

# Impact Report | 2019-2020



**SUPPORTING YOUTH**

as they develop their full

**CREATIVE** and **PERSONAL**

**POTENTIAL.**

## Message from Leadership

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,



Handwritten signature of Kimberly Marshall in black ink.

Kimberly Marshall, PhD  
Board Chair



Handwritten signature of Becky Bell Ballard in black ink.

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."



*Rosie's House alumna, Karla performs at the Annual Holiday Concert*

## Performance Spotlights



*The Advanced Choir performs at the AAMC annual conference*

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

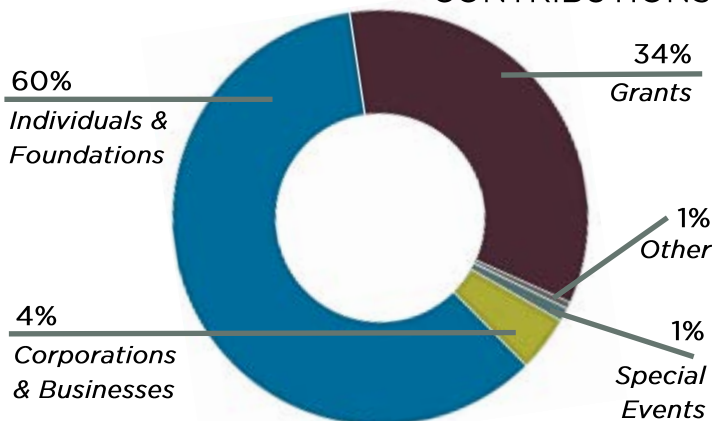
- 100% Of students received full-ride scholarships for music lessons at Rosie’s House based on financial need

### Organization Leadership

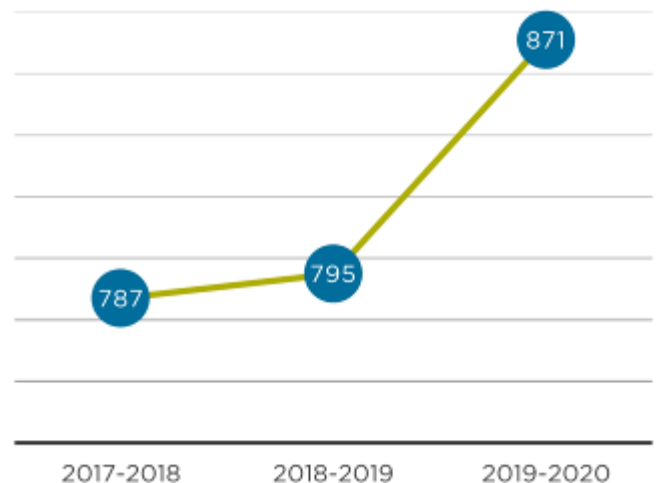
- 6 Staff members
- 24 Music faculty members
- 14 Board members

# \$1,085,844

IN PRIVATE AND INDIVIDUAL CONTRIBUTIONS



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



**11% DONOR GROWTH**  
OVER PAST TWO YEARS

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.



Rosie’s House students give a thumbs up for their virtual piano classes.

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.

On Arizona Gives Day, April 7, 2020, donors helped raise the funds needed for six new virtual classrooms. With the help of a generous matching gift from the **Divine Family Foundation**, Arizona Gives Day donors contributed over \$4,500.

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.

## Our Team

### Board of Directors

Kimberly Marshall, PhD  
*Board Chair*

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*Past Board Chair*

Nick Kirby  
*Secretary*

Christina Nordvall  
*Treasurer*

Barb Berastegui

Tim Fontes

Christina Howard

Gretchen Jewell

Albert Leffler

Kathryn Leonard

Lisa Paine

Melissa Soliz

Patrick Stevens

Derren Thompson

### Founders

Rosebell “Rosie” Schurz

Woody Schurz

### Staff

Becky Bell Ballard  
*Chief Executive Officer*

Nina Frelander  
*Operations & Resource Manager*

Alyson Hartsock  
*Advancement & Marketing Director*

Dennis Manuelito  
*Facilities Associate*

Israel Reyes  
*Program Coordinator*

Marvin Scott  
*Program & Community Engagement Director*

### Faculty

Josh Bennett, DMA  
*Digital Music Lab*

Danielle Cooke  
*Piano*

Caitlin Corbett  
*Viola & String Ensemble*

Rose French, DMA  
*French horn*

Isidora Jovanovic, DMA  
*Piano*

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*

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 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.*

### \$100,000 and Above

Susan Kenny Stevens and  
Patrick Stevens

### \$50,000 and Above

BHHS Legacy Foundation  
Bobette Gorden and  
Robert Cialdini  
Kimberly Marshall and  
Adam Zweiback

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

Karen and David Divine  
Ibis Foundation  
Pharos Foundation  
The CMA Foundation  
The Bob & Renee  
Parsons Foundation  
Virginia G. Piper Charitable Trust

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

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Arizona Commission on the Arts  
Arizona Community Foundation  
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AZ Management Services  
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and Culture  
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Thunderbirds Charities

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

Oonagh and John Boppart  
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Christina Howard and  
Gerhard Kratzer  
Lynn Mitchell  
The Arizona Republic

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

Anonymous  
Arizona State University  
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John and Joan D'Addario  
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Christina Nordvall and  
Brent Frazier  
David and Stephanie Reese  
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Sol Eckstein Nadel Memorial  
Scholarship Fund  
Wespac Construction, Inc  
Suzanne Williams-Richards  
Zicarelli Foundation

### \$1,000 - \$2,499

Michelle and Timothy Abraham  
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Arizona Federal Credit Union  
Becky and Brian Ballard  
Uta Monique Behrens  
Barbara and Miguel Berastegui

Kevin Blazer  
Claudia Hosking Flute  
Memorial Fund  
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Ann Stanton and  
Robert Haddock  
The Richard and Babette  
Burns Charitable Fund  
Jeanine and David Weinglass  
Sarah and Jason Weiss  
Robin and Stephen Woodworth

## Institutional Supporters

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



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:



Divine Family Foundation



Phoenix Art Museum

Phoenix Chamber Music Society





## 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

TO DONATE

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

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