



JUNIOR SYMPHONY BALL 2020

“A Party with a Purpose”

The Junior Symphony Ball, or JSB as it is known, is the **Dallas Symphony Orchestra League’s** longest-running fundraiser, **62 years** and going strong!

JSB was founded with the concept of “student-led, parent-guided” leadership. The evening includes Live Entertainment, Pro DJ, Casino games and Prizes for over **2,000 high-school students**. The event was formed to introduce Dallas–area high school students to the Dallas Symphony Orchestra, a cultural gem to our city, and in turn, teach them about giving back to the community by hosting a student-led fundraiser.

The Junior Symphony Ball raises funds to support the **Dallas Symphony Orchestra’s Education and Outreach programs** including Youth Concerts, Symphony Yes!, DSO Kids, Young Strings, and Young Musicians. JSB has grown over the decades from just a handful of participating schools to nearly 30 high schools. The 2020 event was the most successful, to date, as **the Junior Symphony Ball raised \$371,798.62** to benefit the Dallas Symphony, exceeding its goal of \$230,000 by 62%.

In order to meet and exceed increasing fundraising needs and goals, underwriting strategies were enhanced this year. One important focus was encouraging students not only to attend the event, but also participate in the planning as a member of the Steering Committee. This distinction shifted these students from purchasing a \$100 event ticket to a \$300 membership price, which included a ticket to the event and other privileges. This year **over 370 students served on the Steering Committee** – more than ever before.

Another enhancement to the underwriting effort involved recruiting parent co-chairs and underwriting chairs from several of the larger high schools with the understanding that these chairs would promote large underwriting opportunities amongst the parents and students at those particular schools. This effort netted several **\$20,000, \$10,000, and \$5,000 gifts**.

This event is entirely planned and implemented by volunteers and is supported by Dallas Symphony staff who play an invaluable role in offering resources, educational materials, and volunteer opportunities to the students and co-chairs.

PROJECT NAME	Junior Symphony Ball 2020
VOLUNTEER ORGANIZATION	Dallas Symphony Orchestra League
ORCHESTRA	Dallas Symphony Orchestra Morton H. Meyerson Symphony Center 2301 Flora Street, Dallas, Texas 75201 Group Size 1
COMMUNITY	City of Dallas Population: 1,382,270 Dallas-Fort Worth Metro Population: 6,301,000
EVENT DETAILS	Date: February 1, 2020 Location: Gilley's South Side Ballroom, Dallas Time: 7:30 – 11:30pm Dress: Cocktail dress and boots for girls. Texas Tux for boys (jeans, boots, hats, tux shirt/jacket/tails). Jeans, hats, boots, white button-down shirts also appropriate
FINANCES	Revenue: \$516,848.37 (excl in-kind) Expenses: \$160,075.62 Net Revenue: \$356,772.75 (excl in-kind)
TIMELINE	Planning began: May 1, 2019 Event date: February 1, 2020
VOLUNTEERS	Co-chairs: 10 Adult Co-chairs + 10 Student Co-chairs Adult Committee Members: 73 Student Steering Committee Members: 370 Day-of Adult Volunteers: 150
CO-CHAIRS	Adults: Suzanne Austin, Rachael Dedman, Christine Drossos, Cecily Gooch, Shelly Groves, Jan Kelley, Kim Loftus, Sarah Murray, Yvette Ostolaza, Lisa Walker Students: George Austin, Nancy Dedman, Elena Dewar, Angelo Drossos, Josie Gooch, Claire Groves, Patrick Kelley, Alex Loftus, Brooke Murray, Doak Walker
INFORMATION/SUBMISSION	Kim Brannon, DSOL President 2019-2020 7438 Wentwood Drive, Dallas, Texas 75225 214-478-6835, ksbrannon@sbcglobal.net



JSB Student Co-chairs