



Rosie's House 
A MUSIC ACADEMY FOR CHILDREN

Impact Report | 2017-2018



Dear Friends,

On behalf of our Board of Directors, staff, faculty artists and students at Rosie's House, I thank you for your generosity in supporting equitable access to music education.

Through your support, you have shown that you believe in the creative and personal potential of Arizona youth, and that you believe that all students, regardless of their economic status, deserve access to life-changing resources.

For Rosie's House, this has been another remarkable year. We closed the fiscal year on a high note, attaining a contributed revenue goal of over \$800,000 for the first time ever. I encourage you to review our audited financials ([Click Here](#)).

With our support coming from private contributions, including individuals, foundations and corporations, we are overwhelmed by the deep and sustaining community investment in our mission.

Beyond our financial successes, during the 2017-2018 program year, Rosie's House concluded an important strategic planning process. Encompassing the voices, thoughts and ideas from our students, parents, faculty, staff, board and stakeholders, our 2018-2021 Strategic Plan sets forth a bold vision for the future of Rosie's House. I invite you to review the finalized 2018-2021 Strategic Plan ([Click Here](#)).

During our strategic planning process, Rosie's House refreshed our vision, mission and values. I am excited to share these statements with you later in this report. These statements are the foundation of our work and our organization is committed to delivering on our vision, mission and values.



Sincerely,

A handwritten signature in cursive script that reads "Becky Bell Ballard".

Becky Bell Ballard
Chief Executive Officer



♪ SUPPORTERS OF NOTE ♪

2017-2018 Board of Directors

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Staff

Becky Bell Ballard, Chief Executive Officer
 Melina Encinas, Program Coordinator
 Nina Frelander, Advancement & Finance Administrator
 Alyson Hartsock, Advancement & Marketing Director
 Catherine Reid, M.Ed., Program Director
 Adeyinka Shonaibe, Program Coordinator

Founders

Rosebell "Rosie" & Woody Schurz

Faculty

Josh Bennett, clarinet
 Tom Breadon, D.M.A., bassoon
 Hanah Charbonneau, piano
 Ken Collins, guitar
 Steve Cook, D.M.A., piano
 Caitlin Corbett, viola & string ensemble*
 Rose French, D.M.A., horn
 Naoko Garrison, piano
 Holly Kordahl, piano*
 Snezana Krstic, piano
 Ryan LeMoine, D.M.A., saxophone
 Greg Lloyd, trumpet
 Aldie Lopez, Wind Ensemble*
 Antonio Lozano, choir*
 Megyn Neff, violin*
 Kyle Ramson, choir
 Jamilyn Richardson, violin
 Michael Smith, Mariachi*
 Carolyn Snyder, violin*
 Carlito Stewart, cello
 Julianna Witt, choir
 Earl Thornton, guitar
 Katie Valadez, flute

*Department Head



Karen and David Divine with Vanessa and Sebastian at a concert field trip to the Musical Instrument Museum (MIM)

It all started with a conversation. In March of 2017, Karen and David Divine toured the campus of Rosie's House with CEO Becky Bell Ballard. Rosie's House had long had a dream of teaching additional brass instruments and establishing a Wind Ensemble. When Karen and David talked about their passion for brass instruments, Becky realized this dream might become a reality.

Fast forward one year later to March of 2018. Twenty five Rosie's House students are at a special concert at the MIM hearing trumpeter Arturo Sandoval. Thanks to the generosity of the Divine Family, these students have been involved in the new Wind Ensemble program and are having the experience of a lifetime hearing one of the world's greatest trumpet players.



"The field trip to the MIM was one of the happiest and most gratifying days of our lives. Seeing the Rosie's House students just light up during the concert truly made me reflect on how important it is to pay it forward. We feel blessed for the opportunity to provide music education for more young people." -David Divine

MISSION

Our mission is to eliminate barriers to high-quality music education. Through music, we support youth as they develop their full creative and personal potential.

VISION

We envision a community where all youth have access to music education and opportunities for lifetime achievement.

VALUES

ACCESS: We believe the arts are fundamental to humanity and all youth should have opportunities for exploration and learning in the arts.

EXCELLENCE: We commit to high-quality programs provided by music education professionals.

CREATIVITY: We value the pursuit of creative processes that develop positive improvements for self and society.

COMMUNITY: We believe in the power of community which we define by a culture of service, inclusiveness and equity.

NOTEWORTHY PROGRAM YEAR

- **September 2017** – Rosie’s House begins the program year with nearly 450 students ages 5-18 receiving instruction in strings, winds, piano, choir, and mariachi.
- **October 2017** – FAFSA workshops are offered to Rosie’s House students: one in English and one in Spanish. These workshops are part of the College Path Program that assists students with their college attainment goals.
- **October 2017** – Phoenix Chamber Music Society hosts a masterclass for Rosie’s House students with professional flautist, Tara Helen O’Connor. This format is a lesson with an audience. Rosie’s Over 50 guests come to Rosie’s House campus to watch the learning experience. They also stayed for a tour to learn more about Rosie’s House and the students we work with.
- **December 2018** – Rosie’s House students perform for nearly 200 guests during the Annual Holiday Concert at ASU Kerr Cultural Center.
- **January 2018** – Nine advanced Rosie’s House students are placed as mentors in beginning classes. As part of the Musicians Mentoring in Classrooms Program, these students assist teachers and provide a mentoring relationship to over 75 beginning students.
- **February 2018** – Students and staff from Rosie’s House attend Arts Congress where they speak one-on-one with State Representatives about the importance of music education.
- **March 2018** – Twenty-five Rosie’s House students attend a field trip to the Musical Instrument Museum thanks to a generous donation from the Divine Family Foundation. While there, students hear Arturo Sandoval, trumpet player, perform.
- **April 2018** – Rosie’s House students compete in the Great Performers Competition. Three students from each department are awarded with this Rosie’s House honor and are celebrated at the Great Performers Showcase.
- **April 2018** – Mariachi students perform at the Phoenix Art Museum as part of the Musicians Active in Community Program.
- **April 2018** – Rosie’s House hosts the Annual Ovation Gala raising over \$90,000.
- **May 2018** – 100% of our graduating seniors enroll in college.

♪ NUMBERS OF NOTE ♪

2017-2018 Program Year

447	Students enrolled at Rosie’s House during the program year
16,700	Free lessons provided by Rosie’s House
300+	Free music instruments loaned to students
60+	Recitals, concerts, master classes and special events
12,000+	Audience members who enjoyed a Rosie’s House concert

Student Demographics

79%	Latino/Hispanic
8%	Caucasian/White
4%	African American/Black
4%	Multi-racial
3%	Asian
.5%	Native American
.5%	Pacific Islander
1%	Other

Income Classification

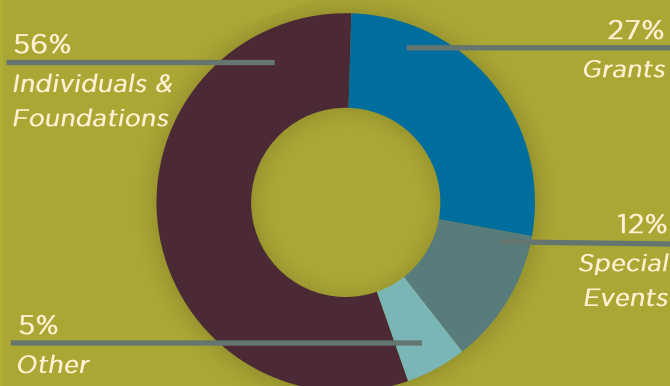
100%	Of families classified as low income by HUD Guidelines
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Organization

6	Staff members
22	Music faculty members

\$803,763

IN PRIVATE AND INDIVIDUAL CONTRIBUTIONS



[Click here](#) to review our complete audit and financials

ORGANIZATIONAL PARTNERS

Partners who provided educational and cultural experiences or field trips:



**Divine Family
Foundation**



Phoenix Art Museum

**Phoenix Chamber
Music Society**



INSTITUTIONAL SUPPORTERS

Organizations who provided generous resources of \$10,000 and above:



HONOR ROLL OF DONORS

\$50,000 and Above

The Steele Foundation
Virginia G. Piper Charitable Trust

\$25,000 - \$49,999

Karen and David Divine

\$10,000 - \$24,999

Anonymous (2)
Arizona Commission on the Arts
City of Phoenix: Office of
Arts and Culture
Susan Drescher-Mulzet and
Mark Mulzet
Molly Blank Donor Advised Fund
The CMA Foundation
The Van Buren
Twiford Foundation
The USAA Foundation

\$5,000 - \$9,999

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Jennings Strouss Foundation
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The Arizona Republic
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Wells Fargo Foundation
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\$2,500 - \$4,999

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\$1,000 - \$2,499

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Marcia Fine and Skip Feinstein
Fenix Financial Forensics
Freeport-McMoRan
John Gallagher
Sara Sherman Glaser
GoDaddy
Judith and Herb Gold
Betsy and Kenneth Gometz
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Ellen and Ralph Hirsch

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Justin Lewenstein
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The Trilogy Players Troubadours
Diane Thorn
Tommy Nunez Youth
Foundation
Heidi and Scott Van NewKirk
Jami and John Waggoner
Jeannie and David Weinglass
Kathy and Chip Wise



"The most important thing I learned at Rosie's House was perseverance. When there is a difficult part in the song, it is easy to want to give up but you have to keep pushing. This not only applies to music but also to life."

Amy D., Rosie's House 2018 graduate

CONNECT WITH US

ROSIE'S HOUSE: A MUSIC ACADEMY FOR CHILDREN

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