



Why Partner with the Newfoundland Symphony Orchestra?

Support of the Newfoundland Symphony Orchestra is not simply a gift, charitable or otherwise. It is an investment in one of this province's most important educational, musical, and cultural resources. When arts organizations thrive, Newfoundland and Labrador becomes all the more attractive as a home for new business. Strong arts organizations enhance the quality of life for employees and indicate the overall health of the local economy.

An investment in the Newfoundland Symphony Orchestra also represents a significant contribution to the local economy. Not only does the orchestra itself generate full-time jobs and spend money in the community on goods and services, but our audience spends locally. Our economic impact is considerable with a direct spend of more than \$1,000,000 added to the community every year. What's more, **we keep cultural entertainment dollars in the community**, directly and indirectly supporting our hotels and restaurants, attracting tourists and skilled workers, and improving the image of St. John's as a culturally diverse and enticing city in which to visit, work, and live.

Partnership allows companies to show themselves as **supportive corporate citizens** and provides an excellent opportunity to make products and services visible to an affluent segment of the community. The NSO makes sure to work closely with every sponsor to help maximize the value of their partnership.

Revenue



■	Receipted donations \$136,149 (11%)
■	Non-receipted donations (0%)
■	Gifts from other charities (0%)
■	Government funding \$238,568 (19%)
■	All other revenue \$859,894 (70%)
Total revenue: \$1,234,611	

Expenses



■	Charitable program \$882,788 (75%)
■	Management and administration \$222,449 (19%)
■	Fundraising \$72,319 (6%)
■	Political activities (0%)
■	<u>Gifts to other registered charities and qualified donees</u> (0%)
■	Other \$0 (0%)
Total expenses: \$1,177,556	

Financial Information

The Newfoundland Symphony Orchestra places extremely high value on **careful and responsible financial management**. More than 75% of our annual costs are directed onstage, allowing the orchestra to perform more than 20 times each year to 15,000 Newfoundlanders and Labradorians, many of them young music lovers.

Economic Impact

- During the 2014/15 Season, Canadian orchestras presented more than **2,300 concerts for audiences totaling nearly 2.5 million.***
- During the 2014/15 Season, Atlantic Canadian orchestras presented more than **120 concerts for more than 70,000** people, including **10,000 young music fans.***

**Orchestras Canada 2014/15 Comparative Report*