



2024-2025

IMPACT REPORT

A Year of Growth,
A Future to Celebrate



LETTER FROM OUR CEO & BOARD CHAIR

November 2025



Dear Friends,

2024-2025 has been a year of tremendous growth and impact at Rosie's House. On behalf of the entire Rosie's House community, **thank you for your continued support**—and for believing in the power of free, high-quality music education to transform lives.

This year, we continued our evolution from an afterschool program into one of the largest providers of free music education in the nation. Through three programs (Afterschool, Summer, and Early Childhood), we deepened our commitment to all learners.

We expanded our **Early Childhood Program, serving 114 children** from infancy through age five. Through our partnership with Child Crisis Arizona's Center for Child & Family Wellness in Mesa, we offered our first-ever offsite classes, providing a joyful introduction to music and building foundational skills for school and life.

Our students' creativity was on full display as they **inspired audiences across the Valley**. From community music festivals to performances alongside The Phoenix Symphony, Rosie's House students shared their talent at nearly 100 community events, reaching **more than 18,500 people** and filling our community with music.

We are especially proud of our graduating seniors, who are stepping into the future as leaders and arts advocates. Their discipline and dedication have earned them **over \$1 million in college scholarships**, proving that when barriers are removed, potential is unleashed.

As we look ahead to our **30th Anniversary in 2025-2026**, we are building on this momentum. With a facility expansion and strategic investments in our growth, we are preparing to serve 1,000 students annually by 2027.

Thank you for being an essential part of our story. Your generosity makes brighter futures possible.

With many thanks,

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

Becky Bell Ballard
Chief Executive Officer

A handwritten signature in black ink, reading "Natalie Jones".

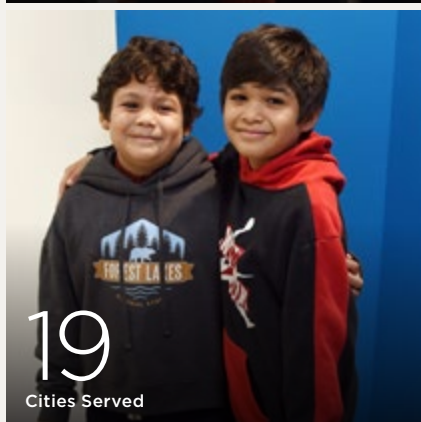
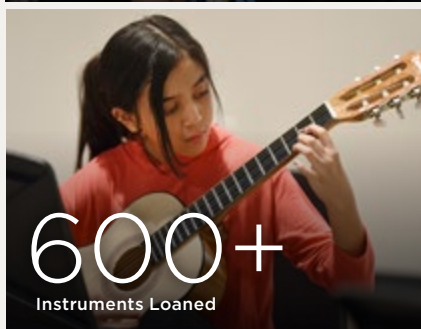
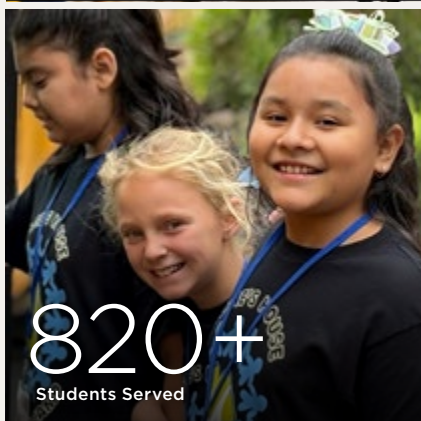
Natalie Jones
President of the Board of Directors

As we celebrate 30 years of impact, we reflect on the remarkable growth of the past decade:

	2014-2015	2024-2025	10-Year Growth
Students Served	400	820	+105%
Free Music Lessons	12,000	31,218	+160%
Community Attendees	10,100	18,500	+83%
Annual Revenue	\$521,127	\$2.5 million	+380%

P.S. We are proud to serve over 820 students this year as we head into our 30th anniversary—a milestone made possible by you. We hope to see you at our upcoming events to experience our growing mission in action!

2024-2025 High Notes



**Committed to
Access for All**

We are dedicated to removing financial barriers to a high-quality music education. This commitment is reflected in our community, where 100% of Rosie's House families meet federal low-income thresholds, and most households earn less than \$40,000 annually.



**of Parents
Reported
Their Child:**

- Follows through on commitments
- Feels good about themselves
- Reflects on their accomplishments

Top 3 Improved Skills for Youth



Group Work



Creativity



Social Skills

A Pathway for Every Stage of Childhood

Nurturing potential from a child's first notes to their graduation day.

EARLY CHILDHOOD

Infant to Age 5

In our joyful parent-child classes, young learners discover the world of music. Together, they explore rhythm, movement, and song to build crucial social and developmental skills and spark a lifelong love of creativity.



AFTERSCHOOL

Grades 1-12

In our largest program, students can access nine music disciplines, from mariachi to digital music. Students cultivate teamwork, leadership, and discipline—essential life skills that prepare them for a bright future.

"Music gave them peace and creativity, away from screens. Now they explore styles, compose melodies, and love learning."

— Carolina H,
Rosie's House Parent

SUMMER

Grades 3-12

We keep students engaged and creatively inspired with a combination of intensive music instruction, enriching field trips, and healthy meals—ensuring that students continue to learn and thrive even when school is out.



Everything At No Cost



Instruments
& Supplies



Leadership
Opportunities



Healthy
Meals



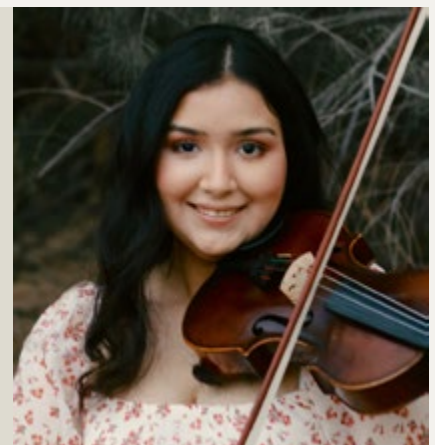
College
Path



Homework
Help



Mental Health
Resources



"Rosie's House provides you with everything you need to make your dreams a reality."

— Alicia Acuna, 7 Years at Rosie's House,
Rice University Class of 2029

Make Music

PHOENIX

5,600+ 
Make Music Phoenix Attendees 486%

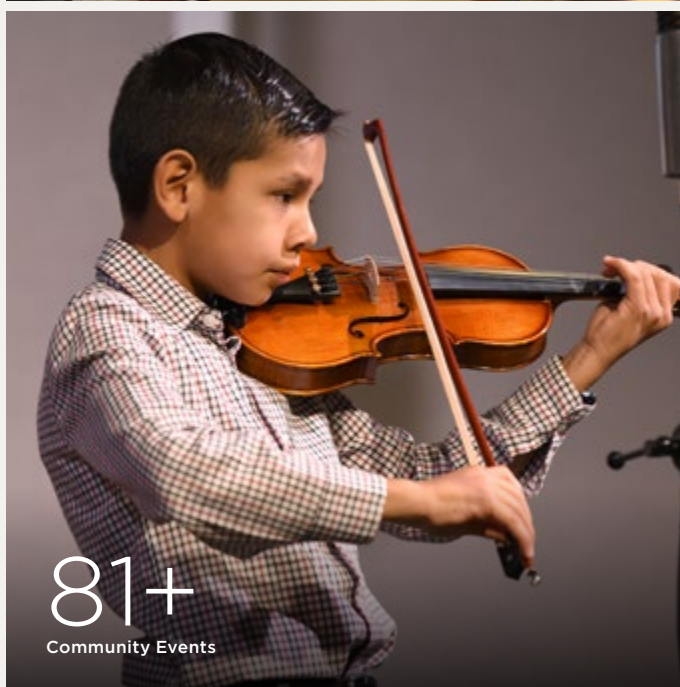
115 
Music Artists & Facilitators 130%

18 
Venues Across 13 Zip Codes 125%

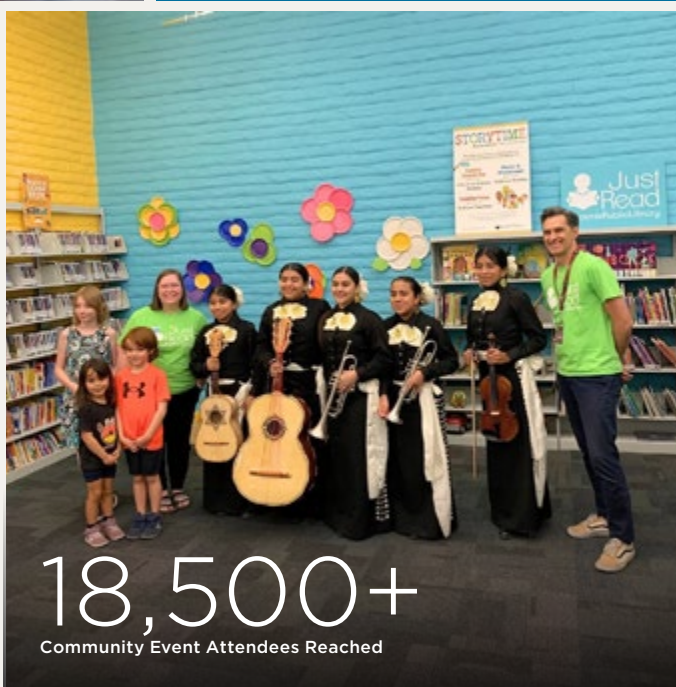


“Playing on the Light Rail was amazing. I loved sharing music with people in such an unexpected space. You could see how it brought everyone together, even for a moment.”

— Carlito Stewart,
Rosie’s House Faculty



81+
Community Events



18,500+
Community Event Attendees Reached



Key Achievements

19

graduating seniors with an average of 5 years at Rosie's House

73

colleges and universities nationwide opened their doors to the Class of 2025

\$1 Million+

total scholarships awarded, recognizing their exceptional talent and dedication

44%

of graduates are pursuing STEM degrees

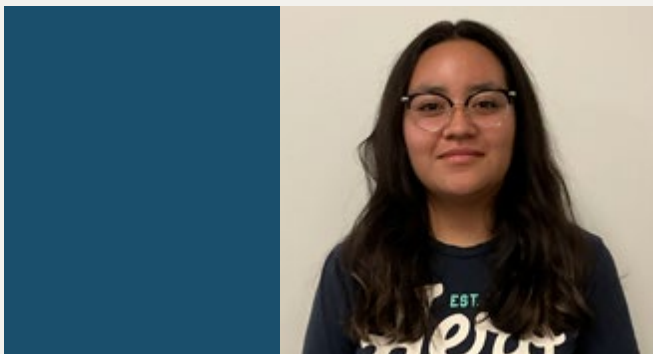
Higher Education

100%

of graduates share plans to pursue higher education



Behind every scholarship earned and acceptance letter received is a community of supporters like you. Your generosity provides the instruments, the lessons, and the mentorship that turn talent into opportunity. Thank you for being a vital part of their journey!



“The most important thing I have learned at Rosie's House is that we can't do anything truly alone. I used to think I had to do everything by myself, but now I know it's brave—not weak—to ask for help.”

— Utzielly Beltran,
7 Years at Rosie's House, ASU Class of 2029

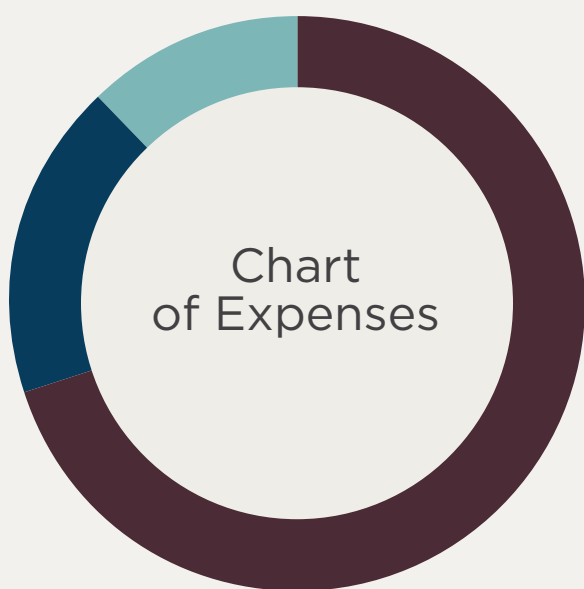
Financials

\$2,566,059

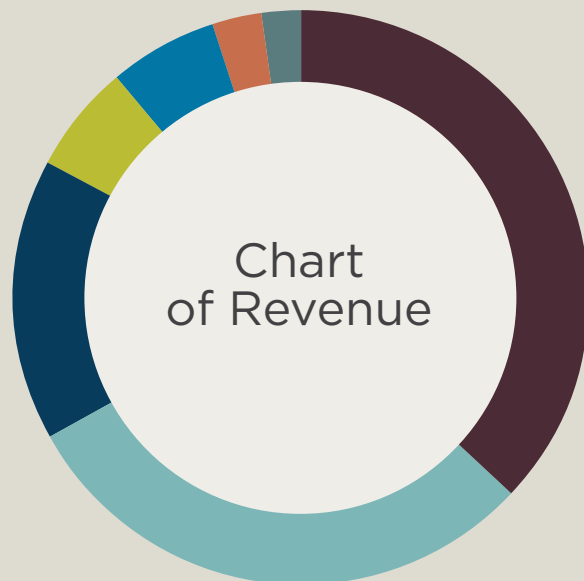
Total Revenue

\$2,141,577

Total Expenses



- 70% Program
- 18% Management & General
- 12% Fundraising



- 37% Foundation
- 30% Individual
- 16% Special Event & Earned Revenue
- 6% Interest Income
- 6% In-Kind Support & Donated Instruments
- 3% Government
- 2% Corporations

Financial Strength for a Bright Future

Total Net Assets: 2020: \$930,000 2025: \$9,357,603

That's more than 10x growth in five years, securing our promise of free music education for the future.

Rosie's House Parent Volunteers and Board of Directors donated 2,132 Volunteer Hours in service to our mission, representing \$74,175 in expense savings.

For complete audit and financial statements,
visit rosieshouse.org/annual-report/



OUR TEAM



Faculty

Leif Atchley,
Mariachi Trumpet

Shawna Balzer,
Bands

Aline Boyd,
Piano

Michael DiBarry D.M.A.,
Viola

Megan Evans D.M.A.,
Violin

Michael Flores,
Mariachi

Arlene Frausto,
Mariachi Violin

Fabiana Hall-Rodrigues,
Music Exploration and Choir

Leah Hodge D.M.A.,
Trumpet and Brasswinds

Sabrina Hu D.M.A.,
Flute

Isidora Jovanovic D.M.A.,
Piano

Julia Lougheed D.M.A.,
Clarinet and Woodwinds

Luis Martinez,
Guitar

Elias-Axel Pettersson D.M.A.,
Piano

Kristal Ramsey M.Ed.,
Piano

Israel Reyes,
Percussion

Jamilyn Richardson,
Violin

Carlito Stewart,
Cello and Orchestra

Rachel Stoddard M.M.Ed.,
Choir and Voice

Alvin Valentin-Hickey,
String Orchestra

Emilio Vargas,
Digital Music and Saxophone

Bella Ward,
String Orchestra

Staff

Becky Bell Ballard,
Chief Executive Officer

Joanna Burrell M.Mus.,
Development Manager

Clarissa Flores M.Ed.,
Operations Manager

Angela Garcia,
Program Associate

Lilly Gonzalez,
*Communication & Marketing
Manager*

Kevin Gorman D.M.A.,
Operations Director

Israel Reyes,
Program Manager

Melissa Sainz,
Program Manager

Jack Schwimmer M.B.A.,
Development Director

Marvin Scott,
*Program and Community
Engagement Director*

Dan Stoddard,
Program Manager

Board of Directors

Natalie Jones,
President

Ivan Martinez Morales,
Vice President

Emily Soccorsey-Heetland,
Secretary

Heather Zorge,
Treasurer

Adriana Garcia,
Member

Thomas Gilson,
Member

Kelly Hughes-Halpin,
Member

Christina Howard,
Member

Elsa Landeros,
Member

Benjamin Park,
Member

Michael Rolland,
Member

Christina Spetzler,
Member



CREATING A LASTING LEGACY THROUGH MUSIC

Inspired by the fermata—a note held indefinitely—the Fermata Circle was established this year to honor supporters who create a lasting legacy through a planned gift.

Members share a deep belief in the transformative power of music and a passionate commitment to sustaining opportunity for youth across Arizona. Join this community of supporters and ensure that free music education endures for generations.

A Thoughtful Way to Give

Benefits can include:

- Preserving your assets during your lifetime.
- Receiving potential income, capital gains, or estate tax advantages.
- Enjoying the peace of mind that your legacy will support free music education for generations to come.

To learn more about creating your own legacy in music, please visit:
rosieshouse.org/fermatacircle

For a confidential conversation about planned giving, please contact:
Jack Schwimmer, Development Director,
jack@rosieshouse.org, 602.252.8475, ext. 107

“We fully embrace the mission of Rosie’s House and are proud of its many accomplishments and contributions to the greater community. Our planned gift allows us to create a lasting legacy supporting a cause about which we care deeply.”

— Robin and Steve Woodworth,
Fermata Circle Members



THANK YOU & DONOR RECOGNITION

Rosie's House is honored to recognize every supporter who contributed \$1,000 and above to Rosie's House during the 2024-2025 fiscal year (July 1, 2024 to June 30, 2025). It is only through the generosity of the following individuals and organizations that we can provide free, professional music education to Arizona youth. Thank you so much!

\$250,000+

The Burton Family Foundation

\$100,000 - \$249,999

Karen and David Divine
S.L. Gimbel Foundation Fund, a component fund at The Inland Empire Community Foundation
Diane and Bruce Halle Foundation
Christine Lindley
The Bob & Renee Parsons Foundation
Virginia G. Piper Charitable Trust

\$50,000 - \$99,999

Anonymous
Arizona Community Foundation
Blue Cross Blue Shield of Arizona Foundation
Krystal and Everett Burge
CASA Unlimited Enterprises
John and Joan D'Addario
Mary and Jeffrey Ehret
Jerry Gilson
Sara Sherman Glaser
Kara and Mark Peterson
Taco Bell Foundation

\$25,000 - \$49,999

Anonymous
BHHS Legacy Foundation
Molly Blank Fund of the Arthur M. Blank Family Foundation
CAPTRUST Community Foundation
City of Phoenix Arts and Culture Department
Gila River Indian Community
Noonan Family Foundation—in Honor of Pat and Nancy Noonan
Barbara and Donald Ottosen
Nancy and Robert Spetzler
The Steele Foundation
Twiford Foundation

\$10,000 - \$24,999

Anonymous
Arizona Commission on the Arts

Arizona Together for Impact
Jessie Joann Bell—in Memory of Dr. Randy Lane Bell
Charles W. & Patricia S. Bidwill Foundation
Joanne Caudill Memorial Fund
Challenge for Charity
Robert Cialdini and Bobette Gorden Family Foundation
Lee and Mike Cohn
D'Addario Foundation
Cathy and Webb Edwards
Find Your Light Foundation
Flagstar Foundation
Flinn Foundation
Billie Jo Herberger
Christina Howard
Harriet Ivey and Dick Brashear
Jane A. Lehman and Alan G. Lehman Foundation
Margaret T. Morris Foundation
Christina Nordvall and Brent Frazier
Pivotal Foundation
William and Candace Ruland
The Seabury Foundation
Christina Spetzler
Anonymous SRP Employees
Susan Kenny Stevens and Patrick Stevens
Thunderbirds Charities
Sarah and Jason Weiss—in Memory of Taigo Sabet
Bernard Wolfe

\$5,000 - \$9,999

Anonymous (2)
Denise Andriello-Higgins and David Higgins
APS
Arizona Diamondbacks Foundation
ASU Office of the Senior Vice President & Secretary of the University
Bell Bank
Charities Aid Foundation
The Charro Foundation

DeMARK Analytics
Diane and John Eckstein—in Memory of Sol Eckstein Nadel
Lauren and Keith Erickson
Barbara Franzman
Alicia and David Funkhouser
Thomas A. Gilson
Laura Grafman
Guitar Center Music Foundation
Lynn Hagman
The Ellie and Les Hayt Family Foundation
William Hosking—in Memoriam
Carol Jenkins
Gretchen Jewell
Barbara and Michael Jones
Natalie and Tami Jones
J.W. Kieckhefer Foundation
Steve and Jill Kinkel
Gerhard Kratzer
Kathy and Albert Leffler
Kimberly Marshall and Adam Zweiback
Ivan and Samaura Martinez
Penny and Steve Papadopoulos
Benjamin and Marleah Park
The Pemberton
Paula and Steven Pruett in Memory of Stefan Pruett of Peachcake and Alex Pruett
Rafi Law Group PLLC
Evan and Ashley Richards
Carol and Randy Schilling
Rosie Schurz
Lynne and Dr. Volker Sonntag
SRP
Nancy Swanson
Scott Swonger
Benjamin Walker and Lizzy Burton
Suzanne Williams-Richards
Kathleen and Frank Ybarra

\$2,500 - \$4,999

Anonymous (2)
Avery Lane Fine Consignments
Ashleigh Bechtel
Beus O'Connor McGroder
Gina Carrillo and Joseph Rudolph

Anonymous City of Phoenix Employees
Donna Corcoran
Crescent Ballroom
Tracy Denmark and Marc Schwimmer
Engelman Berger P.C.
Theresa Esparza
evolvedMD
FAT Brands Foundation
Fiesta Sports Foundation
Mary and Chris Gale
Paul Golden
Betsy and Kenneth Gometz
Michelle Grace
Kelly Hughes-Halpin and Chris Halpin
Katy and Nick Heth
Jewish Community Foundation
Ellen and Bob Kirschenbaum
Sarah and Michael Lang
Sally and Richard Lehmann
John F. Long Foundation
Allison Loy
Mary Ellen McKee
Anne and Damien Meyer
Pendleton Memorial Fund
Polsinelli
John and Eleanor Powers
Colleen Ragland
Victoria and Terry Randall
Laura and Paul Schairer
Holly and George Sheppard
Margaret and Robert Simmons
Snell & Wilmer
Emily Soccorso-Heetland and Jason Heetland
Melissa Soliz
Zohreh Sotoodeh and H. Rafi-Zadeh
Sujoy Spencer and Richard Thorlakson
David Spetzler
Gail and Daniel Tenn
Valley of the Sun United Way
Nicky and Jonathan Wayne
Robin and Steve Woodworth

\$1,000 - \$2,499

Anonymous (4)
Michelle and Timothy Abraham

THANK YOU & DONOR RECOGNITION

\$1,000 - \$2,499

Heather Aeschleman
Susan Alexander
Michelle Amarantos and
Michael Rabara
Aniles & Co., CPA Firm
Pascha and Abbot Apter
Milena and Tony Astorga
Patti and Clif Backes
Becky Bell Ballard and
Brian Ballard
Jessica and David Barranco
Yesenia Barraza Simmons
and Harold Simmons
Marcia and Kevin Blazer
Staci Beamer
Uta von Behrens
James Birk and Kay Gunter
Dusty Blake
Christi Bonner-Manuelito
Echo Breen
The Caniglia Group at
Compass
John Carlson and Steffani
Jordan
Nancy and Michael Casey
Jack Chiurazzi - in Memory
of Donna Chiurazzi
Catherine Clark and James
Arnold
Eugenia Clark
Marco and Giselle Corella
Barry and Kay Crawford
John Demenkoff and Diane
Bradshaw
Robert Dixon
Alfredo Dreyfus
Carla Ecker and Alan Behr
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John Eversman
Family Arts Needlework
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Sharron and Jim Farrington
Donald Fassinger and Deb
Henderson
Marcia Fine
Flournoy Davis Manzo Child
Development Foundation
Laura Foley and Andrew
Hitchcock

Timothy Fontes and Claudia
Casal Fontes
Meredith and Robert Fowler
Jeanie and Lee Fraley
Charley and Cathy Freericks
Sandy Gaare
The Gallagher Family—in
Memory of Liam Patrick
Gallagher
Globe Foundation
Kimberly Glynn
Mike and Ruby Gore
Charitable Fund
Haddock Stanton
Foundation
Stephen Harnden
Homyra, Hugh, and Neda
Hassanzadeh
Gina and Chuck Hauff
Ellen Hirsch
Phillip Howard
Karen Hsu
Jason Hudspeth and Daniel
Derendal
Howard Hughes
Intel Corporation
J&J Family Charitable Fund
Rick and Kathy Jaspersen
Brett and Heather Johnson
Jessica Justice and Paul
Holzman
Deborah and Michael Kade
Sandra and Brian Kamin
Retta Kekic
Kennedy Voice Studio
Stevie and Nick Kirby
Katherine and Randy Kirsch
Christina Koehn
Marilyn and Don Kredel
Liz and Evan Lambert
Alexis and Matt Lane
Shannon LeDay and Destiny
Webb
Juliet Lim
Ann and K. David Lindner
Trevor Roland Loucks Fund
Nancy Lucas
Derrick Mains
Jamie Maite

Mark-Taylor Residential
Kellie Martin
Sydney Mayahi
Diana and Don McPheeters
Linda Meece
Katharine Messenger
Sentari Minor and Matthew
Clyde
Ali Molina
Judee Morrison
Diana and Timothy Munger
Michelle Nardi
Radha Nieburgs and John
Pappas
Gary Nolan and James
Burns
Robin and Mark O'Connor
Karen and Timothy
O'Donovan
Daradee Olson
Judith Ruhl O'Neill and
Thomas O'Neill
onsemi
Jesse Orlowski
Ruth Ortega
Palais Charitable
Foundation
Ellen Perkins
Greg and Nikki Price
Neil Rao
Karen Rave
The Rebel Lounge
Darlene Richert
Ryan Richert
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Tristahn Schaub
Dorcas and Art Scott
Marvin Scott and Alexis
Allen
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Lori and Rob Simonson

Janet and Arlin Snesrud
Mabel and Ronald So
Rob and Lisa Speck
Robin Spencer
Josh Steele
James Stover
Streetscape Development
Terros Health
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Larry D. Tomaw Piano
Study Memorial Fund
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Nathan Weber
Jeanine and David
Weinglass
Andy Wheatcroft
Christine and Don
Wilkinson
Dr. Ralph and Marilyn
Wilson
Kathy and Chip Wise
Barbara and Mark Wix
Fabian Zazueta
Zicarelli Foundation
Mark and Jana Zinman
Heather and Neal Zorge

*If we inadvertently omitted your name or listed you inappropriately, please accept our sincere apologies and contact
the Development Team, giving@rosieshouse.org, 602.252.8475, ext. 112*

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



Our Next Chapter Begins: The 30th Anniversary

The student in this photo represents thousands of lives changed over three decades. Each one is a story of potential you helped unlock. As we step into our 30th anniversary year in 2025-2026, we celebrate not just our history, but the community that built it. This celebration is dedicated to you. Thank you for making thirty years of music and opportunity possible.

See what you've built and celebrate with us at rosieshouse.org/events