded in 2011 by violinist **Geoffrey Herd**. He was soon joined by fellow Genevans, violinist **Eliot Heaton** and cellist **Hannah Collins**. This “trio” has worked together ever since.

From a weekend of chamber music concerts for their hometown audiences, the Festival has grown in scope, size, and programmatic diversity, becoming a cultural gem in the heart of the Finger Lakes featuring world-class artists in a four week season.

In 2020, GMF marks an important milestone: our **10<sup>th</sup> anniversary** of bringing great music to our Finger Lakes communities.



Inset: **Geoffrey Herd, Eliot Heaton, and Hannah Collins**. Above: **Eliot, Geoffrey, and Hannah in the First Presbyterian Church of Skaneateles**. Photo by Bernie Mindich

## THE ENDOWMENT CHALLENGE

In recognition and celebration of GMF’s first decade, a long-time GMF supporter has encouraged us to create our first endowed fund. The challenge is this: **if we raise \$100,000 by March 2022, the donor will provide a generous matching gift of \$50,000**. Creating a permanent endowment will help secure a healthy future for music in our community, a goal integral to the long term health and sustainability of GMF.

## THE FESTIVAL TODAY

GMF typically presents four weeks of chamber music, jazz, organ, bluegrass concerts and educational programs featuring many of the nation’s top performers. These include Grammy award winners, as well as faculty from Juilliard, Yale, the Colburn School, McGill University and others. The Festival **draws audiences (1200+)** from the Finger Lakes as well as visitors to the area, and is recognized as a significant cultural contributor to Geneva and the region. Through innovative programming, the festival is a leader in breaking the mold of classical music as only a field of historically European composers, by highlighting the significant contributions of musicians of all genders and a diverse array of ethnic backgrounds.



Above: **Sounds Of April and Randall**, featuring vocalist **April May Webb** and trumpeter **Randall Haywood**, perform at the **Smith Opera House**. Left: **The Verona Quartet** – **Jonathan Ong** (violin), **Catherine Cosbey** (violin), **Brannon Cho** (cello), **Abigail Rojansky** (viola) – are joined by **Michelle Cann** (piano) and **Jinjo Cho** (violin) in the **Gearan Center for the Performing Arts’ Froelich Hall**.

Photos by Kevin Schoonover

## COMMUNITY ENGAGEMENT

**Improving access to music** is a central focus of the Festival's mission. Our educational and community outreach programs provide **free performances** by GMF musicians for the Geneva City School District, the Boys and Girls Club of Geneva, the Geneva YMCA, St. Peter's Community Arts Academy, and senior living centers in Canandaigua, Auburn, and Skaneateles. **Over 600 students and seniors are served annually.**



Left: **Hannah Collins performs outreach at Geneva's YMCA.** Inset: **Enthusiastic North Street students.** Below: **Geoffrey Herd, Eliot Heaton, Max Geissler, and Colin Brookes take direction from a student at Geneva's North Street School.**



*Photos by Andrew Markham*



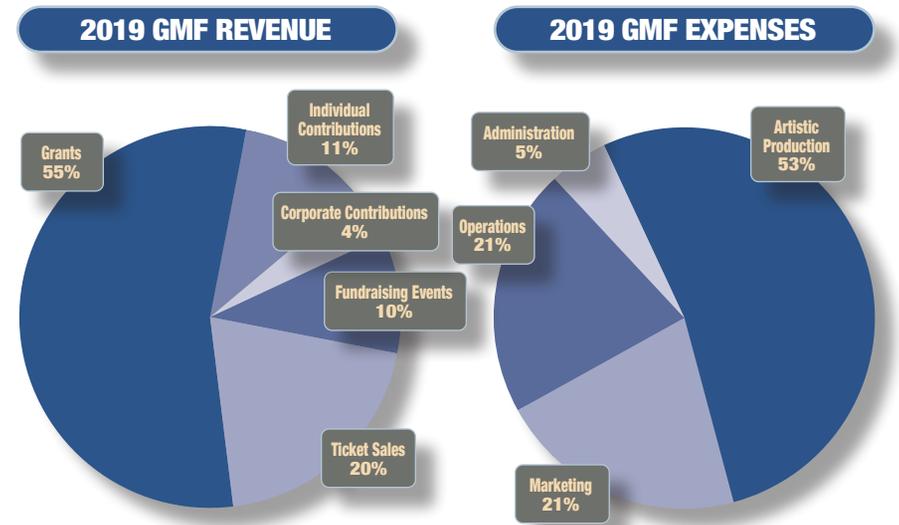
## SUPPORT FOR THE FESTIVAL

**Thank you to our generous donors!** Support from individuals, granting organizations, and local businesses has been critical to the Festival's success and a testament to the quality of the Festival's offerings.

- Brenda and Dave Rickey Foundation
- City of Geneva
- CNY Arts
- Finger Lakes Community Arts Grants
- Max and Marian Farash Foundation
- National Endowment for the Arts
- Nelson B. Delavan Foundation
- Rochester Community Foundation
- Williams Family Foundation
- Wyckoff Family Foundation

We appreciate the vote of confidence from local businesses that have supported us over the years, and especially thank Lyons National Bank as our 2020 season sponsor.

Historically, the programming funds have been supplied through diverse income sources such as grants, donations and ticket sales. Having an endowment income stream would strengthen the organization's financial position for the future.



## ENCOURAGING WORDS FROM LONG-STANDING SUPPORTERS

“Excellent as usual. Always enjoy the diverse programming!”

“Thanks for playing unfamiliar pieces and expanding our ears!”

“Excellent talent! It's great to hear different pieces from different composers. What a joy to come to these concerts.”

“Incredible talents!! Please continue next year and forever!”

“Great concert; virtuoso performance and cutting edge program.”

“I've been to chamber music festivals in many places but the enthusiasm and excellence demonstrated here is a joy!”

“Such beautiful and interesting music performed by such talented musicians.”

## CHANGING LIVES THROUGH STUDENT ENGAGEMENT

“The more we expose these young men and women to the best inspirations in life, the greater likelihood they will seek better for themselves; I foresee a greater and more consistent engagement with your festival going forward.”

“The interaction with the kids was impressive and I feel it was a great way to engage them as part of your show.”

## COMMITMENT AND CREATIVITY

The 2020 season, profoundly changed by the COVID-19 pandemic, created an opportunity for innovation through robust on-line programming which included cellist **Clive Greensmith**, violinist **Jinjo Cho**, and the Jazz trio **La Voz de Tres**, interactions with Pulitzer Prize-winning composers **Jennifer Higdon** and **Shulamit Ran**, and dialogues with pianist **Michelle Cann** regarding the music of Florence Price, and violinist **Ani Kavafian**. To reach our school children and older adults, we created and shared educational YouTube videos along with concerts from the 2019 season. Collectively, audiences of over several thousands took part in these performances which remain available via YouTube for follow-up viewing.

## PLANS FOR THE FUTURE

Over the next five years, the Festival aims to **continue its growth** trajectory and **gain further national recognition**. GMF is well-poised to **become an increasingly significant cultural tourist attraction** in the Finger Lakes, drawing audience members from near and far who enjoy the region's beautiful environment and nationally recognized wine industry.

Looking ahead, the Festival will **carry on its legacy of bringing the finest chamber musicians to the Finger Lakes region** and sharing this music not only in concert halls, but in schools, retirement communities and community centers. Deepening our roots with our community and finding the most impactful ways to **better the lives of the residents of Geneva and the Finger Lakes** remains at the forefront of our mission.

We will **use innovative methods of reaching the broadest audience**. Providing greater access to performances, we are creating a strong on-line presence on YouTube, Instagram, and Facebook and also employing live-streaming. We will **continue to be an innovator in programming** by presenting works that reflect diversity in cultures, composers and musicians, while advancing music often neglected on the concert stage. Our programming has reached the national stage, attracting significant broadcast opportunities for our high-quality live recordings, routinely featured on American Public Media's national program *Performance Today*.

## PROGRESS TO DATE

We begin this campaign with gifts and pledges totaling \$50,000. This is the result of 100% participation by the Board members and a generous lead gift of \$15,000.

## HOW YOU CAN BE A PART OF SECURING THE FUTURE

Join us in this exciting opportunity and be part of securing the future of Geneva Music Festival for generations to come. **We invite you** to make a pledge to the endowment fund so together we **make music accessible** to all audiences.

## WHO TO CONTACT

**Geoffrey Herd** at (315) 521-1623 or [director@genevamusicalfestival.com](mailto:director@genevamusicalfestival.com)  
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“In 2020, the Geneva Music Festival celebrates its 10<sup>th</sup> season, marking a decade of presenting world-class music and musicians. Preparing for the next decade and beyond, we proudly announce that a long-time GMF supporter has encouraged us to create our first endowed fund by offering a \$50,000 gift if we raise \$100,000 for this new endowment. Please join us in this exciting opportunity!”

– *Geoffrey Herd, Director, Geneva Music Festival*



**Esther Park, Geoffrey Herd, Hannah Collins, Shawn Moore, and Ettore Causa.**

*Photo by David Soderlund*