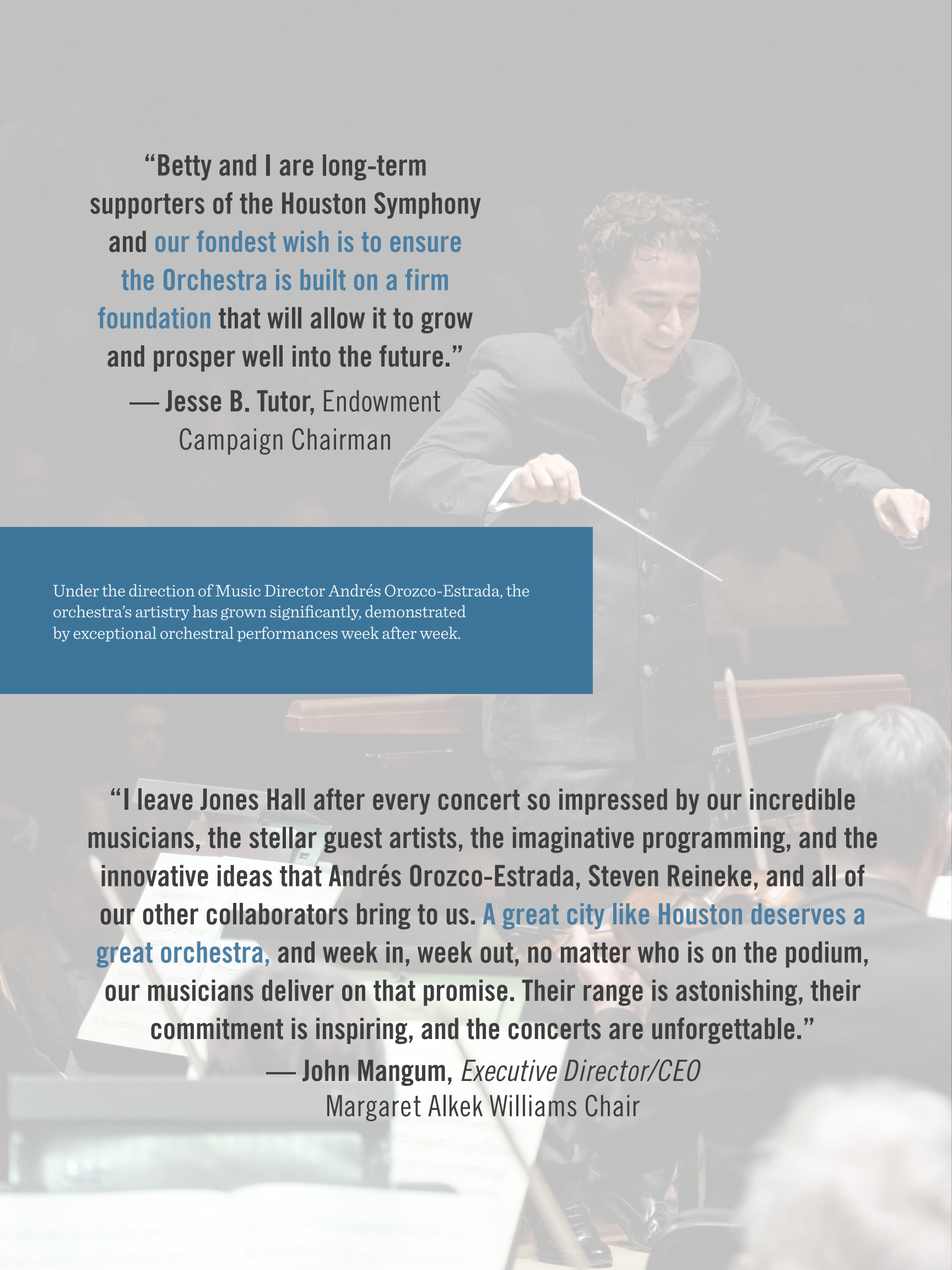




INVESTING IN OUR

FUTURE

THE HOUSTON SYMPHONY ENDOWMENT



“Betty and I are long-term supporters of the Houston Symphony and our fondest wish is to ensure the Orchestra is built on a firm foundation that will allow it to grow and prosper well into the future.”

— Jesse B. Tutor, Endowment Campaign Chairman

Under the direction of Music Director Andrés Orozco-Estrada, the orchestra’s artistry has grown significantly, demonstrated by exceptional orchestral performances week after week.

“I leave Jones Hall after every concert so impressed by our incredible musicians, the stellar guest artists, the imaginative programming, and the innovative ideas that Andrés Orozco-Estrada, Steven Reineke, and all of our other collaborators bring to us. A great city like Houston deserves a great orchestra, and week in, week out, no matter who is on the podium, our musicians deliver on that promise. Their range is astonishing, their commitment is inspiring, and the concerts are unforgettable.”

**— John Mangum, Executive Director/CEO
Margaret Alkek Williams Chair**

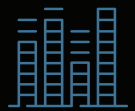
ARTISTRY

A world-class city is judged not only for its size, diversity and scope of business and industry, but also for its quality of life and cultural assets. For more than a century, Houston's Symphony has grown along side her namesake city and has been the cultural touch stone for our region. As Houston grew into an international city, the energy capital of the world, our Orchestra grew in size, depth and stature and today is acknowledged as a top orchestra in the country.

In a global economy, the eyes of the world are on us and we must meet the needs of our thriving metropolis. A 21st century arts organization cannot be complacent. Hallmarks of our Symphony include:



The world's finest guest conductors and soloists



Innovative multimedia concerts



Representing Houston through international tours



Grammy Award for Berg: *Wozzeck*



Regularly commission and premiere new work

WHO WE SERVE

We inspire and engage a diverse audience by maintaining relevancy to the population of America's most diverse city.



Invest **\$5.5MM**,
16% of annual budget, in education
and community engagement serving
more than **161,000 Houstonians**,
including **93,000 children** ▼



Houston's premiere
cultural ambassador at
home and abroad ▲



Symphony and Community-Embedded
Musicians engage in more than
1000 community activities
each year ▲

More than **130**
concerts performed each
season in Jones Hall ▼



Reach over **400,000**
people in Greater Houston annually
through concerts at Jones Hall,
educational programs, and
work in communities ▼



Houston's **LARGEST**
performing arts organization for more
than a century ▲



More than **60,000**
Houstonians participate at
Miller Outdoor Theatre
performances each year ▼



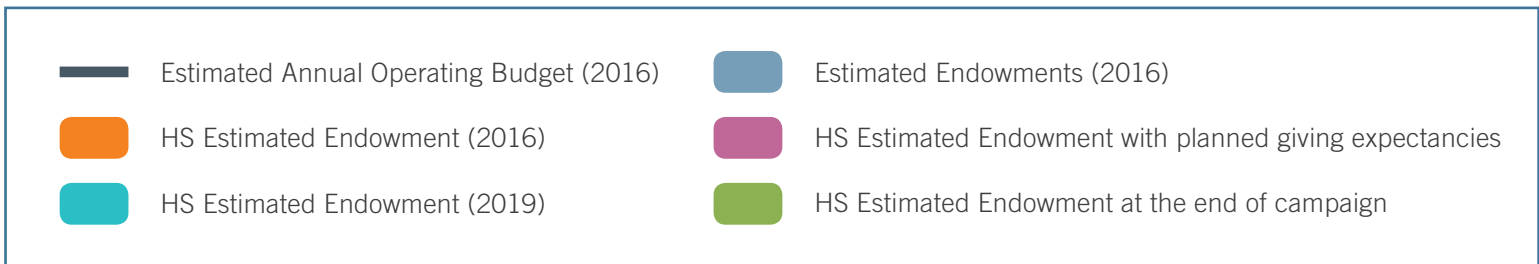
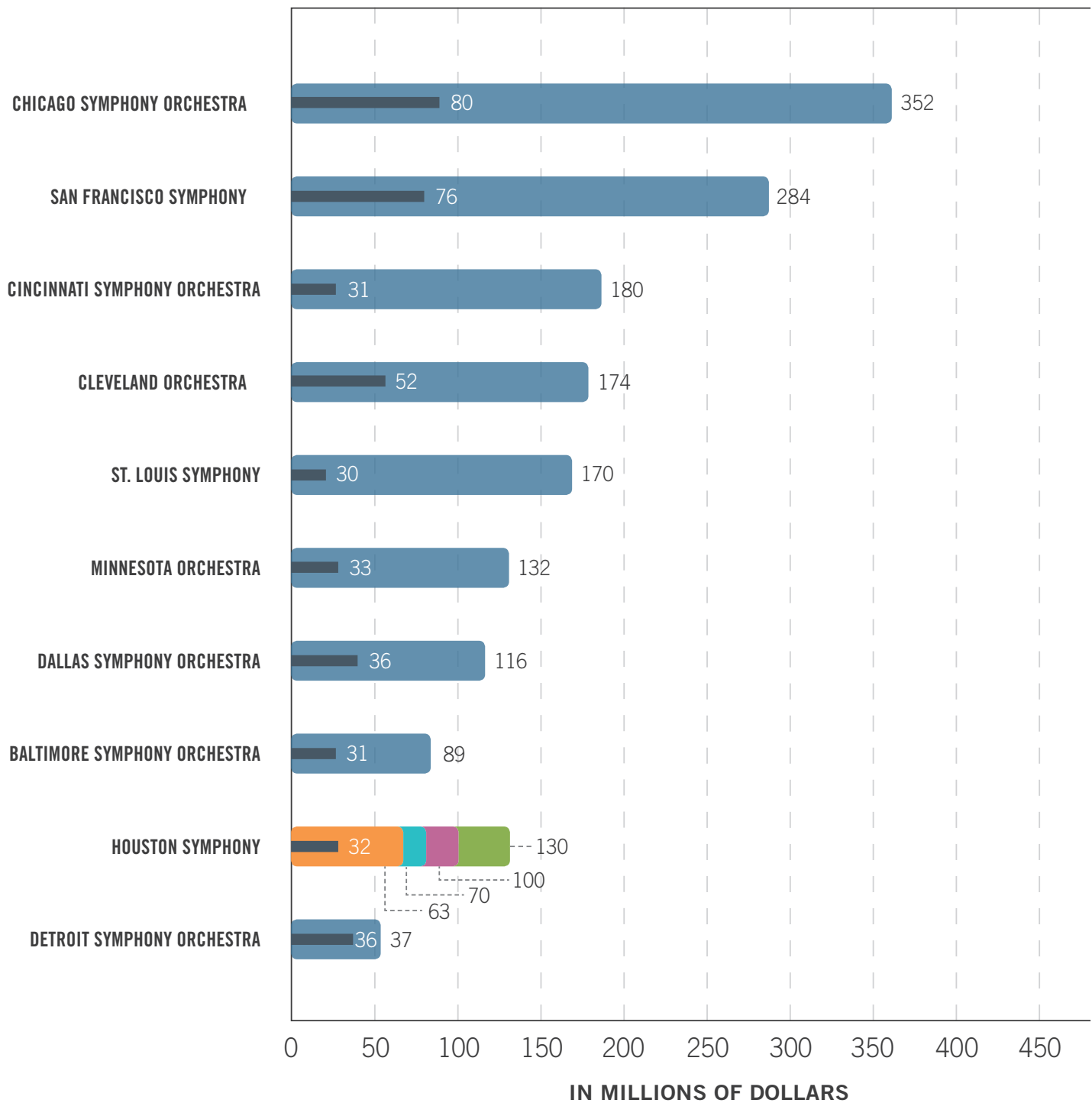
Student concert series continue an
80-year tradition of introducing
orchestral music to **46,000**
children across **33**
school districts each year ▼



900 patients in our
hospital networks served
annually through bedside visits,
group sessions, performances,
and recording sessions ▲



HOW WE COMPARE



THE ENDOWMENT CAMPAIGN IS NECESSARY TO



Continue artistic growth as we firmly establish ourselves as one of our nation's top orchestras

Musicians and audience members alike have noted that, under the leadership of Andrés Orozco-Estrada, the orchestra has raised its level of artistry every year. This growth, while gratifying, cannot continue indefinitely without a firm financial foundation for the orchestra's activities.



Attract the world's finest musicians

The Symphony's success ultimately depends on continuing to bring musicians of the highest caliber to Houston, especially principal players in our orchestra as well as renowned guest artists. The cost of these musicians' services continues to grow, so we must grow to stay in the market for them.



Raise the profile of the orchestra and our city

Recent recording activity—including the Grammy[®]-winning *Wozzeck*, groundbreaking *HD Odyssey series*, and critically-acclaimed cycle of Dvořák Symphonies—as well as a triumphant European Tour in March 2018 indicate a growing demand for the Houston Symphony's work. Raising the profile of our orchestra and our city through further recordings, and plans for international tours at least every three years, require expenditures beyond what the current operating budget can sustain.



Reduce our debt burden

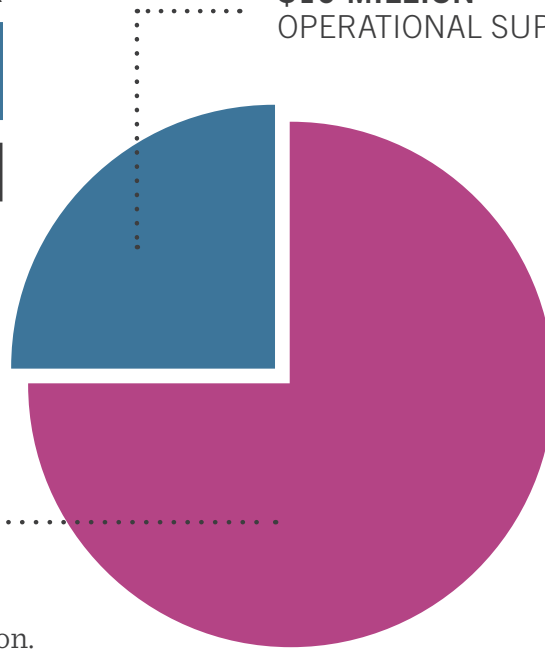
In the current decade, the Houston Symphony has launched, and is continuing, unprecedented fundraising efforts. Although this work has underwritten substantial accomplishments, it has not done enough to reduce the organization's debt. While our debt has not grown significantly in the last six years, it remains an obstacle to robust growth.

The primary aim of our endowment campaign is to achieve long-term financial stability by growing the endowment from \$70 million to \$100 million by the end of 2021. Many endowment gifts are traditionally received through planned estate contributions. That is a long-term strategy that will provide ongoing influxes of funds. To realize the funding level we need at a bare minimum in today's work, we must grow the endowment in the short term, which is why we are seeking direct gifts in this campaign.

THREE-YEAR **\$40 MILLION** DOLLAR CAMPAIGN

\$30 MILLION
DIRECT ENDOWMENT SUPPORT

\$10 MILLION
OPERATIONAL SUPPORT



Our community is proud of its orchestra, and the Symphony is likewise proud to serve Houston. This endowment campaign is a bold project to ensure that the Symphony remains a keystone of our city's cultural community for many decades to come.

PLAY A PART IN SECURING THE FUTURE

The Houston Symphony has a variety of ways to support the endowment. Donors may make gifts to an existing pool of funds based on their interests, can name a fund or endow an orchestra chair.

FUNDING OPPORTUNITIES

- Classical Fund
- Popular Programming Fund
- Music Director's Development Fund
- Guest Conductor Fund
- Guest Artists Fund
- Fund for New Music
- Audience Development Fund
- Artistic Ventures Fund
- Touring Fund
- Recording and Media Fund
- Semi-Staged Production Fund
- Capital Needs Fund
- Education and Community Engagement Fund
- General Endowment Funds
- Named Endowed Funds

An endowed fund may be permanently established within the Houston Symphony Society with a minimum contribution of \$250,000. The fund can be designated for general purposes or specific interests.

- Orchestra Chairs
- Permanently Endowed Chairs | \$1,000,000+
- Time Restricted Endowed Chairs | \$100,000 - \$500,000 Annually

Permanently endowing a musician chair provides the Houston Symphony with funds to attract, retain and support musicians of the highest caliber.

Donors may support an orchestra endowed chair for a designated amount of time (five-year+ increments) and receive donor recognition during the period of the contributed support.

With our donors' support, we have achieved unprecedented levels of artistry and service to our community. The Symphony has maintained revenue growth while carefully managing expenses, but the organization remains unprotected from the effects of financial downturn, hurricanes, or the need to service debt.

Standing pat is not an option for a major American orchestra in a diverse, fast-growing metropolitan area. The momentum gained over the last ten years—and over the last one hundred—cannot be maintained unless we establish financial stability that will allow us to make meaningful plans for more than the next one or two fiscal years. This can only be achieved by building a robust endowment. We cannot look forward to the significant upgrade of the Symphony's performance space if we have an endowment unable to provide adequate funding.

Now is the time secure our financial footing to serve our great city.







For additional information on our Endowment Fund Campaign, please contact
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