



valley of the moon music festival

tenth anniversary  *crescendo* campaign



the vmmf *story*

Eric and Tanya's musical and personal lives converged in 2000 in San Francisco when Tanya moved back to the U.S. after 14 years in Amsterdam. She was inspired by her teacher there, Anner Bijlsma, and by all the innovative things that were happening in early music. Eric was interested in learning about the fortepiano, and they started performing and recording the Beethoven Sonatas on historical instruments. They purchased two beautiful historical pianos and began producing house concerts in the Bay Area. They launched an Apprenticeship program at their home in Berkeley – mentoring, coaching, and producing emerging Bay Area musicians interested in chamber music on historic instruments. One day in 2013 Eric came up with the idea to start a festival.

On a beautiful fall day in the Valley of the Moon, they sought advice from their good friend, Philharmonia Baroque Board member Martin Cohn, at his home in Sonoma. They enthusiastically accepted his suggestion to found the Festival in the heart of the Sonoma Valley. Tom Angstadt, a friend of Martin's on the Board of the Hanna Boys Center, suggested the new auditorium there would be perfect for chamber music. Martin agreed to be President of the Board, and with much help from friends and supporters in the Sonoma Valley and beyond, the Valley of the Moon Music Festival was born.

The Valley of the Moon Music Festival specializes in Classical and Romantic chamber music performed on historical instruments, and provides emerging artists with a beautiful and inspired place to study period performance with a world-class faculty. From its inception, Valley of the Moon Music Festival, in the spirit of intergenerational collaboration, has engaged very talented young musicians in the Cremona Apprenticeship Program. Apprentices have returned as Laureates and, more recently, as faculty members, building an ever-evolving Festival community.

Tanya and Eric know, only too well, the many pitfalls that lie ahead for young musicians, and they believe that the rigid discipline and perfectionism so rampant in the Classical music culture are not the way to make great music. At its best, music represents and expresses human vulnerability, and vulnerability is easier to express in a collaborative environment that supports experimentation. The framework that the Festival provides – a focus on chamber music in a lovely setting with a dedication to the collaborative process – is an opportunity for connection between our deepest selves: musicians with fellow musicians, mentors with students, and performers with audiences. That's why we like to say it's #musicwithguts!



the
crescendo
campaign

Over the past ten years,
Sonoma's Valley of the Moon
Music Festival has become one
of the most celebrated events in
the Bay Area.

To build on that success, we are
excited to announce our
Tenth Anniversary Crescendo
Campaign to increase our impact
in the Sonoma Valley and
beyond.

We invite you to join us!

Every July the Valley of the Moon Music Festival presents a wide variety of chamber music from all eras exclusively on historical instruments, making it unique among music festivals worldwide.

The Festival's high-quality performances feature world-renowned musicians alongside emerging artists from its celebrated tuition-free Apprenticeship Program.

As part of the Festival's tradition of multi-generational collaboration, some of the most talented Apprentices are invited to return as Laureates, to the delight of Festival audiences. Festival musicians also appear at events throughout the year in the Sonoma Valley, the San Francisco Bay Area and beyond.

The Valley of the Moon Music Festival looks forward to engaging you in its exciting and unique vision for the future of classical chamber music in Sonoma Valley.

The Tenth Anniversary Crescendo Campaign is raising \$400,000 to:

Nurture, support and develop the artistic skills and capabilities of emerging artists, including expanding our Apprenticeship Program.

Provide music education resources and opportunities to students in Sonoma Valley.

Strengthen our presence in the Sonoma Valley by enhancing our existing programs, and build a wider, more diverse audience by partnering with the La Luz Center and other like-minded organizations.



looking back

a decade

of achievements

Over the past ten years, VMMF has achieved remarkable milestones, transforming dreams into realities and making a lasting impact on our community.

As we celebrate our accomplishments from the past decade, we eagerly anticipate the next chapter in our organization's story.

41

Apprentices
Mentored

200,000+

Youtube Views

55

Artists Graced Our
Stage

7,000+

Reached through Live
Concerts

70

Public Concerts
(both live and virtual)

11,000+

Reached through Virtual
Concerts and Videos

18

Blattner Series
Lectures

110

5th grade students
reached in the past 6
months



ways to **give**

A gift to our Tenth Anniversary Crescendo Campaign will help us broaden our programs and create a firm foundation for the future. Your gift can offer you substantial tax advantages and you are welcome to pledge over a three year period. We offer many convenient ways to make your gift.

**Online:**

Visit valleyofthemoonmusicfestival.org/crescendo

Send check to:

Valley of the Moon Music Festival
P.O. Box 538
Sonoma, CA 95476

Donor-Advised Fund:

A donor-advised fund (DAF) is a charitable giving program that allows you to support your favorite causes. You can suggest a grant to the Valley of the Moon Music Festival through your DAF administrator.

Qualified Distributions from Your Retirement Plan or IRA:

Beginning at 70 ½, you can make a Qualified Charitable Distribution (QCD) of up to \$100,000 per year without having to count the transfers as income for federal income tax purposes and fulfilling your Required Minimum Distribution (RMD). If you qualify, please contact your IRA and 401 (k) provider to learn more.

Stocks and & Mutual Fund shares:

Highly appreciated securities are tax-advantageous assets to give. Please contact us to request instructions for sending your gift of stock.

Don't see the option you're looking for or have questions?

Please contact Managing Director, Grace Parisi at grace@valleyofthemoonmusicfestival.org or (561) 212-4650.

Naming and recognition opportunities will be offered in gratitude for your participation in the Tenth Anniversary Crescendo Campaign.

Consider consulting your tax advisor for personalized guidance on the most advantageous ways to make donations based on your specific situation.

VMMF is a registered nonprofit, so gifts are tax deductible to the full extent of the law. EIN: 47-1629123.

A copy of our most recent 990 is available upon request.

We are grateful to the people leading the
Tenth Anniversary *Crescendo* Campaign.

CRESCENDO CAMPAIGN COMMITTEE

Stephen Steiner, Chair
Kimberly Blattner
Martin Cohn
Ken Hecht
Barbara Insel
Jeff Katz
Tanya Tomkins
Eric Zivian

VMMF BOARD OF DIRECTORS

Cindi King, President
Valentina Kimily Jones, Vice President
Marylouise Pels, Secretary
Dawn Williams, Treasurer
Lee Baxter
Kimberly Blattner
Louise Gilbert
Jeff Katz
Tanya Tomkins
Bonnie Walner
Eric Zivian
Martin Cohn *Founding Board President Emeritus

Special thanks to Valentina Kimily Jones for capturing the visual
essence of the Tenth Anniversary Crescendo Campaign.

To learn more about the Tenth Anniversary Crescendo Campaign
and how you can get involved, please contact Managing Director,
Grace Parisi at (561) 212-4650 or
grace@valleyofthemoonmusicfestival.org

Crescendo

[cre·scen·do]

noun

illustrated as 

1. Italian: ‘growing’, ‘becoming stronger’, ‘to grow’.
2. A dynamic instruction meaning to gradually play louder.



“From its beginning, Valley of the Moon Music Festival has presented treasures from the Classical to early Romantic periods to educate and delight its audiences. The ensemble playing is inspired, communicating beauty, passion and joy...personal, visceral, percussive and passionate...magical performance.”

— Classical Sonoma



Visit valleyofthemoonmusicfestival.org/crescendo