

IMPACT

Education | Performance | Advocacy

**Celebrating the past,
embracing the future**



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From the Chairman



I'm pleased to offer you this issue of *Music for All's Impact: A Year in Review*. We've strayed a bit from the usual annual review format – but for a very special reason. This year we celebrate an important anniversary for Music for All – 35 years! We want this report to reflect the accomplishments, milestones and, well, impact of the past 35 years. We hope that as you scan these pages, you'll recall the excitement of being involved with MFA. It's a brief trip down memory lane, but there is much to celebrate because, collectively, we all have had a part in carrying out the mission of this great organization.

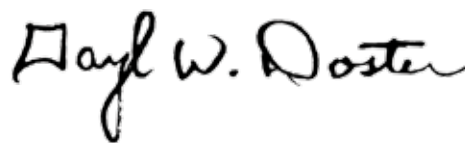
On the facing page, you will see a review of our financial situation during the last year. For the fiscal year ending February 28, 2010 our revenue exceeded our expenses by \$238,231. Thank you to everyone who had a part in making this happen. Your support – in any form – whether it be attending Music for All events, making a contribution to the organization or your financial support for your local music program, is critical to the success of Music for All and our mission.

The board and staff of Music for All are firmly committed to delivering our mission—to create, provide and expand positively life-changing experiences through music for all—and to providing those experiences

to young people and their families in creative and lasting ways. Every time I meet one of our participants, I hear another story of how much music and the programs of Music for All have meant to him or her. As we commemorate our 35th anniversary, we celebrate more than 1.25 million life-changing stories. With your support, we will be well on our way to another million stories, and another million lives touched by the power of music and the empowering experiences provided by Music for All.

Thank you for the time you spend supporting the young people we serve, the donations you give to help Music for All, and the dedication you demonstrate in making a difference in the lives of our youth. Thanks to others' support, I look back on Music for All's 35 years with great pride and affection – and great hope for all we can accomplish in the years to come.

Sincerely,



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

From the President and CEO



Greetings to you, and thank you for your interest in and support of Music for All!

I hope you'll enjoy this issue of *Impact*, celebrating 35 years of delivering “positively life-changing experiences” and looking forward to our future.

Impact is Music for All's annual report, a report designed to enlighten, inform and engage our supporters and stakeholders.

I hope this issue of *Impact* becomes a memento to you of our common history. From the first group of participants in our inaugural national marching band championship in 1976, through all the hundreds of thousands of student band and orchestra musicians we have since served, we have been privileged to serve and work on behalf of outstanding young musicians, educators and families. If you are holding this report and reading this greeting, chances are good that you've been among the 1.25 million students, teachers, family members and fans who have become part of the Music for All family in the past 35 years. We thank you for your part in our mission to create, provide and expand positively life-changing experiences through music for all.


Impact serves as our annual report for Fiscal Year 2010 (March 1, 2009 through February 28, 2010). It was a pivotal year for the organization, one in which we commenced a three-year fundraising plan intended to position the organization to continue to deliver world-class music education and performance programming, to make that programming more accessible (reducing economic barriers to participation), and to take a more active and engaged role and responsibility in music education advocacy. We also have deepened our commitment to teacher training, expanding directors' clinics, developing partnerships and working closely

with Indianapolis Public Schools to help expand their music programming. In doing so we've created a viable model for similar core urban communities across the nation.

When Larry McCormick started Marching Bands of America in 1975, he did so to create a unique experience not available to music students elsewhere. Today, our intent is the same. Music for All's programming is simply unmatched in its ability to be not just musically challenging but also positively life-changing, helping young people learn to lead and grow in responsibility while pursuing their passion for music. It is our mission to provide those experiences for all children, regardless of their economic background. Even as we provide pinnacle music education programming, we continue to focus our attention on ways to improve access to those experiences for more children. Expanding scholarships and keeping programming affordable are goals that are of utmost importance to Music for All – goals that are genuinely possible with the support of our donors and sponsors.

As you look through these pages of history, I invite you to join us in new ways. Visit musicforall.org, join the free fan network, and find out how to support MFA and its mission through volunteering and giving. We have a bright future of possibilities for serving young people and their music educators in meaningful ways – and we need your help to get there. Together, we can create a world where music really is for all.

Sincerely,



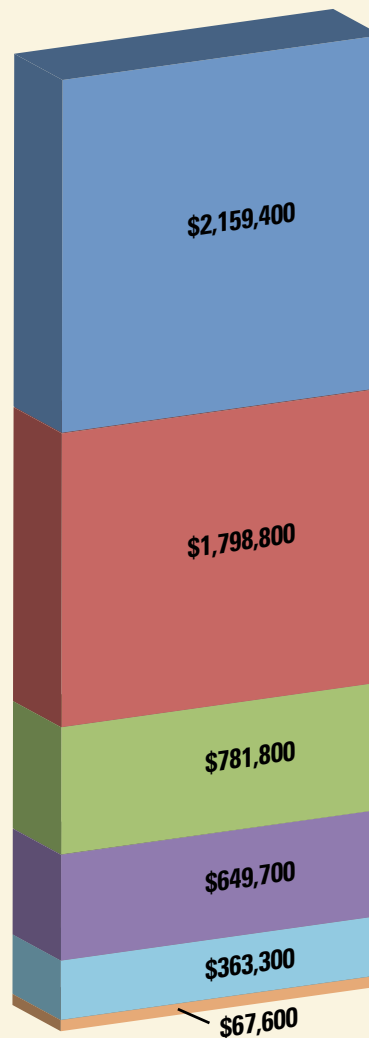
Eric L. Martin
President & CEO

A look at Fiscal Year 2010 – a reason for optimism

As we came to the close of Fiscal Year 2010 (March 1, 2009 to Feb. 28, 2010), we did so with a great deal of optimism. **For the first year since our short-term financial crisis, Music for All revenues exceeded expenses. This position is possible only through the support of our donors, sponsors and grantors.** Near the end of the fiscal year, Music for All implemented a new three-year fundraising plan to generate support that will allow us to keep participation costs down and help increase the impact we have on growing numbers of students and teachers.

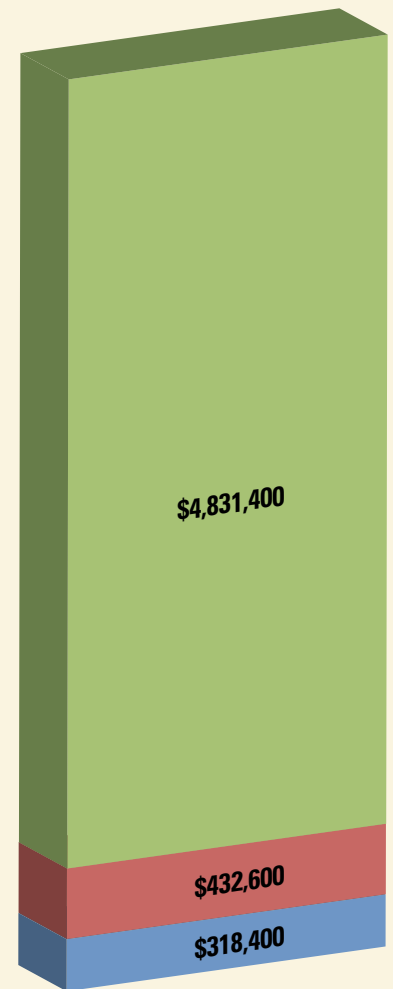
In Fiscal Year 2010, we expanded our commitment to teacher training with popular directors' clinics at BOA Regional locations. We debuted the Sandy Feldstein National Percussion Festival – with an eye on developing funding to support a National Percussion Honor Ensemble in the near future. We established a partnership with MENC to extend our reach in advocating for music education. We continued efforts in support of Indianapolis Public Schools music education, reaching a new milestone with three IPS marching bands competing for the first time in Grand Nationals. In Fiscal Year 2010, IPS schools increased participation in the IPS Marching Band Tournament and brought hundreds of elementary choir students to perform at the event – a stirring example of the power of music education. With grant support and donations, we sent 30 IPS students and teachers to Summer Symposium on full scholarship. During this current fiscal year, we were excited to support IPS in sending three high schools to participate in the BOA Grand National Championships. These program highlights do more than provide life-changing experiences to current inner-city music students – they encourage more students to choose music education as a course of study. With the high graduation rate of IPS music students, Music for All is committed to helping the school district grow its music programming in the years to come.

Music for All, Inc.
Fiscal Year 2010 Revenue
\$5,820,600
(March 1, 2009 - February 28, 2010)



- 38% Program Revenue
- 27.9% Ticket Sales
- 13.7% Sponsorship Revenue
- 10.7% Merchandise Sales and Commissions
- 8.7% Contributions and Grants
- 1.1% Other

Music for All, Inc.
Fiscal Year 2010 Expenses
\$5,582,400
(March 1, 2009 - February 28, 2010)



- 85.1% Program/Event Expenses
- 8.4% General and Administrative
- 6.5% Fundraising

Celebrating the past, embracing the future

As the board and staff of Music for All look back on 35 years of providing positively life-changing experiences through Music for All, we can't help but reflect not just on our many programs and achievements, but most importantly on the impact these programs have had on our more than 1.25 million alumni.

And as we celebrate the past, we renew our commitment to providing pinnacle performance opportunities that recognize the achievements of music programs across the nation. We will strive to equip America's music educators with the best practical resources and empower them to achieve excellence in teaching. We will be further committed to removing economic barriers to participation in MFA programming.

Music for All will continue to advocate for art in the scholastic environment. We recognize that our nation's communities and school systems face a daunting task when allocating their limited resources. We are aware that music and arts programs often fall victim to budget shortfalls, but we are committed to ensuring that arts programs are valued, protected, and integral to our educational fabric. We will focus on continuing to provide a national stage, whether in concert halls or other arenas, and shining a spotlight on the best that America can achieve when the arts are part of educational programs.

Our anniversary year offers us this opportunity to reflect on where we came from, as we prepare to move into the future.



Where we've been

It began in 1975 when Larry McCormick, founder of the band product company McCormick's Enterprises, had an idea. Inspired by his own high school band director, McCormick wanted to create an opportunity for high school marching bands to learn, grow, perform and compete on a national stage. He created Marching Bands of America, bringing together music teachers and students each summer starting in 1976 – and soon, the organization was transforming expectations for what high school marching bands could accomplish.

"I judged a show for MBA in 1978 at James Madison University, and that was sort of a life-changer for me," said Bob Buckner, director of athletic bands at Western Carolina University. Buckner, a member of the Bands of America Hall of Fame, was also director of the MFA Summer National Champion Sylva-Webster High School band from North Carolina and still serves on Music for All's Summer Symposium teaching faculty.

"I was really knocked out by the quality of the event and the planning and vision that Larry McCormick had, which still to this day astounds me," said Buckner. "It really changed the way bands were judged. For me, this was something I'd been looking for – a place to develop creativity. MFA continues to offer that today."

George Parks taught MBA's very first drum major academy and was with the Summer Symposium every year since, including in June 2010, until his too-early death in September 2010. "It began with 25 drum majors, and now I see probably 2,500 drum majors every year (at the MFA Summer Symposium and other drum major academies he led)," said Parks when interviewed for this article earlier this fall.



1975

- Larry McCormick establishes a national marching band organization, Marching Bands of America (MBA)

1975

1976

1976

- Summer Workshop/Festival debuts in Whitewater, Wisconsin
- 1978 – First MBA regional marching band events held



80's

Innovations and changes



In the 1980s, the organization matured and developed its marching band championships to include regional championships all over the country and a Grand National Championship that moved from summer to fall gave even more students positively life-changing experiences.

“Once my students had that confidence that came from stepping onto the field (at Bands of America events), it filtered to other areas,” said John Sykes, retired director of Rocky Mount High School band, 1984 and 1986 Grand National Champions. “Those kids are 40, 50 years old now, and they have reunions and reminisce about it, and the booster club parents have stuck together too. I just can’t measure the ripple effect it had. It affected the whole community in an extremely positive way.”

In 1984, Marching Bands of America became Bands of America (BOA), a 501(c)3 nonprofit organization. That same year, Scott McCormick took the reins and led the organization for 26 years through its development of concert band and orchestra programming.



1980

The first fall Grand National Championships is held at the Gator Bowl in Jacksonville, FL on Thanksgiving weekend – Tate HS of Gonzalez, FL is champion



1992

National Concert Band Festival debuts. Summer camp moves from original home in the University of Wisconsin-Whitewater to Illinois State University, Normal, IL.

1980

1984

1990

1993



1984

MBA becomes Bands of America (BOA), a 501(c)3 nonprofit. Grand Nationals is held in Indianapolis at the Hoosier Dome for the first time; Scott McCormick becomes President & CEO

1990-91

Summer Workshop/Festival expands to include concert band, jazz band and percussion

1993

BOA establishes the William D. Revelli Scholarship, awarded annually to a student at the Concert Band Festival who plans to attend college as a music major. BOA later establishes additional college scholarships for music education majors, awarded at Grand Nationals.

Gaining influence



In the 1990s, a number of influential music educators, including William D. Revelli, John P. Paynter, Ray Cramer, Gary Green and others joined with BOA to develop a concert band festival that nurtured and encouraged musicianship in a positive environment for young concert musicians. The Bands of America National Concert Band Festival debuted in 1992 providing a national, non-competitive event.

“I was involved in developing the first BOA Concert Band Festival,” said Col. Arnald Gabriel, conductor/commander emeritus of the U.S. Air Force Band. “It involved a kind of festival that was unique in the respect that it wasn’t adjudication but an evaluation. I liked that concept. As a matter of fact, BOA pioneered that concept, and other organizations followed suit. Music for All still has the best concert festival in the country.”

“In 1992, at Northwestern, Marian Catholic was at BOA’s first concert festival,” said Greg Bimm, director of bands at Marian Catholic High School in Chicago Heights, Illinois. “It was one of my favorite career moments. The people there were the icons – Revelli, Fennell, Col. Gabriel and so on. To be on the stage and look up and see those faces was exhilarating. It was also intimidating – you were playing for the standard setters. It was a thrilling moment for us.”



2005

BOA debuts Orchestra America and the Honor Orchestra of America. The Honor Band of America makes its first appearance in the Rose Parade®



2006

BOA and the Music for All Foundation merge to create Music for All. The Orchestra America National Festival debuts.

2003

2003

BOA moves headquarters to Indianapolis, the first of several national music organizations to relocate to Indianapolis as it becomes the “music crossroads” of America.

2005

2005

The Revelli Foundation funds IPS and L.J. Hancock Summer Symposium scholarships for the first time, helping 79 students and directors attend camp. This annual scholarship program continues today.

2006

00's

Expanding our impact



By the dawn of the 21st century, Bands of America was serving student musicians in not only marching and concert band but also in jazz, orchestra and percussion through year-round programming. The introduction of the Middle School National Music Festival reached a new age group just as they were discovering the joys of music. In 2003, Bands of America relocated from the Chicago suburbs to Indianapolis, and in 2006, the organization merged with the Music for All Foundation to become Music for All, infusing music education and performance with advocacy and other programming to provide positively life-changing experiences.

By 2008, it became clear that serving more people and being a strong voice for arts advocacy would require private support. The family and friends of Bands of America and Music for All responded with enthusiasm to pull the organization out of a financial crisis. Today, Music for All has established a funding program that depends on individual donations, sponsors and grants to help the organization continue to positively change the lives of young people through music.



2007
MFA debuts the Jazz Band of America at the Music for All National Festival.

2007
MFA establishes the Patrick John Hughes Parent/Booster Award, honoring the work of music parents and boosters in support of their school music programs.



2008
Grand Nationals moves into the new Lucas Oil Stadium, Indianapolis.

2009
The Honor Band of America teams up with NAMM and Sesame Street to create the President's Award-winning entry in the Rose Parade®



2010
Eric Martin becomes President and CEO of Music for All
The Tournament of Roses Parade® invites BOA Grand National Champions from 2010, 2011 and 2012 to appear in the 2012, 2013 and 2014 Rose Parades
Music for All partners with MENC in support of music education, establishes memorial George N. Parks Leadership in Music Award.

2007

2008

2009

2010

2008
MFA Chairman Gayl Doster and Mrs. Beverly Doster challenge donors with a matching campaign, which raises \$200,000 for the organization.

2009
The BOA Alumni Campaign attracts 1,700 new donors; individual and corporate donations and many school bands' fundraising efforts raise more than \$250,000 in just over eight weeks to help the organization at a critical time.

2011
The Summer Symposium will move to Ball State University in Muncie, Indiana – only its third home in 36 years

Music for All prepares for another 35 years

Creating a legacy is important, but setting a determined course for a successful future is what we most look forward to. In the next 35 years, Music for All will grow and change with the increasing need for high-quality music education experiences. We will work even harder to make sure every student has access to music education. We will use our influence to help preserve and grow music and other arts education through advocacy and partnerships, in Indiana and across the nation. We will continue to provide exceptional platforms for student performance and education in marching band, concert band, orchestra, jazz and percussion.

Alumni of BOA and MFA programs have become conductors, composers, band directors and professional musicians. Others have become leaders in law, medicine, science, the humanities and more. Music for All's programming helps children become adults, followers become leaders and students become teachers in many different ways.

At Music for All, we teach students to become servant leaders – literally to lead by serving others, to be alert to what needs done, and to work hard to get those things done well. It's a work ethic that each of us at Music for All embraces in our efforts to live out our mission. This is important work, and we invite you to join us. At musicforall.org, sign up for our free network, join in our discussion forums, volunteer to help at our events, and give online (or even text your donation) to help support our efforts to create, provide and expand positively life-changing experiences through music for all.

As we celebrate our 35-year history, we look forward with much hope and optimism to the future of Music for All. We also look forward to seeing you be a part of that future. Together, we can create life-changing experiences for the next million young people and other individuals who grow artistically and personally as the result of their involvement with Music for All.



Recognizing Music for All's Donors

Music for All would like to thank students, parents, alumni, educators and fans for their generous contributions. Without the continued support of donors, we could no longer offer positively life-changing experiences. Each gift is significant and directly impacts MFA programming. If you would like to help ensure the future of these outstanding musical experiences, please call the MFA Development Department at 317-524-6233. This listing reflects gifts and pledges processed between March 1, 2009 and November 30, 2010. Every effort has been made to ensure the accuracy of this listing. We apologize for any inadvertent errors or omissions.

Larry and Joy McCormick Founders Society (\$10,000+)

Arts Council of Indianapolis and the City of Indianapolis
Arts Council of Indianapolis and the Indiana Arts Commission
Gayl and Beverly Doster
National Endowment for the Arts and the American Recovery and Reinvestment Act
This activity made possible, in part, with support from the Indiana Arts Commission and the National Endowment for the Arts, a federal agency.

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Words of Experience

“Every year at Summer Symposium, I see new campers start the week with much trepidation. But by the end of the week, they have received so much from the camp, and their confidence has been raised so much that they end up talking to everyone, showing no fear of walking around the camp and stepping up to do what they can for others. It’s amazing that you can see them change in such a short time. I truly witness positively life-changing experiences every year.”

Paul Todd, SWAG volunteer at Summer Symposium since 2005

“We’d like to share what our two kids had to say about their experience at the 2010 Grand National Championship. Our daughter, a 10th grade flute player, sent us a text just after Cedar Park was named as the 12th band to make Finals, ‘Our whole section flipped out. I cried. It was the best feeling ever. We are ecstatic! I’m so proud of us.’ And our son, a senior trumpet section leader, sent us a text just after the Finals Awards Ceremony, ‘So glad my last day of marching band was my best day of band ever :)’. We congratulate you and thank you for your part in this superb and truly beneficial program. Your investment in our youth is truly helping make them into better people and this country into a better place. For this we give you our heartfelt, ‘Thank You!’”

CJ & Lori Salzman, Cedar Park High School Band Parents

“Our students are so excited about their first Grand National Championship appearance! You cannot imagine how cool it is for them to see their school’s name on the prelims performance list! Over and over, they print it off and bring it to me to tell me thank you for getting them there. I remind them, the work was theirs, the opportunity came about because of Music for All and the MFA staff. I realize the ramifications of being in the same classification of championship schools from around the country and have spoken to the students about the judging process. But one of my drum majors reminded me of the fact that: ‘...Mr. Doherty, you have always told us it is about the performance, the friends, the music, the magic, the moment, and no one will ever be able to take this moment away from us!’ Now, if that is not a testimony to the power of positively life-changing experiences, then I don’t understand the concept. A champion will be crowned this week, but know that no band will walk taller, or bring more positive energy to their performance, than these wonderful students at Arsenal Technical High School. You provide the canvas for them to paint the dreams of their lives upon.”

Gary Doherty, Director, Arsenal Technical High School Bands

(A band from Indianapolis Public Schools before making their first appearance in a BOA Championship at the 2010 Grand National Championships)



Music for All

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