ANNUAL REPORT 2016
OUR MISSION

is to create positive change through music education.
Since 2007, 15 music schools and programs have been established in Argentina, Bangladesh, Brazil, Ghana, Mali, Mexico, Morocco, Nepal, Rwanda, South Africa, and Thailand. More than 2,000 young people attend free classes in dance, instruments, languages and music theory, all taught by qualified, local teachers. Projects also help meet essential needs of the larger community, including the provision of aid such as food, clean water, medicine, clothes, books, school supplies, solar energy, computers, and other modern technology. Over 15,000 people have been impacted by the Foundation’s community development and empowerment efforts throughout our program regions and beyond.
“Can you hear us? Are you listening?” These are lyrics from the song Oye that resonated throughout the Playing For Change Foundation’s mission during this most pivotal and remarkable year of change and transition. The organization was not alone in facing the changes. Across our challenged planet they are being confronted. At the critical intersection are the lives of little ones simply asking for safe spaces to create and be heard.

The children are subtly, yet profoundly, provoking an answer. It lies in the goodwill and deeds reflected in the very lives impacted in PFCF schools across the globe. From Africa, Latin America to Southeast Asia, thousands of children are provided the life-long gift of a free music education because of the immeasurable and heartfelt efforts of so many. This is the heartbeat of the Playing For Change movement.

Our collective love, and listening, allowed us to circle our internal wagons and develop the organizational infrastructure required to lead us into a second decade of mission. We restructured staffing in cost-effective measures, retained outside communications and music industry-relations expertise raising our profile and resources in the exhibition, participation and promotion at high-profile events, including the Grammys, ASCAP Expo, UN Peace Day and XLive. We established the official partnership program, Instruments of Change, recruiting several new companies, foundations and organizations into the movement, and invested in the cutting edge technology, software and staffing to manage our growing database of supporters. We launched the innovative Sister Schools for Change initiative, officially linking U.S.-based schools and programs to our international campuses. We created the imPAX Prize to recognize individuals making a substantial social impact in the music and live entertainment space. We developed and migrated to new websites, for the foundation and the annual PFC Day. Most significantly and all-the-while, we welcomed three new nations into the mission’s alliance, Morocco, Argentina and Mexico, doubling the number of children in receipt of the Playing For Change experience.

These accomplishments and more have positioned the organization to not only better operate and administer on the global stage, they are tangible reflections of the collective spirit. Thank you for wisely investing in this positioning.

Today, we recognize there is much more to do to keep the creative movement and positive pulse alive, especially as the world is amplifying in its yearning and calling.

If one is looking for time-proven practices of conflict resolution and peace-building programming, look no further than to one of the Playing For Change campuses. It is there it can be heard. Listening carefully, it provokes everything possible …can you hear it?

Oye,
John A. McKenna
Executive Director
Since 2013, the Playing For Change Foundation has had a partnership with the Star School organization, based in Masaka, just outside the capital of Kigali. Star School instructs over 700 children in its nursery, primary, and secondary schools, and about 200 children rely on sponsorship to attend the school. Sponsored students come from at-risk backgrounds — orphans, former street boys, children of prostitutes and street beggars, missing parents, or jobless parents with an inability to pay school fees.

The music and sports program provides music instruction in traditional dance and drumming as well as keyboard and guitar taught by two dynamic instructors. Star School is the first PFCF music program to include sports as a part of its curriculum with a thriving soccer program reaching an even greater number of youth.
Since January 2015, the Playing For Change Foundation has been working in the slums of Mirpur District of Dhaka, Bangladesh, to provide music education to underprivileged children. In this district, 32% of residents live below the national poverty line of $2 per day and child malnutrition rates are 48%. Illiteracy rates are among the highest in the world. Free and adapted music classes and music performances are being integrated into the curriculum of three existing education centers which are locally run by our program partner SpaandanB. Two teachers provide nearly 100 hours of music instruction per month. Children are being taught musicalization, rhythm exercises, and traditional songs. In addition to music instruction, interdisciplinary work is being introduced using music to help students improve vocabulary, reading and pronunciation.

Update from the field: “We (are) giving music lessons near about 800 students. We are continuing our class six days per week. Every day four hours we work at the school.”

Tuhin Asad | Head teacher and administrator, Mirpur Music Program
Located in the Sahara desert, in the small oasis town of M’hamid El Ghizlane, this new music program is focusing on preserving valuable ancestral cultural knowledge, and provides music education to the youth in this remote area of Morocco. The Joudour Sahara Music School is an ambitious project, that includes the construction of facilities embedded in this beautiful natural environment. Update from the field: “We cannot emphasize enough how important it was both for the youth attending and the community for girls to have participate equally in classes. I would say that our best student was a 12 year old girl named Fatima-Zahra with zero music experience before classes began. Without sounding hyperbolic, those first girl students who set the precedent for other girls to attend classes are already young community leaders in ways they don’t quite realize, and their participation is a huge part of the school’s long-term vision and role the school can play in the community and in the region.”

Thomas Duncan | Coordinator, Joudour Sahara Music Program
MEXICO

BAJA MUSICAL ARTS INITIATIVE (BMAI)
We were very excited to welcome a new program partner to the family of Playing For Change Foundation programs. Baja Musical Arts Initiative and its facility Centro de Artes Musicales (Musical Arts Center) do incredible work with children right across the US/Mexico border. BMAI operates in some of the most violent and vulnerable neighborhoods in the city of Tijuana, so music is taught to positively impact the living conditions of our students, their families, and their communities-at-large. Three of the main issues that affect our social fabric and that we approach through the program are violence, immigration and children’s rights to education. This vibrant program is one of our closest programs geographically and a beautiful addition to PFCF.

WORKSHOPS IN CENTRAL AND SOUTH AMERICA, IN PARTNERSHIP WITH UNICEF LAC
In the summer of 2016, the Playing For Change Foundation partnered with UNICEF’s regional office for Latin America and the Caribbean to bring the power of music to some of the most challenging areas of the world. PFCF ambassador and ethnomusicologist, Dr. Craig Woodson traveled to Honduras and Ecuador to lead music and instrument-making workshops with a focus on using percussion and rhythm to address the challenges the youth and their families are facing.

In Honduras, one of the most violent and impoverished places in the world, Craig led instrument-making workshops and community drum circles that provided a safe and welcoming space for participants to articulate their trauma, express themselves and develop tools to heal and bravely move forward despite the circumstances they are up against. During Dr. Woodson’s time in Ecuador, a country that had just experienced a devastating earthquake, the local community created instruments from the rubble and participated in storytelling exercises that incorporated rap (with a local group) as well as drumming. The youth developed their own beat to describe the feeling and length of the earthquake.

The experience of creating music brought joy, hope, and feelings of self worth to the young people and their families - instilling a spirit that despite the difficulties, anything is possible.
The total number of events in 2016: **222 events in 48 countries**
PFC DAY AT THE UN YOUTH SUMMIT
UNICEF and PFCF join in song at the summit. Event includes screening the new music video OYE where children from Latin America harmonized and beckoned to the world with lyrics that included the appeal “Are You Listening?” followed by a live performance of the song by youth of the Baja Musical Arts Initiative.

PFC DAY IBIZA
The anticipated yearly event at Ibiza consists of 30 local bands gathering on 4 Stages at Cala Llonga beach and around the village to entertain residents and tourists of all ages. The Kids’ Area contains performances by acrobatics and friendly clowns, foam parties, arts and crafts corners, face painting, and a flea market.

STAGE TIME AND JUICE AT THE RED ROOM
This event at the Stage Time and Juice at the Red Room in Taiwan is a bi-monthly event specifically held to nurture children in positive self-expression through music and other performing arts via the use of an open mic platform.

PFC DAY LANDFILL HARMONIC
The Los Angeles celebration included a screening of Landfill Harmonic, a touching documentary about life in Cateura, an area located in the outskirts of Ascension, Paraguay. The territory is an actual landfill in which children created musical instruments from discarded materials. Educated by determined teachers and parents, these children formed The Recycled Orchestra of Cateura, one of the featured musical acts that performed at Los Angeles’ Playing For Change Day.

BAJA MUSICAL ARTS INITIATIVE
Camino Verde string ensemble performed at the ICBC Tijuana, organized by our dear friends from Centro de Artes Musicales.
OVERVIEW:
MAJOR EVENTS

XLIVE CONFERENCE LAS VEGAS
PFCF presented the imPAX award to Rehan Choudhry at the opening reception of this annual conference. This prize recognized noble achievements in the promotion of peace and positive social impact within staging live events. Rehan is best known as the co-founder of Life Is Beautiful Festival held in downtown Las Vegas.

RALPH LAUREN FUNDRAISER
An evening of cocktails and charitable holiday shopping in partnership with Ralph Lauren that raised $20,000 to support PFCF’s music schools and programs around the world.

VASTI JACKSON MISSISSIPPI NIGHTS AT THE GRAMMY MUSEUM
This event honored PFC Supporter Vasti Jackson on his Grammy Nomination at the Mississippi Nights celebration hosted by Clive Davis.
**FINANCIALS**

Cost to raise a $1: 16 cents

Net assets at the end of the year: $100,944

**Total Expenses:** $742,608

- Program Services: 59% ($437,754)
- Fundraising and Marketing: 16% ($119,836)
- Administrative: 25% ($185,018)

**Total Revenue:** $704,820

- Contributions and Grants: $575,115
- Special Events: $72,410
- Corporations: $30,798
- Other: $26,497
**IMPACT**

Number of Students Receiving Music Education every week: 2,100+

Percentage of girls attending PFCF music programs: 62%

Number of paid staff around the world: 100

The lives of more than 20,000 children and community members have been impacted through music education and development efforts of the Playing For Change Foundation and educational performances through Playing for Change.

**SOCIAL MEDIA OUTREACH**

- Facebook: 67K
- Instagram: 12K
- Twitter: 2,300K
- Website Visits: 55,000 (+30% in 2017)
- Email Subscribers: about 18k
- Youtube Visits: 140,000 in 2017

Percentage of girls attending PFCF music programs: 62%
PLAYING FOR CHANGE FOUNDATION
BOARD OF DIRECTORS

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BRIAN APPLESTEIN

SECRETARY
LISABETH WEBER

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CO-FOUNDER, EX-OFFICIO
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GREG JOHNSON

MARK KENNEDY
GAIL LEIBOWITZ
LAURA MCGUIGAN
MELISSA TORRE
SEEMA TIKARE
ELLA WINDSOR
THANK YOU!

Playing For Change Foundation
532 Colorado Ave.
Santa Monica, CA 90401
310 558 2900
info@playingforchange.org