



# IMPACT REPORT



## 2021-2022

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

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## 01

## A Note from the Founder &amp; 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 our character values into practice.

The 2021-2022 school year was a time of adjustment to the "new normal" as well as many "firsts" for SOUNDS Academy. Since we were operating virtually for the previous 2 years, our families, students, and schools were excited to return to in person learning. We opened a new site in Central Phoenix that included large and small rehearsal rooms for large ensembles and private lessons. With support from The Kitta and The Steele Foundations, we built a Piano Lab at the site that enabled us to teach both individual lessons and group settings, regardless of the student's level. For the first time, we had a site large enough to host our team and teach classes. We started to tangibly see what it would look like if we had a "home site".

With the support of The Arizona Community Foundation and the Ellis Center for Educational Excellence, we hosted the first year of our Overnight Summer Music Camp. This was a tuition free summer camp that focused on music learning and character

value development. Our "Perseverance Day" had our students hiking the Grand Canyon, which was a first for many of them.

With the support of AZ Humanities, we enhanced The Collective program by adding our first "Rock Band" that focused on the music of Motown. Students were able to explore another musical genre while learning musical excellence and character development.

SOUNDS Academy is beyond grateful to our teachers, families, staff, board of directors, supporters, and community for your support. With your support, we're able to impact students every day. This organization that we have built is an example of what happens when we invest in our youth, education, and arts & culture.

This Impact Report is meant to teach you about our organization and inform you of our progress in our first 8 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 Impact Report inspires you to become part of the movement to provide music education and character development training to children. Either way, I am immensely grateful to you for taking the time to read about us and I hope to make you proud of this organization that started in Arizona.

Sincerely,

Kirk Johnson

A handwritten signature of Kirk Johnson in black ink.



# 02 Our Impact

## Since 2014...

### 18,236

LESSONS HAVE BEEN GIVEN

### 21,573

STUDENTS IMPACTED THROUGH THE  
MUSICAL ACCESS PROGRAM

### 44,388

STUDENTS IMPACTED THROUGH  
OUR DURING AND AFTER  
SCHOOL PROGRAMS

### 2,845

STUDENTS IMPACTED  
THROUGH OUR  
COLLECTIVE PROGRAM

### \$310,373

SCHOLARSHIP DOLLARS AWARDED

### 100%

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





03

# In 2021-2022...

400

STUDENTS RECEIVED AN  
INSTRUMENT FOR THEIR  
WEEKLY CLASSES AND  
LESSONS

48

ZIP CODES

83%

OF OUR STUDENTS COME FROM  
LOWER INCOME  
NEIGHBORHOODS AND

Student Diversity

Multi-Ethnic

4.9%

White or Caucasian

12.3%

Native American

2.9%

Asian

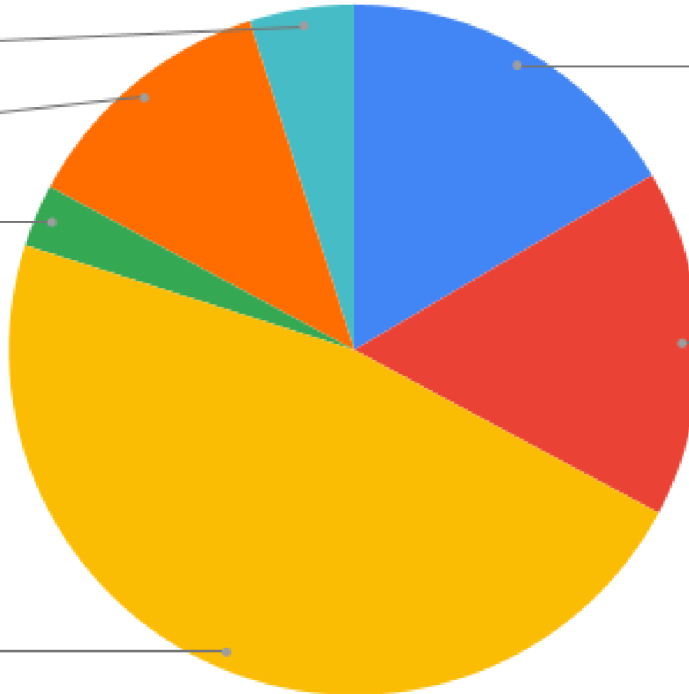
16.5%

Black or African

16.3%

Hispanic or Latino

47.1%



## We Are Diverse



# 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

When I think about how SOUNDS Academy has helped and impacted my life the only word I can think of is preparation. I feel it is very easy to become complacent and comfortable with the activities in life. Though this sounds peaceful and easy, SOUNDS Academy taught me that getting out of your comfort zone is something we should all strive for day in and day out. By learning pieces of music that are above my grade level and pushing myself to memorize them while maintaining grades in school and other extracurriculars, SOUNDS Academy taught me how to balance my time and challenge myself to strive for greatness. I thank SOUNDS Academy for helping me with this, especially now that I am in my junior year of college, and time commitments are only going to increase. From balancing 18 credit hours, being active in a Business Fraternity, working 30 hours a week and still making time for friends and family, I feel SOUNDS Academy taught me to bite off more than it seems like I can, but still being able to roll with it.

- Cameron Henderson-Cole,  
Class of 2020



To provide a place that nourishes community, opportunity, and creativity for all children and families to engage in the beauty of excellent and equitable music education is the heart work that SOUNDS Academy continues to accomplish. Mr. Kirk Johnson and his immaculate team are doing justice based work that is providing countless musical engagements in all spaces to all people regardless of their zip code. My time in SOUNDS Academy as the first high school graduate, proud alumni, and former teaching artist continues to lead my personal creativity and strengthened resiliency. SOUNDS Academy's work of excellent and equitable music education places intention on the individual and collective students' character development, leadership, and innovative capabilities. As a SOUNDS Academy student, you are reminded of how truly capable you are.

- Reina Montalbo,  
Class of 2014

# 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.

# 08 The People

## BOARD OF DIRECTORS & COMMITTEE MEMBERS

Tony Bell  
Ian Fischer  
Virgina Johnson  
Jenavi Kasper  
Logan Marshall  
Makoto Matsumoto  
Forest Melton

Michael Peterson  
Camille Ridley  
Illya Riske  
Drew Shaw  
Ronald Stoffle  
Christy Strauch

## 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  
Amanda Gonzalez, Program Manager  
Mark Svetik, Development Manager

Mat Weddle, Program Assistant  
Callie Worthen, Intern  
Selma Balbic, Intern



## TEACHERS

Cindy Baker  
Janie Dailey  
David Espinoza  
Leslie Frey Anderegg

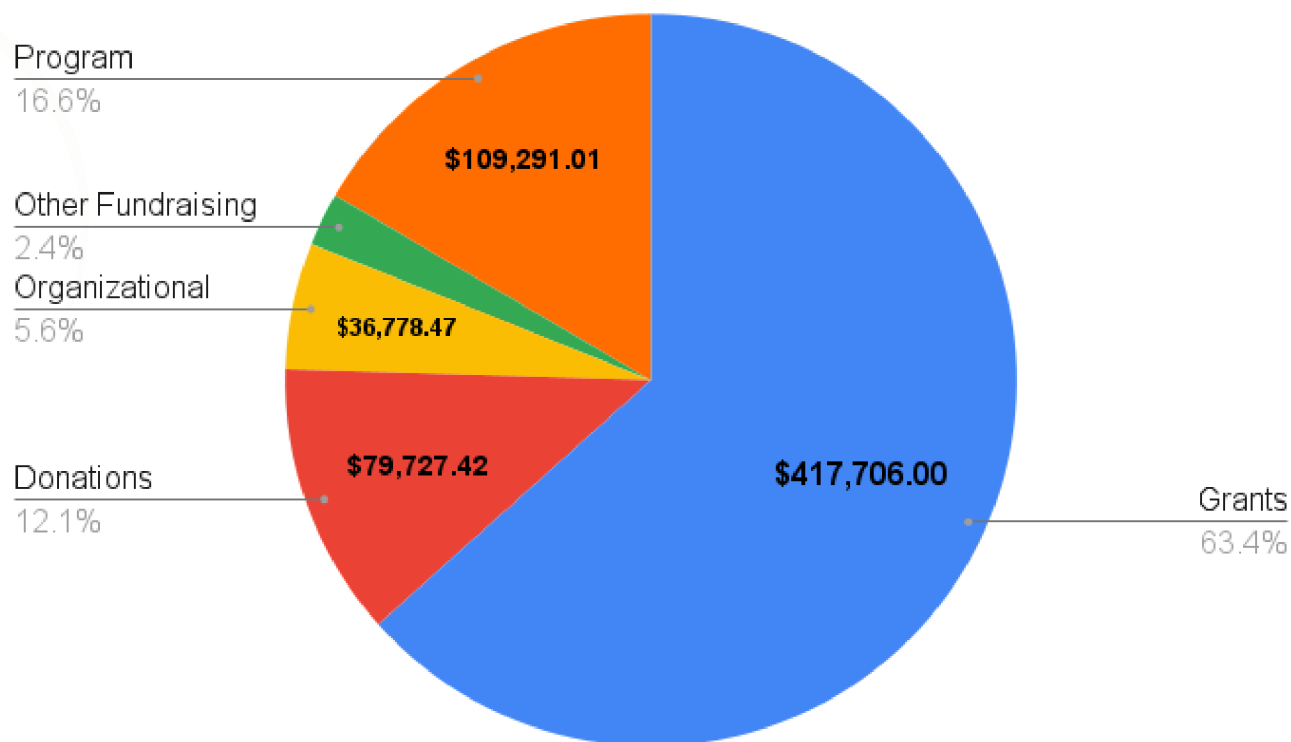
Aejin Ham  
Sabrina Hu  
Kendra Jack  
Jamie Johnson

Jamie Kellogg  
Bruce Legge  
Thomas Lynch  
Sherri Maxson  
Christopher McKay

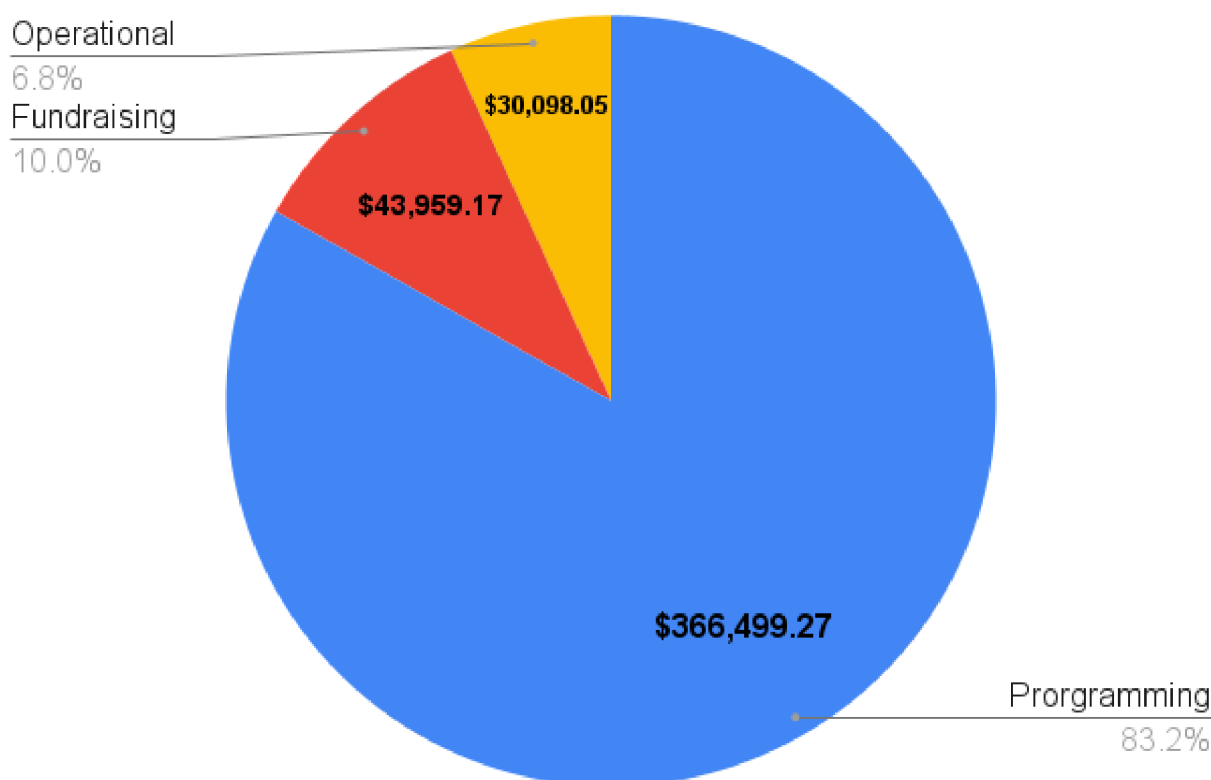
Laura Meader  
Reina Montalbo  
Julian Nguyen  
Andrew Williams

# Budget and Financials

Support & Revenues: \$659,001.28



Expenses: \$440,556.49



## I Appreciate SOUNDS Academy...

SOUNDS Academy isn't just a place for music lessons, it's building confidence and character of our kids to help them grow into strong adults

– 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

SOUNDS Academy has provided us with access to music lessons, violin instruction, an instrument we never thought we'd be able to afford for our daughter to learn. SOUNDS Academy made that possible for us. She just finished her 5th year in the program!

– SOUNDS Academy Parent

SOUNDS Academy has taught me not just to play an instrument, but to fall in love with music.

– SOUNDS Academy Student





**LEGACY SPONSOR: \$25,000 >**

City of Phoenix Office of Arts and Culture  
 Ellis Center for Educational Excellence  
 Kiita Foundation  
 Los Angeles Philharmonic (YOLA)  
 Virginia G. Piper Charitable Trust

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

Discover Card  
 Michael Peterson  
 SRP

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

APS  
 Ardell Clay-Daniels  
 Ian Fischer

**FRIENDS OF SOUNDS ACADEMY: \$250 - \$2,499**

ALayla Alalawi  
 Whitney Alli  
 Amazon Smiles Foundation  
 Daphne Atkeson  
 Kelly Barr  
 Melanie Barrett  
 Bell Bank  
 Tony Bell  
 Raedell Boateng  
 Claire Boatman  
 Boeing  
 Stefanie Brichta  
 Brophy College Preparatory  
 Perri Chase  
 Miguelangel Clark  
 CamiStar Consulting  
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 Carlian Dawson  
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 Jerry Dilk  
 Carley Dillon  
 Raquel Ellis

Heather Eyerman  
 Goff Family Foundation  
 Gerry Fathauer  
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 Mike Garland  
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 Chandra Goff  
 Dan Goldfine  
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 Jamie Halavais  
 Jan Halpin  
 Gary & Kathy Hapip  
 JD Helms  
 Brian Hembd  
 Trevor & Jennifer Houser  
 Tanice Hughes  
 Julie Iacobelli  
 Constance Jahrmarkt  
 Annette Johnson

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

Arizona Humanities Council  
 Rob Donat  
 Diane and Bruce Halle Foundation  
 State of Arizona Department of Administration  
 Thunderbird Charities)

Thrivent Foundation  
 Valley of the Sun United Way  
 Chris Vine

Eugene Wade  
 Wells Fargo Foundation  
 William and Ruth T.  
 Pendleton Memorial Fund

Tyler Johnson  
 Virginia Johnson  
 Bridget Jones  
 Kodi Kately  
 Blake Keathley  
 David Kelly  
 Jiyoung Kim  
 Kutak Rock LLP  
 Mary Larson  
 Marji Lent  
 Michael Leon Jr.  
 Charles Levy  
 Elizabeth Lyons  
 Matthew Mankameyer  
 Wendy Manley  
 Logan Marshall  
 Richard Marx  
 Makoto Matsumoto  
 Sandra McGough  
 Carol McKenzie  
 Mckenzie's Midtown Tavern  
 Forest Melton  
 Anna Montalbo  
 Brian Moore  
 Azalea & Gabriel Moreno  
 Susan Newcomb

Bradley Newman  
Kathy Oestreich  
Tim Oestreich  
Phil Ortega  
Joanne & Thomas Pennington  
Laurie Porter  
Andrea Pursley  
Karen Rasmussen  
Benjamin Reder  
Camille Ridley  
Illya Riske  
Marc and Vicki Riske  
Julio Rodriguez  
Bonnie Roesch  
Christina Rosales-Stoffle  
Ralph Sandoval  
Savanna Sandoval  
Amish Shah  
William (Andy) and Verna Shirk  
Carol Shuler  
Maria Simiz  
Rebecca Simpson  
Karin Spinozzi

Ronald Stoffle  
Kirstin Story  
Christina Strauch  
James Suelflow  
The Orpheus Male Chorus of  
Phoenix  
Torosiasn Foundation  
Charles Truhlar  
James Tucker  
Suzette Tzineff  
United Way of Salt Lake  
Rebecca Utech  
Forrest Valora  
Yerandi Vasconcelo Sanchez

Rebecca Utech  
Forrest Valora  
Yerandi Vasconcelo Sanchez  
Eugene Wade  
Chris Waychoff  
Paula Wegner  
Wells Fargo Foundation  
West Valley Mavericks Foundation  
Theodore Wimsatt



## In-Kind and Partnerships

Alfred Music  
Always Timeless Productions  
Arizona Opera  
Arizona School for the Arts  
Arizona State University  
Axway  
Bookmans Entertainment Exchange  
Campbell Community Church  
Carly's Bistro  
Carter Law Group  
Central Music  
Crescent Ballroom  
Curry Summer Music Camp  
Estrella Mountain Community College

Central Music  
Crescent Ballroom  
Curry Summer Music Camp  
Estrella Mountain Community  
College  
Garfield Storage  
Grand Canyon University  
Northern Arizona University  
Orpheus Male Chorus  
Phoenix Youth Symphony  
Pita Jungle

Psycho Steve  
Seamus McCaffrey's  
Stateside Presents  
String Quartet Camp  
The Music Store  
The Phoenix Symphony  
Tetra String Quartet  
Trapp Haus BBQ  
University of Arizona  
Valley of the Sun Violin  
Yavapai Community College



With the end of the 2021-22 school year our 3 seniors graduated and proceeded to college. Caleb Simpson will be going to Northern Arizona University, Lily Moreno will be going to University of Arizona, and Angie Pineda will be going to Arizona State University. We wish each of our future leaders the best as they continue their education!

This year's Benefit Concert held on Saturday May 21, 2022, was a blast! The Collective Motown Band gave a fantastic performance. During the 2021-22 School Year, they learned how to read and develop song charts, play and develop music in the genre and style, and experienced what it is like to be in a modern band.



All of our students did an amazing job during the 2021 Winter Recitals. Our students performed all over the valley at venues such as the Phoenix Zoo and Estrella Mountain Community College! #ClapClap to all of our students for their wonderful performances!



As the new school year kicked off in August 2022, we celebrated seven SOUNDS Academy students who auditioned for, and were accepted into the distinguished YOLA National Festival held over the summer in Los Angeles. YOLA (Youth Orchestra Los Angeles) summer program currently serves more than 1,500 young musicians across five sites, providing them with free instruments, intensive music instruction, academic support, and leadership training.



SOUNDS Academy's inaugural overnight music Summer Camp was a success! Hosted at Yavapai College in beautiful Prescott, Arizona, it was made possible by a \$60,000 grant from the Ellis Center for Educational Excellence, an Arizona Community Foundation supporting organization.



# Ways to Support



## DONATE

### Donate

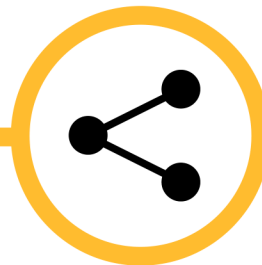
- As a federal 501(c)3 charitable organization, your donation can qualify for a tax deduction.
- As a Qualifying Charitable Organization, Arizona residents can claim a dollar for dollar Arizona state tax credit.
- Donate long-term appreciated investments such as stocks, bonds, and mutual funds.

### 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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