



Rosie's House
A MUSIC ACADEMY FOR CHILDREN

Celebrating

25

years of eliminating
barriers to high quality
music education.



IMPACT REPORT | 2020-2021

Message from Leadership

Dear Friends,

Thank you for making twenty-five years of eliminating barriers to high-quality music education possible. As we reflect on the past, make music in the present and set goals for the future, it is important to underscore that you have played a significant role in making our work viable, vibrant, and meaningful.

Reflecting on the Past:

In 1996, Rosie Schurz, a German immigrant, founded our non-profit in a small home in the Oakland neighborhood of Phoenix. Enrolling 15 students in our first year, her vision of free access to music education set the course for our organization's future impact in equity and positive youth development.

Making Music in the Present:

In our twenty-five-year history, Rosie's House has adapted by developing innovative programs to deliver a high-quality learning experience. Today, we are proud to provide a range of musical disciplines, as well as programs for outside of the music classroom with mentorship, service-learning opportunities, college-readiness assistance, and even healthy meals.

During 2020-2021 program year, one that held so much uncertainty, social isolation, and heartache, Rosie's House provided our students with a purpose. By quickly pivoting to a virtual platform that provided 108 hours of weekly instruction to our enrolled students, we were able to provide a sense of normalcy and purpose during a time when it felt like everything was, to quote our students, "cancelled." Now, as we move from virtual to safely holding classes in-person we are poised to expand our programs and serve more youth in the future.

Setting Goals for the Future:

Since 2000, when we moved from our Oakland neighborhood home, Rosie's House has not had its own permanent location. This past year, we have been quietly working behind the scenes to achieve our long-held goal of a permanent home for Rosie's House. We look forward to sharing more about this exciting future with you in the coming months.

We hope you enjoy reading about our critical work this past year. It is an honor to have the support of those who believe in the creative and personal potential of Arizona youth.

Sincerely,



A handwritten signature in black ink, reading "Kimberly Marshall".

Kimberly Marshall, PhD
Board President



A handwritten signature in black ink, reading "Becky Bell Ballard".

Becky Bell Ballard
Chief Executive Officer



Some of the graduating seniors at the end of year graduation celebration.

*Front (from left): Sammara Estrada, Angela Garcia, Daisy Serrano, Javier Rojas, Braiden Pitts, Sal Papandrea
Back (from left): Eliassha Jihad, Cecilia Rangel, Raul Carrera, Eliel Leon*

In May 2021, Rosie's House celebrated the high school graduation of 22 talented and ambitious students. These students truly represent the diversity of the Rosie's House community, ranging from years enrolled in the program, type of instrument played and even what part of the Valley they live in. At the same time, they are hard working, passionate and resilient young people who are all moving on to flourish in their next journey.

The 2020-2021 Program Year was unlike any other, with 100% of classes being offered in a virtual format. Despite the challenges that brought, our 22 seniors persevered and made the most of their final year at Rosie's House. Several competed and placed in the Great Performers Showcase while others performed with the Advanced Mariachi and Choir in our only in-person performance of the year at the Herberger Theatre in May 2021.

Rosie's House hosted a Graduation Celebration at the end of the year to honor our seniors and their accomplishments. We look forward to staying connected and following along as they succeed in college and beyond.

Senior Class Reflections

"The most important thing I learned at Rosie's House is perseverance."
Eliel L., Flute and Piano

"An important skill I learned at Rosie's House that I use throughout my life is how to manage my time."
Salvatore P., Violin and Mariachi

"At Rosie's House, I learned time management and determination. I use both skills in my academics and to achieve my goals."
-Mayra M., Violin and Mariachi

"My favorite Rosie's House events were the recitals because I had the opportunity to perform for my family and showcase my hard work."
-Daisy S., Guitar and Mariachi

Numbers of Note

Program Opportunities

- 15,870 Free lessons provided by Rosie's House
- 3,240 Hours of virtual instruction taught over 30 weeks
- 300+ Free music instruments loaned to students
- 4,367 Viewers tuned into the series of 12 virtual concerts

Student Demographics

- 88% Latino/Hispanic
- 4% African American/Black
- 4% Caucasian/White
- 1% Asian
- 1% Native American
- 1% Pacific Islander
- 1% Multi-racial

Community Need

- 100% Of students received afterschool music lessons, instruments, healthy meals, mentorship, performance opportunities and college-readiness assistance at no cost to their families.
- 75% Of students retained in the program despite challenges caused by the Covid-19 pandemic

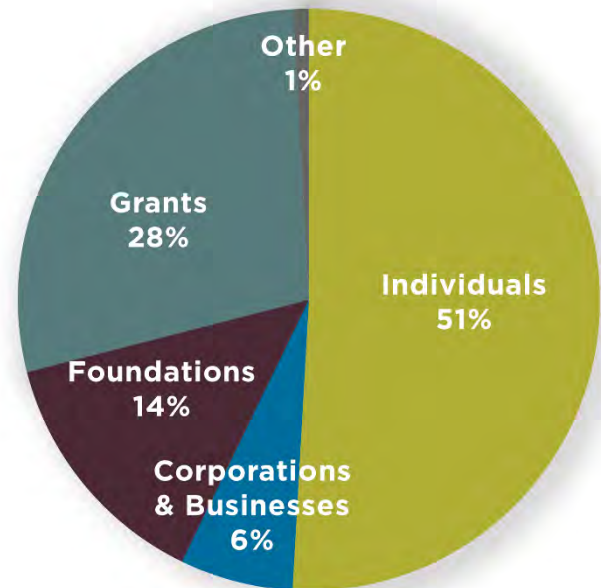
Organization Leadership

- 7 Staff members
- 22 Music faculty members
- 11 Board members

Noteworthy Support

\$1,074,017

IN PRIVATE AND INDIVIDUAL
UNRESTRICTED CONTRIBUTIONS



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

The above revenue total does not include donations made with restricted purposes. The audit and financials include revenues for both unrestricted and restricted purposes.



\$77,000+

of donated
instruments
received.

“Music is important because it is a way to **connect** with others and to build **community**.”

-Angela Garcia, Rosie's House graduating cello student

25th Anniversary Supporters of Note

Rosie's House had a major milestone to celebrate in 2021: our 25th Anniversary. In March 1996, Rosie and Woody Schurz began a journey to eliminate barriers to music education for children throughout the Valley. 25 years later, thousands of students' lives have been changed.

One couple wanted to honor the celebration in a significant way. Throughout the month of April, Billie Jo and Judd Herberger pledged to match every donation up to a total of \$25,000. The Herbergers said, "We are so inspired by the transformational impact Rosie's House has on students in Phoenix for the past 25 years and are proud of our family's foundational support of the mission since the beginning. Time and time again, we are dazzled by these young people, who not only thrill us with their passion for music and their talents, but by their leadership and commitment to the community. Rosie's House is an instrumental part of Phoenix, fostering tomorrow's leaders, elevating and inspiring our community and proving, with overwhelming evidence and statistics, the impact music education has for achieving life goals."

The Herberger's generous match ignited an excitement in others to make contributions honoring Rosie's House 25-year history and helping provide resources for students well into the future. In total, the 25th Anniversary campaign raised \$72,000 for the organization!



Billie Jo and Judd Herberger

Our Team

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Founders

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Woody Schurz

Staff

Becky Bell Ballard
Chief Executive Officer

Staff (cont.)

Clarissa Flores
Administrative Coordinator

Kevin Gorman, DMA
Operations Director

Alyson Larson
Advancement & Marketing Director

Israel Reyes
Program Manager

Melissa Sainz
Program Associate

Marvin Scott
Program & Community Engagement Director

Faculty

Josh Bennett, DMA
Digital Music Lab

Caitlin Corbett
Viola & String Ensemble

Faculty (cont.)

Michael Flores
Mariachi

Rose French, DMA
French horn

Ryan LeMoine, DMA
Saxophone

Greg Lloyd
Trumpet

Aldie Lopez
Clarinet

Jordie Matlock
Bassoon

Joe Millea, DMA
Wind Ensemble

Megyn Neff
Violin

Elias-Axel Pettersson, DMus
Piano

Jamilyn Richardson
Violin

Faculty (cont.)

Michael Smith
Mariachi

Carlito Stewart
Cello

Rachel Stoddard
Choir

Ray Thiry
Guitar

Earl Thornton
Guitar

Nathan Uhl, DMA
Piano

Katie Valadez
Flute

Craig Westendorf, DMA
Choir

Jessica Yam, DMA
Piano

Joel Youhanna
Piano

In Appreciation

Rosie's House is grateful to all our 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, 2020—June 30, 2021.

\$100,000 and Above

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\$50,000—\$99,999

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\$1,000 - \$2,499 (cont.)

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COX Charities



THE SEABURY FOUNDATION
Founded by Charles Ward and Louise Lovett Seabury - 1947



Twiford
Foundation





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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Phoenix, AZ 85002

Phone: (602) 252-8475

TO DONATE

Visit rosieshouse.org/donate
or contact us at (602) 252-8475

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