



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 2019 501(c)3 – FEIN 46-400828

Our Vision:

Grassroots and nation-wide support of 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, and academic benefits of music education.

Accomplishments - ADMINISTRATIVE:

Board of Directors.

- Board Meeting in January and September. Additional Board Ballots in March and May.
- Board adopted a Gift Acceptance Policy.
- Frequent in-person and telephone Board interactions throughout the year for committee projects.

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, 2020.
- 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 and a TOP NON-PROFIT designation from Great NonProfits.

Fundraising:

- Individual donations: Ongoing donations, with fundraising solicitation in November/December. Ongoing nurturing of individual donors.
- Increase in monthly recurring donations.
- Increase in “In honor of” and “In memory of” gifts.
- Established a brokerage account for the Foundation to accept gifts of stock.
- 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 Magistris Project, Toddstock Re-Issue, imprinted items (Zazzle), Foamy Commemorative Print by Ronnie Temple, introduced the Something/Anything? Studio Print by Daniel Blue.

Accomplishments – PROGRAM:

Individualist Tour: Had a volunteer-staffed information table at every show, passing out SWAG and information cards. Volunteers also managed the iPad for Todd's audience Q&A at each show, and arranged for translation services at the shows in Japan. In most cities, featuring at least one local music program per show at our table, to encourage grassroots advocacy. Increased the Foundation's visibility and created countless new connections locally and nationally.

Other Concerts: Information table at Todd's mini-residency concert at Kaufman Music School in New York. Also, SOHF had a strong presence on the Kasim Sulton's Utopia tour, particularly the Chicago and Milwaukee shows with information tables and guests from local music programs. SOHF also represented on the "On the Blue Cruise."

Partnerships. Functioning as an advocate for music programs around the country, the Foundation worked one-on-one with programs across the country, 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.

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 continually updated database of organizations in every state.



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Public Information/Engagement:

- Website added new Program Spotlight feature and Volunteer Profile feature. Updated and streamlined website.
- Newsletters: 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 2019	Year End 2018
Facebook Group Members	3922	3079
Facebook Page “Likes”	9388	5903
Twitter followers	1128	1051
YouTube Channel subscribers	538	454
Website individual users	10,030	6,441
Email List (Constant Contact)	14,574	10,102
Instagram Followers	331	304