



Giving Bach

Our Vision for Tomorrow



CELEBRATING
ARTISTIC DIRECTOR
GREG FUNFGELD'S
FINAL TWO YEARS WITH
THE BACH CHOIR



Greg Funfgeld



Bridget George



Harold G. Black



The Bel Canto Youth Chorus



Mr. Bach Comes to Call Family Concert

The Choir and the Festival have endured through thick and thin, because they bring to the music not just a consistently high standard of musicianship, but a precious intangible – the fact that the music is a living expression of community.

– David Perlman, *The Whole Note*, Toronto March 2017

GIVING BACH aims to raise \$1.5 million by June 2021 to celebrate longtime Artistic Director Greg Funfgeld’s final two years with The Choir.

IN MAY 2019, The Bach Choir announced that Greg Funfgeld, artistic director and conductor since 1983, and Bridget George, executive director since 1997, will retire within the next two years. Under the leadership of board president Harold G. Black, the board of managers has launched a leadership transition plan to fill both positions.

Unveiling the GIVING BACH fundraising campaign that will celebrate Greg’s final two years as artistic director, Bridget George said: “It will give our Bach Choir family the opportunity to express their gratitude to Greg for his decades of consummate artistic leadership, and to support The Choir in carrying its extraordinary legacy of musical excellence, innovative education, and community engagement into the future.”

Our Vision for Tomorrow

In the following pages, you will see descriptions of several GIVING BACH Campaign funds that together encapsulate our vision for tomorrow:

- › Continuing the legacy of excellence in our artistic and executive leadership
- › Bach for future generations – transforming lives and communities
- › Cultivating a lifelong passion for the choral arts
- › Bringing modern technology to our community engagement programs

The Bach Choir of Bethlehem – Growth since 1983

- › Since its founding in 1898, the Choir has had only six artistic directors and conductors, and Greg Funfgeld (1983-present), is the longest serving conductor.
- › New programs since 1983 include many additions beyond the Bethlehem Bach Festival: Christmas and Spring Concerts; *Bach to School* performances, Family Concerts, *Bach at Noon* (in Bethlehem and Allentown) and the merger with The Bel Canto Youth Chorus.
- › In 1983, the audience for The Bach Choir consisted of only a few thousand Festival attendees who gathered annually. Since then, it has grown to more than 22,000 people, attending a program of more than 40 performances a year.
- › Annual budget growth from 1983 to present: \$132,000 to \$1.5 million
- › National recognition includes annual funding from the National Endowment for the Arts since 2011, performances in Germany, England, New York, Philadelphia, and Washington, D.C., and internationally distributed and broadcast recordings on PBS, NPR, BBC and Deutschradio.



Bach at Noon



Bach to School

I was fortunate to attend my first Bach at Noon last month. The full-to-capacity attendance and the rapport Greg has with those in attendance, in addition to the very fine performances, makes for a wonderfully satisfying and uplifting experience, so badly needed these days. WWFM looks forward to bringing Bach at Noon performances to a much wider audience. Keep up the great music!

– David Osenberg, Music Director WWFM (The Classical Network)



Family Concert – Youth Choirs Festival



Dr. Joy Hirokawa & Bel Canto Youth Chorus

GIVING BACH Campaign

The Campaign aims to raise \$1.5 million, including \$900,000 for the endowment and \$600,000 for special projects and general operations, by June 2021, the end of Funfgeld’s 38-year tenure. To date, early leadership gifts have enabled The Choir to raise 45% of this goal.

THERE ARE MANY WAYS for The Bach Choir’s enthusiastic supporters to contribute to the campaign, including:

- › Endowment Gifts (cash or planned)
- › General Operating Contributions
- › Endowment and General Operating Gifts can be *undesignated* or *designated* for one of the following Funds/Projects:

▪ **Artistic Director & Conductor Fund:** Endowment and operating contributions to this fund support the salary of the full-time artistic director and conductor through the leadership transition and into the future, helping to ensure the continuing excellence of The Choir’s artistic leadership.

▪ **Greg Funfgeld Family Concert:** An endowment fund to support our annual Family Concerts and name them in honor of Greg Funfgeld has been established by a generous gift from Beall Fowler. The Family Concerts, initiated by Greg Funfgeld in 2000, are one of the places where his genius as a musician, teacher, and collaborator has shone most brightly. The concerts have delighted audiences of all ages with the participation of professional and student guests – singers, instrumentalists, composers, dancers, actors, puppeteers, and visual artists. Operating or endowment gifts to the Greg Funfgeld Family Concert are a perfect way to recognize Greg’s extraordinary contributions to music education and support his final two Family Concerts – a fully staged production of Benjamin Britten’s magical *Noah’s Flood* in 2020 and our fifth *Dancing with Bach* in 2021.

▪ **The Bel Canto Youth Chorus Fund:** Established by a generous gift from Donald and Christine Wertman, this fund celebrates the newest component of The Bach Choir’s education program – the 25-year-old Bel Canto Youth Chorus, under the direction of its founder Dr. Joy Hirokawa. Bel Canto merged with The Bach Choir in July 2018. Its programs increase the diversity and impact of our work to train and nurture the next generation of singers and audiences. Operating and endowment gifts to this fund will help us cultivate a life-long passion for the choral arts.

▪ **Recordings, Broadcasts, & Technology Fund (includes naming opportunity):** In our digital world, exposure for the music and educational programs of The Bach Choir through diverse media is extremely important. Endowment or operating contributions to this fund will expand The Choir’s presence, locally, nationally, and internationally, and help us connect with younger audiences. The WWFM broadcasts and podcasts of our entire *Bach at Noon* series in 2018-19 are just one example of endless audio and video possibilities that require significant funding.

▪ **European Tour:** One of the highlights of the final two years of Greg’s and Bridget’s leadership is The Bach Choir’s tour to Europe in 2020. The Choir is one of only 18 Bach choirs on six continents invited to give a featured performance at the famous Leipzig Bachfest in 2020. We will also offer concerts in Dresden, Herrnhut, and Prague.

As of July 1, 2019, we have raised \$103,000 towards the \$345,000 cost of the tour. Sponsorships still available include:

- › \$1,000-\$5,000 – The Choir (Choir member travel subsidy)
- › \$7,500 (3 available) – One Concert (Choose from Herrnhut, Dresden, or Prague)
- › \$10,000 – Tour film production
- › \$20,000 – Leipzig Bachfest performance
- › Gifts of any amount to the European Tour will also be gratefully received to help offset expenses

▪ **Leadership Transition:** The board of managers has begun to implement a transition plan. This includes national and international searches to find new artistic and executive directors to continue the excellent and visionary leadership of The Bach Choir. Gifts of any amount to help support the significant costs of this process will be deeply appreciated.

The Bach Choir of Bethlehem surely must be one of the most extraordinary musical institutions in the world... If Greg Funfgeld, who has been Music Director since 1983, is the brain of the enterprise, with his deep experience of Bach over the years, he shares a good piece of the heart as well, so warm is his rapport with musicians, singers, and audiences... I have been to many festivals, most of which offer profound insights and experiences, but I have encountered nothing as deep as the weekend in Bethlehem.

– Michael Miller, New York Arts 2015



Yes!

I am glad to support the GIVING BACH Campaign with a total pledge of

\$ _____

Name(s) as you would like it/them to appear in concert programs

Address

City

State

Zip

Phone

E.mail

This gift will benefit: (if designated, choose from the list of initiatives being funded by this Campaign on pages 4-5.)

- Operating** in the amount of \$ _____
 - Undesignated
 - Designated for _____
in the amount of \$ _____

 - Designated for _____
in the amount of \$ _____

- Endowment** in the amount of \$ _____
 - Undesignated
 - Designated for _____
in the amount of \$ _____

 - Designated for _____
in the amount of \$ _____

- This is a naming gift designated for the Recordings/Broadcasts/Technology Fund (minimum \$150,000)
- This gift will have a planned component** such as a bequest or insurance policy
 - Enclosed is the appropriate paperwork to keep on file in the offices of The Bach Choir of Bethlehem
 - Please contact me regarding appropriate paper work for planned gifts and/or naming opportunities

AMOUNT ENCLOSED \$ _____

- This gift is paid in full
- This gift will be paid in installments:
 - Over 2 years Over 3 years Over 5 years (endowment gifts only)
 - You will be invoiced annually unless you make other arrangements.*

For information contact development officer Cheryl Dungan, 610-866-4382 Ext. 13; cheryl@bach.org. Your contribution is tax-deductible to the fullest extent allowed by law.

Mail to: The Bach Choir of Bethlehem 440 Heckewelder Place | Bethlehem, PA 18018 or contribute online at BACH.org

THANK YOU for

- › Your love of Bach's music
- › Your appreciation of 38 years of Greg Funfgeld's extraordinary artistic leadership
- › Your care for the musicians, students, and audiences whose lives are transformed by the work of The Bach Choir and The Bel Canto Youth Chorus
- › Your time, consideration, and generosity as we make a momentous leadership transition and put a firm foundation under our vision for tomorrow

Campaign Leadership Committee


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The Bach Choir of Bethlehem is recognized by the U.S. IRS as a non-profit corporation under section 501 © (3) of the Internal Revenue Code. The official registration and financial information of The Bach Choir may be obtained from the PA Department of State by calling toll-free within Pennsylvania 1-800-732-0999.

THE BOARD, STAFF
AND CHOIR HOPE
THAT WE CAN
COUNT ON YOU,
a committed friend of
The Bach Choir,
to add your gift and
help us achieve our goal
by June 30, 2021.



As always, The Bach Choir sang with impeccable diction, elegant phrasing, confident rhythms, and lustrous vocalism.

Watching Greg Funfgeld work with The Choir is akin to observing a graduate level masterclass in conducting.

What a communicator!

*- Jeffrey Brillhart, Director of Music,
Bryn Mawr Presbyterian Church 2018*

...Ten years ago I was a fifth-grade student in the Allentown School District who came to a Bach to School assembly program and heard the music of Bach for the first time... I wish to thank you and all the contributors to this great organization that has inspired, educated, and impacted the lives of so many youth, including myself, who is a product of the mission and education of The Bach Choir of Bethlehem.

- Joseph Hall, Moravian College Class of 2019

