

IMPACT

Volume V: Fiscal Year 2012



YEAR IN REVIEW

Organizational Sustainability
Educational Programming
Advocacy and Awareness



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From the Chairman of the Board

Greetings!

On behalf of the Board of Directors, I would like to thank you for your support of Music for All. It is my pleasure to welcome you to the fifth edition of *Impact*, our Annual Report, for fiscal year 2012 (March 1, 2011 through February 29, 2012). *Impact* is your resource to learn more about Music for All's educational programming, awareness and advocacy initiatives and the organization's future.



This year, we were focused on fulfilling our mission to create, provide and expand positively life-changing experiences through music for all. We *created* opportunities for our 100,000+ student and teacher participants to experience excellence through our premier educational programming. We *provided* the most comprehensive resource center supporting the cause of music and arts education through our advocacy efforts. Music for All *expanded* the role of music and the arts in education through our vision to become a catalyst to ensure that every child across America has access and opportunity to participate in active music making in his or her scholastic environment.

As you review the annual report, you will see that fiscal year 2012 was filled with many successful accomplishments including meeting and exceeding our fundraising goals, program successes such as our move to our new Summer Symposium location, achieving positive operational fiscal year-end results and much more. Music for All is positioned for a positive future!

Our future is bright because of those we serve. The Board and staff are deeply committed to delivering the mission and vision of the organization because of our passion for the cause. We thank you for your unwavering commitment to music education programming, awareness and advocacy and Music for All!

Sincerely,

Gayl W. Doster
Chairman, Music for All Board of Directors

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From the President and CEO

Greetings!

Over the past year, Music for All worked diligently to be great advocates and stewards of our mission and cause. As I recall the faces, emotions and experiences of the students, teachers, families and communities we have engaged, I can give testimony to the fact that much good has been done for those we serve.

In 2011, we took Music for All, Bands of America and Orchestra America programs to 11 states and drew participants from 30 other states and three foreign countries. Almost 3,000 students and teachers participated in the Music for All Summer Symposium and Music for All National Festival, and another 70,000+ students participated in Bands of America events before more than a quarter million fans, families and supporters. We provided counsel as well as access to our advocacy tools and resources for hundreds of teachers, parents and students who saw their access and opportunities to participate in music education and performance threatened by educational budget cuts.

In 2011, we also made it a priority to commit to the cause of access and equity in music education. We participated in and aided the successful launch of the START program. This program took 90 challenged Indianapolis Public Schools students on a positively life-changing experience that connected them deeply and richly to our nation's history and fabric as they represented Indiana and hope for all bands in America at the 70th Anniversary Commemoration of the attack on Pearl Harbor. And, we cannot wait until our 2010 Grand National Champion, Avon High School, parades ALL 271 of its members before millions of people in person and on worldwide television in the 2012 Tournament of Roses Parade® as the official representative of Bands of America—evidence of the excellence achievable by all bands in America!

We have much for which to be thankful, and none of it would be possible without supporters like you. Music for All has reached 100% of our fundraising goal for this year providing for a positive operational fiscal year! Support you provided helps to ensure that we can continue to serve at a high level and execute key objectives for 2012 and beyond.

Our new strategic plan will not only guide the programming, advocacy and educational focus of the organization but will also give Music for All the opportunity *to be a catalyst to ensure that every child in America has the opportunity to participate in instrumental music making in his or her scholastic environment.*

We know that you believe in our ideals and programs, and we ask and hope we can continue to have, deserve and count on your support. More importantly, your support provides leadership and inspires others — individuals, corporations and foundations alike — to join in and support our cause. Thank you for supporting Music for All's efforts in 2011-2012.

Sincerely,



Eric L. Martin





Strategic Plan 2012-2017

Music for All's strategic focus is to maximize and ensure delivery of our educational and advocacy programming in a sustainable model. The plan is configured to represent and present our three major strategies, which include **organizational sustainability, educational programming, and advocacy and awareness**. These three strategies are the pillars to which we will deliver our mission and vision.

Music for All's mission is to create, provide and expand positively life-changing experiences through music for all. Our vision is to be a catalyst to ensure that every child across America has access and opportunity to participate in active music making in his or her scholastic environment. We will use our resources to provide national programs that recognize and support music students' performance and success, continue to offer music educators additional training and professional development, and deliver tools and resources to our participants and their

communities that will assist them in supporting music education. These commitments frame and shape the essence of our five-year Strategic Plan.

Since 1975, Music for All, through its Bands of America and Orchestra America programs, has been a destination and set the standard for scholastic music ensemble performance and student and teacher education. Our programmatic model is designed to mirror, supplement and extend the classroom and performance model adopted in most American scholastic settings. We use our national profile programming to model, showcase, recognize and provide individual, teacher and organizational examples of music performance excellence and achievement.

Our programs for students are focused on development of self-worth, accountability and the leadership potential of each individual, using music education and performance as the vehicle to help students grow, recognize and act on their

human potential. In doing so, we equip all of our participants with tools needed to promote and ensure societal recognition of music education and active music making as essential components of every student's educational development.

Music for All's strategic focus is to maximize and ensure delivery of our educational and advocacy programming in a sustainable model. Our commitment is real and public. Our strategic plan is available for all to download and review at musicforall.org. It describes our goals and strategies as well as the standards and measures by which we will be assessed. It is our guide to advance our mission and vision within a framework of core values that we hope others like you can and will support. We invite and encourage you to review our Strategic Plan and learn more about how we are working to serve you and your students. More importantly, we invite you to join our cause. There's much work to be done, and we can't do it alone.

Organizational Sustainability

Music for All will put and have in place, the resources and organizational culture and capacity necessary to deliver on its mission and strategic objectives. Music for All will build and maintain the financial wherewithal to operate its strategic plan and meet its fiscal obligations. Music for All will create and begin to execute a plan to ensure the organization's long-term viability and sustainability.

Music for All's Nancy Carlson named IBJ CFO of the Year honoree



Nancy Carlson, Executive Vice President and Chief Financial Officer of Music for All, was named a CFO of the Year honoree, Non-Profit

division, by the Indianapolis Business Journal (IBJ). This honor is truly deserving as Carlson has been the heart and financial mind behind creating a fiscally-sound Music for All that has weathered the economic downturn and has come out a better, fiscally stronger organization that will continue to create, provide and expand positively life-changing experiences long into the future. The IBJ named 12 finalists in a variety of categories including, non-profit sector. Honorees were profiled in a special edition of the IBJ. Carlson has been with

Music for All since 2008. "I'm just a band mom who spends some of her time doing accounting," she jokes in the IBJ feature. Under Carlson's leadership, Music for All has received its third consecutive "clean" audit. Find a link to the full news release at musicforall.org.

Board of Directors expands

Music for All is governed by a Board of Directors whose responsibility is to uphold the mission, vision and values of the organization all while ensuring sustainability and succession plans are in place for long-term viability of the organization.

In Fiscal Year 2012, Music for All added Sam Laurin, Partner at Bose McKinney & Evans LLP; Kathy Black, Attorney for the Bonneville Power Administration in Portland, Oregon; Sandra Jordan, Consultant at Sandra Kilpatrick Jordan Consulting; Anmol Mehra, Equity Research Analyst at Fidelity Investments; and Garrett Scharton, President and CEO of

Five Star Transportation, Inc. to the Board of Directors.

All of Music for All's Board of Directors give financially to support the organizations mission, vision and programs.

Music for All receives six International Festivals & Events Association Pinnacle Awards

Music for All was presented with six awards in the prestigious IFEA/Haas & Wilkerson Pinnacle Awards competition. Awards were won in the following categories:

- Gold – Best Event Video (For Sale)
- Gold – Best Event/ Organizations E-Newsletter
- Gold – Best Educational Program (Summer Symposium)
- Silver – Best Event (Within an existing Festival)
- Silver – Best Overall Merchandising Program

2011-2012 Music for All Donor Recognition Listing

Music for All is deeply grateful for the support of the following individuals, corporations and foundations, whose generosity helps to support the mission and programs of the organization. The following donors have made gifts between March 1, 2011 and February 29, 2012. Every effort has been made to ensure the accuracy of this listing. We apologize for any inadvertent errors or omissions. To find out how you can help support the work of Music for All, please contact Misty Wick, Director of Development & Partnerships, at misty.w@musicforall.org or 317-636-2263. Your gifts ensure the future of Music for All's educational and musical experiences for students and teachers across the country.

Larry and Joy McCormick Founder's Society

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Fiscal Year 2012 Financials

Music for All ended Fiscal Year 2012 on a positive note financially. Music for All achieved a positive bottom line for the fiscal year totaling \$178,600, representing a significant turn-around from the financial loss of \$214,300 recorded in Fiscal Year 2011. The key factors contributing to the positive results included strong growth in fundraising support, an increase in ticketed attendance, and a firm organizational commitment to expense control and fiscally sound financial management practices.

In the first year since restructuring our Development department, contributions and grants increased to \$478,500, a 26% increase from the previous fiscal year. We were awarded several new grants during the year, including major grants

from the National Endowment for the Arts, Chase Community Giving Foundation, and the Ball Brothers Foundation. Contributions from individuals and corporations also grew, supported by 100% participation by our Board of Directors. The efficiency of our fundraising efforts also improved, we generated a 26% increase in Development revenue while reducing Development expenses by 41%.

We also recorded solid growth in Ticket Sales, which totaled \$1,856,100, a 6% increase compared to the prior year. The growth came from increased attendance due to our popular ticket discounts for students, senior citizens, and members of the military.

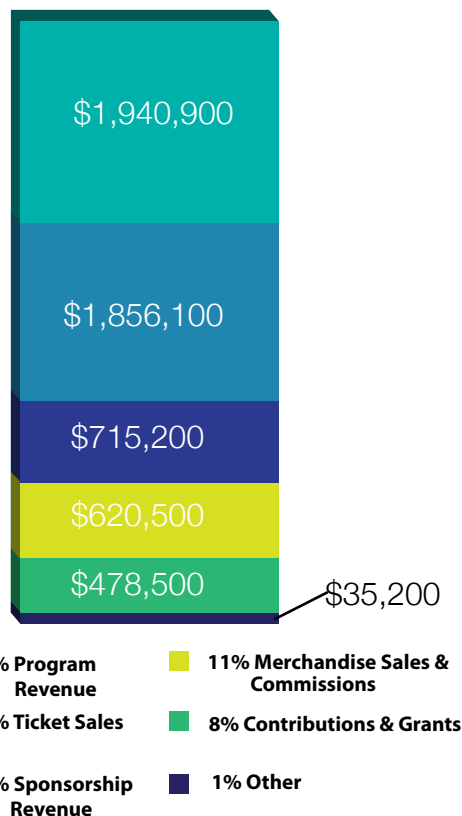
Music for All maintained a lean cost structure during the year in an effort to practice good stewardship and optimize allocation of

scarce resources in support of our program efforts. During Fiscal Year 2012, General and Administrative expenses made up just 7% of total expenses, and have declined significantly since we implemented austerity measures focused on cost control.

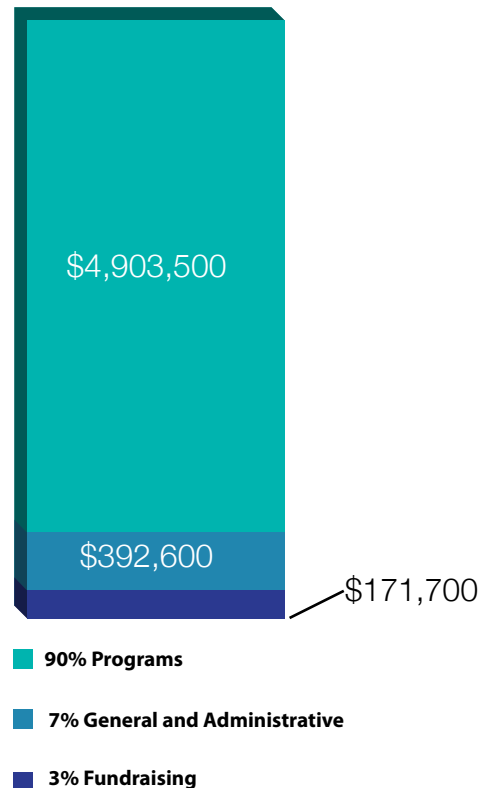
With Program Expenses essentially flat compared to last year, reductions in administrative and fundraising expenses combined to drive overall savings of \$349,600, a 6% decline in total expenses from the year before. A look back at Fiscal Year 2009 clearly illustrates the success of our expense control efforts over the last three years. In Fiscal Year 2009, before the impact of our cost reduction efforts took effect, administrative costs were \$562,300, a full 43% higher than current administrative costs.

Music for All, Inc. and Music for All Foundation

FY12 Revenue: \$5,646,400
March 1, 2011 – February 29, 2012



FY12 Expenses \$5,467,800
March 1, 2011 – February 29, 2012



Calendar of Events

**Bands of America Honor Band
Tournament of Roses Parade**
December 27, 2012-January 3, 2013
Pasadena, CA

Music for All National Festival presented by Yamaha
March 14-16, 2013
Indianapolis, IN

America's premier, non-competitive festival for high school and middle school concert bands, percussion ensembles and orchestras. The Music for All National Festival includes performances from the Honor Band of America, Honor Orchestra of America and the Jazz Band of America.

Music for All Summer Symposium presented by Yamaha
June 24-29, 2013
Ball State University
Muncie, IN

America's most comprehensive summer band and orchestra experience with participants from across the country and abroad that offers programs for high school and middle school teachers and students.

Bands of America Championships presented by Yamaha
Fifteen Regional and Super Regional Championships are being held across the nation this fall (2013). Championships are held in world-class professional domes and stadiums and first-class collegiate and community stadiums. To find all of the locations and dates, visit: musicforall.org.

Grand National Championships presented by Yamaha
November 13-16, 2013
Indianapolis, IN

Four-day, spectacular event with over 90 bands, more than 50,000 spectators and participants from across the nation. Festivities include four days of competition, including the Indianapolis Marching Band Tournament, the Grand National Expo with more than 100 exhibit booths, Student Leadership Workshop, Future Music Educators' Experience and more!

**Thank you to our 2011-2012
sponsors and partners**



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Additional Funding Support

ORGANIZATIONAL SUSTAINABILITY

Educational Programming

Music for All will continue to offer, refine and expand its ensemble and individual educational programs for participants. Music for All will be a national leader and destination providing access, support and enrichment to students, schools and their teachers through performance and assessment opportunities, educational instruction and experiences for students and training and professional development opportunities for teachers. We will focus our energies and resources on:

- *Showcasing and providing recognition to scholastic ensembles and program excellence as models and examples for others;*
- *Providing and helping educators understand and use culminating performances to improve their programs and pedagogical delivery; and*
- *Offering hands-on professional development for directors and staff, as well as instruction and education for students.*

Music for All uses its national profile programming to model, showcase, recognize and provide individual, teacher and organizational examples of music performance excellence and achievement. MFA's programmatic model is designed to mirror and supplement the classroom and performance model adopted in most American scholastic settings. MFA provides ensemble experiences, as well as hands

on opportunities for individual student performance training, growth and development. MFA's programs for individuals are focused on the development of self-worth, accountability and the leadership potential of each individual, using music education and performance as the vehicle to help participants grow, recognize and act on their human potential. MFA values and promotes societal recognition of music education

and active music making as an essential and core part of every student's educational development.

MFA is committed to providing unique and critically-important educational opportunities essential to the long-term development of our nation's youth.

Spring Programming

The Music for All National Festival, presented by Yamaha, is a national showcase of the finest instrumental scholastic music and serves as a model for non-competitive performance and education festivals nationwide. In 2011, more than 1,500 of the nation's top young musicians gathered for the annual Music for All National Festival in Indianapolis, including 15 high school bands, 4 middle school bands, 8 percussion ensembles, 3 orchestras, the Honor Orchestra of America, Honor Band of America and the Jazz Band of America. Participants represented 41 states and 17% of Festival participants were from Indiana.

The festival comprises the National Concert Band Festival, the Orchestra America National Festival, the Sandy Feldstein National Percussion Festival and the Middle School National Music Festival, as well as three national honor ensembles—the Honor Band of America, Honor Orchestra of America and the Jazz Band of America. The invited ensembles and honor ensemble members who participated in this festival week were selected through a recorded audition process. The listening panels included many of the most respected educators in the country. Those selected are deemed to have achieved the highest level of musical performance and artistry.



Photo courtesy of Jolesch Photography.

These non-competitive events create an atmosphere of excellence for outstanding youth performers through participation in master classes as well as rehearsal and performance opportunities with leading musicians and educators.

The Honor Orchestra of America (HOOA) performed with guest artist, Mark O'Conner and was conducted by Larry Livingston. The HOOA performed as part of the subscription series with the Indianapolis Symphony Orchestra at the Hilbert Circle Theatre.

The Honor Band of America (HBOA) and Jazz Band of America (JBOA) performed with trumpet guest artist, Allen Vizzutti. The JBOA performed at Clowes Memorial Hall under the direction of Shelly Berg. The HBOA performed at Clowes Memorial Hall under the direction of Richard Clary. In 2011, Vandoren, one

of Music for All's sponsors, hosted a Vandoren Emerging Artist competition. The Vandoren Emerging Artists performed during the jazz band concert and the honor band concert.

Music for All inducted Debbie Laferty-Asbill, Richard Floyd and Michael Rubino into the Bands of America Hall of Fame.

At the Festival banquet, Caroline White from Atholton High School in Maryland received the Music for All Revelli Scholarship. The Revelli Scholarship is a \$1,000 award given annually to a senior who will be attending college as a music major and who has participated in the Music for All National Festival.

[View Performances on the MFA YouTube Channel.](#)

"Music is too great of a gift to not be passionate about, so I hope to continue my band director's deep love of teaching and influence a different generation to love performing and learning. I sincerely love music in all of its forms and want to teach others to love it as well. Music has positively influenced my life." – Caroline White

Summer Programming

Photo courtesy of Jolesch Photography.



The Music for All Summer Symposium presented by Yamaha was a huge success for its first year at Ball State University.

The week-long residential camp allows MFA to have direct impact on individual students and teachers by presenting an educational model that showcases music education and performance excellence combined with numerous opportunities for leadership and professional development.

Within the context of a residential, collegiate experience, students “major” in one aspect of music: Concert Band, Jazz Band, Orchestra, Marching Band, Percussion, Color Guard or the Drum Major Academy. The curriculum is based on intentional, immersive learning with leadership training at its core. The

program’s national faculty provide one-on-one and small-group attention, teach musical and performance skills and encourage personal growth.

In 2011, we served over 1,993 total participants with students and teachers from 31 states and three foreign countries. Our Indiana participation increased by 46% to 186 students and teachers. We hosted 22 Australian students and teachers as well as 2 students from Canada and Mexico. MFA offered more than 75 camp scholarships to students and teachers.

The Summer Symposium is the largest national student music camp in the nation. It is a one-of-a-kind educational and cultural experience that engages students in superior performing arts training, intensive leadership

seminars and nightly concerts presented by world-class artists.

Music for All was awarded two new grants for the 2011 Summer Symposium. The Ball Brother Foundation from Muncie, Indiana supported the camp with a \$20,000 grant to assist with general operating support. The National Endowment for the Arts, a federal agency, granted Music for All \$24,000 to provide programming support for the Directors’ Academy.

A new college scholarship opportunity for SWAGs (Symposium counselor volunteers) was launched and funded thanks to the generosity of Board Member and former SWAG, Anmol Mehra. The first recipient of the scholarship was Fiona McGowan who attended the University of Dayton.



Fall Programming

Photo courtesy of Jolesch Photography.



Music for All provided 42 clinics for participating band directors.

The 2011 Grand National Championships presented by Yamaha hosted a record number of bands, with 92 participating in the event as well as these exhibition bands: Indiana University Marching Hundred, University of Massachusetts Minuteman Marching Band, Marian University Marching Band and Indiana State University Marching Sycamores. Music for All continues to host the Indianapolis Public Schools (IPS) Marching Band Tournament on

Wednesday of Grand Nationals. In 2011, eight IPS bands participated and two of those bands went on to participate in Grand Nationals.

Bands of America marching band championships are about excellence and opportunity. Participation offers students the chance to be placed on the nation's highest pedestals alongside their peers. In 2011, Music for All hosted 494 high school bands during the fall season, which includes 14 Bands of America Regional and Super Regional Championships and Grand National Championships.

In the early season of our Regional Championships,



Photo courtesy of Jolesch Photography.

More than 500 students participated in the 2011 Tim Lautzenheiser Leadership Workshop sponsored by Marching Show Concepts. The workshop focused on several aspects of leadership development.

MFA collaborated with NAFME and DCI to co-sponsor and present the Future Music Educator Experience. The 2011 program served more than 120 collegiate students. These students gained valuable experience which will assist them with their future goal of becoming a music educator.

Music for All provided three scholarships for future music educators during Grand National Championships. The scholarship recipients included: Ben Clemmons who received the FJM Scholarship for \$1,000, Devon Gordon who received the Yamaha

Scholarship for \$1,000 and Maggie Vetter who received the Jolesch Scholarship for \$2,000.

MFA received its third invitation to take the Bands of America Honor Band to participate in the Pasadena Tournament of Roses® Parade.

Awareness and Advocacy

Achievement of our ultimate mission means global recognition and acceptance of the concept and principles of “music for all.” Our present strategic focus will help create an environment in America where its communities recognize, support and embrace the value of and a commitment to scholastic music education and access to it.

MFA collaborates with Strategic Advocacy Partner, NAMM

Since 1998, the NAMM Foundation has conducted the Best Communities for Music Education (BCME) Survey, a nationwide search for communities whose programs exemplify strong commitment to music education. Music for All is proud to take part in this important national recognition effort. Over the years, school districts have reported that being designated a “Best Community for Music Education” helped them gain valuable recognition for their communities that in turn aided their efforts to sustain and grow their music education programs.

Amid a dramatic backdrop of school budget cuts, the NAMM Foundation announced on May 5, 2011 the results of its 11th

annual “Best Communities for Music Education” survey, which acknowledges schools and districts across the U.S. for their commitment to and support of music education in schools. As the economy hinders state and

local school budgets to adequately support music education, the 174 school districts named by the NAMM Foundation demonstrate an unwavering commitment to providing music education for their students. View the full survey results at: nammfoundation.org.



SchoolJam USA is a national program that rewards aspiring teen music makers, between the ages of 13 and 19, and their school music programs with funding and prizes, as well as the opportunity to perform live before the public and a panel of music industry professionals.

Of the more than 150 eager bands that applied in 2011-2012, 48 talented teen bands hailing from more than 20 U.S. cities made it to the semi-finals. More than 112,000 votes were cast during a four-week, open online voting period, narrowing down the top 10 finalist bands.

Music for All is a proud partner of SchoolJam USA. To view full competition rules and regulations, and for information about how to apply, visit: schooljamusa.com.

MFA is a national Arts Advocacy Day Co-sponsor

Music for All participates each year in the Arts Advocacy Day in Washington, DC. The national arts action summit brings cultural and civic organizations together with advocates from across the country to increase the public funding for the arts and raise awareness for the impact the arts have on our nation. Americans for the Arts sponsors Arts Advocacy Day.

On a local level, Music for All participates in our Arts Day in the city of Indianapolis. Arts organizations from across the state gather at the state house to talk with state representatives about the importance of arts funding.

MFA presents advocacy workshops

MFA presented arts and music advocacy workshops at Starfish Initiatives Back to School event and at the National High School Federation Summit. We also



Photo courtesy of Jolesch Photography.

launched a new program at Grand Nationals for principals and administrators called, "Summit on Scholastic Music Education." Principals and administrators from more than a dozen visiting schools/districts attended the inaugural program co-hosted by Avon High School Superintendent, Dr. Timothy L. Ogle and other central Indiana school districts.

to honor the life of George N. Parks, whose positively life-changing impact on hundreds of thousands of student leaders over his decades of teaching will continue for many years to come. In its inaugural year, the award went to Peter Boonshaft.

The George N. Parks Award for Leadership in Music Education Award

Music for All and NAFME, the National Association for Music Education, created the George N. Parks Award. The award was created

Parent/Booster Award

Music for All's John Patrick Hughes Parent/Booster Award annually recognizes the extraordinary commitment, dedication, support and sacrifice of music parents and boosters around the world by shining a spotlight on an individual who exemplifies these qualities. In 2011, Tom Barnett, Band Booster from Ben Davis High School in Indianapolis received this award for decades of service to support music programs in his school district.



Photo courtesy of Jolesch Photography.



I believe in
music education.
I believe in *music in our schools.*
I believe in *Music for All.*

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