



IMPACT REPORT



2020-2021

"The zip code of a child should not dictate their access to music education."

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the Founder
& CEO

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01

A Note from the Founder & CEO



My name is Kirk Johnson and I am the Founder and CEO of SOUNDS Academy. As a musician, performer, and educator, I believe that the zip code of a child should not dictate their access to music education. With an emphasis on character development and outreach, we are introducing children to music educational programs that have proven to help children with self-esteem, perseverance, resilience, patience, and healthy self criticism. We have had an exciting year of growth, learning, and adjusting, giving us the opportunity to put all of our character values into practice.

The 2020-2021 school year was a time of creativity for SOUNDS Academy. We had to figure out how to continue impacting children in a virtual world. In doing so, we had to keep in mind the many ways our students were being impacted by the pandemic. Virtual learning also limited our ability to have students play their instruments together at the same time. Therefore, we shifted our School Programs and The Collective to focus more on music appreciation,

music theory, and composition so that students could learn how to write their own songs. This led to students learning how to develop their leadership skills in a different way.

SOUNDS Academy is beyond grateful to our teachers, families, staff, board of directors, supporters, and community for your support. I am proud of the perseverance and resilience that have been displayed throughout the year. It took contributions from all of us to grow and develop during this challenging year. This ultimate display of teamwork helped to make all of us better at the end of the year.

This Impact Report is meant to teach you about our organization and inform you of our progress in our first 7 years. I also hope that this Impact Report helps you to see the positive effects of your support in helping to provide these experiences for children. If you are new to SOUNDS Academy, then I hope that this Report inspires you to become part of the movement to provide music education to children. Either way, I am immensely grateful for you taking the time to read about us and I hope to make you proud of this organization that started in Arizona.

Sincerely,

Johnson
Kirk Johnson



02 Our Impact & Accomplishments

Since 2014...

14,294

LESSONS HAVE BEEN
GIVEN

330,801

CLASSES HAVE BEEN GIVEN ACROSS
ALL PROGRAMS

25,299

STUDENTS IMPACTED THROUGH
OUR DURING AND AFTER
SCHOOL PROGRAMS

2,070

STUDENTS IMPACTED
THROUGH OUR
COLLECTIVE PROGRAM

\$204,493

SCHOLARSHIP DOLLARS AWARDED

100%

OF THE STUDENTS IN OUR
SOLO PROGRAM GRADUATE
AND ATTEND COLLEGE ON
SCHOLARSHIP



03

In 2020-2021...

300

STUDENTS RECEIVED AN
INSTRUMENT FOR THEIR
WEEKLY CLASSES AND
LESSONS

SOUNDS ACADEMY
SERVED STUDENTS
FROM

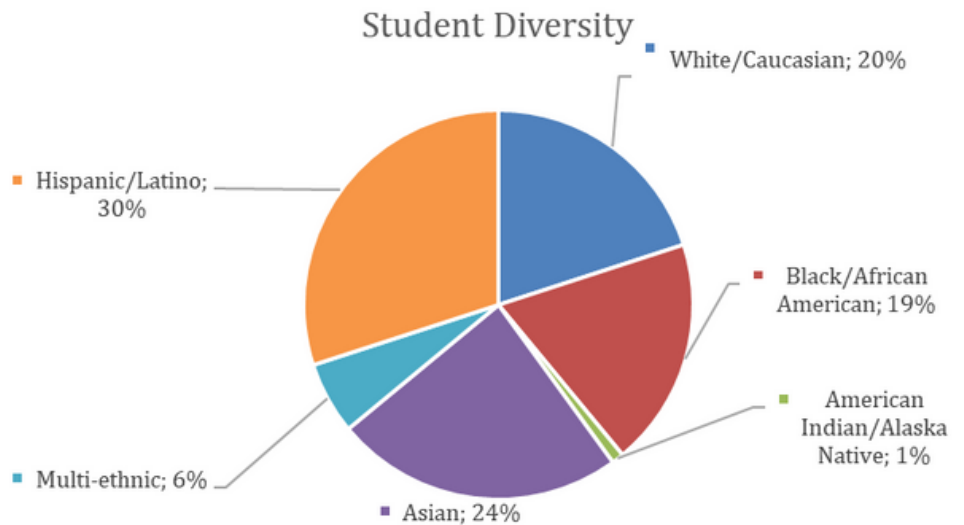
32

ZIP CODES

84%

OF OUR STUDENTS COME FROM
LOWER INCOME
NEIGHBORHOODS AND
SCHOOLS

We Are
Diverse



04 Mission & Vision



SOUNDS Academy students learn the character values of creativity, leadership, perseverance, resilience, and teamwork through music education. We teach these values in our Musical Access Program, which connects students to live music and instruments through our Instrument Petting Zoos, our School Programs which provide group instruction in lower income schools and community centers, our SOLO Program, which provides one-on-one instruction, and The Collective Ensembles that teach music theory and ensemble playing techniques.

SOUNDS Academy is a non-profit music education organization that teaches, mentors, and provides musical experiences and opportunities for underserved youth. Students receive individual lessons and group classes on all instruments and voice. Instruments are provided to those who cannot afford one.



Our Mission is to teach, mentor, and provide musical experiences and opportunities to underserved youth.

Our Vision is to provide music education opportunities to a wide variety of children while removing any barriers that children may have in receiving quality music education.

An Update from Our Alumni

Chloe Calvino graduated in 2016, and pursued a degree in Viola Performance at Arizona State University. From the moment we met her, she wanted to be one of the few female conductors of a major orchestra. We are excited to share that she is continuing to chase her dream, making the decision to continue her studies at Bowling Green University to be an Orchestra Conductor. We look forward to seeing Chloe's dreams become a reality!



Chloe Calvino
Class of 2016

A Word From One of Our Seniors

"I've been with SOUNDS Academy for eight years. SOUNDS Academy is pretty much my only fuel for music creativity, so ever since I started playing or even touched an instrument I have always been with them. Thank you to SOUNDS Academy for being a large part of my childhood and helping me to grow into the person I am today. I can't really imagine my life if I didn't meet Mr. Kirk back when I was in fifth grade. As a graduating, senior I want to say thank you to SOUNDS Academy again for always making me feel like I had a chance and to discover something that I really love. Also thank you to everyone, including my parents, who helped me get through these really difficult eight years of school, music, and sports all in the middle of a pandemic."



-Annika, Graduating
Class of 2021

The Programs

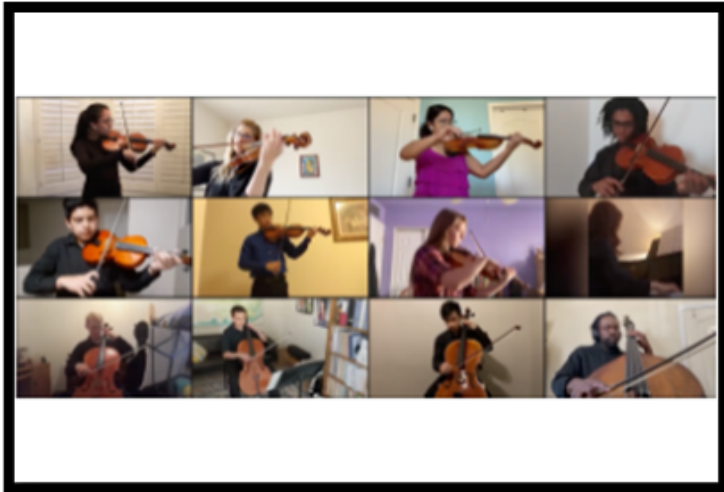
The Musical Access Program exposes children to musical experiences through **live performances and Instrument Petting Zoos**. In an Instrument Petting Zoo, SOUNDS Academy brings instruments to schools and community centers so that children can try instruments such as the violin, viola, cello, and guitar. Through this program, children are inspired to explore music and play instruments. SOUNDS Academy also brings performers and music professionals to schools.



The School Programs provide instrumental instruction in a **group setting at schools and community centers**. Students learn the character values of creativity, leadership, perseverance, resilience, and teamwork through music education. While in the School Program, students receive instruments, music books, and other supplementary materials. The classes teach note reading and the fundamentals of instrument performance in bi-weekly hour-long classes.

07 The Programs

The SOLO (Students Optimizing Leadership Opportunities) Program provides one-on-one lessons to students. Students receive mentorship to **prepare them for auditions and high-level performances**. While in the SOLO Program, students receive instruments, music books, and other supplementary materials. It is out of this program that students have received scholarships to play with orchestras and attend college. Students in this program also lead Instrument Petting Zoos throughout the valley.



The Collective consists of 30 hardworking students who exemplify the character values of creativity, leadership, perseverance, resilience, and teamwork. Students in this program attend concerts, take lessons, play in a chamber ensemble, and take theory classes for 6 hours a week. Additionally, these students perform throughout the valley, using the **community as their stage**. This program gives children the opportunity to impact the lives of others through their community outreach while gaining a deeper understanding of their instrument and themselves.

BOARD OF DIRECTORS & COMMITTEE MEMBERS

Ian Fischer, Jaburg Wilk (Chair)
 Camille Ridley, American Red Cross of Arizona
 & New Mexico (Vice- Chair)
 Illya Riske, City of Mesa, (Treasurer)
 Drew Shaw, Acumen Learning Innovations
 (Secretary)
 Tony Bell, SRP
 Kat Eglezos, WGU Academy

*Committee Member Only

Kirk Johnson, SOUNDS Academy
 Virginia Johnson, MIT
 Makoto Matsumoto, Intel (Retired)
 Forest Melton, University of Arizona
 Michael Peterson, Thrivent Financial
 *Laurie Porter, Research By Design
 Christy Strauch, Money Coach For
 Artists

*Ronald Stoffle, APS

BOARD OF ADVISORS

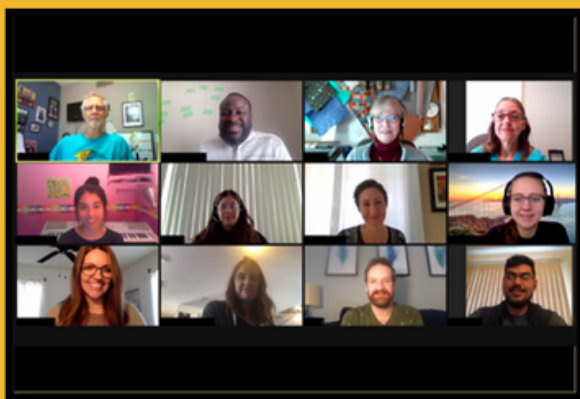
Patrick Armstrong, JDA Investments
 Reginald Bolding Jr., State Representative;
 LD 27
 Eddie Gonzales, SVN

Sentari Minor, Generation Next
 Andrea Stouder Pursley, Management
 Center
 Amish Shah, State Representative; LD 24

Staff

Kirk Johnson, CEO
 Mat Weddle, Administrative Assistant
 Dominic Braham, Development Assistant

Janie Dailey, Program Assistant
 Rishab Kohli, Intern



TEACHERS

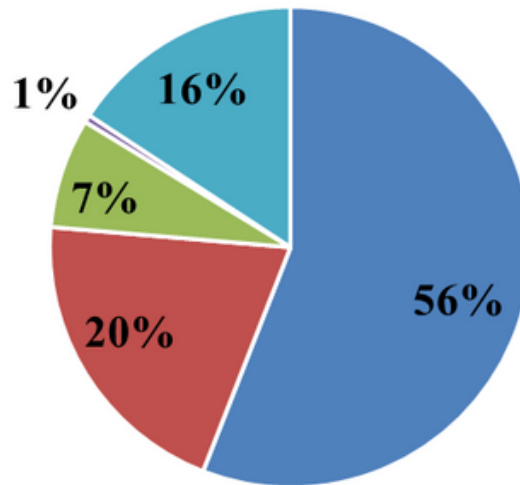
Cindy Baker
 Katie Carmer
 Janie Dailey
 Carlos Garibaldi
 Aejin Ham

Kendra Jack
 Alex Jacques
 Kirk Johnson
 Jaime Johnson
 Jamie Kellogg

Bruce Legge
 Laura Meador
 Brooke Mickelson
 Adam Peterson
 Alex Resnick

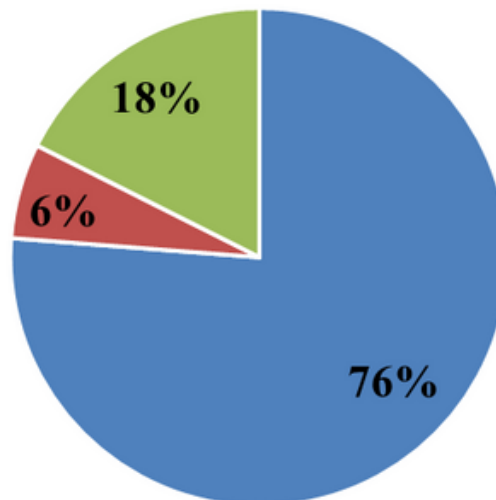
Budget and Financials

Support and Revenues: \$323,713



■ Grants	■ Donations	■ Organizational	■ Other Fundraising	■ Program
\$181,025	\$66,111	\$23,930	\$1,650	\$50,997

Expenses: \$268,020



■ Program	■ Operational	■ Fundraising
\$204,301.63	\$16,560.74	\$47,158.20

I Appreciate SOUNDS Academy...

She puts hard work into all aspects of her education with the music and her instrument. I see her being more enthusiastic, more well-mannered, and happier. She practices all the time and gets better every day.

– SOUNDS Academy Parent

I joined SOUNDS Academy because I wanted to play the cello. The character value I use most is leadership. SOUNDS Academy taught me not to be shy and be a leader.

– SOUNDS Academy Student

We were told about SOUNDS Academy from my cousin and she said, "Send her there. They'll be able to work with her and you'll see her blossom". That is exactly what has happened. With her autism her learning is different, so we wanted to pull everything we could for her to develop better. Her teacher Laura has been amazing, she's done research, and has gone far and beyond to set the bar really high. Everything has been enhanced and there has been no regression. Our girl is interested and constantly wants to play more even when there's not a lesson. We appreciate the patience from Laura and everyone and it has been a great experience!

– SOUNDS Academy Parent



LEGACY SPONSOR: \$25,000 >

Virginia G. Piper Charitable Trust
Giles W. and Elise G. Mead Family Foundation

SCHOOL SPONSOR: \$10,000 - \$24,999

Arizona Commission on the Arts
Arizona Community Foundation
City of Phoenix Office of Arts + Culture
US Small Business Administration
Valley of the Sun United Way (VSUW)

QUARTET SPONSORS: \$5,000 - \$9,999

Discover Card
Innovating Worthy Projects Foundation
Network for Good

SRP

William and Ruth T. Pendleton Memorial Fund

STUDENT SPONSOR: \$2,500 - \$4,999

Higher Education User Group (HEUG)
Husch Blackwell LLP
Virginia Johnson

Kiwanis Club of Phoenix
Penny and Steve
Papadopoulos

Real Engagement
Through Active
Philanthropy (REAP)
Thrivent Foundation
Chris & Kate Vine

FRIENDS OF SOUNDS ACADEMY: \$100 - \$2,499

AEA Foundation for Teaching and Learning
Alli, Whitney
Amazon Smiles Foundation
Anderegg, Peter
APS
APS African American Network for Diversity and Inc
Arizona Center for Afterschool Excellence
Arizona Humanities Council
Armstrong, Amy
Aroz, Esmeralda
Arrington, Jacob
Atkeson, Daphne
Baker, Jessica
Barnes, Maurice
Barrett, Matt
Barrett, Melanie
Beikman, Melanie
Bell, Marvin
Bell, Tony
Bilek, Charles and Tracy
Boatman, Elizabeth
Brown, Fitzroy

Bryant, Christine
Cannon, Carmen
Capulla, Cheza
Carter, Gabriel
Castillo, Miguelangel
Chase, Perri
Choi, Junghyun
Clorox
D'Addario Foundation
D'Aguilar, Claud
Decker, Lance and Jeanine
Dees, Glenda
Dorsey, Christopher
Dymek, Dan
Eglezos, Katherine
Eikerenkoetter, Lila
Eklund, Julie
Fathauer, Gerry
Fennessey, Jane
Fernandez, Anurvys
Fischer, Ian
Fischer, Victor & Meryl
Fitzharris, KellySue
Frontstream
Gautam, Colleen

Gilla, Sunil Kumar
Glassman, Samara
Goff Family Foundation
Goff, Chandra
Goff, Elizabeth (Libby)
Goldfine, Dan
Gonzalez, Adolph (Eddie)
Grabel, Joshua
Grinage, Stephanie
Grout, Stephen & Barbara
Halavais, Alex
Halpin, Jan
Handlong, Stefan
Harris Powers &
Cunningham, PLLC
Harris, Jeremy
Heitman, Deryl
Helms, JD
Hembd, Brian
Henschen, Sarah
Hinojosa, Marguerite
Hockemeyer, Justin
Holler, Jessica
Hughes, Tanice
Iacobelli, Julie

Jahrmarkt, Constance	Matsumoto, Makoto	Simiz, Maria
Johnson, Annette	Melton, Forest	St. Thomas, Ashley
Johnson, Kirk	Mills, Gail	Stoloff, Matt
Karwat, Darshan	Mitchell, Conrad	Story, Kirstin
Kately, Kodi	Morosan, Matthew	Strauch, Christina
Kelly, David	Mullins, Nina	Talai, Amir
Kerr, Beverley	Newcomer, Liz	Temple Emanuel of Tempe
Kim, Ahyoung	Nichols, Robert	The Joy Ride Society
Kim, Jay	Nicolini, Mark	The Orpheus Male Chorus of Phoenix
Kim, Jiyoung	O'Mard, Christopher	Thomson, Brenda
Kim, Rina	Oestreich, Kathy	Tomas, Paulo
Kingston, Clifford	Oestreich, Tim	Torosian Foundation
Kochenderfer, Kate	Oestreich, Tom & Kathy	Tucker, Angela and Bob
Kohler, Beth	Parent, Michele	Tucker, James
Koziara, Jason	Pennington, Joanne & Thomas	Tzineff, Suzette
Kroger / Fry's	Peterson, Michael	Unsworth, Brenda & James
Krumwiede, David	Porter, Laurie	Utech, Rebecca
Lara, Elizabeth	Pratt Agar, Virginia	Valora, Forrest
Larson, Mary	Pursley, Andrea	Wang, Meesun
Lee, Gue	Ridley, Camille	Wells, Song
Lee, Hye	Riske, Illya	West Valley Mavericks Foundation
Lee, Ling	Robertson, Angela	Whicker, Greg & Cindi
Lee, Young Doo	Rojas, Nancy	Wimberley, Trudi
Leon Jr, Michael	Rosales-Stoffle, Christina	Wimsatt, Theodore
Lockwood, Barbara	Rugis, Lanette	Winkworth, Ted
Lyons, Elizabeth	Schlabach, Cole	Young, Mark
Markham, Margaret	Selzer, Sarah	
Marshall, Logan	Sharma, Akanksha	
Marx, Richard	Shirk, William (Andy) and Verna	

In-Kind and Partnerships

Alfred Music	Central Music	Stateside Presents
Always Timeless Productions	Crescent Ballroom	String Quartet Camp
Arizona State University	Curry Summer Music Camp	The Music Store
Axway	Garfield Storage	The Phoenix Symphony
Bookmans Entertainment Exchange	Northern Arizona University	Trapp Haus BBQ
Carly's Bistro	Phoenix Youth Symphony	University of Arizona
Carter Law Group	Pita Jungle	Valley of the Sun Violin
	Psycho Steve	
	Seamus McCaffrey's	



With the end of the 2020-21 school year our 3 seniors graduated and proceeded to college. Hannah will be pursuing Business at Mesa Community College. Raymond will also be pursuing Business at Arizona State University. Annika will be pursuing Bio Medical Sciences at the University of Arizona. We wish each of our future leaders the best as they continue their education!

In May of 2021 we once again held our annual Benefit Concert virtually, enabling people around the globe to watch our students perform! During the concert SOUNDS Academy families shared their stories in between performances featuring our students, teachers, and ending with special guests the Orpheus Male Chorus of Phoenix who collaborated with students to perform Leonard Cohen's Hallelujah.



The SOUNDS Academy "Tiny Performances" Series features young artists performing both from their homes and on some of Arizona's historic stages. These intimate performances include popular and original compositions, are recorded live, and show the arts & culture of The Valley. See our student performances on our YouTube channel as we showcase virtual performances from our students that have shown amazing resilience during the pandemic.

SOUNDS Academy, Rosie's House, and Phoenix Conservatory of Music partnered to present a special concert during the Herberger Theater Performance Discoveries Series.

The outdoor, family-friendly concert on April 15th at The Herberger Theater's Pavilion stage featured students from each SOUNDS Academy program performing a variety of musical styles for the community.



In February & April, we helped students build on their creativity with Composition Masterclasses. This opportunity allowed our students to create their own original music and many songs would eventually be showcased in the SOUNDS Academy Tiny Performance Series. Our SOUNDS Academy students worked directly first with pianist Janie Daily and then with cellist and composer Malcolm Parson who has composed for film and Hulu series.

Ways to Support



DONATE

Donate

- As a federal 501(c)3 charitable organization, your donation can qualify for a tax deduction.
- As a Qualifying Charitable Organization, Arizona residents can claim a dollar for dollar Arizona state tax credit.
- Donate long-term appreciated investments such as stocks, bonds, and mutual funds.

Engage

- Serve on the SOUNDS Academy Board or Committee
- Teach with SOUNDS Academy
- Volunteer with SOUNDS Academy
- Learn more by meeting with our Founder & CEO

COLLAB

SHARE

Sponsor an Event

There are opportunities to sponsor

- A student in the SOLO Program
- A School Program
- A SpeakEasy
- The Benefit Concert

Contact us for specific details.



Connect on Social Media

Join our online community for daily content at:

- Facebook: [soundsacademy.org](https://www.facebook.com/soundsacademy.org)
- Instagram: [SOUNDSAcademy](https://www.instagram.com/SOUNDSAcademy)
- Twitter: [@SoundsMaestro](https://twitter.com/@SoundsMaestro)
- LinkedIn: [SOUNDSAcademy](https://www.linkedin.com/company/SOUNDSAcademy)
- YouTube: [SOUNDSAcademy](https://www.youtube.com/SOUNDSAcademy)

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