



IMPACT REPORT



2021-2022

"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 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,
Johnson



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
SCHOOLS

Student Diversity

Multi-Ethnic

4.9%

White or Caucasian

12.3%

Native American

2.9%

Hispanic or Latino

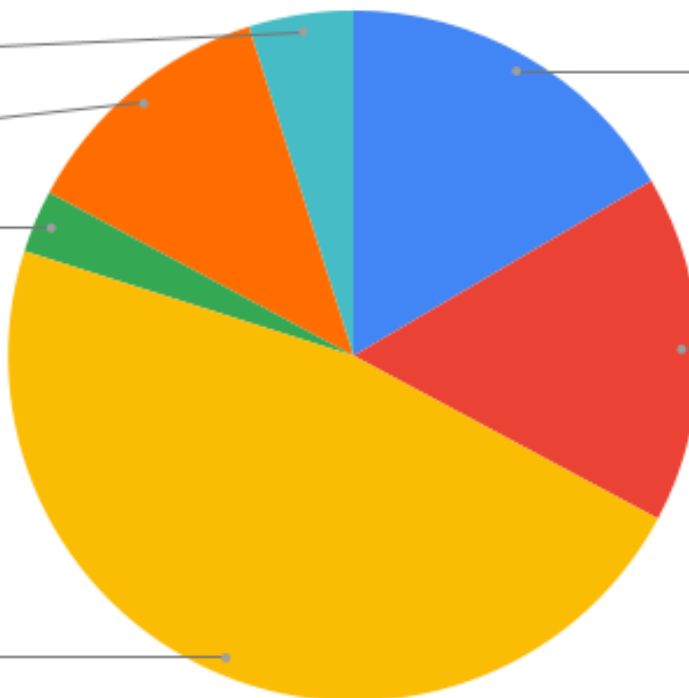
47.1%

Asian

16.5%

Black or African

16.3%



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.

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 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 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.



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.



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Staff

Kirk Johnson, CEO
 Amanda Gonzalez, Program Manager
 Mark Svetik, Development Manager

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



TEACHERS

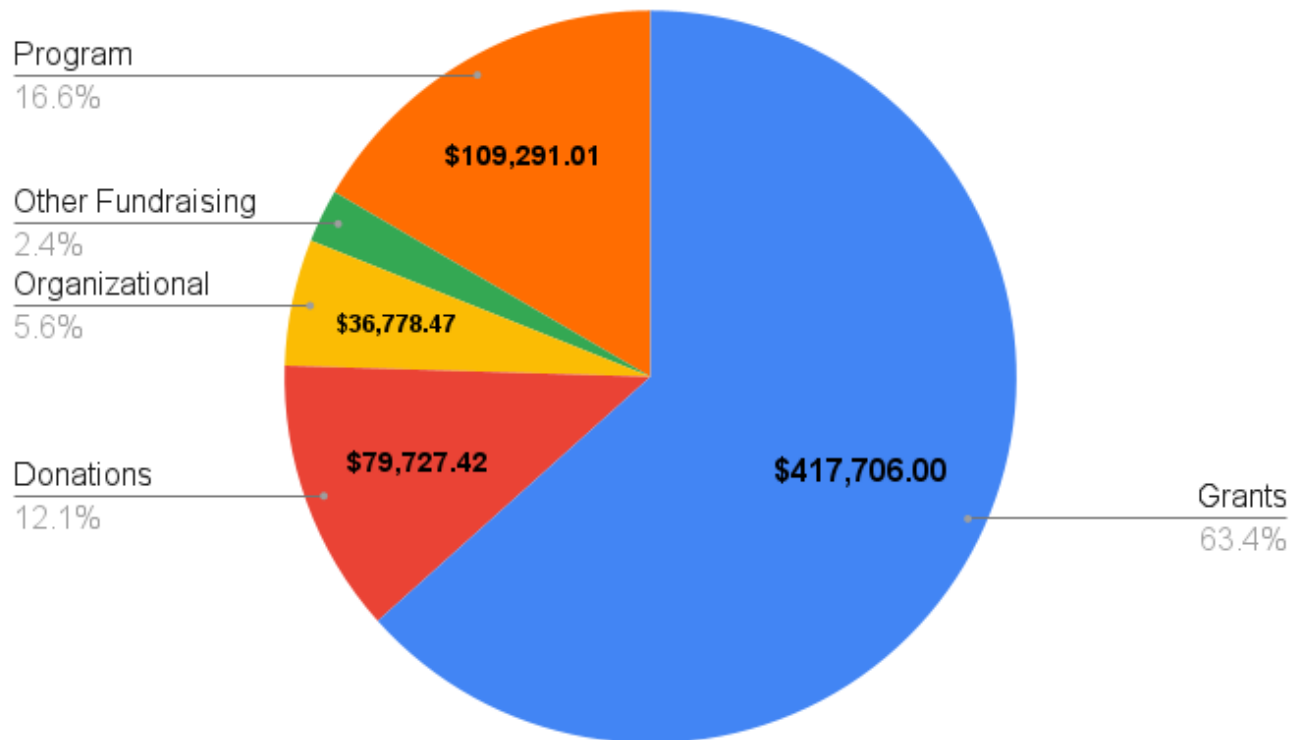
Cindy Baker
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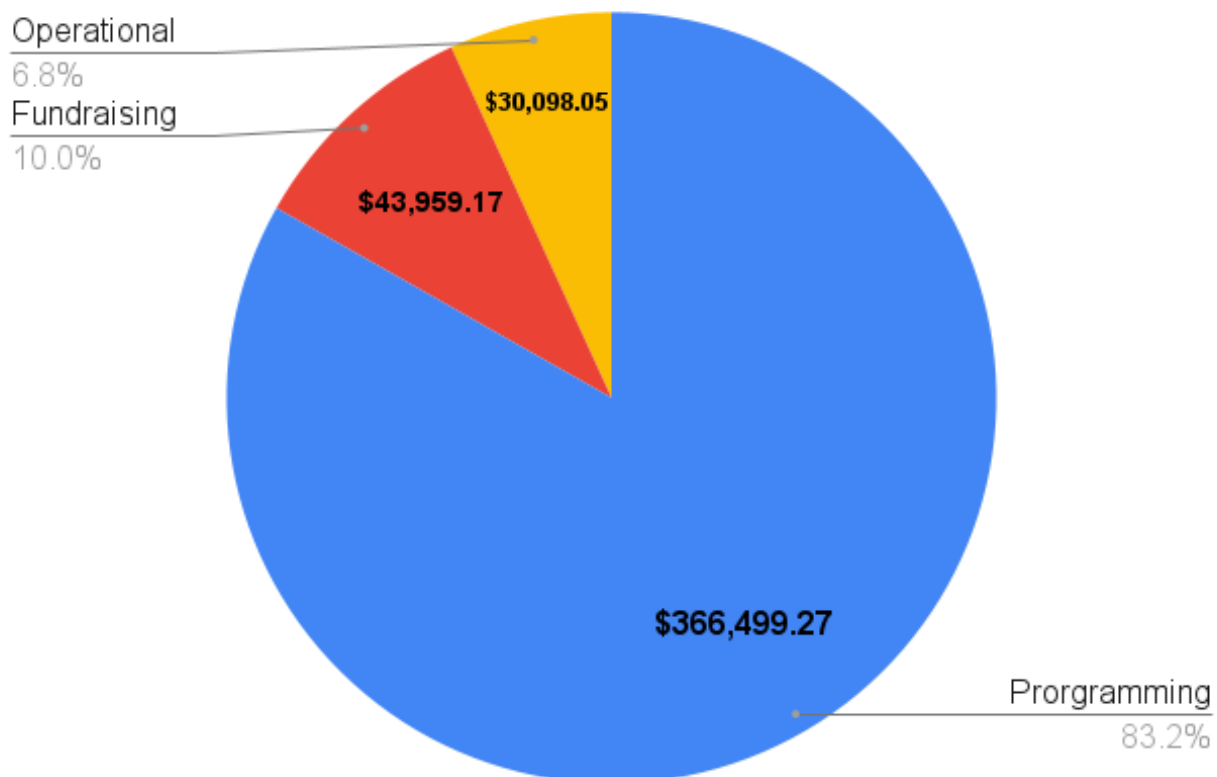
Jamie Kellogg
 Bruce Legge
 Thomas Lynch
 Sherri Maxson
 Christopher McKay

Laura Meader
 Reina Montalbo
 Julian Nguyen
 Andrew Williams

Support & Revenues: \$659,001.28



Expenses: \$440,556.49





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!

Seven SOUNDS Academy students auditioned and were accepted into the distinguished YOLA National Festival held over the summer in Los Angeles. Our students got to work and speak with musicians such as Esperanza Spalding and Gustavo Dudamel. They concluded the experience with a performance at the Disney Concert Hall. The YOLA (Youth Orchestra Los Angeles) National Festival is an intensive summer orchestra program with a focus on rigorous artistic development.



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.

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

APS
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 Ian Fischer

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

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

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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
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Forrest Valora
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Rebecca Utech
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Central Music
Crescent Ballroom
Curry Summer Music Camp
Estrella Mountain Community
College
Garfield Storage
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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

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

I Appreciate SOUNDS Academy because...

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



Ways to Support



DONATE

Donate

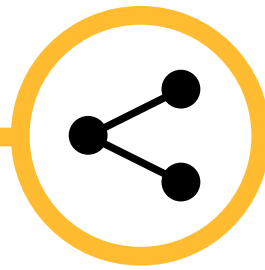
- As a federal 501(c)3 charitable organization, your donation can qualify for a tax deduction.
- As a Qualifying Charitable Organization, Arizona residents can claim a dollar for dollar Arizona state tax credit.
- Donate long-term appreciated investments such as stocks, bonds, and mutual funds.

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.



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