



**PROJECT
440**



2021

YEAR IN REVIEW



MISSION & VISION

Project 440 helps young people use their interest in music to forge new pathways for themselves and ignite change in their communities. Our vision is that through music, every young person is provided with the opportunity and tools for individual growth and community impact.



LETTER FROM OUR BOARD CO-CHAIRS



Dear Project 440 Community,

It's been a year. Again. We have continued to weather the storm from the impacts of COVID-19 and stayed true to our commitment of supporting young people. As an organization, we are continuing to evolve to meet our students where they are in order to support them as artists and individuals.

This year we have had the pleasure of impacting 500 students through our programming and continue to witness the success of our alumni. We are thrilled to offer another full scholarship in partnership with the Manhattan School of Music and look forward to expanding this program. Our Youth Advocacy Council has for the past year and a half run a powerful forum for young artists of color to discuss issues they are passionate about called "Music in Color". This spring will double our impact with our Doing Good curriculum through support from our first international grant award and will increase our involvement with the LA Phil's Youth Orchestra Los Angeles program.

We are so proud of the success of our students as well as the legacy that Joseph Conyers has created as he transitions from his role as Executive Director of Project 440 to a new role of Founder and Vision Advisor. This will enable Joseph to continue to represent Project 440 in Philadelphia, across the country and around the world as he helps spread the news of Project 440's successes and continues to make connections with artists and entrepreneurs who align with our mission.

As we look towards 2022, we are prepared for a big year of growth as we continue to support our students and see them make an impact in Philadelphia and beyond. We are looking forward to you all witnessing and supporting us on this journey. Thank you for all that you have done to ensure the success of our students and for the future impact you will make. We wish you a fantastic festive season and end to the year!

Sincerely,

Mary and Megan
Co-Chairs of the Board

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LETTER FROM OUR FOUNDER & VISION ADVISOR



Dear Project 440 Friends and Family,

Happy Holidays to you and your loved ones; our sincerest hope is that this letter finds you and yours safe and well.

A year ago, despite a once-in-a-century pandemic, we were hopeful.

Project 440, a program so used to connecting directly with our young people, was forced to run 100% virtually. Because of this newfound access and flexibility, while we were able to continue serving our young people free of charge here in Philadelphia (not to mention participation stipends paid to each student participant) we began serving young people all over the country which allowed our internationally-recognized curriculum to be instituted in cities across America. Despite the pandemic, we were hopeful because the resilience of our young people was a constant source of inspiration.

Today, one year later, we are excited.

We are excited because Project 440, an organization of many milestones, has reached another very important one. For over a decade as a founding board member and Executive Director of Project 440, the organization has been a labor of love. Despite the immense amount of work it took to run the organization, knowing we were creating a program of such impact and repute, I was always inspired by the success of our students. However, Project 440 is just one of many hats that I've worn throughout my career, and for us to thoughtfully expand in reach as an organization, I have always known we would need someone who could dedicate 100% of their time and energy to our great work. A new Executive Director's success will ultimately mean success for greater numbers of young people thus making this leadership transition a much-needed and logical next step in our organizational journey.

After a process that has taken at least a year, I'm thrilled to report that thanks to the leadership of our incredibly dedicated board of directors, a rockstar roster of teaching artists, and the guidance of an amazingly helpful consulting agency, my role with the organization will officially become that of Founder and Vision Advisor of Project 440. I will work in partnership with a new full-time Executive Director to help take this labor of love of mine to new heights. We can't wait to see what the next chapter of Project 440 will bring!

To the many of you who have been with us since the very beginning, thank you. You have seen this organization grow from a small get-together of young friends in Savannah, GA to an organization that is recognized by name across the nation. To those of you who have joined us along the way, thank you as well. You are part of our continually growing family whose collective arms wrap around the youth our organization serves — their creativity, our North Star that inspires us all to create more equitable opportunities for youth.

We can't wait to start this new chapter with you!

Most Sincerely,



Joseph Conyers
Founder & Vision Advisor

“Project 440 has allowed me to connect my love for music with service to others; I never knew how much I could contribute to society through my musical skills. Through Doing Good, I’ve learned about what it means to be a leader in the community not only as an entrepreneur, but as a concerned citizen as well. Project 440 is a symbol of hope and opportunity to me; thinking of all that I did with my peers and all that we are going to do, I am excited for the greater Philadelphia region to see what great change we can make through music.”

— LILLY JOHANNAN



LETTER FROM OUR PROGRAM DIRECTOR

Dear Project 440 Friends and Family,

As I wrote that opening line, I paused to wonder: what does it mean to be a “friend and family” of a non-profit organization? It’s an analogy, for sure, but is it an apt one? Is our infrastructure comparable to that of our human-centric relationships? Without delving too deeply into a train of thought that may not have much importance, I simply want to say that, to me, the opening line rings true. Project 440 does indeed have friends and family; I feel connected to the organization, and to all of you.

I’ve been Project 440’s Program Director since 2016, since the creation of the position. Prior to the inception of the PD position, I was the Curriculum Coordinator, and before that, a Teaching Artist. In short, I’ve been around for a long time! While I haven’t been here since the very beginning (Joe and Blake get the credit for that!), I’ve certainly been part of Project 440 through its development from that of a small organization that gives a few workshops a year, to this current iteration of fully formed programs that are successfully reaching beyond Philadelphia into the realms of National and International partnerships.

Last year, our Instruments for Success course reached students in cities across the country, from Philadelphia and Bucks County, to Nashville, Chicago, and New York City. Our Doing Good course had three cohorts within Philadelphia and Bucks County, creating more than 10 music-centered community projects and raising money for causes they believed in, in ways they deemed important. We were also able to present a 9-session Doing Good course to Boston University’s *BUTI from Anywhere*, a summer session that appealed to young musicians from across the globe. That class was astonishing, and the students had some of the most impassioned musical appeals I’ve heard.

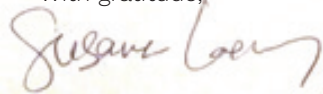
In the fall of 2020, in the height of the pandemic quarantine, we held our Annual College Fair virtually and throughout the year, we hosted workshops for Philadelphia Orchestra and Philadelphia Music Alliance for Youth Fellows. Our Youth Advocacy Council created a quarterly panel entitled Music in Color that aims to broach diverse issues affecting today’s youth by holding an open discussion with relevant guest speakers.



We now have alumni that are reaching the final years of their college careers; these young musicians have made sure their college curriculums included the skillsets they know are important to 21st century musicians — leadership, entrepreneurship, community service, and much more.

Project 440's vision has become a way of life to so many, and as the organization goes through changes, the family and friends stay. Together, we can say we're all proud of what Project 440 has become, and we're excited about the possibilities it holds. Thank you for believing in me as your Program Director, and for allowing me to grow with the organization.

With gratitude,



Susanna Loewy
Program Director



“Something that I loved about Doing Good is how safe the space felt, and that really helped with allowing me to feel comfortable with sharing my ideas and feelings when we’d engage in discussions. There was a strong sense of community, and I loved that!”

—MORA-LEE MOORE



PROGRAM OVERVIEW

DOING GOOD

Doing Good is a 25-session intensive after-school entrepreneurial program that provides guidance to high school musicians who want to positively impact their communities. The unique curriculum challenges students to view their curiosity about the world as a window through which they can see the needs, gaps and opportunities they are best equipped to address. Students create their own community-minded musical programs in order to make a difference they deem important.

INSTRUMENTS FOR SUCCESS

Instruments for Success is a ten-week after-school program of workshops covering every aspect of the college admissions process, from choosing the right college to writing compelling essays and preparing for auditions and interviews. Guest speakers help students explore career paths both in and connected to the field of music.

THE COLLEGE FAIR FOR MUSICIANS

The annual College Fair for Musicians, offered in partnership with the Kimmel Center for the Performing Arts, connects students from the greater Philadelphia regions to schools from around the country. Fair attendees get access to a full day of Project 440 workshops covering various aspects of the college admissions process such as essay writing and audition preparation.

THE YOUTH ADVOCACY COUNCIL

The Youth Advocacy Council consists of alumni of Project 440 programs. Participants meet bi-monthly and receive leadership, project management, governance and advocacy training, in addition to creating and actualizing socially relevant musical programming.

DOING GOOD COMMUNITY PROJECTS

STRING FOR CHANGE “String For Change’s mission is to give lower income school students access to a music education by providing free music lessons and access to musical instruments.”

TONIC K-5 “K-5 students deserve to explore music through a cleaner lens. Tonic K-5 will do just that. We will hold meetings once a week with elementary students around the Philadelphia School District. In these meetings, we hope to spark a great interest in the music that these kids will soon be playing. We want the students to look at a piece and be able to understand what they’re playing and how they’re going to be playing it.”

ARTS FOR ADOLESCENTS “Our goal is to give introductions to different forms of art (such as music, art, etc.) and show how they can be used as coping mechanisms for students who are in low-income schools in order to help the lack of mental health resources that are provided.”

ART-SHARK “We give independent artists a platform to share the projects they have been working on or have finished. With our forums, artists can upload pictures, videos, audio files, or just chat about art they see and enjoy. We also realize that during the age of COVID-19 it is harder for artists to connect and bounce ideas off each other; ArtShark is a great way to get constructive feedback and grow skills with others doing the same thing.”

BLACK YOUTH EMPOWERED “Black Youth Empowered’s mission is to bring awareness around racial injustice and the lack of inclusivity that Black youth face. Over the past couple years the conversation around Black Lives Matter has consistently not reached certain groups, or has quickly lost its speed. We want to focus on engaging and educating nonblack youth and empowering Black youth through social media. We also want to use our connections within the classical music community to reach a generally older and more conservative group through music performance.”



YOUTH ADVOCACY COUNCIL (YAC)

YAC successfully planned and hosted five “Music in Color” events over ten meetings. Learning topics included:

- Event Planning
- Board Service and Governance
- Group Dynamics
- Nonprofit Mission, Vision & Values
- Advocacy & Community Organizing
- Collecting and Presenting Data
- Press Releases
- Elevator Pitches/Asks
- YAC’s FY21 Annual Report



“Through a global pandemic, YAC has exceeded my expectations throughout the school year. We were able to start up a new forum called “Music In Color” that provided a safe space for musicians of color to form solidarity in our experiences. While doing that, we learned a plethora of new skills like managing a budget and a non-profit. The teamwork that YAC had was unmatched, and I will be forever proud that I was a part of it.”

—KINTAN SILVANY, YOUTH BOARD REPRESENTATIVE

FINANCIALS

REVENUE

Individual Giving	\$192,000
Institutional Giving	\$124,000
Earned Income	\$54,000
TOTAL REVENUE	\$370,000

EXPENSES

Program	\$216,123
Management and General	\$72,000
Development	\$6,300
TOTAL EXPENSES	\$294,423

The exceptional generosity of our donors enables Project 440 to support young people in Philadelphia, providing them with the highest level of college readiness and entrepreneurship training. MANY THANKS to our generous supporters, including our Board of Directors who continue to serve as leaders in our work.

FOUNDATION SUPPORT

League of American Orchestras

Borletti-Buitoni Trust
Andrew W. Mellon Foundation
League of American Orchestras' Futures Fund, a program of The League of American Orchestras made possible by funding from the Ann & Gordon Getty Foundation
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The Philadelphia Cultural Fund

Support provided by the Philadelphia Cultural Fund

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*Project 440 Board Member

Project 440 extends special thanks to the Nonprofit Center at La Salle University for its support.

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