



August 18, 2021

Dear WAAM Supporter,

It is with great pride and pleasure that we share with you our mid-year update on the We Are All Music Foundation (WAAM). We truly value your partnership and are grateful for your generous support. You are the engine that fuels our mission and enables us to execute on our collective vision: to amplify music's powerful ability to transform lives.

To recap, WAAM provides meaningful grants to the most impactful nonprofits that use the power of music to improve lives and benefit society. Our focus is on Education, Health and Wellness and Underserved Communities. Our creative, ambitious and experienced team is comprised of entrepreneurs, music professionals, researchers, investment professionals and philanthropists. We have grown to 26 people with an active Board of Trustees, a diverse advisory group and dedicated volunteers.

WAAM is a unique organization that serves as a central voice for music nonprofits. We strongly believe that music is underappreciated as an essential thread in the fabric of our society. Our long-term goal is to double the size of financial support for this entire sector by expanding awareness of music's tangible value and profound impact on educational engagement, cognitive development, physical health, emotional well being and community building. We view donors and grantees as partners and are committed to establishing long-term, sustaining relationships. We allocate at least 90% of funds raised to our grantees. This philosophy is essential to ensuring that donor capital is making the greatest possible impact.

Impact Measurement

WAAM works directly with each grantee in the evaluation of their respective programs and the tracking of mutually agreed upon metrics of success. Several of our grantees have designed proprietary, program specific assessment and data analysis tools. WAAM's research team, led by Peter Gerlings, an experienced research professional, is gathering and analyzing impact data to demonstrate the direct link between project investments and visible outcomes. The research effort will collaboratively focus on reliable, repeatable metrics as to the way each grantee's efforts are improving lives and opening up avenues of opportunities in their respective communities.

We are striving to go well beyond basic statistics, such as program attendance, to enhance our understanding of each organization's specific impact. Moreover, given the increasingly rapid developments in the field of data science and measurement objectives and key results (OKR), we can help our grantees stay abreast of the latest and most applicable techniques, and build upon the collective success of the organizations we work with.

Technology and Music

Sophisticated technology is increasingly being utilized to enhance and expand program delivery and organizational efficiency amongst WAAM's grantees. Tools have been developed to increase community and individual engagement, create continuity of instruction through virtual education and maintain relationship stability with those experiencing housing/home life insecurity.

WAAM's financial support contributes to the ongoing development and application of critical initiatives augmented by technology such as providing mental health services, bringing music to ailing patients, disseminating health and wellness information within hard to access communities and incorporating professional development skills specific to orchestrating online music classes. The influence of these actions is profoundly embedded in daily existence.

Grant Recipients

In the summer of 2020, WAAM vetted 287 detailed applications from music nonprofits across the country. The Evaluation Committee engaged in a comprehensive review process. In the fall, we awarded inaugural grants to eight dynamic and well deserving organizations, highlighted below, that use music as the medium to address social issues. We envision growing these partnerships and collaborating on future initiatives.

Education Through Music

Education Through Music (ETM) partners with under-resourced elementary and middle schools to integrate music into the core curriculum. Professional development courses are offered to non music teachers to facilitate the incorporation of music education into other subjects. ETM's philosophy is that music is a catalyst to improving academic achievement, increasing motivation for school attendance and strengthening/developing self-confidence. These programs reach 36,000 New York City students as well as in excess of 20,000 additional children through affiliates in Los Angeles, Denver and Boston.

Impact:

Extensive surveys administered to school principals, teachers and parents using grade specific benchmarks have shown:

- Improvement in school culture
- Increased school attendance and motivation in class participation
- Enhanced confidence in children

Guitars Over Guns

Guitars Over Guns (GOGO) empowers youth from the most vulnerable communities through a powerful combination of music education and mentorship with professional musicians to help them overcome hardship, find their voice and reach their potential. The vast majority of youth participating in GOGO programs are living at or below the federal poverty level, as defined by the US Department of Health & Human Services 2017 Poverty Guidelines. GOGO serves over 1,000 students who attend after school programs, workshops and in-studio instruction in Miami Dade County and Chicago. GOGO's goal is to expand to 5,000 children in multiple cities over the next 3-5 years.

Impact:

GOGO extensively utilizes social-emotional learning (SEL) measurements to evaluate key competencies on standard benchmarks which have shown:

- Improved academic performance by over 90% of program participants
- Increased confidence as reported by the majority of program attendees
- Improvement in behaviors such as empathy, teamwork, demonstrating initiative and problem solving

Hip Hop Public Health

Founded by Dr. Olijide Williams, tenured Professor of Neurology at Columbia University, Hip Hop Public Health (HHPH) fosters positive health behavior change, improves health literacy and advocates for health equity in underserved communities through the transformative power of hip-hop music and the development of culturally tailored health media tools. HHPH's content has reached over 300 million people and that number continues to grow.

Impact:

HHPH maintains an extensive research library containing analyses of scientific findings. Content is created for educators and communities which is disseminated through partnerships with educational institutions, government agencies, corporations and community organizations to promote behavior changes including:

- Development of healthy eating habits in children
- Increased levels of exercise
- Vaccine acceptance in areas with high rates of hesitancy

Jazz House Kids

Jazz House Kids (JHK) provides a range of jazz-centric programs to underserved youth throughout New Jersey: music education and training, community engagement and performance arts. As the name implies, Jazz House Kids (JHK) is dedicated to Jazz--the original American musical art form.

Impact:

The structure and engagement provided by JHK has been shown to result in the following:

- Increased school attendance and high school graduation rates
- Fostered self confidence and resilience
- Greater comfort level with exploring new avenues of self expression
- Developed skills in leadership, teamwork and perseverance

Little Kids Rock

Little Kids Rock (LKR) brings innovative, inclusive and culturally relevant music programs to children in grades K-12 in economically disadvantaged communities in more than 500 schools across the United States. To date, LKR has impacted over one million children and has donated over 100,000 instruments to schools nationwide.

Impact:

The results of the most recent teacher assessment survey indicate:

- Increased student engagement
- Improved self expression
- Positive behavioral changes
- Stronger social bonds

Musicians on Call

Musicians on Call (MOC) brings the healing power of music through live and virtual performances to the bedside of patients in healthcare facilities throughout the country

Impact:

Studies indicate that music can have a direct impact on physical, psychological and emotional health such as lowered blood pressure, reduced anxiety prior to surgery and accelerated recovery from illness

- MOC musicians have lifted the spirits of over one million patients since inception
- Provided patients with increased access to music streaming through the distribution of tablets and headphones, especially during the Covid 19 pandemic
- Delivered musical performances to veterans and their families, children and the elderly in healthcare facilities across the country

Music Haven

Music Haven (MH) provides after school music programming with professional musicians from the Haven String Quartet as teachers and mentors. MH creates an environment of inclusion, support and community. Children join the program in elementary school and continue through high school graduation.

Impact:

Music Haven's focus on their stated key values and priorities is a strong contributing factor to the meaningful results reported by students and their families:

- 100% graduation rates and college acceptance
- Improvement in the critical areas of social competence, self regulation (patience, planning and impulse control) and self confidence
- Students well prepared for college through MH's college and career pathways program (launched in 2020)

Atlanta Music Project

Atlanta Music Project (AMP) provides tuition free, neighborhood based music education to over 300 youths in underserved communities through out of school programs and private lessons.

Impact:

AMP integrates additional services in their music programs to equip students with important life skills

- 100% on time high school graduation rate for program participants
- Enhanced student engagement and increased proficiency in self expression
- Mentorship opportunities created through AMP leadership and entrepreneurship programs for alumni fosters strong sense of community and ability to give back

Creating Awareness

WAAM has established an effective social media presence across LinkedIn, Facebook, Instagram and Twitter with a growing number of followers. This has contributed to the expansion of our donor base, the recruitment of talented volunteers and the creation of a strong network amongst our peers in the music nonprofit community. Articles about WAAM have been featured in *Forbes*, *Variety* and *Inside Philanthropy*. Additionally, David Zusman, WAAM's co-founder, participated in a panel on social emotional learning (SEL) and impact measurement hosted by WAAM grantee Education Through Music. SEL is an area of increased research focus for WAAM.

One year ago, we created a web-based video series called the Power of Music as a discussion forum on the central role of music in our daily lives. In our first four episodes, Founders and CEO's from top nonprofits highlighted their work, an experienced music therapist discussed the benefits of music therapy and hip hop artist Andre "Add-2" Daniels delved into the ways in which music is empowering Black youth. Episode five is focused on corporate philanthropy and will be aired on social media in September.

We established a fundraising partnership with Manhattan based Hudson Yards (HY) and subsequently hosted an outdoor jazz concert in the spring on the plaza at the HY complex. Our team is actively working on events for this fall where we plan to feature WAAM's grantees. Philippe Quint, renowned violinist and a member of WAAM's Advisory Board, will be performing in late October.

We are pleased to highlight our partnership with Lindeblad Piano Restoration of Pine Brook, NJ. The craftsmen at Lindeblad are generously volunteering their time in the restoration of a 1932 Chippendale Steinway piano, donated by a family to WAAM this past spring. This beautiful musical instrument will be showcased at Hudson Yards and will be auctioned by year-end to raise money for the WAAM Foundation.

Lastly, we are honored to have garnered the attention and support of music industry luminaries such as Rock and Roll Hall of Fame artist Darryl McDaniels of Run DMC, Founder of the Goo Goo Dolls John Rzeznik, Grammy winning producer Rafa Sardina, Grammy award winning engineer Tom Lord-Alge, and prominent audio mix engineer and producer Angela Piva.

Resource Development

We are expanding our team and adding resources in research, donor development, grantee evaluation and marketing. We are actively interviewing candidates to enhance the talent on our Board of Trustees and Advisory Board.

Please reach out to Mary Crawford, Managing Director, at mary@weareallmusic.org if you are interested in volunteering with WAAM and elevating the power of music. We thank you again for your trust and support.

With best wishes,

Lora J. Goldwater, Board of Trustees



David Zusman, Board of Trustees



Tres Williams, Board of Trustees



Michael Solomon, Board of Trustees



Tony Drootin, Board of Trustees



Mary Crawford, Managing Director

