



Music for All

IMPACT

Education | Performance | Advocacy



2010-2011 Year in Review



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Positively

Life-

Changing





From the Chairman of the Board

Greetings!



Dear Music and Arts Education Supporter,

Thank you for your interest in Music for All. Our mission to create, provide and expand positively life-changing experiences through music for all. Your support and interest in music and arts education is unprecedented. On behalf of the Board of Directors, it is my pleasure to welcome you to the fourth edition of *Impact*, our Annual Report, for fiscal year 2011 (March 1, 2010 through February 28, 2011).

Impact is your resource to learn about Music for All's educational programming, student performances, and advocacy tools and resources. I hope you take time to explore the many ways Music for All continues to advance its mission.

If you haven't had an opportunity to connect with the organization in a while, I invite you to join us at any of the upcoming events listed on page 9, join us on our social media outlets and visit our website, musicforall.org, often. I am confident that you, too, will have a positively life-changing experience!

As you review the annual report, you will see that fiscal year 2011 was not only a year of transition but also a year which we had some shortfalls in our revenue. I can say with certainty, due to strategic planning, careful budgeting and excellent programming, that although the economic climate is difficult for non-profits, Music for All is positioned to accomplish great things in the future.

The Board and staff of Music for All are deeply committed to delivering our mission because we are all passionate about the cause. We thank you for your unwavering commitment to music education, performance excellence and advocacy.

Your support in any form, whether it be attending Music for All events, making a contribution to the organization or your advocacy efforts in your community, is critical to the success of Music for All and our mission. Thank you for making a positively life-changing difference!

Sincerely,

Gayl W. Doster
Chairman, Music for All Board of Directors

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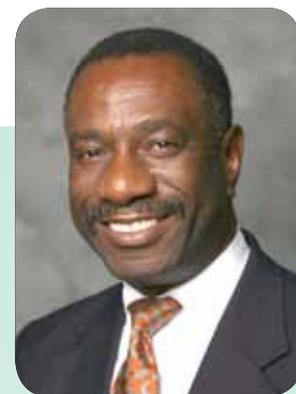
Development Intern

Marianne Roszyk

Participant Relations Intern

From the CEO

Greetings!



Music for All has a proud tradition of excellence that began more than 35 years ago when Marching Bands of America (MBA) was created by Larry and Joy McCormick. Through the years, under the leadership of L. Scott McCormick, MBA became Bands of America (BOA). In 2006, BOA merged with the Music for All Foundation, founded by Bob Morrison, to become Music for All. This merger infused music education and performance with advocacy and programming. Music for All's mission is to create, provide and expand positively life-changing experiences through music for all. Our annual report, *Impact*, summarizes our operational results in support of music education, performance and advocacy.

Music for All's future is bright and driven by the passion, perseverance and pride of participants and supporters of this positively life-changing organization. There are over 1.3 million alumni of BOA and MFA programs. Many have gone on to become conductors, composers, music educators and professional musicians, while others have become leaders in law, medicine, science, the humanities and more. All of these alumni have been given the tools necessary to empower them to be productive, engaged citizens and contributors to their communities.

I am proud of Music for All's commitment to excellence. Music for All's educational programming provides the platform for our participants to become the next generation of leaders. At Music for All, we follow the servant leadership model for our participants so they, in turn, can learn to lead by serving others, are alert to the needs in their schools and communities, and strive to achieve excellence in all they do. It's a work ethic that each of us at Music for All embraces in our efforts to live out our mission each day.

Music for All is YOUR organization. We support excellence in music performance and present opportunities in support of scholastic music education. Regardless of your age or stage in life, we encourage you to be active and engaged participants in our efforts to provide pinnacle performance opportunities and increase access to music and arts education across the nation. Your involvement undoubtedly makes a positive impact on those who participate in the arts.

On behalf of the entire staff at Music for All, **thank you** for your continued support of the organization and the opportunities you help us provide to thousands of participants across the country. We invite you to embrace Music for All's mission and help us ensure that we create a world where there is music for all.

Sincerely,

A handwritten signature in black ink that reads "Eric L. Martin". The signature is written in a cursive, flowing style.

Eric L. Martin
President & CEO

Music for All

who we are and what we do

For more than 35 years, Music for All (MFA), through its Bands of America and Orchestra America programs, has been a destination and set the standard for scholastic music ensemble performance and music education advocacy. A 501 (c) (3) non-profit educational organization, MFA uses its national profile programming to recognize, model, showcase and provide individual, teacher and organizational examples of music performance excellence and achievement.

MFA's programs include 20 annual events, such as the Bands of America Grand National Championships and Regional Championships for marching band; the Music for All Summer Symposium camp for students and teachers; and the Music for All National Festival for concert bands, orchestras, and percussion ensembles. Music for All's programmatic model is designed to mirror and supplement the classroom and performance model adopted in most American scholastic settings. Each year, MFA's world-class performance opportunities reach more than 300,000 individuals across the United States and around the globe.

Mission: Music for All's mission is to create, provide and expand positively life-changing experiences through music for all.

Vision: Music for All will be a catalyst to ensure that every child across America has access and opportunity to participate in active music making in his or her scholastic environment. We will use our resources to provide national programs that recognize and support music students' performance and success, offer music educator training and professional development, and deliver tools and resources to participants and their communities that will assist them in supporting music education by promoting awareness of music's impact on student growth and achievement.

Core Values: Music for All is committed to creating positively life-changing experiences for everyone within and connected to the organization. Our Strategic Plan honors those core values as expressed below:

People - We are only as good as our people. We embrace loyalty and will recruit, recognize and reward talented, performing and committed people. We are committed to the growth of the team that serves Music for All as well as those we serve.

Passion - People want to be inspired by something they can believe in, something that confers meaning in their lives and in their work. Fueled by our passion, we are committed to achieve excellence.

Innovation - Music for All operates with an entrepreneurial spirit, values creativity and celebrates courageous innovation.

Integrity - We are committed to a high standard of integrity, a strong ethical framework, and a deep and abiding sense of respect for employees and others with whom we interact. We keep our promises, and we deliver on what is promised. We are fair in all our actions and are committed to open and honest communication.

Diversity - At Music for All, equality is afforded everyone regardless of his or her unique place in the diversity spectrum. Gender, national origin, race, color, creed, religion and socio-economic class diversity offer opportunities to broaden our cultural experience.

Leadership - We lead through positive action. We are committed to serving others for the greater good of society.

Financials

2011 FISCAL YEAR

As we came to the close of fiscal year 2011 (March 1, 2010 to February 28, 2011), we continued to feel the impact of the economic challenges created by the extended, nation-wide recession of 2008 and 2009. Our programs performed well despite the weak economy. Though we continued to offer a full series of programs, including the Music for All National Festival, Summer Symposium, and the Bands of America Regional and Grand National Championships, overall revenue dropped almost 4% compared to last year due to small declines in overall participation and attendance.

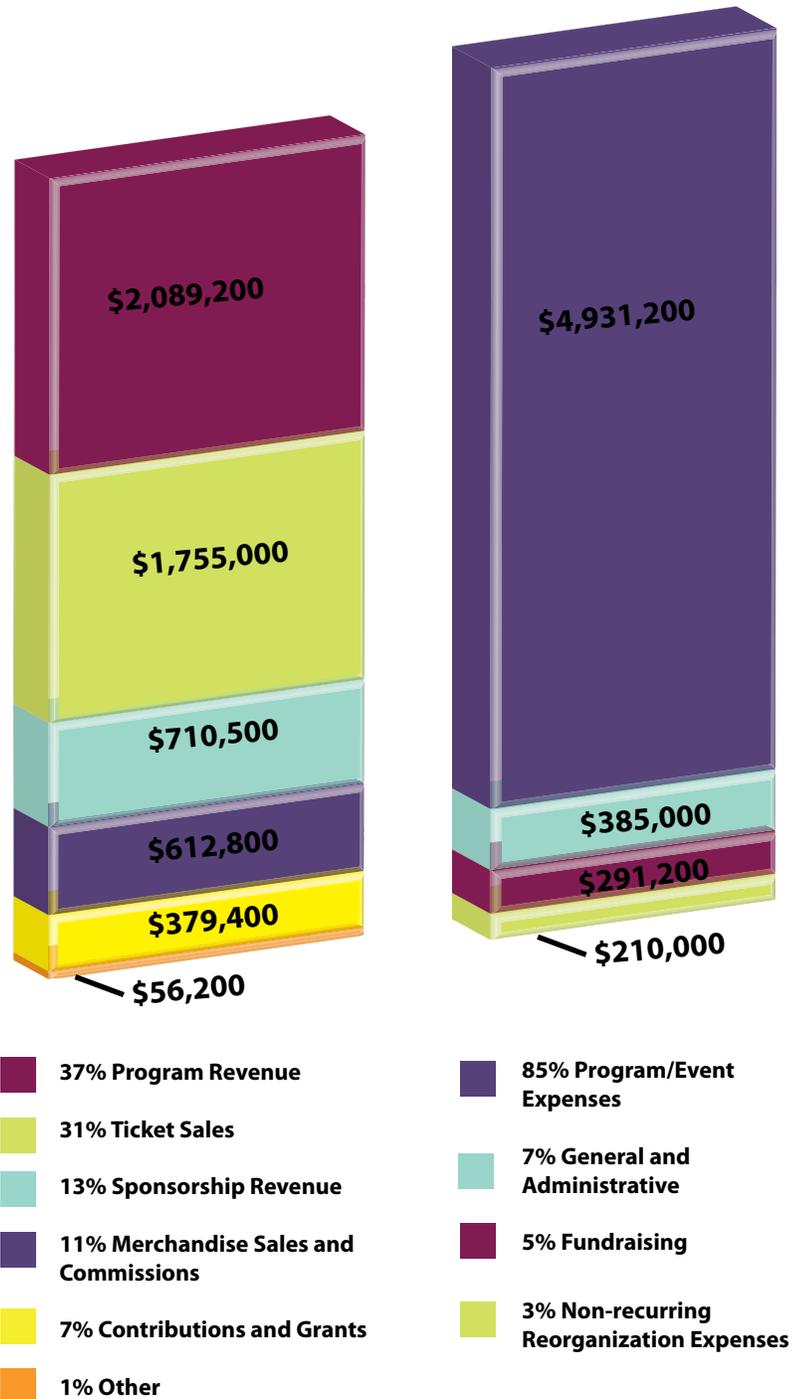
In an effort to keep our programs as affordable as possible, we minimized increases in fees and held ticket prices flat. We also continued austerity measures in an effort to keep administrative costs down, including continuation of the salary freeze implemented in fiscal year 2009. During fiscal year 2011, we continued to operate with a lean cost structure, and we made additional organizational changes to allow for reduced administrative costs in future years. These organizational changes created \$210,000 in non-recurring expenses during the fiscal year. Excluding these one-time expenses, general and administrative expenses were down almost 10% from last year and made up only 7% of total expenses.

Near the end of the fiscal year, we restructured our Development and Sponsorships department. We also updated our long-term fundraising plan to generate on-going support for our programs and help us to expand their reach with our growing number of participants.

Music for All, Inc. and Music for All Foundation

FY11 Revenue: \$5,603,100
March 1, 2010 –
February 28, 2011

FY11 Expenses: \$5,817,400
March 1, 2010 –
February 28, 2011



Year in Review

In Music for All's fiscal year 2011, from March 1, 2010 to February 28, 2011, MFA saw a renewed focus on servant leadership, the importance of music excellence and advocacy.

As we look back over the past year, we want to commend the students, teachers, parents, principals, superintendents and school boards who ensure that our participants are able to have the opportunity to participate in premier music education programs on a national level. We also want to thank those of you who are fans and supporters, who have shown your unyielding commitment to music education even during a difficult economic climate.

Schools across America are struggling to keep music education as part of their core curriculum and are also struggling to not eliminate budgets for these programs. Yet, a vast body of scientific research shows that children who study music experience greater success in all of their studies, exhibit better ability to work in teams, have enhanced creative and critical thinking skills and are more likely to stay in school and graduate from college. Without music programs in our public schools, our children and our country are weakened.

For over 35 years, Music for All has worked to create, provide and expand positively life-changing experiences

through music for all and has impacted more than 1.3 million alumni. Our programs provide skills, resources and opportunities that foster an immersive and global learning environment and allow students to succeed and maintain a competitive edge.

Music for All provides opportunities to more than 300,000 people each year across the country through our programming. We not only equip America's music educators with the best practical resources and empower them to achieve excellence in teaching, but we also work to ensure that arts programs are valued, protected and integral to our educational fabric. We provide a national stage, whether in concert halls or other arenas, and shine a spotlight on the best that America can achieve when the arts are part of educational programs.

Music for All Program Locations



Highlights from FISCAL YEAR 2011:

Spring 2010

- Music for All National Festival hosted more than 2,000 participants in Indianapolis at Clowes Memorial Hall, Hilbert Circle Theatre and Warren Performing Arts Center.
- Anthony J. Maiello, L. Scott McCormick and H. Robert Reynolds were inducted into the Bands of America Hall of Fame.
- Emily Hill was selected as the 2010 William D. Revelli Scholarship Recipient.

Summer 2010

- More than 1,500 participated in the Summer Symposium at Illinois State University.
- 300 students attend Leadership Weekend Experience at Summer Symposium.

Fall 2010

- Eric L. Martin was named President and CEO of Music for All.
- Music for All won nine International Festivals and Events Association (IFEA) Pinnacle Awards.
- Music for All hosted 15 Regional Championships across the country, serving more than 175,000 participants.
- 85 bands participated in the 2010 Grand National Championships at Lucas Oil Stadium.
- Sharp Business Systems supported the Indianapolis Public Schools IPS Marching Band Tournament at Lucas Oil Stadium.
- Charlie Broach, Franklin, Tennessee, received the 2010 Patrick John Hughes Parent/Booster Award.
- For the first time, three IPS bands competed in the 2010 Grand National Championships.
- Paige Dahle, Miranda Kelly and Emily Starcher received the Marching Band Scholarships from Yamaha Corporation of America, Jolesch Photography and Fred J. Miller and family.
- Avon High School was named the 2010 Grand National Champion and received an invitation to participate in the Rose Parade in January 2012.

Winter 2010

- Music for All hires Misty Wick as Director of Development & Partnerships.
- Music for All exhibits at Midwest Clinic and numerous state music conferences.

2010-2011 Scholarship Winners



Emily Hill Scott McCormick



Mark Jolesch Paige Dahle



Miranda Kelly Marlene Miller



John Wittmann Emily Starcher

“The **MUSIC FOR ALL** mission statement is one of the most compelling - and most **INSPIRING** - I have seen. Ever. The innovative notion of ‘Positively life-changing **EXPERIENCES** through music for all’ is a clarion call for anyone interested in making the world a **BETTER** place.” - Michael Kumer

Donor Recognition

Music for All is deeply grateful for the support of the following individuals, corporations and foundations, whose generosity helps to underwrite the work of the organization. The following donors have made gifts between March 1, 2010 and February 28, 2011. Every effort has been made to ensure the accuracy of this listing. We apologize for any inadvertent errors or omissions.

To find out how you can help support the work of Music for All, please contact Misty Wick, Director of Development & Partnerships, at misty.w@musicforall.org or 317-636-2263. Your gifts ensure the future of Music for All's educational and musical experiences for students and teachers across the country.

Larry and Joy McCormick Founders Society (\$10,000+)

Arts Council of Indianapolis and the City of Indianapolis
Indiana Arts Commission and the National Endowment for the Arts
Gayl and Beverly Doster

Music for All Leadership Society (\$5,000-\$9,999)

INDY Office Solutions Foundation, a fund of the Indianapolis Foundation
Lilly Endowment Inc.
PNC Foundation

Chairman's Circle (\$2,500-\$4,999)

Anonymous
Nancy Carlson
Brian and Shirley Pundt

President's Circle (\$1,000-\$2,499)

Jim and Joan Bickel
Ken and Wendy Brewer
Pat and Anne Burley
Matt and Leslie Carter
Christel DeHaan Family Foundation
LeRoy Goff
Sam and Adrienne Hodson
In memory of David Hojnacki by the Dave Hojnacki Family
Holman Family
Michael and Wendy Kumer
Anthony and Susan Maiello
Eric L. Martin
Marlene and Fred Miller
Bruce and Bonita Paynter
Doug and Debby Pileri

In honor of Chelsea, Jillian and William Springer by Charles Springer
In honor of Jay Schreiber by Yamaha Corporation of America

Conductor's Circle (\$500-\$999)

Broken Arrow Senior High School
Wayne Downey
Chris Esworthy
Harbor Creek Senior High School
Bob Kaspar
Robert Littlefield
Dwight and Lisa Lueck

Virtuoso (\$250-\$499)

Darold Davis
Jeremy and Gwen Earnhart
Richard and Cheryl Floyd
Wayne Markworth (Shadow Lake Music)
Craig and Natalie Mince
Chad A. Smith
Mr. and Mrs. Terry K. Spaulding
Robert and Suellen Swaney
Travis Tester and Jonathan Schroeder
Steve and Judy Young

Friends (\$100-\$249)

Anonymous (3)
In honor of Avon High School, IN by Anonymous
Fred and Sandy Baum
John Bell
Jeff Bishop
Ms. Nancy Burkhart
In honor of Jayson and Jacob Burscough by Jill Burscough
David Carbone
Arthur Conner
Kelly Cooper O'Neill
Sam and Connie Falk Milosevich

Christopher and Paje Felts
Curt and Melanie Glazer
In memory of L.J. Hancock by Gary Gorzynski
In honor of Mark and Ginny Kraft by Gary Gorzynski
In memory of John L. Howell by John S. Howell
Richard S. Hunt
Mr. and Mrs. James Klopfenstein
Franz and Deborah Krager
Martha and Ned Lamkin
Jeannine and Christopher Leyden
Longy School of Music
Alfredo Martinez
Ken Martinson (Marching.com)
Larry and Joy McCormick
Valerie McLean
Robert Phillips
Portman's Music
Larry and Robyn Riccardo
Roy Eric Rosenthal
Mark and Cathy Runion
Ken and Tricia Sanger
Southwest Emblem Company
Spirit of America Band
Matthew Stultz
Mindy and Rob Teegarden
Barry A. Thompson
Ladonna and Johnny Viertel
Seth Patrick Williams
Doyle Wilson
Larry York

Additional Donors

Michael and Heather Akiyoshi
Anonymous (5)
In honor of Jeremy Bloomstone by Anonymous
Pam Ball
In honor of Union H.S. Class of 2001
Michael Baum
Pamela Becker
Lenore and Sanford Blanton
Blue Springs High School, MO
Julie C. Brooke
Stacey Burrier
Xian Hua Cao and Yun Xia Xu
Joan Chambers
In memory of Mr. Victor McVey by Friends of Catherine
Consultech Technologies, Inc.
Dale Cox
David Demezas and Colleen Sweeney
Carla Doiron
In honor of Ken Snoeck by Mhairi Doty
Gary DuLong
Stephen and Joanne Eckel
John Fannin
In honor of PCMB by the Fenwick Family
Jim and Diane Flanagan
Jason Ford
Jackie Gilley
Gabriel Harkov
Patricia Harris
In honor of Eric Martin on his new role by Joli Heaven
In honor of Mark Williams by Mr. and Mrs. Josef Hegedus
Cathy and Jeffrey Huerd

In honor of Marian Catholic High School by John F. Humphrey
Janis Langdon
Linde and Jeff Lynn
Shane Macklin
Dave McElvain
Fiona B. McGowan
In honor of Nick Smiley by Ariel Meyers
Ann Miller
Mu Phi Epsilon, Zeta Zeta Chapter
In honor of L.J. Hancock by Mrs. Michelle (Rain) Ogg
In honor of SWAG Team 2010 by Trevor Ousey
Margene Pappas
John and Eileen Pechacek
Richard Rose
In honor of Ken and Missy Danforth by Robert Rowe
Dan Salk
Susan Salluom
Todd Schell and Joleen Beltrami
In memory of Jim Roush by Sarah Smith
Douglas E. Spaniol
Julie and David Stroud
In honor of Arye Hess and Margot Law by Ellen Waks
Suzanne Wexler
James E. Whiddon
Mark and Mariann Williams
David and Denise Wuersig

L.J. Hancock Fund

In honor of Dennis Crummey by Nancy Crow
In honor of Dennis Crummey by Marylou Crummey
Louis and Jo Anne Hancock
In honor of Erin Stevens by Fr. Christopher J. Kulig
Eric L. Martin
In memory of Charles Bimm by Music for All Foundation

Sandy Feldstein Legacy Fund

Jim and Vicki Csenar
In memory of Marty Gold by Andrea Goldstein
Eric L. Martin
Paul Siegel

Employer Matching Gifts

CNA Foundation Matching Gifts Plan
IBM Corporation
Kraft Foods Foundation
Motorola Foundation

In-Kind Gifts

City of Indianapolis
Greenwalt CPAs
Sport Graphics

Thank you

to our 2010-2011 sponsors and partners



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Official Equipment Sponsor



Official Student Travel Partner



Corporate Sponsor



Strategic Advocacy Partner



Associate Sponsors



Program Sponsors and Partners



Strategic Partners



Additional Funding Support

Calendar of Events

Bands of America Honor Band in the Tournament of Roses Parade

December 27, 2012 - January 3, 2013, Pasadena, CA



Music for All National Festival

presented by YAMAHA

Indianapolis, IN

March 15 - 17, 2012 • Future Dates: March 14 - 16, 2013

America's premier, non-competitive festival for high school and middle school concert bands, percussion ensembles and orchestras. The Music for All National Festival includes performances from participants of the National Concert Band Festival, Sandy Feldstein National Percussion Festival, Middle School National Music Festival and Orchestra America National Festival as well as the Honor Band of America, Honor Orchestra of America and the Jazz Band of America.

Music for All Summer Symposium

presented by YAMAHA

Ball State University, Muncie, IN • June 25 - 30, 2012

Leadership Weekend Experience: June 23 - 25, 2012

Future Dates: June 24- 29, 2013

America's most comprehensive summer band and orchestra experience with participants from across the country and abroad. Offers programs for high school and middle school teachers and student divisions in concert band, jazz band, marching band, percussion, color guard, orchestra, the George N. Parks Drum Major Academy and Leadership.

Grand National Championships

presented by YAMAHA

Lucas Oil Stadium, Indianapolis, IN • November 7 - 10, 2012

Future dates: November 13 - 16, 2013

Four-day, spectacular event with over 90 bands, more than 50,000 spectators and participants from across the nation. Festivities include four days of competition, including the IPS Marching Band Tournament, the Grand National Expo with more than 100 exhibit booths, Student Leadership Workshop and more!

2012 Bands of America Championships

presented by YAMAHA

Fifteen Regional and Super Regional Championships are being held across the nation this fall. Championships are held in world-class professional domes and stadiums and first-class collegiate and community stadiums.

September 22, 2012

Louisville, KY

University of Louisville*

Monroeville, PA

Gateway H.S. Stadium*

September 29, 2012

Kettering, OH

Kettering Fairmont H.S.

Stadium

Denton, TX

University of North Texas*

October 6, 2012

Conroe, TX

Woodforest Bank Stadium*

Pontiac, MI

Silverdome

October 13, 2012

Akron/Canton Area

Site TBD

Jacksonville, AL

Jacksonville State

University

October 19-20, 2012

Indianapolis, IN

SUPER REGIONAL

Lucas Oil Stadium

St. Louis, MO

SUPER REGIONAL

Edward Jones Dome

October 20, 2012

Mid-Atlantic

Site TBD

October 26-27, 2012

Atlanta, GA

SUPER REGIONAL

Georgia Dome

October 27, 2012

Southern California

Site TBD

November 2-3, 2012

San Antonio, TX

SUPER REGIONAL

Alamodome

November 3, 2012

St. George, UT

Dixie State College

*Site Tentative

Ways to Give



Music for All is a 501 (c)(3) non-profit organization that relies on contributions to support our programs and advocacy efforts. Gifts to the organization provide the additional support needed to deliver quality programming to our participants and help us keep participant costs to a minimum.

Music for All appreciates the generous donations of our supporters: individuals, corporations and foundations that are built on a culture of caring and helping others. Through our partnerships and programs, Music for All is committed to reaching even more people by providing advocacy tools and resources as well as funding that will support our educational programming for students and teachers now and long into the future.

It is our goal to create meaningful opportunities for our supporters. We believe that by unleashing a person's passion, that individual will share his or her special gifts to help drive meaningful, citizen-led change in his or her community.

Every gift matters and promises positively life-changing experiences for thousands of participants each year. It's simple to give to Music for All – a donor can give by sending a donation in the mail or by donating online at musicforall.org and clicking on the "Ways to Give" tab. How much to give is up to you. No matter the size, every gift has impact on our educational programs and the 300,000+ participants we serve each year.



When giving a gift to Music for All, a donor can designate which area of the organization to support, including:

- **Music for All Annual Fund** – funds are used to support all programs and operations of the organization.
- **Scholarship Fund** – allows Music for All to assist students in need of financial assistance to attend our programs.
- **Sandy Feldstein Legacy Fund** – supports the Sandy Feldstein National Percussion Festival as part of the Music for All National Festival.
- **L.J. Hancock Fund** – endowed fund that provides partial scholarships to the Music for All Summer Symposium on the basis of financial need.
- **Music for All Foundation** – gifts to the foundation allow Music for All to create an endowment for overall sustainability for long-term growth and success.

When you lead, others follow. Leading by example is a core value of Music for All. Music for All leadership giving levels include:

- Larry & Joy McCormick Founders Society (\$10,000+)
- MFA Leadership Society (\$5,000+)
- Chairman's Circle (\$2,500+)
- President's Circle (\$1,000+)
- Conductor's Circle (\$500+)
- Virtuoso (\$250+)
- Friends of Music (\$100+)

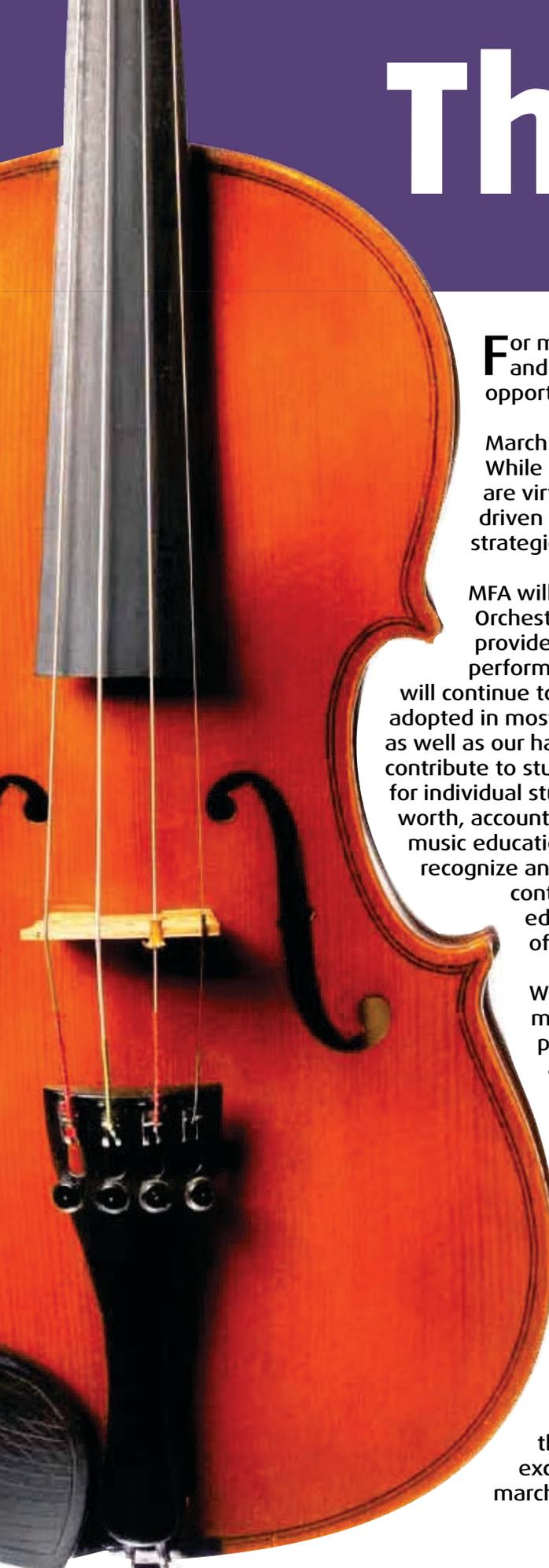
Music for All is engaging with the online community through Facebook and Twitter. Our Facebook fan pages and Twitter accounts allow fans to see the latest updates about Music for All and our Bands of America and Orchestra America programs, learn how to support music education, post comments and share the site with friends.



Follow us on Twitter @musicforall and @bandsofamerica



Like us on Facebook by searching for Music for All, Bands of America or Orchestra America!



The future

For more than 35 years, Music for All (MFA) has been a destination and set the standard for scholastic music ensemble performance opportunities. And our future is brighter than ever.

March 1 will mark the launch of MFA's new, five-year strategic plan. While the pillars on which we will build and deliver on our mission are virtually unchanged, we are moving forward with a new, mission-driven vision that dramatically affects our perspective, operational strategies and the ways we will measure our success.

MFA will continue to use its national profile Bands of America and Orchestra America programming to model, showcase, recognize and provide individual, teacher and organizational examples of music performance excellence and achievement. Our programmatic model will continue to mirror and supplement the classroom and performance model adopted in most American scholastic settings. Our ensemble experiences, as well as our hands-on opportunities for individuals, will continue to contribute to student training, growth and development. And, our programs for individual students will continue to focus on the development of self-worth, accountability and the leadership potential of each individual, using music education and performance as the vehicle to help participants grow, recognize and act on their human potential. Most importantly, we will continue to value and promote societal recognition of music education and active music making as an essential and core part of every student's educational development.

When Bands of America and the Music for All Foundation merged in 2006, we evolved from being an event and program production organization into an organization supporting music and arts education, performance, research and advocacy. Music for All Foundation's founder and visionary, Bob Morrison, saw the need and opportunity to use research and data to support and make an aggressive, needed case for music and arts education. The chance to combine performance and advocacy efforts, and to communicate with the students, parents and communities that are active and engaged in performance and the music education process, was an opportunity we could not turn down.

Music for All will continue to grow and change with the increasing need for high-quality music education experiences. We will work relentlessly to ensure every student has access to music education. We will use our influence to help preserve and grow music and arts education through advocacy and partnerships. We will continue to provide exceptional platforms for student performance and education in marching band, concert band, orchestra, jazz and percussion.

of Music for All

In the last 35 years, Music for All has accomplished so much. The MFA Board of Directors and staff have spent significant time this year preparing for our future accomplishments by creating a new, five-year strategic plan. Our new strategic plan will not only guide the programming, advocacy and educational focus of the organization, but it will also give Music for All a new vision and direction. It will give us the opportunity to act as a **catalyst to ensure that every child across America has access and opportunity to participate in active music making in his or her scholastic environment.** We will use our resources to provide national programs that recognize and support music students' performance and success. We will also offer music educator training and professional development, and deliver tools and resources to participants and their communities that will assist them in supporting music education by promoting awareness of music's impact on student growth and achievement.

The strategic plan continues our focus on three major strategies, which include:

Educational Programming – we will continue to offer, refine and expand our ensemble, teacher and individual educational programs for participants through performance and assessment opportunities, educational instruction and training. We WILL:

- Make Bands of America fall programming geographically accessible to 80% of the nation.
- Expand our MFA National Festival model to allow participation by more ensembles and grow our orchestral and middle school engagement.
- Continue to make and maintain the MFA Summer Symposium as a national, trendsetting and immersive learning destination for student participants as well as their teachers and instructors.

Awareness and Advocacy – we will help create an environment in America where its communities recognize, support and embrace the value of and a commitment to scholastic music education. We WILL:

- Focus our energies on collaboration with others in the music and arts education business and advocacy communities to help facilitate our MFA vision.

- Deliver advocacy messaging, tools and grassroots strategies to our student, teacher and parent participants, with the goal of being a strong resource of advocacy tools and information.
- Make our website a clearinghouse for advocacy information, tools, strategies, resources and examples of success for our participants and constituents.

Organizational Sustainability – we will put into place, the resources and organizational culture and capacity to deliver on our mission and strategic objectives. MFA will build and maintain the financial wherewithal to operate its strategic plan and meet its fiscal obligations. We WILL:

- Establish and implement plans for long-term administrative and operational facilities.
- Embark on fiscal strategies that restore our positive fund balance within three years.
- Operate and build economic wherewithal to establish adequate operational reserves for the organization.
- Position the organization to develop and launch a capital campaign strategy that will create an endowment to guarantee MFA's institutional resources and deliver on our commitment to reduce or eliminate economic barriers to assure access to our programming.

Achievement of these strategic priorities will help us deliver on our mission to create, provide and expand positively life-changing experiences through music for all and our vision to be an engaged catalyst to ensure that every child across America indeed has access and opportunity to participate in active music making in his or her scholastic environment. We hope you will join us in our cause.

To learn more about the strategic initiatives of Music for All, visit: www.musicforall.org. The strategic plan will launch at the beginning of fiscal year 2013 (March 1, 2012).

Advocacy

Music for All collaborates with several music and music education organizations, such as (NAMM) the National Association of Music Merchants, and National Association for Music Education (NAfME), to further our common goal of ensuring access to music education for every student. Music for All uses national resources to provide helpful strategies for schools, educators and parents working to nurture and grow their music education programs.

One example is our outreach to Indianapolis Public Schools (IPS) through fostering relationships; providing student scholarships to the Summer Symposium; and brokering donations of uniforms, instruments and equipment. Music for All also hosts the IPS Marching Band Tournament and teacher in-services sessions. A 2009 study conducted by the IPS Office of Research and Assessment determined that IPS students influenced by Music for All programming had a 78 percent graduation rate, more than double the rate of IPS students as a whole and exceeding even the national average. This fact emphasizes the benefits of arts programming in all public schools, independent of socioeconomic factors.

Through the collective support of music industry members, philanthropic patrons, partner-sponsors and individual donors, MFA is able to create positively life-changing experiences for our participants and advocate for a world where there truly is music for all.

Utilize Music for All's advocacy tools and resources by visiting www.musicforall.org.





I believe in music education.
I believe in
Music for All.

Music for All's mission is to create, provide and expand positively life-changing experiences through music for all.

Believe in Music for All by giving an annual fund gift to support our educational programming, teacher training, and advocacy efforts around the country. Be an advocate for music education in your community by spreading the word about the importance of music for youth in our nation. Just Believe!

Music for All will launch our "I Believe" annual fund and advocacy awareness campaign on March 1, 2012. Join us in believing in music education around the country!

**Visit us
online at musicforall.org**

Music for All
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Programs of Music for All



Music for All is a 501(c)(3) charitable organization.

Support for Music for All is provided by our sponsors, including:



National Presenting Sponsor



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Corporate Sponsor



Strategic Advocacy Partner



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“Music is too great of a gift to not be passionate about, so I hope to continue my band director’s deep love of teaching and influence a different generation to love performing and learning. I sincerely love music in all of its forms and want to teach others to love it as well. Music has positively influenced my life.”
.....

-Caroline White
Music for All Revelli Scholarship Recipient

Give the gift of music education—make a gift that has impact!

When you invest in Music for All scholarships, you’re making music and arts education a reality for students across the nation and in your own backyard. You are giving students an opportunity for success. More than 75% of Fortune 1000 executives were involved in some type of music program while in school.

Those who invest in a scholarship will be invited to the 2012 Grand National Championships in November for a special VIP Experience. For more information, contact the Music for All Development Department at development@musicforall.org or 317-636-2263.

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Here are just a few of the scholarship investment opportunities that are available at Music for All:

- Music for All Summer Symposium Scholarships, \$600 annually
- SWAG Scholarship (camp college scholarship), \$1,000 annually to build college scholarship endowment fund
- Revelli Scholarship, \$1,000 annually to build college scholarship endowment fund
- Music for All National Festival Scholarships, \$600 annually