CELEBRATING THE
REALIZING GREATNESS CAMPAIGN

September 2013 – September 2018
In 2013, the St. Louis Symphony Orchestra launched the Realizing Greatness Campaign, an ambitious fundraising campaign with the goal of providing a strong financial foundation for our world-renowned SLSO and securing its long-term future. Today, thanks to the remarkable generosity of our donors, we celebrate the historic results of this inspiring effort.

While the total raised through Realizing Greatness was impressive—exceeding the original $70 million goal by more than $18 million—the true impact of the campaign is how those funds support and advance the SLSO, enabling it to enliven the St. Louis region for generations to come.

Realizing Greatness was a visionary plan to secure the future of the SLSO. The five-year campaign launched in September 2013 with the goal of raising $70 million in capital and endowment funding. Exceptional philanthropic leadership, including the leadership of campaign co-chairs Nancy and Walter Galvin, inspired others to support the campaign. Thanks to the generosity of the St. Louis community, the SLSO raised more than $88 million by the time the campaign closed in 2018.

$67.4 million toward the St. Louis Symphony Endowment
$4.4 million to support critical improvements to Powell Hall
$16.3 million to support strategic opportunities that extend the reach and impact of the SLSO

ENDOWMENT
A healthy endowment is critical to our sustainable future. Recognizing the urgency to grow the endowment, SLSO Trustee Jo Ann Taylor Kindle, on behalf of the Jack C. Taylor Family and the Crawford Taylor Family Foundation, committed $30 million for an endowment challenge. In total, nearly $68 million was raised for the St. Louis Symphony Endowment, providing a healthy balance in our annual operating revenues and supporting the three focus areas in our strategic plan:

1. **Music, Experience, and Brand:** Excellence, innovation, and uniqueness of the SLSO experience
2. **Audience and Community:** Meaningful commitment to and from the community
3. **Institutional Culture and Capacity:** Enduring artistic and institutional stability

POWELL HALL

In the 51 years since Powell Hall became our home, funding for building maintenance and improvements has been limited and piecemeal; some maintenance had been deferred for decades. The to-do list was long and the challenges significant.

A total of $4.4 million from the campaign was earmarked to make critical repairs and upgrades needed at Powell Hall. Projects ranged from the very visible, such as repairing the St. Louis stained glass window, to behind the scenes, including a new roof and heating/cooling system. A new, state-of-the-art sound system was installed to better deliver Live at Powell Hall programs. Core building issues, including tuckpointing and window replacement, were addressed.

POWELL HALL

The St. Louis Symphony Orchestra was founded in 1880. Powell Hall—originally the St. Louis Theatre—was built in 1925. Both have been St. Louis treasures ever since, especially when they came together in 1968. Thanks to your support of the SLSO’s Realizing Greatness Campaign, they will continue to inspire the St. Louis region for generations to come.

In 2013, the SLSO entered a transformative relationship with the Jack C. Taylor Family and the Crawford Taylor Family Foundation. Their $30 million challenge grant provided the foundation for this effort, and their commitment to the SLSO inspired others to make meaningful gifts.

As a result of Realizing Greatness, the SLSO has established a stronger institutional foundation, enabling the organization to continue its long-term commitment to the region through expanded access and outreach. Thanks to the funds raised, we were able to complete critical repairs and upgrades to our home and main concert venue, Powell Hall, following 45 years of deferred maintenance. The institutional strength of the SLSO also makes it possible to attract the very best talent from around the world to join us in St. Louis—and we can imagine what is next as we explore renovation and the reach and impact of the SLSO.

In 1968, thanks to your support, we moved from the St. Louis Theatre to Powell Hall. The SLSO was excited to enter its new home, a cutting-edge facility and the St. Louis Symphony Orchestra’s first dedicated concert venue. Over recent decades, Powell Hall’s architecture and systems have required significant work in order to maintain the vibrancy of its acoustic and the structural integrity of the building. The SLSO successfully concluded a $24 million Powell Hall restoration campaign in 2015, with a $10 million gift from the Walter Galvin Foundation.

This funding allowed the SLSO to increase its programing schedule by up to 50%, expand its presence in the community and from the community, and develop greater access to the St. Louis region, including a significant expansion of the SLSO’s presence in the region’s K-12 schools. These gifts supported key artistic investments, most importantly helping secure Stéphane Denève as Music Director and supporting a new five-year contract with the American Federation of Musicians and the International Alliance of Theatrical Stage Employees. It enabled the SLSO to continue investing in commissions, including Erkki-Sven Tiir’s Piccolo Concerto, Christopher Rouse’s Bassoon Concerto, and pieces by Kevin Puts and Aaron Jay Kernis. These gifts enabled the SLSO’s tour to Spain in 2017, as well as U.S. tours and runouts that took the orchestra to Missouri and Illinois. The SLSO also continued its weekly radio broadcasts and regular recordings to extend the reach of its performances.

Educational concerts were made more accessible to a wider audience through additional performances and underwriting the cost of bus transportation. We significantly expanded our efforts to support music educators through professional development workshops.

This funding allowed the SLSO to invest in resources to build capacity, provide better customer service, and expand the pool of supporters to increase contributed revenue that funds our operations on an annual basis. It also enabled investments in research, branding, and audience development initiatives to help expand our patron base.

These strategic opportunities enable the SLSO to meet people where they are—at Powell Hall, in schools, at houses of worship, in hospitals, at retirement centers, and in the community—and enrich their lives through the power of music.

STRATEGIC OPPORTUNITIES

A range of investments and programs, core to our mission, were made possible through the more than $16.3 million given to support Strategic Opportunities.

These gifts supported key artistic investments, most importantly helping secure Stéphane Denève as Music Director and supporting a new five-year contract with the American Federation of Musicians and the International Alliance of Theatrical Stage Employees. It enabled the SLSO to continue investing in commissions, including Erkki-Sven Tiir’s Piccolo Concerto, Christopher Rouse’s Bassoon Concerto, and pieces by Kevin Puts and Aaron Jay Kernis. These gifts enabled the SLSO’s tour to Spain in 2017, as well as U.S. tours and runouts that took the orchestra to Missouri and Illinois. The SLSO also continued its weekly radio broadcasts and regular recordings to extend the reach of its performances.

Educational concerts were made more accessible to a wider audience through additional performances and underwriting the cost of bus transportation. We significantly expanded our efforts to support music educators through professional development workshops.

This funding allowed the SLSO to invest in resources to build capacity, provide better customer service, and expand the pool of supporters to increase contributed revenue that funds our operations on an annual basis. It also enabled investments in research, branding, and audience development initiatives to help expand our patron base.

These strategic opportunities enable the SLSO to meet people where they are—at Powell Hall, in schools, at houses of worship, in hospitals, at retirement centers, and in the community—and enrich their lives through the power of music.
LOOKING FORWARD...BEGINNING THE NEXT CHAPTER

The conclusion of the Realizing Greatness Campaign coincided with the start of a new era at the SLSO—the Stéphane Denève era.

The SLSO’s artistic and financial health and stability has enabled us to attract the world’s most remarkable talent to our stage, including our new Music Director Stéphane Denève. Already he has made six new musician appointments to the orchestra, bringing diverse new talent from Los Angeles, Seattle, Dallas, as well as some of the nation’s top music schools. The SLSO is truly a premier destination for musicians.

The success of Realizing Greatness allows the SLSO to confidently look forward and plan for what’s next—with our programs, with our community, and with our beautiful Powell Hall. The financial and institutional health from the campaign affords us the creative freedom to try new things and attract new audiences. It also makes us the envy of the orchestral world—a strong, stable institution that can focus on the power of music and our role in the community.

Thank you for your support of the Realizing Greatness Campaign and the SLSO.