

# IMPACT REPORT

2022–2023



## MESSAGE FROM LEADERSHIP

---



November 2023

Dear Friends,

2022–2023 was a year of celebration! On behalf of our Board of Directors, staff, faculty, and students at Rosie's House, we thank you for supporting our critical work throughout this inspiring year of celebration and growth.

This was a very special year for Rosie's House. In November of 2022, we commemorated the completion of our new state-of-the-art facility with a day-long Grand Opening Celebration. Over 500 guests, 17 student performers, 30 volunteers, 1,500 tacos and 550 cookies made for an incredible day!

Seeing alumni, families, long-standing community partners, and cherished teachers celebrate our mission together at the Grand Opening Celebration affirmed our community value. Rosie's House is honored that in our 27<sup>th</sup> year we have continued to deliver on our mission of eliminating barriers to high-quality music education. During our 2022–2023 year, we provided 23,640 lessons serving 550 youth with 100% free afterschool music education.

During our Grand Opening Celebration, while we were surrounded by those who mean so much to us, Rosie's House began creating the vision for our next chapter. As part of the day's festivities, students, parents, grandparents, and community partners shared their hopes and dreams for the future of Rosie's House. With over 1,000 pieces of feedback and data collected from 300 guests, Rosie's House embarked on the most robust and community-engaged strategic planning process in our organization's history.

Our ability to celebrate, grow, and plan for the future is all thanks to you. As you will read in this Impact Report, Rosie's House is a life-changing resource for families in Maricopa County. Our dedicated team is only able to provide free afterschool resources to youth because of those of you who attend our concerts, donate instruments, bring your friends and colleagues to our fundraising events, volunteer, and provide us with financial resources by giving gifts throughout the year. Thank you!

We hope you enjoy reading about our strategic goals for the future and the key achievements of our 2022–2023 year.

With many thanks,

A handwritten signature in black ink that reads "Becky Bell Ballard".

Becky Bell Ballard  
CEO

A handwritten signature in black ink that reads "Christina Howard".

Christina Howard  
President of the Board of Directors

P.S. It is remarkable to note that we have started our 2023–2024 year with over 600 youth enrolled. We hope to see you at our upcoming building tours, concerts, and special events so you can personally see our growing mission in action!





Clarissa Flores, staff, and Jenny Aguirre, volunteer

**Tour Our  
NEW  
BUILDING!**

**FILL OUT OUR  
CONTACT FORM**

# GRAND OPENING

Campaign Cabinet Members: Jerry Wissink, David Divine, and Becky Bell Ballard



Luis Estrada, Jr., student



## KEY ACHIEVEMENTS

### By the Numbers

**23,640**

# of free lessons

**550** (10%+)

# of students

**489**

# of instruments loaned to youth

**6,600** (83%+)

# of meals served

**6,000+**

# of concert attendees

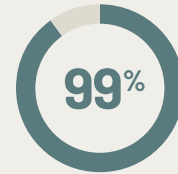
**8**

# years average retention

### Points of Pride



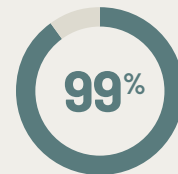
of seniors graduated high school and **enrolled** in post-secondary education



of Parents shared that their child is more **confident** in their ability to accomplish tasks



of Youth would **recommend** Rosie's House to a friend



of Youth feel like there is a teacher at Rosie's House who **cares** about them and that they can ask their teacher for help

*Because of Rosie's House, I have become much more persistent in learning something new and in studying for classes. I have learned to not give up easily.*

*-Bryan, Graduating Senior, Attended RH 2014-2023*



- 85% Hispanic/Latino
- 5% White
- 4% Black
- 3% Multi-racial

- 1% American Indian
- 1% Asian
- 1% Pacific Islander

**14**

Valley cities served

**100%**

of youth qualify financially for Rosie's House with the majority of households earning \$40,000 and below

## OUR GOALS

---

During the 2022–2023 year, Rosie’s House underwent an extensive strategic planning process to set a vision for our future. With over 300 participants engaged in the community feedback process, Rosie’s House is set to accomplish the following strategic goals for the next 3 years.



### Engagement

Leverage the new facility to increase engagement with the community, including families, students, alumni, donors, and the broader Phoenix metro community.



### Enrollment

Expand enrollment in the after-school program by 18% (650 students) and explore additional delivery methods to expand enrollment beyond the capacity of our after-school music program.



### Financial Sustainability

Increase financial stability through diversification of our revenue opportunities.

#### What our community said about Rosie’s House

*“Let’s have more community events, it’s a big family here”*

*“I believe music is a great way for the student to overcome anxiety and depression”*

*“Continuar su hermoso programa”  
Continue this beautiful program*

*“Continuar aceptando mas niños”  
Continue accepting more kids*

*“Thank you for developing children’s skills and helping the community”*

*“Continue to expand access to Phoenix and the greater area”*

#### What values are important to the community at Rosie’s House

growth love  
opportunity care happy home  
fun creative music community  
diversity family kid unity friendship  
empower better future

## Financials

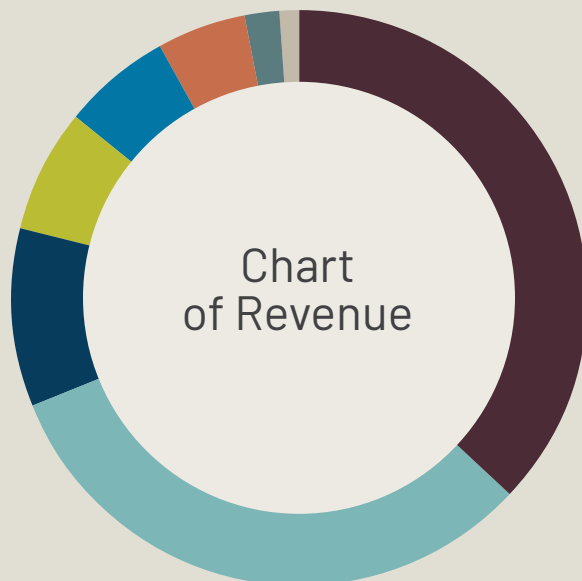
**\$2,438,801**

Total Revenue

**\$2,427,448**

Total Expense

*The above revenue total does not include donations made with restricted purposes for the More than Music campaign. The audit and financials include revenues for both unrestricted and restricted purposes.*



- 37% Foundation
- 32% Individual
- 10% Special Event & Earned Revenue
- 7% Government
- 6% In-Kind Support
- 5% Corporations
- 2% Earned Revenue
- 1% Donated Instruments

*Rosie's House Parent Volunteers and Board of Directors donated 3,331 hours in service to our mission representing \$98,775 in expense savings.*

Click [HERE](#) to view our complete audit and financial statements.

## OUR TEAM

---

### Faculty

Aline Boyd  
*Piano*

Michael Dibarry, D.M.A.  
*Viola*

Michael Flores,  
*Mariachi*

Rose French, D.M.A.  
*French Horn*

David Ginn  
*Guitar*

Nathan Johnston  
*Bands*

Greg Lloyd  
*Trumpet*

Julia Lougheed, D.M.A.  
*Clarinet*

Mary Petrich  
*Saxophone*

Jordanna Matlock  
*Bassoon*

Maria Molina  
*Choir*

Anna Perretta  
*Violin*

Elias-Axel Pettersson, D.Mus.  
*Piano Department Head*

Jamilyn Richardson  
*Violin & Strings*

Carlito Stewart  
*Cello*

Rachel Stoddard  
*Choir*

Kevin Tangney  
*Trumpet*

Earl Thornton  
*Guitar Department Head*

Jacob Unterreiner  
*Digital Music*

Katie Valadez  
*Flute*

Jessica Yam, D.M.A.  
*Piano Department Head*

Joel Youhanna  
*Piano*

### Staff

Becky Bell Ballard  
*Chief Executive Officer*

Greta Castro Cruz  
*Program Associate*

Clarissa Flores  
*Administrative Coordinator*

Kevin Gorman, D.M.A.  
*Operations Director*

Amber Johnson  
*Development &  
Communications Manager*

Israel Reyes  
*Program Manager*

Angelina Rope  
*Program Associate*

Melissa Sainz  
*Program Coordinator*

Marvin Scott  
*Program & Community  
Engagement Director*

### Board of Directors

Christina Howard  
*President\**

Gretchen Jewell  
*Vice President\**

Natalie Jones  
*Treasurer\**

Elsa Landeros  
*Secretary\**

Christina Chambers  
*Director*

Tim Fontes  
*Director*

Adriana Garcia  
*Director*

Thomas Gilson  
*Director*

Albert Leffler  
*Director*

Kimberly Marshall Ph.D.  
*Director*

Ivan Martinez Morales  
*Director*

Benjamin Park  
*Director*

Melissa Soliz  
*Director*

Patrick Stevens  
*Director*

Mario Aniles  
*Committee Member*

Larren Winn  
*Committee Member*

*\*Indicates Executive  
Committee Status*

## Thank you to our Supporters

Rosie's House is honored to recognize all those who have contributed \$1,000 and above to the 2022–2023 fiscal year annual fund. It is only through the generosity of the following individuals, foundations and corporations that Rosie's House is able to provide free, professional music education to Arizona youth. The below honor roll recognizes donors who have made gifts between July 1, 2022 and June 1, 2023.

### \$100,000 and Above

Virginia G. Piper Charitable Trust

### \$50,000 to \$99,999

BHHS Legacy Foundation  
Blue Cross Blue Shield of Arizona Foundation  
Cohn Fund for Arts and Culture

### \$25,000 to \$49,999

Arizona Commission on the Arts  
Molly Blank Fund of the Arthur M. Blank Family Foundation  
Casa Unlimited Enterprises, Inc.  
City of Phoenix: Office of Arts and Culture  
Karen and David Divine  
Fiesta Bowl Charities  
J. W. Kieckhefer Foundation  
Barbara and Donald Ottosen  
Nancy and Robert Spetzler  
Taco Bell Foundation

### \$10,000 to \$24,999

Anonymous (2)  
Arizona Community Foundation  
Employees Community Fund of Boeing Arizona  
Joann Caudill Memorial Fund  
Robert and Barbara Crist Foundation Fund  
Elite Roofing Supply  
Susan Kenny Stevens and Patrick Stevens  
The Mockingbird Foundation  
Molina Fine Jewelers  
Margaret T. Morris Foundation  
William and Candace Ruland Fund  
The Seabury Foundation  
Sara Sherman Glaser  
Twiford Foundation  
Vitalyst Health Foundation  
Bernard Wolfe

### \$5,000 to \$9,999

Arizona Diamondbacks Foundation  
ASU Office of the Senior Vice President & Secretary of the University  
Bell Bank  
Charles W. and Patricia S. Bidwill Charitable Foundation  
Oonagh and John Boppart  
Chambers Law  
Christina and Andy Chambers  
DeMark Analytics  
C. Edwards  
FAT Brands Foundation  
Find Your Light Foundation  
Jennifer Griffiths  
Phil and Michelle Lake  
Christine Lindley  
Lynn G. Hagman  
Harriet Ivey and Dick Brashear  
Jennings Strouss Foundation  
Gretchen Jewell  
M3F  
Ivan and Samaura Martinez  
Noah and Michelle Means  
Benjamin and Marleah Park  
Pendleton Memorial Fund  
Colleen Ragland  
Rosie Schurz  
Dr. and Mrs. Volker Sonntag  
SRP  
Thunderbirds Charities  
Suzanne Williams-Richards

### \$2,500 to \$4,999

Aniles & Co., CPA Firm  
Alexia Bertsatos  
Julia and Bobby Castellani  
D'Addario Foundation  
Kathy and Mike Dougherty  
Diane and John Eckstein—in Memory of Sol Eckstein Nadel  
Gannett Foundation  
Tom Grove  
Christina Howard  
Natalie Jones and Tami Gross

Claudia H. Kennedy  
Kathy and Albert Leffler  
Mark-Taylor Residential  
Kimberly Marshall and Adam Zweiback  
Radha Neigberg  
Phoenix Rock Lottery 2023  
John and Eleanor Powers  
Darlene Richert  
Holly and George Sheppard  
Bob and Margaret Simmons  
Zohreh Sotoodeh and H. Rafi-Zadeh  
Gail and Daniel Tenn  
Kathleen and Frank Ybarra  
Christina Zhou

### \$1,500 to \$2,499

Anonymous (2)  
Mike and Makenna Albrecht  
APS  
Avery Lane  
Beus Gilbert McGroder PLLC  
James Birk and Kay Gunter  
Gina and Joseph Carrillo  
Elizabeth Chatham  
Coppersmith Brockelman PLC  
Terry Daniel  
John Doller  
Ellen and Ralph Hirsch  
The Hostage Situation  
Phillip Howard  
Intel Foundation  
Carol Jenkins  
John F. Long Foundation  
Red Modern Furniture  
Paula and Arlie Sherman  
Zicarelli Foundation

### \$1,000 to \$1,499

Anonymous  
Michelle Amarantos and Michael Rabara  
Uta Monique Behrens  
Babette and Richard Burns  
The Caniglia Group  
Nancy and Mike Casey  
Mary Ann and Marc Cavness

Lisa and David Cherney  
Tracy Denmark and Marc Schwimmer  
Susan and Jeff Dover  
Pamela Eisenberg  
Kymila Eubanks  
Carolyn and Dennis Eynon  
Flournoy Davis Manzo Child Development Foundation  
Jerome Gilson  
Joyce and Neil Goldstein  
Betsy and Kenneth Gometz  
Michelle Grace  
Gerry and Bud Grout  
Sandra and Brian Kamin  
Christina Koehn  
Alexis and Matt Lane  
Merle Marcus  
Patty Melim  
Elizabeth Merchant  
Judee Morrison  
Crystle Mulzet  
Diana and Timothy Munger  
Michelle Nardi  
Gary Nolan and James Burns  
Robin and Mark O'Connor  
Palais Charitable Foundation  
Lisa and Vito Paine  
Phoenix Piano Club  
Lillian and George Schade  
Barbara Schaffer  
Laura and Paul Schairer  
Dorcas and Art Scott  
Yessenia and Harold Simmons  
Napoleon Smith  
Janet and Arlin Snesrud  
Robin Spencer  
Melissa Soliz  
Ann Stanton and Robert Haddock  
Cynthia Stonnington and James Weinstein  
Jeanine and David Weinglass  
Anne West  
Christine and Don Wilkinson  
Ilka Williams  
Ralph and Marilyn Wilson  
Susan Woods



## DONOR LIST



Rosie's House is honored to recognize donors who have made gifts \$1,000 and above to the *More Than Music* campaign. This honor roll recognizes donors who have made gifts or confirmed pledges as of Aug. 1, 2023. Commitments total over \$7,000,000. It is through the generosity of these supporters that Rosie's House now has a permanent facility and expanded programming in the heart of downtown Phoenix.

### **\$1,000,000 and Above**

Karen and David Divine

### **\$500,000 and Above**

Burton Family Foundation  
The Kemper and Ethel Marley Foundation  
Virginia G. Piper Charitable Trust

### **\$250,000 and Above**

BHHS Legacy Foundation  
Mary and Jeff Ehret  
Kara and Mark Peterson and Krystal and Everett Burge  
The Bob & Renee Parsons Foundation  
The Steele Foundation

### **\$200,000 and Above**

Challenge for Charity  
Joan and John D'Addario

### **\$100,000 and Above**

Anonymous  
Joann Bell—in Memory of Dr. Randy Lane Bell  
Lee and Mike Cohn  
Gila River Indian Community Goodmans  
Sara Sherman Glaser  
Ibis Foundation of Arizona  
Harriet Ivey and Dick Brashear  
J.W. Kieckhefer Foundation  
Kimberly Marshall and Adam Zweiback—in Memory of Fred Elliott Marshall  
Noonan Family Foundation—in Honor of Pat & Nancy Noonan  
Nina Mason Pulliam Charitable Trust  
Carol and Randy Schilling

Rosie's House Founder Rosie

Schurz  
Susan Kenny Stevens and Patrick Stevens

### **\$50,000 and Above**

Anonymous  
Charles W. and Patricia S. Bidwill Charitable Foundation  
Oonagh and John Boppart  
Bobette Gorden and Dr. Robert Cialdini  
Billie Jo Herberger  
Christina Howard  
Nancy and Dr. Robert Spetzler—in Honor of Christina Spetzler Chambers  
Sarah and Jason Weiss—in Memory of Taigo Sabet  
Twiford Foundation

### **\$25,000 and Above**

Anonymous  
Babette and Richard Burns  
Christina and Andy Chambers  
Fontes Family  
Barbara and Seth Franzman  
Thomas A. Gilson  
Gretchen Jewell  
Ellen and Robert Kirschenbaum  
Christina Nordvall and Brent Frazier  
Paula and Steven Pruett in Memory of Stefan Pruett of Peachcake and Alex Pruett  
Taco Bell Foundation  
Jody and John Vehr  
Robin and Steve Woodworth  
Kathleen and Frank Ybarra

### **\$20,000 and Above**

Firestone Building Products  
Kathy and Albert Leffler

### **\$10,000 and Above**

Anonymous  
Cialdini Family Foundation  
Chris Ewing  
Jeanie and Lee Fraley  
Alicia and David Funkhouser  
Diana and Kenneth Gometz  
Kathy and John Graham  
Katy and Nick Heth  
Sarah and Michael Lang  
Jane A. Lehman and Alan G. Lehman Foundation  
Christine Lindley  
Margaret T. Morris Foundation  
Pharos Foundation  
Victoria and Terry Randall  
Jennie and Brent Taylor  
Kathy and Chip Wise

### **\$5,000 and Above**

Becky Bell Ballard and Brian Ballard  
Uta Monique Behrens  
Berastegui Family  
Marcia Fine and Dr. Skip Feinstein  
Cathy and Charley Freericks  
Anne Gale—in Memory of Tom Gale  
The Gallagher Family—in Memory of Liam Patrick Gallagher  
Lynn G. Hagman  
Barbie and Orson Holt  
Bruce Kulander  
Kathryn Leonard and Justin Lewenstein

Katharine Messenger—in Memory of Donald Gelfand  
Gift Given in Memory of David J. Morrison  
Opus Foundation  
Colleen Ragland  
Dr. and Mrs. Volker Sonntag  
Melissa Soliz  
Suzanne T. Williams-Richards

### **\$1,000 and Above**

Anonymous  
Michelle Amarantos and Michael Rabara  
Globe Foundation  
Gina and Chuck Hauff—in Memory of Donald P. Hauff  
Stardust Johnson—in Memory of Roy Andrew Johnson  
Stevie and Nick Kirby  
Sue and Neal Kurn  
Elsa Landeros  
Sally Lehmann  
Amy and Patrick Paul  
Byron Sarhangian  
Barbara Schaffer  
Gail and Daniel Tenn  
Judith Warnock and David Carroll

## THANK YOU

---

### **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.*

### **Contact Us**

602.252.8475  
rosieshouse.org

### **Address**

919 East Jefferson Street  
Phoenix, AZ 85034

