



Composing Better Lives

2011-12 Annual Report

miamimusicproject.org



Composing better lives.

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Letter From the Chairman



I am pleased and honored to present to you our first annual report for Miami Music Project (MMP). We wish to share with you our accomplishments and plans for the future. Miami Music Project has filled my heart along with the hearts of our founder, James Judd, committed Board of Trustees, devoted staff and teachers, and our three hundred students ages 5-18, who currently participate in our El Sistema-inspired orchestral programming, called ESMIA.

Founded in 2008 by Maestro James Judd, and with the \$1 million seed-grant from the John S. and James L. Knight Foundation's Knight Arts Challenge, Miami Music Project has become a powerful force in music education, offsetting the decline of music education and performance opportunities for children and youth. The principal thrust of MMP is its El Sistema-inspired music instruction program that is organized in ESMIA programming, which not only provides exceptional music instruction producing extraordinary results, but also positively transforms the participating students through its core values that emphasize personal responsibility and citizenship.

Our first chapter in Doral started with 12 students. When our second chapter opened in Little Haiti, I will never forget the day the students received musical instruments for the very first time. What a joy it was to see these kids jumping up and down upon receiving their own instrument! We now have the total of 300 students in both chapters and provide 200 hours of instruction for each child for the total of almost 60,000 teaching hours annually!

Thanks to the Knight Foundation's funding and confidence in MMP's mission and vision, we have accomplished the goals set for the first four years. On behalf of

our entire organization I thank the Knight Foundation for their tremendous support and vision. I wish to also thank our partners, Miami-Dade County, The Children's Trust, Miami-Dade County Public Schools, the Adrienne Arsht Center, Florida International University, New World Symphony, the national movement of the El Sistema – inspired programs, and many other. We thank you for your help and inspiration. Your support makes our kids' dreams come true.

But wouldn't it be wonderful to expand our ESMIA program in other areas in South Florida? There are still many students on our waiting lists. Our short-term goal is to gain the financial support to expand to 5 academies and 1,000 students in the next five years. To reach these goals, we need to raise \$ 600,000 for this year's budget, and to reach our 5-year plan; we need to raise \$ 1,500,000 per year. Our long-term goal is to expand our successful programming to majority of children in the Miami-Dade County.

Whether by means of making a donation, giving a helping hand or spreading the word, your support will be invaluable to us. In return we assure you that your investment will be used wisely; almost 84% of every dollar MMP receives is spent on programming expenses. You have an open invitation to visit our chapter locations or attend a concert to view for yourself how we operate, to meet our children and see first-hand the impact our programming has on their lives. They are happy and they are achieving great things!

For more information please visit our website at www.miamimusicproject.org

Sincerely,

Stanley Cohen,
Chairman of the Board of Trustees



Our Mission

Miami Music Project (MMP) uses music as an instrument for social transformation, empowering children to acquire values and achieve their full potential, positively affecting their society through the study and performance of music.

Our Vision

Miami Music Project uses music to achieve the following goals:

- To develop values of community, sharing, and teamwork
- To develop creativity, discipline, perseverance, and self-esteem
- To inspire children to reach excellence through their own efforts
- To strengthen the unity of families

Our collective success will result in social transformation, creation of opportunity and access to music for those most in need, development of creativity and innovation, and ultimately improvement of the quality of life of our children today and in their future.



Our Story

In 2008, Maestro James Judd founded Miami Music Project (MMP) with the support of the John S. and James L. Knight Foundation. It was the one million dollar Knight Arts Challenge Grant and subsequent matching funds of the community that funded MMP's initial operations. MMP has intensively exposed over 25,000 public school students to classical music. Now following the El Sistema phenomenon, with the ESMIA program, MMP's vision is to see children, especially in underserved communities, gain an opportunity to enrich their lives through the study and performance of music.



Our Inspiration: El Sistema

The underlying force behind MMP's ESMIA programming is the El Sistema model. El Sistema is a time-tested example of how a music program can both create great musicians and dramatically change the life trajectory of hundreds of thousands of children. El Sistema was founded in Venezuela by José Antonio Abreu over 35 years ago to serve the population of children in most need of music education. Abreu wanted to give access to elite classical training to all who wanted, especially those of low socio-economic status.

The El Sistema approach to music education emphasizes intensive ensemble participation from the earliest stages, group and individual learning, peer teaching and a commitment to social development through excellence in music education.





ESMIA is the second largest El Sistema program in the United States, with over 300 students in ESMIA Children's Orchestra chapter locations plus over 80 students in the ESMIA Youth Orchestra.

Why ESMIA?

ESMIA means "it's mine" in Spanish, reflecting MMP's connection with El Sistema and its roots in Miami. In short, ESMIA is El Sistema tailored to the needs of the Miami community.

All ESMIA programs- ESMIA Children's Orchestra, ESMIA Youth Orchestra and ESMIA Residency, are programs that work together to make the following impact on the lives of children and in the community:

- **Access to music education.** Where it may not have been possible before, children no matter their social background have an opportunity to learn to play an instrument for FREE!
- **Strength in numbers.** A great sense of teamwork is fundamental to the lessons by peer-teachers, mentors and Teaching Artists, no one is left behind.
- **Connectivity to society at large.** A network of orchestras bring children, parents, musicians, and community members together.
- **Intensive preparation for achievement.** Meeting often with the purpose of fun and high performance brings results.
- **Social change.** Values of teamwork and dedication that change the lives of children for the better - good influences that spread to children's families, neighborhoods and entire communities.

ESMIA Children's Orchestra (formerly MMP Orchestral Academy)

ESMIA Children's Orchestra is where children, ages 5 – 18, of all skill levels learn to play a musical instrument while developing their leadership skills. The main objective of ESMIA Children's Orchestra is to create not only great musicians but also great human beings and citizens.

Beginning, intermediate and advanced academic instruction is provided to students up to three times a week in orchestral and small group rehearsals, individual lessons, and music theory classes. The free, community based program instills in children a strong passion for music, teamwork and a shared commitment to the joy of music making.

Successes

- Two chapter locations: Doral and Little Haiti
- Huge growth in participation, over 920% in less than two years, from 12 students to 300.
- Approximately 200 hours of instruction for each child and almost 60,000 teaching hours annually
- Implementation of "give-back" approach where older students are involved in teaching their younger peers
- Fantastic Season Finale Concert at FIU's Wertheim Performing Arts Center, over 260 students on stage
- 1st MMP Summer Music Camp in both Little Haiti and Doral chapters.



ESMIA Youth Orchestra (formerly MMP Honors Orchestra)

ESMIA Youth Orchestra is a symphony ensemble comprised of the most talented musicians of South Florida, who are selected by audition committee. ESMIA Youth Orchestra aims to create access to highly valuable music opportunities for young musicians, including challenging repertoire, concerts at the Adrienne Arsht Center and direction under Artistic Director James Judd. Additionally, the young musicians receive coaching by Teaching Artists, both in small groups and individually. The focused and

in-depth instruction is geared toward enhancing musicality and technique.

Successes

- Season opener: Tchaikovsky's 5th Symphony
- Adrienne Arsht Center's Family Fest performance: Olympic Sounds
- Side-by-side performances with local professional musicians and Teaching Artists

ESMIA Residency (formerly In-School Residency)

ESMIA Residency is a comprehensive music education program that ignites curiosity and cultivates a passion for music, while providing a meaningful introduction to classical music through interactive performances and mentoring by Teaching Artists.

Successes

- Served 10 schools, 20 performances
- Menu options of interactive perfor-

mance themes and mentoring for school administrations

- Over 25,000 school children reached
- Students recruited into ESMIA Children's Orchestra from Residency performances
- Curriculum and support materials created in compliance with District, State, and National Standards for Music Education.

Mainly Mozart Festival

The Mainly Mozart Festival is a summer music series in Coral Gables that showcases quality chamber music ensemble, including Miami Music Project professional and student ensembles. Each concert features the works of many beloved composers and at least one work of Wolfgang Amadeus Mozart.

Successes

- 6 concerts featuring local chamber music ensembles and musicians
- 2 free Mozart For Children concerts
- Developed independent website: <http://mainlymozart.com>



ESMIA in numbers

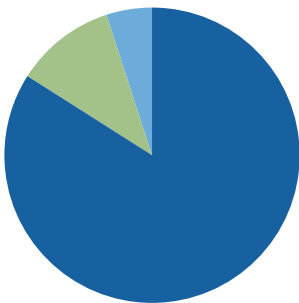
ESMIA Little Haiti Chapter

BEGINNING OF ESMIA PROGRAM

2012 PROGRESS ACHIEVED THROUGH THE PROGRAM

18%	Percentage of students who were lacking ability to express their anger and conflict appropriately	4%
26%	Percentage of students who did not communicate effectively with adults.	7%
36%	Percentage of students who did not communicate effectively with their peers.	3%

Demographics



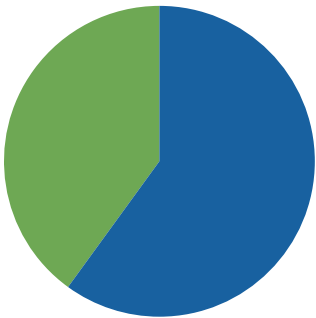
- Black: 84%
- Hispanic: 11%
- White: 5%

97% of our students improved or maintained their skills, needed to produce quality art and focus on a task from beginning to end.

60% of parents agree that our program helps their child do better in school.

100% of parents agree that our program helps their child get along better with other children

Annual Household Income



- Less than \$25,000: 60%
- \$25,000 - \$50,000: 40%

Students also showed significant improvement in their class participation, teamwork and collaboration, ability to solve problems and positive peer relationships with other participants in the program.

Based on: The YouthARTS & Science Pre- and Post- Program Participant Skills Assessment and The Children's Trust' Out-of-School Programs Parent and Child Satisfaction Survey



ESMIA Doral Chapter

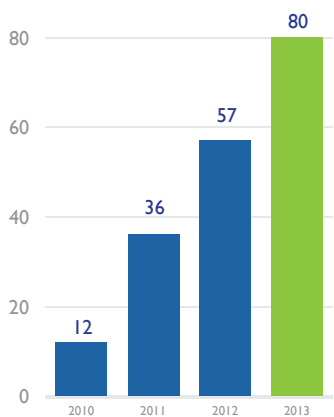
85% of our students, attending 1st to 12th grade, are now Honor Roll students

Program Growth

ALL STUDENTS

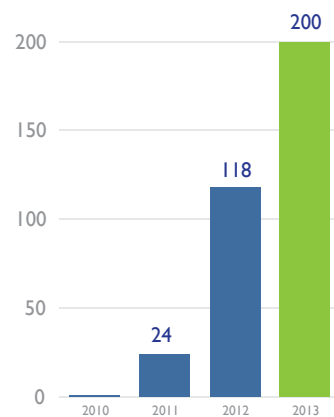
Music Initiation

Introductory Level - Ages 5 to 7



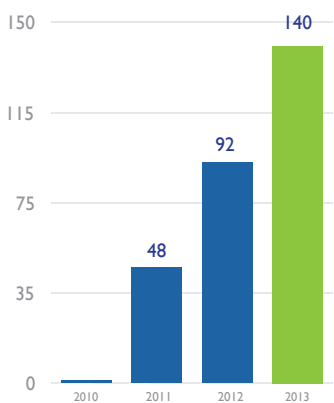
Freshman Orchestra

Novice Level - Ages 7 to 12



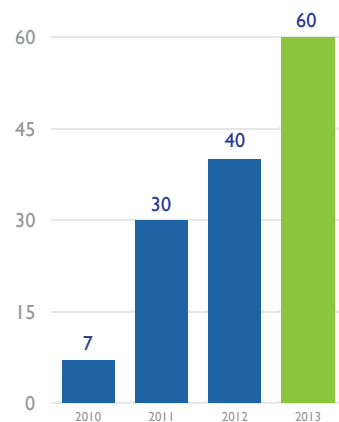
Sophomore Orchestra

Beginner Level - Ages 8 to 14

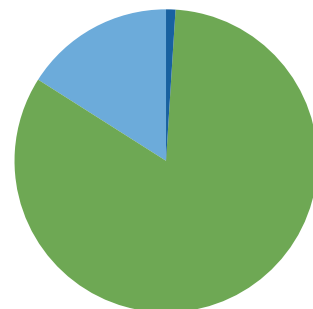


Junior Orchestra

Intermediate Level - Ages 8 to 18

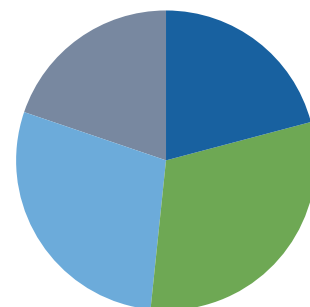


Demographics



- Hispanic: 83%
- White: 16%
- Black: 1%

Annual Household Income



- Less than \$25,000: 19%
- \$25,000 - \$50,000: 28%
- \$50,000 - \$75,000: 26%
- Up to \$100,000: 18%



Our Initiatives

These ongoing initiatives are the ideas that connect the community to what we do everyday.

Pass It On!

A musical instrument donation program in which new to gently used musical instruments and equipment are collected from the community and distributed to children in ESMIA who are passionate about music, but cannot afford instruments.

MMP Friends

Membership is open to anyone interested in supporting the MMP through assisting in special projects and helping to coordinate event activities. Activities include involvement in our family concerts, special fundraising and community awareness events.

Strokes for Notes

A visual and musical arts collaboration where artwork, galleries, or any artistic idea are mobilized into opportunities to change lives of hundreds of children.

MMP Apparel Store

An opportunity for the public to show their support of MMP and ESMIA by purchasing apparel – a percentage of all purchases goes toward the work done by MMP each day.



MMP, Forward Focus

2012-13 ESMIA CHILDREN'S ORCHESTRA Goals

- Increase to 300 students
- Increase number of Teaching Artists and staff to include Program Director, Operations Manager, and Chapter Coordinators
- Design a comprehensive curriculum, include choral classes
- Increase number of performances
- Monthly social development for children in ESMIA

2012-13 ESMIA YOUTH ORCHESTRA Goals

- Increase outreach, to include 100 members
- Maintain high level of repertoire
- Partner with New World Symphony; utilize NWS Fellows as sectional coaches
- Increase corps of Teaching Artists

2012-13 ESMIA RESIDENCY Goals

- Utilize MMP Brass Quintet & MMP String Quartet within ESMIA Chapters for introductory performances for parents
- Focus interactive performances in next ESMIA Children's Orchestra chapter location: Liberty City

Financial Metrics

Miami Music Project

Revenue and Expense Statements for FY 2011 FY 2012 ¹

Revenues	FY 2011	FY 2012
Contributions ²	\$519,876	\$548,367
Earned Revenues	\$17,146	\$19,816
Other Revenues	\$547	\$14,946
Total Revenues	\$537,569	\$583,129
Expenses		
Program Services	\$319,680	\$471,163
Fund Raising, and Management & General	\$76,168	\$86,233
Total Expenses	\$395,848	\$557,396
Revenues Less Expenses	\$141,721	\$25,733

Notes:

1. The revenue and expense statements and the balance sheets are consistent with the accountants reports prepared for FY2011 and FY2012, copies of which are available upon request.

2. In-kind contributions included

Miami Music Project

Balance Sheets as of June 30, 2011 and June 30, 2012 ¹

Assets	FY2011	FY2012
Cash, Contributions Receivable, Other	\$805,305	\$347,212
Fixed Assets, Net	\$24,991	\$20,766
Website & Software	\$12,907	\$9,680
Long-Term Investments ²	\$0	\$513,279
Total Assets	\$843,203	\$890,937
Liabilities		
Current Liabilities	\$2,447	\$24,448
Total Equity	\$840,756	\$866,489
Total Liabilities+ Equity	\$843,204	\$890,937

Notes:

1. The balance sheets are consistent with the accountants reports prepared for FY2011 and FY2012, copies of which are available upon request.

2. During FY2012, cash balances were shifted into long-term investments. The Board of Trustees hopes that contributions in FY 2013 and future years will be sufficient to sustain and to grow operations so that long-term investments can be designated as endowment funds of MMP.

Donors, Partners & Supporters

A special thanks go to all of our donors, sponsors and community partners who have been with us along the way. Those contributing between the inception of the organization in the fall of 2008 and June 30 2012 are listed below in an alphabetical order:

Donors

\$1,000,000 +

The John S. and James L. Knight Foundation

\$100,000 - \$500,000

Anonymous

Mr. & Mrs. Donald Carlin

\$25,000 - \$49,999

Mr. & Mrs. Alan Bernstein

Mr. & Mrs. Stanley Cohen

Firestone Family Foundation

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Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council

Robert and Barbara Pinkert Philanthropic Fund

The Daly Family Foundation

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\$10,000 - \$24,999

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The Kirk Foundation

Wells Fargo Foundation

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Friends of Chamber Music of Miami

Gabooney Foundation

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\$2,500 - \$4,999

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\$500 - \$999

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Arvus Investments

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Mr. Jerry Kinsey

Mr. Julian Kreeger, P.A.

Ms. Dorothy De Rosa

Mr. Peter McGrath

Emil Stefanutti Design

Partners & Supporters



The John S. and James L. Knight Foundation provided MMP with the initial funding of \$1 million through its Arts Challenge Grant in 2008 and has been instrumental to the inception, growth and success of the organization over the first four years.



Miami Music Project's programming is made possible with the support of the Miami-Dade County Department of Cultural Affairs and the Cultural Affairs Council, the Miami-Dade County Mayor and Board of County Commissioners.



The ESMIA Little Haiti Chapter is funded in part by The Children's Trust. The Trust is a dedicated source of revenue established by voter referendum to improve the lives of children and families in Miami-Dade County.



Superintendent Alberto M. Carvalho and Miami-Dade County Public Schools (MDCPS) have endorsed Miami Music Project's programming since its launch in 2009. MDCPS have been instrumental in securing schools for MMP's In-School Residency program, providing school facilities for the ESMIA Children's Orchestra and helping recruit young musicians for the ESMIA Youth Orchestra.



The Adrienne Arsht Center provides pro-bono office space for MMP administrative staff, rehearsal space and production support to MMP ensembles, access to highest quality performing arts opportunities for ESMIA students and tremendous support in the area of building awareness and visibility for the Miami Music Project.



Through a newly established scholarship program, FIU School of Music supplies a pool of students, MMP Scholars, to work with and train children participating in the ESMIA Children's Orchestra program.



The FIU Center for Children and Families provides psychological support to MMP Teaching Artists by training them in techniques that lead to positive social development of our students. In addition, tools are provided to our students extending their capacity in dealing with the many challenges that they face.



The New World Symphony, American's Orchestral Academy, supplies some of its talented musicians to coach our most advanced students taking part in ESMIA Youth Orchestra.



IDEAL Fengling Group donated musical instruments to the ESMIA Little Haiti Chapter in March 2012 and continues to support MMP through additional donations and discounted rental rates.



Through its Play It Forward campaign, Classical South Florida facilitated a nine-week drive to collect new or used musical instruments for donation to Miami Music Project, October 1-December 2, 2012.



Provides rehearsal space and organizational support for ESMIA Youth Orchestra's individual, sectional, and tutti rehearsals at no cost.



The ESMIA Little Haiti Chapter is funded in part by the Wells Fargo Foundation supporting programs and organizations whose chief purpose is to benefit low- and moderate-income individuals and families and that keep our communities strong, diverse, and vibrant.



The ESMIA Little Haiti Chapter is funded in part by the TD Charitable Foundation that creates meaningful change and improvement in our communities by focusing on the Affordable Housing, Education & Financial Literacy and Environment areas of giving.



"When I was listening to the music I felt reborn"

4th grade student



"When I was listening to the music I felt out of this world"

4th grade student



"We have a combination of the social and musical"

Doral Chapter student



"The performance was gorgeous, inspiring and amazing"

Bonnie Berman, WLRN



"Everyone is so nice when we play together"

Little Haiti Chapter



"I love your commitment with the kids and music"

Parent



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www.miamimusicproject.org

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