



## Autumn Allegro Fall Festival of Arts, Crafts and Music -2020

- Volunteer Group - Richmond Symphony League
- Symphony – Richmond Symphony, 612 East Grace Street, Suite 401, Richmond, VA 23219
- Presenter – Allene Cahill, 1100 Horsepen Road, Richmond, VA 23229, (804) 690-4751 (c) [acahill1954@gmail.com](mailto:acahill1954@gmail.com)

The Richmond Metropolitan Statistical Area (MSA) which includes 3 other cities (Petersburg, Hopewell, and Colonial Heights), and adjacent counties is home to approximately 1.3 million Virginians or 15.1% of Virginia's population.

The Richmond Symphony includes an orchestra of 70 musicians and the 150 voice all volunteer Richmond Symphony Chorus. Richmond Symphony operates with a budget of \$6.5 Million and is in Group 3.

Project – Autumn Allegro Fall Festival of Arts, Crafts and Music was developed from previously held in person events that included live and silent auctions, orchestral and jazz musicians and great food! This time RSL was faced with the challenge of having to revise all ideas of how to raise funds to support the Richmond Symphony. We could not hold live events nor safely be around our members to even plan any fundraisers. With Zoom, we were able to continue some semblance of business as usual with Board Meetings and special “Happy Hour” discussions. Out of these discussions, we had a special Zoom that include Richmond Symphony staff and our event was born! The staff were more familiar with Facebook Live and developing scripts for interviews and we certainly knew how to approach artisans regarding donations.

Timeline – Our project started as a conversation in one of our Virtual Happy Hour Zoom get togethers. Brainstorming for the event started with – guess what – another Zoom meeting July 1, 2020, at 2 p.m.

**Start** – July 1, 2020, at 2 p.m.

**Held multiple meetings to organize the event** – July – October 2020

**September 2020** – Meeting with a local art exhibit location featuring multiple local artists to gather information on who would likely donate items to our event. Contacted multiple artists and started gathering the donations for the event. Also met with the staff of Richmond Symphony and started planning/organizing the timeline for interviews, music and item presentations.

**October 2020** – Organized all the donations and provided data for the website and the storefront presentations. Work started on the website Host page and inventory listings.

**November 8, 2020** – All of the plans are ready, decisions made on streaming, testing completed, interviews ready, member presentations done, and we are a go!

Goals – The project goal was to raise as much money using online presentations as possible. We did not establish a formal budget as it was impossible to determine a net figure. All the work on the project was done by volunteers – including the website, Symphony musicians and staff and our own organization. We were not sure how many viewers we would garner nor how many of the items would be sold. In the end, we were able to raise a net of almost \$24,000!

### Revenue:

Autumn Allegro Sales Income:	\$13,405.00
Autumn Allegro Donations:	10,565.00
Minus Web-Site Fees and	
Miscellaneous Expenses:	( 346.67)
Net Income from Event:	\$23,623.33

Collaborations, partnerships, number of volunteers and staff – There were 4 Symphony office staff along with 5 musicians and 10 RSL members involved in most of the work required for this effort. RS staff included Lacey Huszcza, Executive Director, Valentina Peleggi, Music Director, Jen Arnold, Director of Artistic Planning & Orchestral Operations, Frances Sterling, Director of Advancement & Patron Communications, Walter Bitner, Director of Education & Community Engagement, and Ryan Scott, Business Relations Coordinator. We partnered with Crossroads Art Center and additional members of RSL in soliciting the donated items. We reached out to the local media and TV stations and were able to get free publicity to help keep the costs down. The Richmond Symphony staff were instrumental in recording the interviews, the music, preparation of the streaming area and the execution of Facebook Live.

Recommendations – We are extremely grateful for all the volunteers and RS staff that helped with this project. It was gratifying to see how all the work and creative efforts ended with a successful fund-raising event. The only area that we would change is to open more avenues for processing payments that are available to the public now – Venmo, PayPal, American Express, etc.

Join Richmond Symphony League for a Facebook Live Presentation  
Sunday, November 8, 2020 from 2 p.m. to 5 p.m.



Presentation will include a Mini-Concert by the Richmond Symphony Principal Woodwind Quintet and interviews with Valentina Peleggi, Richmond Symphony Music Conductor, Walter Bitner on the new Richmond Symphony School of Music and Jennifer Arnold, Director of Education and Community Engagement.

The Facebook Live Presentation has ended but you can enjoy the presentation by clicking on the link below:

[Recorded Facebook Live Presentation](#)



Artists, Crafters and Musicians have donated their time and talent to this wonderful cause! Items available for sale include paintings by local artist, Carol Meese, Baxter Perkinson, P. Buckley Moss and Chuck Larivey; a Gary Brookins original signed cartoon of Ted Kennedy; hand blown glass items; a fused glass piece by Sabrina Cordovana; several wooden sculptures; sculptures by Sven Arenander; African sculptures; Antique American pottery and crystal decanters.

Click [Fall Festival of Arts, Crafts & Music](#) to view the catalog of items available and **START SHOPPING!**

The Fall Festival of Arts, Crafts & Music Catalog will be available through November 15, 2020.

Questions or assistance please call 804-690-4751 or 804-839-5706.

Featured Works of Art Available  
Click on the item for more information



"Koi Fish", Won special award "Judge's Choice" Colonial Beach, September, 2020



"Flow of Happiness" by Christine Nadeau

Featured Curiosity Items Available:



Hull Art USA Pink Rosella Cornucopia



"Climate Change" by Joyce P. Libron

How About Chair Restoration?



This piece was restored by Paul Bolesta!  
You can click on the item to get more information.

Want to see how Paul goes about restoration? Click [Take a Seat](#)

The Richmond Symphony League is celebrating over 60 years of support for the Richmond Symphony! We volunteer and support through fund raising, education, and community involvement.

As you peruse our wonderful Sale Catalog, note that all of these items were donated and represent quite the generosity of our members and others that support the work of Richmond Symphony League!

Don't find an item that you just have to have but would still like to help support the Richmond Symphony? Please consider giving a donation - very easy to do - just click

[Donate to Richmond Symphony League](#)

Note - The Price of any item purchased does not include the cost of shipping. Purchasers will be contacted by Richmond Symphony League to review the manner and cost of shipping. The shipping charges will be charged to the Purchaser prior to delivery of any purchased item. A Handling Fee of \$3.00 will be added at the point of purchase. Questions or assistance please call 804-690-4751 or 804-839-5706.