



FRIENDS
— OF THE —
MINNESOTA ORCHESTRA

- Founded in 1949
- Reached more than 10,000 children and adults annually
- Provide proud, passionate and impactful support to the Minnesota Orchestra

Mission: To serve as a community partner to the orchestra in creating and bringing music learning opportunities to children and families.

The Minnesota Orchestra performed its first concert in 1903 when baseball's first World Series had just begun and the Wright Brothers were preparing for their first flight.

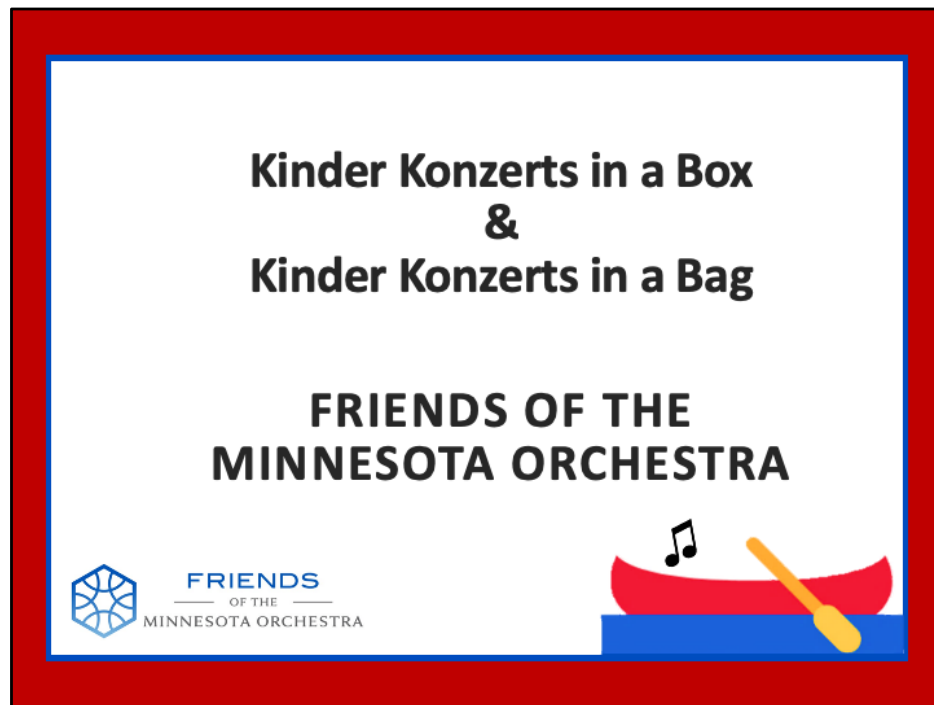
Originally known as WAMSO now FRIENDS of the Minnesota Orchestra was founded in 1949-for over 73 years they have supported their orchestra financially but providing hands-on unique and intimate education enrichment opportunities to preschoolers and parents as well as underserved schools in their community.



I present to you Cindy Olmanson and Nan Nelson from the FRIENDS of the Minnesota Orchestra. Cindy is currently president of the FRIENDS. Recently she and her team organized a Kentucky Derby party overlooking a horse racetrack in Minneapolis. I hope that Julie is a fan of the MN Twins, as she is the mother of 5-2 sets of twins! If you don't find Cindy in Minneapolis, then she may be found in FL as she and her husband recently bought a home and she is so grateful for Zoom which has opened new possibilities for board and committee meetings.

Nan Nelson began volunteering for the Kinder Konzerts program in 1989 and has chaired it 4 times. She and her husband have 2 daughters and 2 granddaughters. Nan is a retired teacher of Early Childhood and Family Education, which includes young children and their parents. You will soon discover how this was such a fitting project for her.

It's now time for Nan and Cindy to present "Kinder Konzerts in a Box and Bag!"



SLIDE 1— introduce ourselves— Cindy Olmanson, Pres; Nan Nelson, Kinder Konzerts chr, member of the Education committee

We bring greetings from FRIENDS OF THE MN ORCH

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SLIDE 2— For 42 years FRIENDS has provided a live music program for young children at Orchestra Hall. We call it Kinder Konzerts and it is our signature program. We have won multiple awards for projects under its umbrella, as we’ve taken it to schools and into the community at large.

During a regular season at Orchestra Hall, children sit on the stage for a story, set to music by an ensemble of musicians. Throughout the Hall are “sound factories,” where children try a violin, a cello and a snare drum. Our newest commissioned work, *One-Dog Canoe* had its world premiere in the fall of 2019. It was a great start for a season of 36 concerts. Then COVID came, the Hall was closed. The MUSIC STOPPED.

FRIENDS resolved to continue the mission of providing musical experiences for children with the MN Orchestra. **We were determined to keep some of the MAGIC of Kinder Konzerts alive!**

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The Plan

- Develop a “box of music” for schools
- Connect it to a Kinder Konzerts commission

The Critical Ingredient
An interesting box of experiences needed a recording. It was essential.

Well-Timed Good News!

- Ensemble recorded the piece before the shut down
- Produced in partnership with FRIENDS, the Minnesota Orchestra, and Minnesota Public Radio





SLIDE 3— A volunteer planning group got busy. The planning team decided to develop a “box of music” for schools. We knew the critical ingredient was a recording of our new story piece, *One-Dog Canoe*

Just one hour before our city’s shutdown, the Kinder Konzerts Ensemble finished recording the story, supported by a partnership including FRIENDS, the MN Orchestra, and Minnesota Public Radio!

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SLIDE 4— To continue our focus on music and literacy connections, we filled Kinder Konzerts in a Box with activities, craft materials, instruments, and a lesson notebook that can span weeks.

A few of the items in the box are-

- the book, *One-Dog Canoe*
- a box of sounds
- rhythm instruments for kinetic learning.
- a loon headband and canoe of characters

Story sequence, setting, characters and vocabulary are part of the literacy educational standards for early learners. Developing listening skills includes learning to discriminate between different sounds. Part of listening is feeling the music in your body. Similarly, learning to be an audience means hugging the noisy wiggles inside, and letting them out when the music stops. The children clap and shout BRAVO.

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- Companion Video Series with 17 segments.
- Free Access at the FRIENDS website.



Preschoolers listen to Miss Katie.



Katie Condon, Kinder Konzerts Music Educator and Narrator

Videos and curriculum were developed by the current and prior music education consultants, Katie Condon & Joanna Cortright.



SLIDE 5— We added a companion video online. It has 17 segments, it's on our website and it's FREE. Of course the music is included, with Miss Katie reading the story. The musicians introduce their instruments from their home studios, and the author and composer each have segments. Miss Katie even gives a tour of Orchestra Hall. We hope the children can have their own tour, and be back in person soon.

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Then...A BIG new idea: Kinder Konzerts in a Bag for Libraries



Library Bags ready to go

- The music/literacy connection was the key
- Had to be a less expensive version
- Minnesota Libraries use KK bags for internal programming and to “send books and music home”



A Delivery
to
Cambridge,
MN



The Arrowhead Library System has 30
libraries + bookmobiles

SLIDE 6—Then we had a BIG new idea: we created Kinder Konzerts in a Bag for Libraries. Because our goal is to advance literacy in addition to music, the libraries were all in! We figured out a less expensive version while maintaining the quality, and we used a bag rather than a box. We included the book, a couple instruments, craft and printed materials for 3 children, and a folder with lessons. Our biggest order of a thousand bags was from the Arrowhead Library district, the large northern third of MN, bordering Canada. Families throughout the state could access the videos online and expand the reach of the MN Orchestra. Online they could hear musicians introduce their instruments, and become familiar with Orchestra Hall. In the future when families from around Minnesota visit Minneapolis, they can feel comfortable walking through our doors.

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SLIDE 7— This ambitious project involved large orders of print materials, along with frequent deliveries from Amazon. We housed the supplies at Mike Nelson's office (Nan's husband,) which closed down for covid. We had several thousand craft components. We filled the pick-up truck and rented a UHaul trailer the day the packing photo was taken.

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SLIDE 8— Most of the assembly work was done at Mike Nelson's office by FRIENDS volunteers at "stuffing parties." One member had a dinner party at her house to assemble the box of sounds components. "Work before wine" was her motto.

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What did this project cost? Who did it reach?

Product	Materials For ___ Children	Our Cost Each	Price to Buyers (school/family/library)	Number Sold	Net Income	IMPACT : # of children/adults served
School Box	20	\$47	\$75(originally \$55)	75	\$4,700	2,300
Family Box	3	\$37	\$55(originally \$35)	56	\$112	225
Library Bags	3	\$18	\$12	3,090	-\$18,540	12,360
Add On Box	10	\$10	\$10	10	\$0	200

- Funding: Orchestra Hall Kinder Konzerts funds from cancelled seasons were redirected to Kinder Konzerts in a Box/Bag.
- Members bought 40 "Angel Boxes" @\$100 ea. to donate to underserved schools.

This Kinder Konzerts project connected with 15,185 children, teachers, parents throughout the state & beyond.

All Library Bags went to Minnesota Families.

Libraries served were primarily Inner City or in small Minnesota communities.

SLIDE 9— Here you can see on the left the products we sold— all for educational purposes. Across the top are materials— our cost per item, and the price we charged. As a community service and planned outreach, we charged less than cost for the first year. The reason for that was to help teachers and parents, who were trying to cope with the pandemic's upheaval in their everyday lives. As you can see, we sold many more library bags than boxes which created a large deficit. It was sustainable by using funds originally designated for a live season at Orchestra Hall. We also created a Box Angel Society for members who purchased boxes for underserved schools.

The number of children and adults served by boxes and bags was over 15,000. Our usual season sees 6,000 children and adults on field trips to Orchestra Hall. **Our goal of keeping alive the MAGIC of music was met!**

CLICK TO ADVANCE TO THE LAST SLIDE.



SLIDE 10— Look at these smiling faces. These children can all tell you the story of *One-Dog Canoe*. They have heard the beautiful music that helps the canoe glide through the lake with a cheerful group of animals. Maybe you know children who would enjoy this too. Thank you for your interest.