



## **S p i r i t o f H a r m o n y F o u n d a t i o n**

### **Year-End Report 2018 501(c)3 – FEIN 46-400828**

#### **Our Vision:**

Instrument-based music education available for all children in the United States, beginning at the earliest age possible, offered in schools or as after-school programs for a significant length of time (minimum two years and four hours per week), so all children experience the measurable social, biological, economic, academic, and creative benefits of music education, the pillars of the Moral Imperative of Music Education.

#### **Accomplishments - ADMINISTRATIVE:**

##### **Board of Directors.**

- Virtual meetings/Board Ballots: January, May, and December. Frequent in-person and telephone Board interactions throughout the year for committee projects.
- Executive Committee/Nominating Committee held in-person meetings in June and September.

##### **Business Practices.**

- All reports and official forms filed on time.
- All donations accurately logged and acknowledged.
- Year-end tax letters for donors will be sent to all donors by January 31, 2019.
- Ongoing efficient responsiveness to general and specific inquiries and opportunities via email, telephone, and social media.
- Where required by law, SOHF maintains state-by-state non-profit registrations and filings.
- The Foundation has earned a GOLD Seal of Transparency from Guidestar.

##### **Fundraising:**

- A Night of Harmony II Benefit Concert at the House of Blues in Chicago, September 8, part of the “Big Weekend” three days of events.
- Individual donations: Ongoing donations, with fundraising solicitation in December. Ongoing nurturing of individual donors.
- Increase in monthly recurring donations.
- Increase in “In honor of” and “In memory of” gifts.
- Two online auctions completed with all items promptly packed and shipped.
- Corporate/Foundation grants:
  - Cultivation of major funding sources, potential and actual



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- Sought out opportunities for matching grants, challenge grants, and cause-related marketing.
- Merchandise: Hello It's Tea mugs, Big Weekend merch, The Magistrix Project, Toddstock Re-Issue, and imprinted items (Zazzle). Also introduced Foamy Commemorative Print by Ronnie Temple.

### **Accomplishments – PROGRAM:**

**Utopia Reunion Tour:** Had a volunteer-staffed information table at every show, passing out information cards and in most cities, also passing out information about local music programs to encourage grassroots advocacy. Increased the Foundation's visibility and created countless new connections locally and nationally.

### **Big Weekend:**

- Friday, September 7 - TR@ND Redux Concert at DeBartolo Performing Arts Center at the University of Notre Dame.
- Saturday, September 8 – Benefit Concert with TR and the Chicago Sinfonietta at the House of Blues (thanks to the generous support of Live Nation, Alchemedia Productions, Rich Daniels, the Chicago Federation of Musicians, and Panacea Entertainment). Thanks to the generosity of Kevin Ellman and John Siegler, we were able to invite local music students to attend the show. The three programs represented were The People's Music School, Intonation Music, and VanderCook College of Music One City Program.
- Sunday, September 9 – Michele Rundgren's Intoxicats at Martyrs' in Chicago, with instrument drive (Hungry for Music and D'Addario Foundation).
- Celebrated the Fifth Anniversary of the Spirit of Harmony.

**Partnerships.** Functioning as an advocate for music programs around the country, the Foundation worked one-on-one with programs in 18 states, helping connect the programs with the resources they need to be the best they can be. To accomplish this mission, a wide range of partnerships are established and nurtured. Current active partnerships include: music manufacturers, instrument repair, businesses and corporations, school systems, academic institutions, service clubs, a wide variety of nonprofits, community leaders, music groups and artist fan bases, etc.

**Advocacy.** Our Advocacy Toolkit is website-based and continually updated information to assist individuals and organizations for grassroots efforts to support music education. Also, the Foundation is involved with advocacy among elected officials, professional associations, and organizations, as appropriate.



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**Ongoing Musical Instrument Collections and Placements.** The primary and most universal need of music programs is musical instruments, and one of the best methods of engaging supporters is getting them involved in donating instruments, whether a one-off donation of something they own or participating in a larger-scale instrument drive. We strive to make as many matches as possible with instrument donors and instrument recipients. Since instrument drives require pick-up/drop off sites, evaluation, repair/reconditioning, and redistribution, we have developed a close partnership with Hungry For Music and Instruments In The Cloud, two nonprofits that specialize in these vital logistics, although we also handle some simple placements ourselves.

### **Public Information/Engagement:**

- Website added new Program Spotlight feature and Volunteer Profile feature. Updated and streamlined website.
- Blog and Newsletters: “Music In A Word” Blog (always seeking fresh content), and email newsletters sent out as needed.
- Inquiries from the general public, on a vast range of topics.
- Social Media: Through daily posts on Facebook and Twitter, the Foundation continually spreads awareness about the importance of Music Education in particular and music in general. The Foundation’s goal with social media is to provide high quality academic, inspirational, and fun content that will be liked and shared by our networks. The “hook” of all posts is always music education advocacy. Full social media report follows.

### **Social Media Report**

	Year End 2018	Year End 2017
Facebook Group Members	3079	2122
Facebook Page “Likes”	5903	5354
Facebook Reviews	50 – all “5 star” top rating	38 – all “5 star” top rating
Twitter followers	1051	983
YouTube Channel subscribers	454	353
Website individual users	6441	3755
Email List (Constant Contact)	10,102	8717
Instagram Followers	304	---