SUPPORTING YOUTH as they develop their full CREATIVE and PERSONAL POTENTIAL.
Dear Friends,

This has been one of the hardest, and yet also most hopeful, Annual Reports we have ever written. Since opening in 1996, Rosie's House has persevered through several national economic crises and each time we have emerged stronger. However, this year was unlike any crisis we have ever experienced as COVID-19 profoundly impacted the underresourced and vulnerable population of students we serve.

The pandemic confirmed that the families we serve are facing financial challenges many of us cannot imagine. In addition, our students experienced loneliness in this year as every moment of meaningful interaction and in-person connection was cancelled.

By quickly and adeptly pivoting to a virtual platform, we provided 95 hours of weekly instruction to our 500 enrolled students, and we created a safe place for students to process and synthesize their personal pandemic experience through their artistic voice. At the same time, we were able to offer a sense of normalcy, purpose, and, most importantly **connection**, during this time of great uncertainty and isolation.

We had many firsts that filled us with hope:

- **Overcoming the digital divide**, making sure every student could access our programs by purchasing musical equipment and computers for students to use at home.
- **Discovering a new global audience** for our students' performances through virtual recitals that we were able to broadcast for free and share with the world (audience members tuned in from Oregon to Mexico to New York).
- **Celebrating our seniors** by way of a virtual graduation, honoring their resiliency, optimism for the future, and highlighting their perseverance in an ever-changing world.

Offering our programs has, and always will, positively impact the lives of our students. The effect of our adaptation to virtual programming has been immense and the list of firsts continues. Despite the pandemic's disruption to the end of our program year, Rosie's House achieved our goal of raising over $1 million dollars in contributed revenue for the second year in a row. As we look to the future, and our momentous goals ahead of us, we are so grateful to have once again accomplished this exciting milestone.

On behalf of our Board of Directors, staff, faculty artists and students at Rosie's House, we thank you for supporting our critical work during this unprecedented year.

Sincerely,

Kimberly Marshall, PhD  
Board Chair

Becky Bell Ballard  
Chief Executive Officer
After taking one-on-one bassoon lessons for five years at Rosie’s House, alumna Karla Morena Polanco graduated in 2020. While a student at Rosie’s House, she sought out collaborative opportunities with her teachers and peers. Her creativity and hard work led to being a feature performer at several Rosie’s House Signature Events, including a rendition of the Dance of the Sugar Plum Fairy with two flautists at the 2019 Holiday Concert.

Karla has received the distinguished QuestBridge College Match Scholarship and is now attending Macalester College, a liberal arts college in Minneapolis-St. Paul, MN. Karla says she is still deciding her future career plans but has interests in topics such as food security and the biologic side of agriculture.

Karla says of her time at Rosie’s House, “My experience was filled with amazing support from my bassoon instructors as well as the staff who provided me with many opportunities to perform and work with different instrumentalists. I learned how to manage my time between practice and school and how to manage learning complicated and complex songs, systems that serve me outside of music.”

Performance Spotlights

Last year was an exciting year filled with many unique performance opportunities. Students performed at over 60 Rosie’s House events like concerts, Signature Events and even virtual recitals. There were also several opportunities for students to perform in the community through key partnerships.

The Rosie’s House String Quartet was invited to be the featured performance at the Celebration for Resilience at the Desert Botanical Garden. Over 100 attendees from ASU, Virginia G. Piper Charitable Trust and others were present to hear the talent of the String Quartet students.

Another unique opportunity came for the Advanced Choir and Mariachi students in November 2019. The Association of American Medical Colleges (AAMC) hosted their annual conference in Phoenix and invited Rosie’s House students to perform. Over 4,000 medical professionals were in attendance and helped raise $26,000 in support of Rosie’s House students.

The Spring Semester virtual recitals and the AAMC performance can be found on the Rosie’s House YouTube Channel.
Noteworthy Program Year

- **August 2019**– Rosie’s House students, families, faculty, staff and board came together to celebrate the start of the new Program Year at the Annual Community Night. Attendees enjoyed performances, crafts, karaoke and games while having the opportunity to meet new teachers and reconnect with friends.

- **September 2019**– Ten advanced Rosie’s House students were placed as mentors in beginning classes. As part of the Musicians Mentoring in Classrooms Program, these students assisted teachers and had opportunity develop leadership skills.

- **October 2019**– In partnership with Phoenix Chamber Music Society, Nina Lee of the Brentano String Quartet joined Rosie’s House as a guest artist for a masterclass for string students. This format is a lesson with an audience and allowed attendees to watch the students have a unique learning experience.

- **October 2019**– Mariachi and solo students performed at the Phoenix Art Museum Family Free Day as part of the Musicians Active in Community Program.

- **December 2019**– 38 Rosie’s House students performed in the annual Holiday Concert at Memorial Hall. Over 200 community members were in attendance to help celebrate the joyous season while hearing a variety of talented performances.

- **March 2020**– All Rosie’s House lessons were transitioned to virtual classrooms. In total, 95 hours of weekly lessons were taught through the remainder of the semester to help maintain positive relationships between teachers, students and peers.

- **May 2020**– Rosie’s House hosted its’ first-ever virtual recitals. Viewers tuned in from all across the country and even some from around the world.

### Numbers of Note

- **21,885** Free lessons provided by Rosie’s House
- **300+** Free music instruments loaned to students
- **1,759** Healthy meals provided through St. Mary’s Food Bank partnership
- **1,960** Viewers who watched virtual Spring Recitals

### Student Demographics

- **85%** Latino/Hispanic
- **6%** Caucasian/White
- **4%** African American/Black
- **2%** Asian
- **1%** Native American
- **1%** Pacific Islander
- **1%** Multi-racial

### Scholarships Provided

- **100%** Of students received full-ride scholarships for music lessons at Rosie’s House based on financial need

### Organization Leadership

- **6** Staff members
- **24** Music faculty members
- **14** Board members

### Annual Donor Growth

- **$1,085,844** in private and individual contributions

  - **60%** Individuals & Foundations
  - **34%** Grants
  - **1%** Corporations & Businesses
  - **1%** Other
  - **1%** Special Events

**Click here** to review our complete audit and financials
The 2019-2020 year proved again that Rosie’s House has a generous and supportive community. When programs needed to be adapted to a virtual format that caused increased and unexpected costs, several supporters stepped in to ensure that students still had access to high-quality music education from their homes all across the Valley.

Immediately after virtual programs began, several partners helped the organization adapt including Virginia G. Piper Charitable Trust, Arizona Community Foundation, The Arizona Republic, Phoenix Office of Arts and Culture and the Arizona Commission on the Arts. These partners provided emergency funding or shifted existing funding in order for Rosie’s House to adapt and continue offering free programs to our students.


These supporters, along with many others, made generous contributions ensuring Rosie’s House not only weathered the uncertainties, but are set-up to continue providing high-quality music education well into the future.
In Appreciation

Rosie’s House is grateful to all 871 donors for your generosity. On this page, we recognize all individual, company and foundation donors who made contributions totaling $1,000 and above between July 1, 2019—June 30, 2020.

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Susan Kenny Stevens and Patrick Stevens

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ARIZONA COMMUNITY FOUNDATION

J.W. Kieckhefer Foundation

Margaret T. Morris Foundation

Molly Blank Fund

Noonan Family Foundation

Organizational Partners

Partners who provided educational and cultural experiences or field trips:

Arizona State University

Divine Family Foundation

MIM Musical Instrument Museum

Phoenix Art Museum

Phoenix Chamber Music Society

Phoenix Chorale
Our 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.

Our Vision

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

Connect with Us

ROSIE’S HOUSE: A MUSIC ACADEMY FOR CHILDREN
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