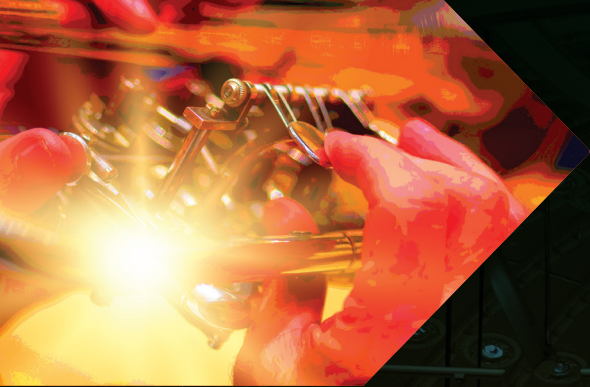




SEMPRE
ALWAYS

**The Campaign for the
Chicago Symphony Orchestra**



Advancing a long and vibrant tradition of musical excellence, the Chicago Symphony Orchestra Association is taking bold and necessary steps toward a bright future. As the umbrella organization for the Chicago Symphony Orchestra, Chicago Symphony Chorus, Civic Orchestra of Chicago, the Symphony Center Presents series, the Negaunee Music Institute and the Symphony Center complex, the CSOA is setting the stage for continued and unparalleled musical accomplishment. Achieving these ideals calls for philanthropic support from those who believe deeply in the future of the Chicago Symphony Orchestra and the positive impact of classical music on society.

SEMPRE ALWAYS: The Campaign for the Chicago Symphony Orchestra is a \$175 million fundraising effort that will advance our preeminent role as a cultural icon showcasing musical brilliance, leadership and innovation. Your support will help ensure success, now and always.

The Chicago Symphony Orchestra was founded in 1891 by a coalition of visionary business leaders who enlisted renowned conductor Theodore Thomas as its first music director. Much has changed since those early years. Performances moved from Adler and Sullivan's Auditorium Theatre into Orchestra Hall, designed by Daniel Burnham. People from diverse backgrounds now take the stage. Today's Orchestra plays a vital role in education and civic life. The range of music has broadened to include film scores, jazz and other performances.

Continued artistic excellence, however, depends on financial health — now and always.

The Italian word for *always* is *sempre*, a word familiar to musicians because it appears regularly in music, for example, as *sempre con brio* (always with vigor) or *sempre risoluto* (always resolute). It makes sense then, as we work to secure the Chicago Symphony Orchestra's financial future, that we embrace the spirit of *sempre*.

To that end, we launched **SEMPRE ALWAYS: The Campaign for the Chicago Symphony Orchestra**, an ambitious and forward-thinking initiative that builds on more than 130 years of legacy to ensure a future that is always outstanding, always inspiring and always breaking new artistic ground.





SEMPRE ALWAYS: The Campaign for the Chicago Symphony Orchestra

is a \$175 million effort that grows out of years of strategic thinking by those who care about the organization's future. The campaign's success thus far is cause for optimism, but also signals that there is more to achieve.

Your commitment will help us reach our campaign target and ensure musical excellence now and for future generations of listeners.



Your contributions will support four priorities:

1

Achieving Financial Sustainability

The *SEMPRE* ALWAYS campaign gives us an opportunity to address past obligations, long-standing debt held by the Association and commitments related to the pension plan for musicians. A successful campaign will yield a level of financial stability that will prepare us for unexpected economic circumstances

and allow us to plan optimistically for future seasons.

By achieving financial sustainability, we will be able to:

- Adapt with creative solutions when unexpected circumstances arise
- Grow our current endowment to a projected \$500 million by 2030



2

Sustaining Musical Excellence

Looking to the past, musical excellence has been our legacy. Looking to the future, it is our lodestar. We achieve it by bringing together musicians who are among the world's finest, providing unparalleled artistic leadership and maintaining a commitment to the highest and most exacting standards of quality.

There is no better way to prepare for a musically superb future than by maintaining a strong endowment.

A strong endowment broadens our ability to:

- Attract and retain the world's finest musicians by endowing Orchestra member chairs in perpetuity
- Engage a diverse array of renowned guest conductors and soloists, giving opportunities to emerging artists as well as beloved superstars
- Endow international and domestic tours, highlighting the Orchestra's role as Chicago's premier cultural ambassador



3

Expanding Education and Community Engagement

Each year, through its Negaunee Music Institute, the Chicago Symphony Orchestra engages schools and community organizations throughout greater Chicago. Of the 400 performances we present each year, roughly 200 are free, removing cost as an obstacle to participation. Musicians and staff collaborate with

teachers to design arts curricula and form partnerships with school orchestras and bands — prioritizing schools with limited access to music education. In addition, the Orchestra's prestigious and industry-leading instrumental training programs prepare the next generation of performers for careers in music.

The Campaign will:

- Support transformative educational activities, including the Civic Orchestra of Chicago — the CSOA's pre-professional training orchestra — and concerts for students and families
- Provide students from underrepresented backgrounds with resources that empower them to pursue careers in music
- Advance programs offered by the Negaunee Music Institute at the Chicago Symphony Orchestra



4

Strengthening Chicago's Cultural Fabric

Since its founding in 1891, the Chicago Symphony Orchestra has been woven into the cultural fabric of its home city. Today, concerts at Symphony Center include jazz, chamber, film and contemporary music, and music lovers around the world enjoy the Orchestra's performances through CSOtv and

CSOradio. The CSOA's Latino Alliance and African American Network deepen the Orchestra's connections with members of the community through special programs. Our core values include a commitment to diversity, equity and inclusion efforts in programming and organizational practices.

The Campaign will:

- Provide the resources to enhance Symphony Center and the Chicago Symphony Orchestra's role as a cultural destination
- Tap the potential of new media tools to attract audiences and enrich the visitor experience
- Position the Orchestra for enriched cultural impact and relevance, amplifying efforts to inspire and engage people from many backgrounds





A Promise for the Future

Over a century ago, the founders of the Chicago Symphony Orchestra knew they were creating something vital for the city and for the world of music. From the beginning, philanthropic support has been essential. The generosity of donors in 1890 guaranteed that there would be an orchestra in 1891, and again in 1892, and again in the years after that.



SEMPRE ALWAYS: The Campaign for the Chicago Symphony Orchestra

has the same goal — to ensure that the Chicago Symphony Orchestra Association's many programs will thrive today, tomorrow and always. We invite you to help us achieve that goal by giving generously.




To Learn More

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CHICAGO SYMPHONY ORCHESTRA
ASSOCIATION



"I need hardly say that the musical future of Chicago looks to me full of the brightest promise. That this promise may find ample realization is my earnest hope." — THEODORE THOMAS, FOUNDER AND FIRST MUSIC DIRECTOR OF THE CHICAGO SYMPHONY ORCHESTRA