

SAVE THE MUSIC FOUNDATION
D/B/A MTV Save The Music Foundation
D/B/A VH1 Save The Music Foundation
2019 STATEMENT OF ACCOMPLISHMENTS

Mission Statement: Save The Music Foundation helps students, schools, and communities reach their full potential through the power of making music.

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For fiscal year ended September 30, 2019:

Total support & revenue \$4,610,921
Total program expenses \$3,054,363
Total fundraising expenses \$955,911
Total management and general expenses \$367,954
Total expenses \$4,378,228
As of 9/30/19:
Net Assets \$985,730

Save The Music Foundation (“Foundation”) is a 501(c)(3) nonprofit organization dedicated to creating systemic change in the American public school system by restoring instrumental music programs and by raising public awareness about the importance of music education. The Foundation was created to address the inequity in availability of music education for students in many of the United States’ most challenged communities. Since its creation, Save The Music Foundation, working with local school districts, has restored music education programs in more than 2,159 public schools in 276 school districts around the country, improving the lives of more than 2 million children across the United States. During that time, the Foundation has provided \$58 million worth of new instruments to school districts across the country.

The Foundation has developed a unique model to foster equitable access to comprehensive music education for all children. Through strategic partnerships with school districts, the Foundation provides brand-new musical instruments, equipment, method books, professional development and program support to public elementary, middle, and high schools, jump-starting dormant music programs across the country. To make certain that music programs remain a core part of the curriculum in public schools, and that the programs live on in perpetuity, the Foundation works with schools that have agreed to implement a sequential instrumental music program based on local, state, and national standards for music education.

The Foundation values music as a critical learning tool that keeps students engaged in school, helps develop well-rounded individuals, and encourages skills that are vital for success in the 21st century.

Program and Policy staff members from the Foundation work closely with superintendents, school board members, principals, arts coordinators, and music educators in each school district to identify schools that are eligible to participate. The Foundation works with local policy-makers and advocates to help ensure that schools that are not currently eligible to participate in the Foundation’s restoration of music education programs take the steps needed to become eligible. The Foundation works to enable every school within the district to have access to music education.

The Foundation offers four different types of grant packages to public schools based on grade level, need, and the school’s music programming goals. The grant packages are decided upon with the input of district administrators, school leaders, and the Foundation’s Program and Policy staff. The Foundation expands its reach in serving all public school students Pre-Kindergarten through 12th grade. A school must conduct their instrumental music program as part of the regular school day, provide a designated space for music instruction and commit to hiring a full-time, certified music educator. By guaranteeing that each grant recipient school fulfills the schedule, space, and staff requirements, the Foundation fosters a sustainable music program.

Core Grant

The Core Grant – in the form of Band, String or Mariachi – has been our cornerstone grant that we provide to the majority of our grantee schools across the country. Each grant is valued at

approximately \$71,000 and jump starts a new instrumental program at a school with woodwind, brass, percussion, string, or mariachi instruments, music stands, method books, and program support for 10 years.

Intro to Music Grant

The Intro to Music Grant was developed in 2018 and includes everything a music teacher needs to provide PreK-5th grade students with sequential, standards-based general music instruction, focused in active music-making and engagement. The grant is valued at approximately \$20,000, including developmentally-appropriate and culturally-relevant instruments and resources: digital piano, acoustic guitar, Orff Instruments, world drums, recorders, hand-held percussion, Boomwhackers, a classroom set of ukuleles, method books, and program support for 10 years.

J Dilla Music Tech Grant

The J Dilla Music Tech Grant was developed in 2018 and focuses on delivering the future of music learning through innovative music tech tools and curriculum for high school students. Our goal is to bring out students' inner creativity, talent, and confidence by teaching the fundamentals of electronic music creation, recording, and production. In 2019, the Music Tech Grant was named after the late, influential industry rapper and hip-hop record producer J Dilla. The grant is valued at approximately \$72,000, which includes hardware and software to support instruction in audio recording, audio engineering, DJ-ing, beat-making, along with in-depth training for music teachers, including a one-on-one mentorship with an Arizona State University professor of music education, and program support for 10 years.

Keys + Kids Grant

The Keys + Kids Grant supports any type of music education program, including vocal/choral, general music, musical theatre, etc. The grant is valued at approximately \$22,000 and includes a contemporary, digital hybrid piano, keyboards, method books, and program support for 10 years.

A grant of instruments provides the impetus for music programs to be restored, but this is only the beginning of our partnerships with school districts nation-wide.

Grant recipient principals are provided with hands-on guidance in building an instrumental music program. The Foundation's Program and Policy staff assists principals in developing their music program through workshops, personal meetings and the Save The Music Foundation's *Guide To Building An Instrumental Music Program*. Music educators from grant recipient schools have the opportunity to attend professional development workshops that focus on growing their skills and building their music programs.

There have been cases of Save the Music Foundation grant recipient communities where school programs that had been jumpstarted by the Foundation were threatened to be eliminated. In each case, a letter was sent to the principal of the grantee school, school board members and superintendent from the school district stating concern about the pending elimination and stating the original agreement to maintaining the program made by the school district and

meetings were set up to follow up with senior leadership in the school districts. In most cases, the programs were not eliminated.

The conversations that take place while advocating in local communities prove most effective when decision makers, community members, stakeholders, and funders are already familiar with the importance of music education. For this reason, Save The Music Foundation employs a number of strategies on a national scale to lay the groundwork for successful local advocacy. Below are examples from the fiscal year ended September 30, 2019:

School Leaders

The Foundation targets school leader conferences to spread the word about the vital need for music education. Each year, school administrators gather to share information that will enable them to make important decisions about the curriculum in their schools. Both the School Superintendents Association (AASA) and the National School Boards Association (NSBA) have granted the Foundation and other music-education advocates a section of their convention spaces to be used as special pavilions devoted to spreading the word about the importance of music education. Since 2005, Save The Music has been joined by instrument manufacturers, retailers, and the NAMM Foundation's Support Music Coalition in the music pavilions.

Educational Workshops

The Foundation often provides workshops on the benefits of music education at national and regional conferences including Arts Education Partnership (AEP) and National Association for Music Education (NAfME) Eastern Region Conference.

Professional Development

The Foundation and their manufacturing partners present half-day professional development workshops for the music teachers in all active grantee school districts. The clinics are planned and tailored to each school's districts individual needs.

Honors

The Foundation honors – in front of thousands of school district leaders and administrators from around the country – those school district officials who have been supportive of music education at AASA's Annual National Conference.

Digital Resources

In April of 2018, the Foundation launched a newly designed website, with a new and enhanced Take Action/Advocacy toolkit. These online resources are specifically designed for community members, parents, teachers, and administrators who need resources for local arts education advocacy efforts. Resources are added regularly. In June of 2019, the Foundation added a listing of Teacher Resources which includes links to curriculum tools, professional development opportunities, as well as organizations that provide funding for school classrooms. The Take Action/Advocacy Toolkit and Teacher Resources pages are available on the Foundation's website.

Principal's Guide

The Foundation has developed a *Building Your Instrumental Music Program Booklet* that provides information to principals on getting started, next steps, standards, research, and other sources for additional information. Every new principal in our network is provided a copy of the guide.

Master Classes

Master classes were conducted at various grant recipient schools during fiscal year ended September 30, 2019. Students had the opportunity to play for veteran musicians, recording artists, and professionals in the music industry. Students learned about the guests' own musical backgrounds and their tools, skills, and life experiences that impacted their current careers in music.

Convenings

A convening is an event over the course of one to three days where stakeholders, speakers, and special guests are gathered together to discuss the future of music education in their community. Stakeholders include public school educators, local community music programs, foundations and national funders, city leaders, cultural institutions, arts service organizations, universities, and local musicians. Stakeholders build relationships and networks, sharing resources and committing to a shared vision of strengthening music education in their community.

Social Communications

The Foundation shares grant recipient updates and stories impact on social media platforms and in email communications with Foundation stakeholders. Stories include interviews with students, teachers, and principals, pictures and videos of students playing instruments in the classroom or in performance, and events that occur around the Foundation's investment of instruments at a school. In these communications, funders and partners are often acknowledged as well as the district's continued support of music education in their community. Sharing stories of impact shows the Foundation's constant relationship with its grant recipient schools and advocates for continued music education in public schools. Social Communications also include research on how music education positively impacts children and support for music education from musical artists, community leaders, and local or state lawmakers.