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Thank You to all who made our 10th Anniversary such a special season!

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Don Dodge and Jerry Singer  
Sandy Donnell  
Cecilia Dunoyer  
Bob Ellis  
Anne Gray  
Kay Sprinkel Grace  
Luli Emmons Graetch, in memory of  
Gordon and Millicent Tomkins  
Minette Gutfreund  
Bronwyn Hall  
Peggy Harrington  
Thomas Haeuser and Antoinette Kuhry  
Philip Hicks  
Eric Hoeprich  
June Hom and Bill Swerbenski  
Meg A Kellogg and Richard Scheffler  
Toni King  
Lynne Lancaster  
Mardi and Lamar Leland  
Ned and Vivien MacDonald  
Connie Mery  
Arnold Milstein  
Barbara Morrison  
Lance and Dalia Nagel  
Victoria Nakamura  
James and Gwen Neary  
Howard Neckel  
Laura Nelson  
Thomas Nemeth  
Pamella Olson and Don Ryndak  
Sara Peterson  
Ewing and Bonney Philbin  
David Poe  
Catherine Pyke  
Amy Rassen  
Monique Rodriguez  
Sandra Farish Sloan  
April Starke  
Charlene and Alan Steen  
Joanne Tangorra-Latta and John Latta  
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 valley of the moon music festival  
TANYA TOMKINS & ERIC ZIVIAN, DIRECTORS

# 2024 IMPACT REPORT



[www.valleyofthemoonmusicfestival.org](http://www.valleyofthemoonmusicfestival.org)



## A Remarkable Year: 2024 in Review

What an extraordinary year! Thanks to your generosity, the beauty and joy of chamber music reached more people than ever in 2024. You'll see the full scope of this impact in the data below in our first annual Impact Report.

With your support, we offered more opportunities to talented young musicians to train with a world-class faculty and collaborate with some of the country's leading experts in performance interpretation and style. In addition, VMMF shared chamber music with even more students, families, and concertgoers—bringing the richness of period performance to wider and more diverse audiences.

Our 10th Anniversary Summer Festival was our biggest and brightest yet! The crowning achievement? Being voted Best Chamber Music Festival in the **San Francisco Classical Voice 2024 Audience Choice Awards**—an incredible honor, and a testament to what this community has built together.

A key driver behind this growth was the **Crescendo Campaign**, launched last year thanks to the leadership of loyal supporters. This campaign is already amplifying VMMF's impact: expanding access to our unique training and performance experiences, bringing classical music to more public-school students in Sonoma Valley, and increasing our visibility across the Bay Area and beyond. You'll see even more of its influence in the years ahead. If you were an early Crescendo Campaign donor—thank you. And if you choose to join us in 2025, we offer our thanks in advance!

As Artistic Directors of the Valley of the Moon Music Festival, we're thrilled to share this first Impact Report, celebrating all that you helped make possible in 2024. Thank you for your dedication to keeping period performance chamber music for future generations of chamber musicians alive and thriving in Sonoma and beyond for years to come.

### With gratitude,

Tanya Tomkins & Eric Zivian  
Artistic Directors, Valley of the Moon Music Festival

"All of us at VMMF are thrilled to be entering our second decade. Building on the foundation of our first 10 years, we continue to listen to and seek out new artists, music and experiences to deepen our commitment to bringing music to life on period instruments. As the world around us seems to grow more complex and troublesome, we have faith in the power of music as a refuge and inspiration. We look forward to creating moments of shared connection that reflect our common humanity and remind us that 'Music is the divine way to tell beautiful, poetic things to the heart.' Pablo Casals"

— Cindi King, VMMF Board President

"You must attend VMMF concerts this summer! They promise an unforgettable experience, offering chamber music performed at an exceptional standard."

— Elizabeth Garsonnin, volunteer

"An absolutely incredible experience in every way! Having been at Valley of the Moon is going to sustain me artistically for a long time."

— Violinist Giancarlo Latta, 2024 Apprentice Artist

## 2024 Metrics

### 2024 Festival



**39**  
Artists on the Festival Stage



**937**  
Tickets sold for Music Across the Americas, our 10th Anniversary Festival

### Outreach



**47**  
New videos added to our YouTube channel



**2**  
Teaching Artists performed for Sonoma Valley 5th Graders



**100+**  
Attendees enjoyed our free Kids & Families concert

### Education Initiatives



**3**  
Previous Apprentices returned to our stage as Laureates



**5**  
Apprentice Artists and 5 Emerging Artists trained with Festival Mentors

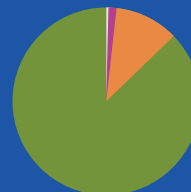
### Looking Ahead!

New initiatives introduced in 2024 include:

- Fellowship Program for exceptional young musicians on the cusp of international careers
- VMMF East Coast Edition, introducing a wider audience to the excitement of Classical and Romantic music on historical instruments

## Financials

### Revenue:



Donations .....	\$451,841
Ticket Sales.....	\$56,656
Grants.....	\$7,200
Other Income .....	\$1,385

### Expenses:



Festival Programs .....	\$270,064
Administration.....	\$133,276
Fundraising.....	\$51,946