



Impact Report

2018-2019



Message from Leadership



Dear Friends,

On behalf of our Board of Directors, staff, faculty artists and students at Rosie's House, we thank you for supporting a critical need in our community and for believing that all students, regardless of their economic status, deserve access to music education.

This past year has been a year of growth, as Rosie's House began actualizing our 2018-2021 Strategic Plan. Our new Strategic Plan sets forth a bold vision for the future of Rosie's House and we have achieved critical milestones in our first year of effort.

Rosie's House attained over \$1 million dollars in contributed revenue for the first time ever! Building our financial capacity has been a vital focus for Rosie's House and this milestone represents concentrated strategy on the part of our Board of Directors and staff. 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. As we look to the future, we are so grateful to have achieved this exciting milestone.

Reflecting on the year, we are also grateful to continue to build partnerships in the community. Our collaboration with *Violins of Hope*, a project of the Jewish Federation of Greater Phoenix, was a highlight of the year as we engaged students, supporters and artists in a special concert titled, "Stories and Music of Hope." Through the concert, we explored the stories of violins that had been played by Jewish musicians during the Holocaust. The partnership was a powerful reminder of how music can illuminate the story of humanity and compel us to never forget our history.

We hope you enjoy reading about our meaningful 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,



Kimberly Marshall, PhD
Board Chair



Becky Bell Ballard
Chief Executive Officer

Rosie's House student Victoria Arora is a junior in high school and has been taking classes at Rosie's House for five years. In spring of 2019, she was named to the All-State Band and All-State Choir. Both of these honors recognize Victoria as one of the top high school musicians in Arizona. Victoria's mom, Veronica, says that getting the opportunity to be at Rosie's House to learn and grow has been so important. She says, "Rosie's House is part of our family. Each and every one of you has opened up and embraced us."

Not only is Victoria passionate about playing music, she also enjoys giving back and volunteers her time in a Rosie's House beginning class as a mentor. When asked about what she likes about the mentoring program, she says: "I love being able to connect with the younger students and share my musical knowledge with them. One of the things I try to teach is that it takes dedication to achieve a goal."

Students in the class that Victoria mentors receive extra attention by having her as a teacher's assistant. By being a mentor, Victoria gains invaluable experience that helps build her confidence. As Victoria says: "I am able to show my love for music and inspire others to be dedicated to practicing in a positive environment that welcomes everyone."



Victoria mentors another student as part of the Musicians Mentoring in Classrooms Program

Alumni Update



Chaz Salazar, who graduated from high school and from Rosie's House in 2010, has continued to impress audiences with his talent and confidence. Since high school, Chaz has earned his bachelor's and master's degrees in flute performance. Most recently, he has begun his studies at the University of Cincinnati College-Conservatory of Music under the instruction of Professor Demarre McGill, Principal Flute of the Seattle Symphony. Regarding this opportunity, Chaz says, "I am lucky to have this opportunity to refine my craft in a conservatory setting while also broadening my horizons through arts administration courses so that I am well equipped to create solutions to issues that our music industry and society-at-large currently face."

Chaz has also recently been awarded a grant from the Sphinx Organization's *National Alliance for Audition Support*. This initiative's goal is to support orchestral job placement for musicians of color through audition travel support, workshops and conferences. Chaz says, "this all was made possible to me 14 years ago when, as a little boy, I came through the door at Rosie's House, announced boldly that I wanted to be the Principal Flute of the New York Philharmonic, and was taken in with open arms and given an opportunity."

Noteworthy Program Year

- **October 2018**- Tetra String Quartet joined Rosie's House as a guest artist for a masterclass for string students. This format is a lesson with an audience. Over 50 guests came to Rosie's House campus to watch the learning experience.
- **October 2018**- Rosie's House Digital Music Lab visited Alice Cooper's Solid Rock. Students from both programs collaborated to create, compose and record digital music.
- **December 2018** - Mariachi and solo students performed at the Phoenix Art Museum Family Free Day as part of the Musicians Active in Community Program.
- **January 2019** - Nine 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 provided a mentoring relationship to over 75 beginning students.
- **January 2019** - 19 Rosie's House students attended a field trip to the Musical Instrument Museum thanks to a generous donation from the Divine Family Foundation. Students attended a concert featuring the Phoenix Symphony performing work composed by Mozart and Schubert.
- **March 2019** - Rosie's House partnered with The Jewish Federation of Greater Phoenix to present *Violins of Hope: Music and Stories of Hope*. Rosie's House String Quartet and Downtown Chamber Series performed inspiring music. Stories of violins played by Jewish musicians during the Holocaust were read to the 200 guests in attendance.
- **April 2018** - Rosie's House hosted the Annual Ovation Gala raising over \$90,000.
- **May 2018**- 100% of graduating seniors enrolled in college.

Numbers of Note

- 19,108 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

- 81% Latino/Hispanic
- 10% Caucasian/White
- 3% African American/Black
- 2% Multi-racial
- 2% Asian
- 1% Pacific Islander
- .5% Native American
- .5% Other/Not indicated

Scholarships Provided

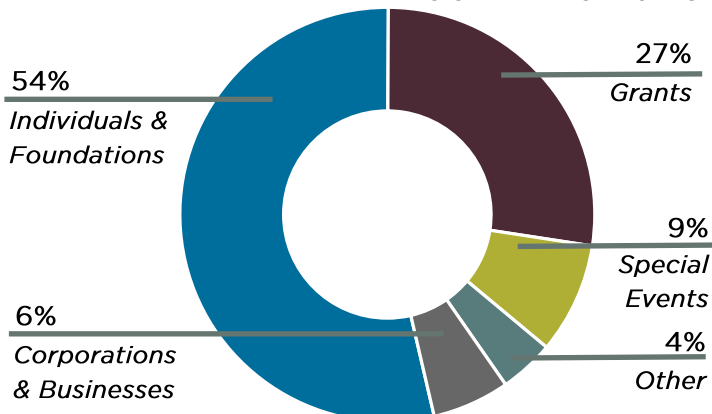
- 100% Of students received full-ride scholarships for music lessons at Rosie's House based on financial need

Organization Leadership

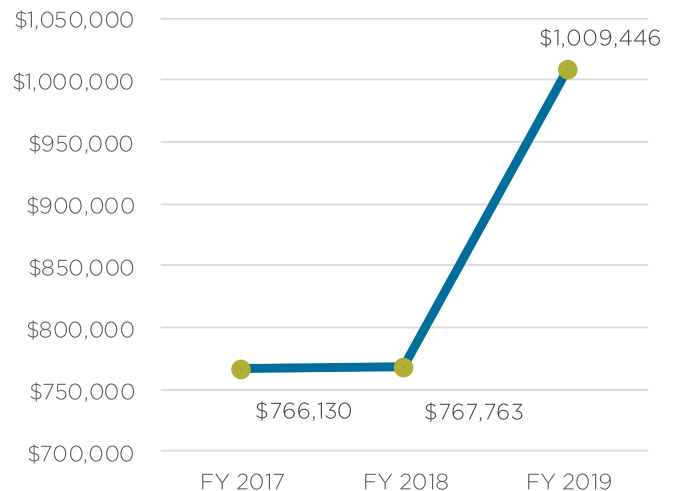
- 7 Staff members
- 23 Music faculty members
- 13 Board members

\$1,009,446

IN PRIVATE AND INDIVIDUAL CONTRIBUTIONS



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



32% REVENUE GROWTH
OVER LAST TWO YEARS

Young people in our community face many barriers to high-quality educational resources. Economic challenges and access are some of the obvious barriers that we think of and try to mitigate for our students, but there are also less apparent obstacles that they face. Thanks to a new partnership in 2018-2019, Rosie’s House is now helping to eliminate one of these less obvious barriers: hunger.

The BHHS Legacy Foundation is working to enhance the quality of life and health of those in Arizona and believes in strengthening our community by helping people reach their full potential. In 2018, the BHHS Legacy Foundation CEO, Jerry Wissink, visited Rosie’s House and was impressed by the talent of the students, the excellence of the teaching staff and the community on the campus. It was from this experience that Jerry and the BHHS Legacy Foundation wanted to support our students to thrive and to help eliminate any additional barriers that they may be facing. Through this collaboration, the Rosie’s House Healthy Food Program was born.



Rosie’s House student, Michael, enjoying his healthy meal! Additional support for the Food Program is through collaboration with St. Mary’s Food Bank.

The Rosie’s House Healthy Food Program allows students and their siblings to eat a healthy snack or meal before or after their Rosie’s House class. Since many families are on campus immediately after school, the program allows students to be fueled, alert and ready to take on their Rosie’s House lessons. Thanks to the BHHS Legacy Foundation for helping to strengthen our community and providing resources for Rosie’s House students to reach their full potential!

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Clarinet

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Piano

Snezana Krstic
Piano

Ryan LeMoine, DMA
Saxophone

Greg Lloyd
Trumpet

Aldie Lopez
Wind Ensemble

Antonio Lozano
Choir

Jordie Matlock
Bassoon

Megyn Neff
Violin

Elias-Axel Pettersson, DMus
Piano

Fiona Chang Qi
Piano

Jamilyn Richardson
Violin

Michael Smith
Mariachi

Carolyn Snyder
Violin

Carlito Stewart
Cello

Ray Thiry
Guitar

Earl Thornton
Guitar

Katie Valadez
Flute

Craig Westendorf, DMA
Choir

In Appreciation

Rosie's House is grateful to all 813 donors for your generosity. On this page, we recognize all individual, company and foundation donors who made donations totaling \$1,000 and above between July 1, 2018—June 30, 2019.

\$100,000 and Above

Estate of Dorothy and Mel Kurzen
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Robin and Stephen Woodworth

Organizational Partners

Partners who provided educational and cultural experiences or field trips:



Divine Family
Foundation



Phoenix Art Museum



Institutional Supporters

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





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

PO Box 13446
Phoenix, AZ 85002
Phone: (602) 252-8475

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