

**THE WASHINGTON CHORUS SELECTED AS A GRANTEE OF BLOOMBERG PHILANTHROPIES'  
ARTS INNOVATION AND MANAGEMENT PROGRAM**

*The Washington Chorus will participate in \$43 million program*

**Washington, DC — August 16, 2018 — The Washington Chorus** today announced that it is a grantee recipient of Bloomberg Philanthropies' Arts Innovation and Management (AIM) program. The invitation-only program seeks to strengthen the organizational capacity and programming of small and mid-size cultural organizations within Atlanta, Austin, Baltimore, Denver, New Orleans, Pittsburgh and Washington, D.C. Through the \$43 million multi-year initiative, Bloomberg Philanthropies will provide unrestricted general operating support as well as arts management training in areas that include fundraising, strategic planning, marketing and board development.

"This generous grant from Bloomberg Philanthropies comes at the perfect time, as The Washington Chorus enters its 58th season, and my second season leading the group," said Artistic Director Christopher Bell. "The support provided will be invaluable as we seek to further the creativity of our programming, and strengthen our connections to the broader Washington, DC community."

"Not only are we grateful for the financial support offered by this AIM grant from Bloomberg Philanthropies, but the extensive training for staff and board provided by the experts at the DeVos Institute of Arts Management will help us implement our mission more effectively," commented Chris Denby, Chairman of the Board of The Washington Chorus. "Plenty of training programs like this exist for other industries, but not in the arts and culture sector, and we appreciate that Bloomberg is stepping in to bridge that gap."

AIM targets arts non-profits because of the vital role that they play in building communities, driving local economies and supporting artists. "The arts inspire people, provide jobs, and strengthen communities," said Michael R. Bloomberg, founder of Bloomberg Philanthropies. "This program is aimed at helping some of the country's most exciting cultural organizations reach new audiences and expand their impact."

Bloomberg Philanthropies will develop curricula and conduct seminars for the program in partnership with leading experts, including the DeVos Institute of Arts Management at the University of Maryland, led by Institute Chairman Michael M. Kaiser and President Brett Egan. AIM organizations will engage in activities that strengthen their long-term health and goals, and will receive one-on-one consultations and implementation support for organization leaders and their boards.

All organizations invited to participate in the 2018 expansion of the AIM program are nonprofits that have been in existence for at least two years. Participating organizations

will be required to secure 20% of their AIM grant in matching dollars; reach 100% board participation in fundraising; and maintain up-to-date information in DataArts, an online management tool that assists arts organizations across the country in collecting, learning from, and using data effectively. The grants will be unrestricted to allow recipients to utilize the funds to address their greatest needs.

Since 2011, AIM has helped more than 500 small and mid-sized organizations in all creative disciplines, including theater, visual arts, music, film, literature and dance. Participating organizations reported significant improvements in board development, fundraising and overall income over the two-year program. Watch this video for an overview of the Arts Innovation and Management program:

<https://www.youtube.com/watch?v=4KJy8DgjRDg&feature=youtu.be>.

### **About The Washington Chorus:**

Under the direction of Artistic Director Christopher Bell, **The Washington Chorus** (TWC) recently completed its 57<sup>th</sup> season. One of the foremost symphonic choruses in the nation, TWC is noted for the superb artistry of its performances and recordings of the entire range of the choral repertoire and widely recognized as a cultural leader in the nation's capital. A three-time nominated and two-time Grammy Award winner, the 180-voice Washington Chorus presents an annual subscription series at The John F. Kennedy Center for the Performing Arts, regularly performs at the invitation of the National Symphony Orchestra, and appears annually at the Music Center at Strathmore in Maryland and Wolf Trap National Park for the Performing Arts in Virginia. In addition to its own programming, this past season saw TWC perform Verdi's Requiem with the NSO, *Koyaanisqatsi* with the Philip Glass Ensemble, and Beethoven's 9<sup>th</sup> Symphony with the LA Phil conducted by Gustavo Dudamel.

TWC was the first major Washington area chorus to be founded independent of a church or college. In 1961 Hugh Hayward, a medical doctor and classically trained musician, founded the Oratorio Society of Montgomery County, which became known as the Oratorio Society of Washington, and is now celebrated under the name of The Washington Chorus. In 1971, Robert Shafer succeeded Hayward as music director, leading the chorus for more than three decades with great distinction, including two Grammy Awards. From 2008–2017 Julian Wachner led the organization, expanding its profile with education and innovation at the forefront of dynamic programming. In the fall of 2017 TWC welcomed Christopher Bell as its new Artistic Director, beginning a new era that has already met with critical and popular acclaim.

Chorus America, the national association for choruses, has honored The Washington Chorus with the Margaret Hillis Award for Choral Excellence and the ASCAP Alice Parker Award, which recognizes a chorus programming significant, recently-composed music that expands the mission of the chorus and challenges audiences in new ways. Other awards include the 2000 Grammy Award for Best Choral Performance for the live-performance recording of Benjamin Britten's *War Requiem* and a 1996 Grammy Award for John Corigliano's *Of Rage and Remembrance* with the National Symphony Orchestra under the baton of Leonard Slatkin.

TWC is proud to have sung with the NSO in more than 300 performances, under the direction of many of the world's greatest conductors, including Christoph Eschenbach, Leonard Slatkin, Mstislav Rostropovich, Rafael Frühbeck de Burgos, Seiji Ozawa, Sir Neville Marriner, Kent Nagano, Marin Alsop, and many others.

TWC has sung for numerous prestigious events throughout its history—inaugurations, papal visits, with the Rolling Stones during their 50<sup>th</sup> anniversary tour, and at the White House for the President and First Lady.

TWC's commitment to the greater Washington community is evidenced by outstanding education and community engagement programs, including the DC Honor Chorus in partnership with DC Public Schools; and TWC's Outreach Singers who bring music to underserved groups throughout the area.

### **About Bloomberg Philanthropies**

Bloomberg Philanthropies works in over 480 cities in more than 120 countries around the world to ensure better, longer lives for the greatest number of people. The organization focuses on five key areas for creating lasting change: Arts, Education, Environment, Government Innovation, and Public Health. Bloomberg Philanthropies encompasses all of Michael R. Bloomberg's charitable activities, including his foundation and his personal giving. In 2017, Bloomberg Philanthropies distributed \$702 million. For more information, please visit [www.bloomberg.org](http://www.bloomberg.org) or follow us on [Facebook](#), [Instagram](#), [Snapchat](#), and [Twitter](#).

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