



# MUSIC FOR SOCIAL CHANGE



# BENEFITS OF KIDZNOTES

Over the last three years, independent data has shown that Kidznotes students exhibit traits that are well-aligned with academic success and character development such as **problem-solving, obedience, discipline, commitment, and persistence.**

Kidznotes' unique system is based on El Sistema, an internationally-tested music program. The Kidznotes program includes after-school and weekend instrumental classes, ensemble performances, and a three-week summer camp that total nearly 500 hours of engagement per child in the course of a school year. This intensive music instruction **nurtures a powerful work ethic** and encourages the children to aspire to musical

excellence, which **leads to the development of behaviors and values that change the children's lives over time.**

Since 2009, enrollment has grown dramatically from 60 to 330 children who participate, and next year we are poised to take Kidznotes to the next level. In the 2016-17 school year our goal is to serve 500 kids, expanding our enrollment by 200 additional K-8 grade students who would not otherwise have had the opportunity to be successful through music.

Kidznotes' ultimate vision is to serve 1,000 students in Durham and Raleigh by 2020.

Following a sample of students over time, studies found that children enrolled in Kidznotes showed **greater literacy gains** in the first year of enrollment, **greater problem-solving skills** (as reported by parents) and **greater school attendance records** than their peers not participating in the program.



*Students switching to the cello at the beginning of the school year were very excited about the new opportunity. They are doing very well learning the difference to the violin and they get very offended if you confuse them out of habit still being a violin player. They say "I play the CELLO now" -Alex, Kidznotes*

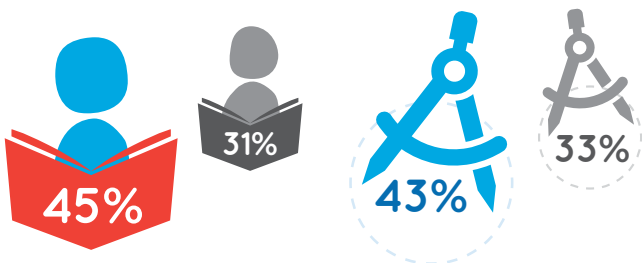
**Kidznotes is growing and expanding each year**, with Kindergarten and 1st grade students beginning in the Mozart Ensembles at participating schools!



*I'm truly inspired by one of our Haydn percussionists, Elvis Crespo-Jaimes. He began percussion at the beginning of the 2014-2015 school year, under the patient direction of Ms. Lin Ong. Elvis sometimes has trouble picking up on things as fast as the other students, but he has a positive attitude and is always working hard. Elvis is always laughing and smiling, and his willingness to give anything a try has given him a soft spot in most of the teachers' hearts. I think that Elvis helps to represent the core idea of El Sistema, which is to "play and strive". -Daniel, Kidznotes*

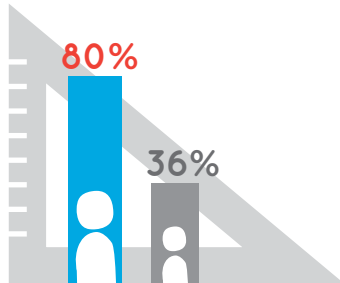


# BY THE NUMBERS

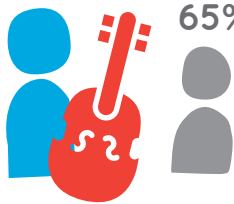


45% of Kidznotes students performed at grade level in reading compared to 31% of their classmates. 43% of Kidznotes students performed at or above grade level in math compared to 33% of their classmates.

80% of Kidznotes students scored proficient or higher in 5th grade math End of Grade tests, compared to 36% of their peers.

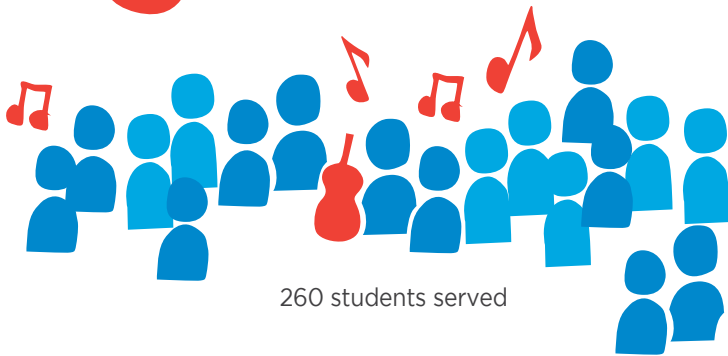


82%



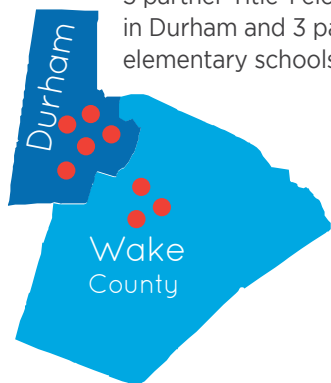
65%

Teachers rate 82% of Kidznotes students as an "A" or "B" student in math, compared to 65% of their peers in the same classrooms.



260 students served

5 partner Title-1 elementary schools in Durham and 3 partner Title-1 elementary schools in Raleigh



500+ hours of instruction



599 donors in 2014-15



## IMPORTANT DATES & PERFORMANCES

- 6/23-7/10 Kidznotes Summer Camps in Durham & Raleigh
- 7/17 Raleigh Summer Camp Concert
- 9/27 Kidznotes Launch Concert at Hayti Heritage Center with Mr. "Cut Time" Rick Robinson
- 10/4 "Disable the Label" Concert with Durham Parks and Recreation
- 11/8 Performance for NC Symphony pre-concert "Ovations," Meymandi Concert Hall, Raleigh
- 12/8 Side-by-side concert with Duke Medicine Orchestra, Baldwin Auditorium
- 2/15 Side-by-side concert with Duke Chapel Choir, Duke University Chapel
- 3/21 Regina Carter Masterclass with Arts NC State
- 4/17 Kidznotes Benefit Concert with Sara Caswell, Durham Marriott
- 4/23 Kidznotes performance for Durham Partnership for Children Gala, Museum of Life and Science
- 4/25 Side-by-side concert with the Durham Symphony Orchestra, Emily K. Center
- 5/2 Kidznotes students and teachers join El Sistema programs from all over the East Coast in a national student exchange "Seminario" in Allentown, PA
- 5/9 Side-by-side concert with the NC Opera for "Opera in the Pines," Koka Booth Amphitheatre, Cary
- 5/16 Kidznotes Spring Concert, Southeast Raleigh High School
- 6/13 Kidznotes performance for "Getdown in Midtown", North Hills, Raleigh

# SPECIAL EVENTS



2/15

## 2/15 Duke Chapel Choir Side-by-Side with Kidznotes Vivaldi Symphonic Orchestra & Choir

Duke Chapel Choir side-by-side performance and worship with Kidznotes Vivaldi Symphonic Orchestra and Choir, All Star Ambassadors under the direction of Rashad Hayward, Kidznotes Conductor and Rodney Wynkoop, Duke Chapel Choir, Music Director.

## 3/21 Partnership with NC State

Kidznotes partnered with Arts NC State to bring world-renown violinist, Regina Carter, to teach and perform with our students. The day culminated in a jam session that included call and response and featured Kidznotes students using some of the new improvisational techniques she taught them during the residency.



3/21

## 4/17 Benefit Concert

The 2015 Benefit Concert was attended by over 310 people at the Durham Convention Center and raised over \$126,000 for the Annual Scholarship Fund. Featured guest artist Sara Caswell, a NYC Jazz Violinist, performed side-by-side with the Vivaldi Symphonic Orchestra and All Star Ambassadors. Sara also performed with the City Jazz Trio and demonstrated her outstanding improvisational stylings for a sold out evening of classical orchestral music and jazz standards.



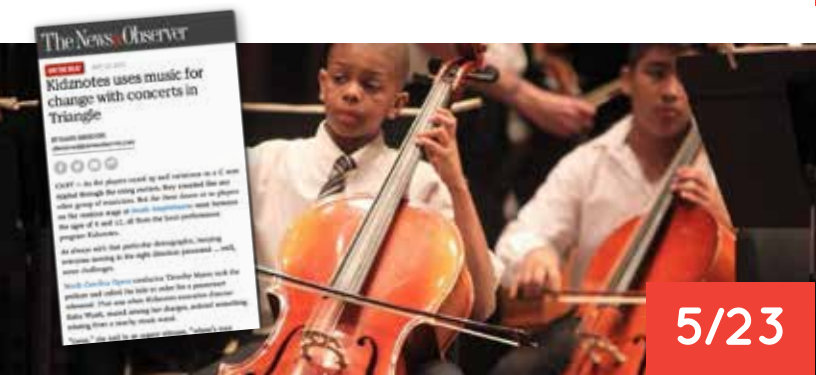
4/17

## 5/9 Opera in the Pines

Kidznotes Vivaldi Symphonic Orchestra performing side-by-side with the North Carolina Opera in the Pines at Koko Booth Amphitheater, wowed the crowd with Carmen, Prelude to Act 1 under the direction of Tim Myers. Renowned operatic baritone, Tim Mix, led the Kidznotes Vivaldi Choir through the vocal renditions of the Toreador Song. After resounding applause, Tim Myers, NCO Conductor, turned to the audience and said "I don't think there is anything more inspiring than that."



5/9



5/23

## 5/23 News & Observer Article

"Kidznotes uses music for change with concerts in Triangle" article in The Raleigh News & Observer identifies Kidznotes as a catalyst for social change. Read the complete article: [www.tinyurl.com/kn-article](http://www.tinyurl.com/kn-article)







## BAND TOGETHER PARTNERSHIP

Band Together is a nonprofit organization that hosts concerts to raise funds and awareness for Triangle charities. Each year Band Together chooses one nonprofit partner through a rigorous selection process. I am honored to tell you that Band Together has selected Kidznotes to be its 2016 nonprofit partner! Matt Strickland, Executive Director of Band Together, has said, "Kidznotes is making a real difference in the lives of children and their success in the classroom. And our support of local music makes this a natural fit. **Our partnership will greatly expand the number of underserved students exposed not only to Kidznotes' unique and successful system, but to unique music as well.**"



SOCIAL CHANGE. **AMPLIFIED.**

## THANK YOU!

**We want to thank the following funders who make our program possible:**

D'Addario Music Foundation  
 Fenwick Foundation  
 GlaxoSmithKline  
 League of American Orchestras  
 Mead Family Foundation  
 Pfizer  
 Rust Charitable Foundation  
 The Mary Norris Preyer Fund  
 The State of North Carolina, Department of Cultural Resources  
 Triangle Community Foundation  
 United Arts Council Inc.

**Thank you to our Raleigh programming & expansion funders:**

AJ Fletcher Foundation  
 John William Pope Foundation  
 PNC Grow Up Great  
 Raleigh Kiwanis Foundation, Inc.  
 Stewards Fund  
 The William R. Kenan, Jr. Charitable Trust

**Thank you to our Durham programming & expansion funders:**

Durham Arts Council  
 Morgan Creek Foundation  
 Solon E Summerfield Foundation, Inc.  
 Suntrust Foundation

Thank you to our program evaluation funders:

John Rex Endowment  
 Triangle Community Foundation

## FINANCIALS

### REVENUE

Foundation grants	\$537,166
Contributions	\$193,530
Fundraising events	\$311,206
In-kind contributions	\$161,550
Investment income	\$1,525
Other	\$6,232
<b>Total receipts</b>	<b>\$1,211,209</b>
Net assets released from restrictions	\$111,830
<b>Total support and revenues</b>	<b>\$1,211,209</b>

### EXPENSES

Program services	\$712,749
<u>Supporting services:</u>	
Management and General	\$84,541
Fundraising expenses	\$138,133
<b>Total supporting services</b>	<b>\$222,674</b>
<b>TOTAL Expenses</b>	<b>\$935,423</b>

