

Mission, Vision and Strategy Recap

Mission

We help students, schools and communities reach their full potential through the power of making music



Vision

PROGRAMS—Our proven, replicable program model makes it easy for schools and funders to partner with us

REACH & IMPACT—We impact the largest number of students in need, advancing toward “every student in every school”

RELEVANCE—We’re seen by the music and philanthropic communities as national leaders in this sector

FUNDING—Our funding base is growing driven by large, multi-year and sustainable sources



2021 Growth Strategies

EXPAND TO NEW COMMUNITIES ON THE PATH TO EVERY STUDENT

EXPAND THE STUDENTS WE REACH IN EACH COMMUNITY

TARGETED OUTREACH TO BIG FOUNDATIONS

STRATEGIC ALLIANCES & MERGERS