

SAVE THE MUSIC FOUNDATION
D/B/A MTV SAVE THE MUSIC FOUNDATION
D/B/A VH1 SAVE THE MUSIC FOUNDATION
STATEMENT OF ACCOMPLISHMENTS
For the year ended December 31, 2020

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

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For the year ended December 31, 2020:

Total support & revenue \$4,368,148
Total program expenses \$2,489,988
Total fundraising \$872,489
Total management and general expenses \$296,381
Total expenses \$3,658,858
As of 12/31/20:
Net Assets \$1,745,758

Program Accomplishments

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 2,201 public schools in 277 school districts around the country – impacting the lives of hundreds of thousands of students. During that time, the Foundation has donated over \$60 million worth of new musical instruments, equipment, and technology to school districts across the country.

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 expands its reach in serving all public school students Pre-Kindergarten through 12th grade.

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.

Grant Offerings and Schools Served

The Foundation offers four different types of grant packages to public schools based on grade level, need, and the school’s music program goals. The grant packages are decided upon with the input of district administrators, school leaders, and the Foundation’s Program and Policy staff. A school must make the commitment to 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.

In the 2020 fiscal year, the Foundation delivered grant packages to 42 schools, totaling over 5,600 pieces of musical instruments and musical equipment, in 20 school districts across 14 states. These grants impacted over 22,000 students and music educators by increasing their access to quality musical instruments, instructional books, equipment, technology, and resources.

Program Accomplishments (Continued):

School Districts Served:

Cabell County Schools
Columbia Heights Public Schools
Baltimore City Public Schools
Dayton Public Schools
Detroit Public Schools Community District
Greenbrier County Schools
Logan County Schools
Metropolitan Nashville Public Schools
Miami-Dade County Public Schools
Newark Board of Education
New York City Department of Education
Orleans Parish School Board
Pajaro Valley Unified School District
Paterson Public Schools
Roanoke City Public Schools
Sterling Unified School District 376
Wayne County Schools
Wetzel County Schools
Wood County Schools
Windham Public Schools

States Served:

California
Connecticut
Florida
Louisiana
Kansas
Maryland
Michigan
Minnesota
New Jersey
New York
Ohio
Tennessee
Virginia
West Virginia

Core Grant

The Core Grant – in the form of Band, String or Mariachi – has been our cornerstone grant that the Foundation provides to the majority of the school grant recipients across the country. Each Core Grant is valued at approximately \$71,000 and jump-starts a new instrumental program at a school. The Core Band Grant includes 36 musical instruments - woodwind, brass, and percussion. The String Grant includes up to 36 string instruments - violins, violas, cellos, and basses. The Mariachi Grant includes 40 musical instruments – guitars, trumpets, and string instruments. All Core Grants include music stands, instructional method books, at least one professional development session, and Foundation program support for 10 years. In fiscal year 2020, the Foundation delivered 14 Core Band Grant packages, impacting over 6,500 students and music educators.

Program Accomplishments (Continued):

Intro to Music Grant

The Intro to Music Grant was developed in 2018 and includes everything a music teacher needs to provide elementary students PreK-5th grade with sequential, standards-based general music instruction, focused on 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, instructional method books, and Foundation program support for 10 years. In fiscal year 2020, the Foundation delivered 17 Intro to Music Grant packages, impacting over 7,500 students and music educators.

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 Foundation program support for 10 years. In fiscal year 2020, the Foundation delivered four J Dilla Music Tech Grant packages, impacting nearly 2,000 students and music educators.

Save The Music + SongFarm Music Tech Grant

New in 2020, the Foundation launched a partnership with SongFarm, a nonprofit organization working to *build recording studios in underserved high schools, so kids have equal access to creative opportunities*. The SongFarm Music Tech Grant package is similar to the J Dilla Music Tech Grant with the same mission. In fiscal year 2020, the Foundation and SongFarm delivered three Music Tech Grant packages, impacting nearly 4,000 students with access to quality musical instruments, equipment, technology and contemporary audio production software.

Keys + Kids Grant

The Keys + Kids Grant supports any type of music education program, including vocal/choral, general music, musical theatre, or instrumental. The grant is valued at approximately \$22,000 and includes a contemporary digital hybrid piano, keyboards, instructional method books, and Foundation program support for 10 years. In fiscal year 2020, the Foundation delivered four Keys + Kids Grant packages, impacting over 2,000 students and music educators by increasing their access to a quality classroom piano for their music program and keyboards for student everyday practice and performance.

Program Accomplishments (Continued):

Program Support

A grant of instruments, equipment, and resources provides the impetus for music programs to be restored, but this is only the beginning of the Foundation's 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 Foundation's *Guide To Building An Instrumental Music Program*. The Guide provides information to principals on getting started, next steps on how to grow the school's music program, national music education standards, research attributing music education for positive childhood development, and other resources of additional information. Every new principal in the Foundation's network is provided an electronic copy of the guide once they are confirmed as a grant recipient.

There have been cases of Save the Music Foundation grant recipient communities where school programs that had been jump-started 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, the Foundation employs a number of strategies on a national scale to lay the groundwork for successful local advocacy.

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' Support Music Coalition in the music pavilions.

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. In the 2020 fiscal year, this award was presented to the superintendent of Zion Elementary School District 6 in Illinois. The Foundation has provided grants to all seven of the district's schools and music education continues to a priority for the district.

Program Accomplishments (Continued):

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. Most of the workshops and conferences in 2020 took place virtually.

Professional Development

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. 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. For the 2020-2021 school year, the Foundation partnered with West Music to provide professional development workshops for three school districts who have received grants. Once to twice a month, an expert in music education presented to music teachers on such topics as instrument pedagogy and literature in the music classroom. The workshops are free of charge for the school districts.

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. In 2020, convenings were cancelled due to COVID-19 precautions, but the planning continues for Convenings in New Orleans and the Mississippi Delta at a later date.

Social Communications

The Foundation shares grant recipient updates and stories of impact on its 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 school 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. Hundreds of posts are made each year to thousands of users and followers.

Program Accomplishments (Continued):

Honors

The Foundation was proud to receive the *West Virginia Music Hall of Fame 2020 Spirit Award*.

Since 2009, The Foundation has given over 100 instrumental grants to schools in the state in need of music education program support.

The Foundation was awarded the *West Music 2020 Business Partner of the Year Award*. The Foundation partners with West Music to purchase all the instruments donated to schools that receive the Intro to Music grant package.

The Program Team has taken action in response to school building closures during the COVID-19 pandemic. All Save The Music partner schools experienced at least a moderate change in learning environment, for example, virtual classrooms and asynchronous learning.

Online Teaching & Learning Resources

In March 2020, the Foundation's Music Education Resources page on its website significantly expanded listing over 100 resources, including advocacy organizations, digital curriculum and lessons, free music classroom apps and software, and virtual concerts and tours offered by world-renown cultural institutions. In August 2020, the Music Education Resources page was re-launched with a new, user-friendly design. Email communications and social media have been used to promote this page.

As of December 31, 2020, this page and its sub-pages on the website have been extensively curated to include nearly 200 digital tools for educators, students, and families. The online music education resources page continues to be the most popular page on the website. In fiscal year 2020, the page accumulated 52,590 pageviews, making up nearly 27% of the website's traffic.

Virtual Gatherings

From late March to early June 2020, Save The Music Program and Policy staff members conducted over thirty video conference calls with school district music coordinators, music educators, and students, all who had received a Save The Music grant. Administrators and teachers who were invited to participate to share challenges, successes, curriculum ideas for remote learning, and education policy as a group. Save The Music hosted guests from partner organizations to present during the calls to share their expertise with participants. Fellow educators shared their own talents with virtual classrooms in Peer-to-Peer learning sessions. The J Dilla Music Tech Grant teachers and students gathered to hear from industry professionals and artists about their career pathways and current job roles. These gatherings served as workforce development sessions and engaging activities for students while they were learning from home.

Program Accomplishments (Continued):

Save The Music's virtual gatherings evolved into a formal, scheduled series of master classes by August 2020 as a response to the continuation of virtual instruction into a new school year.

- District Arts Leaders – video calls at least once per month gather music coordinators who have received a Save The Music grant. Participants exchange ideas and advice with each other and also hear from experts in the national education policy and advocacy field.
- Music Teachers Masterclass - a series of professional development workshops held once a month featuring special guest presenters. These sessions are open to all music educators.
- Music Industry Masterclass - music tech students and teachers gather once a month to hear from professionals and artists to show the many, multi-faceted jobs in the music industry.

MasterClass Donation

MasterClass is the online streaming platform that makes it possible for anyone to watch or listen to hundreds of video lessons taught by 100+ of the world's best. In March of 2020, a representative from MasterClass contacted the Foundation to donate free, one-year subscription passes to the platform in an effort to extend digital learning to the education community. In April, May, and June of 2020, The Foundation gifted passes to partner educators and administrators, partner organizations with similar missions to the Foundation, and education advocates. Pass recipients were encouraged to use a pass to benefit their own at-home learning but, more importantly, gift passes to students (of high school age or older) in their district.