



# Annual Report

2023



**PROJECT  
440**



## MISSION

Project 440 teaches young people how to use music as a pathway to forge opportunities for themselves and ignite change in their communities.

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Samuel Caviezel and Joseph Conyers

“Project 440 fills a significant educational need for high school students. I made this contribution because P440 inspires young people to see the possibilities that are available to them through their love of music, while also showing them how engaging with music and the arts—at any level—can teach them critical life skills that can take them to a deeper place as both musicians, and people!”

**Samuel Caviezel**  
Associate Principal Clarinet  
The Philadelphia Orchestra



## A NOTE *from* LEADERSHIP



Joseph Conyers and Rebecca Bolden  
with Patricia Wilson Aden of the  
Greater Philadelphia Cultural Alliance

## VISION

Project 440 is a supportive and inclusive community where youth find their way, ignite their creativity, envision their future, and discover the joy of service.

Dear Project 440 Community,

Project 440 has built on its recent growth and continues to reach and serve more young people. Thanks to your support, in 2022-2023, we launched more partnerships, provided new opportunities, and expanded access to arts participation for hundreds of Philadelphia youth.

The **115** students who took part in our free afterschool programs **Doing Good**, **Instruments for Success**, and the **Youth Advocacy Council** attended **20** Philadelphia high schools and resided in **37** Philadelphia zip codes.

Building on the success of our collaborations with peer organizations, we partnered with the **Washington Musical Pathways Initiative** to provide *Instruments for Success*, our college readiness and career pathways program for their students. Across all our programs, workshops, and partnerships, we served more than **400** youth in 2022-2023.

Many students who participated in the first *Doing Good* and *Instruments for Success* cohorts graduated college in 2023 and have remained in or returned to Philadelphia, where they are contributing to our community as educators, musicians, nonprofit administrators, emerging entrepreneurs, and more.

Project 440 has become an integral part of Philadelphia's music education landscape and has received noteworthy recognition from our peers. In October, we were honored by the **Greater Philadelphia Cultural Alliance** with the inaugural **Next Award** recognizing *forward-thinking programs that bring renewed relevance to the arts community by introducing creative tactics to engage new generations*.

We are pleased to share the accomplishments of our citizen artists and highlights from the past year made possible by your generous support. Thank you!

With appreciation,

  
Rebecca Bolden  
Executive Director



Joseph Conyers  
Founder & Vision Advisor

# CREATIVE YOUTH DEVELOPMENT PROGRAMS

Project 440 is a community-based creative youth development organization that is responsive and proactive in its ongoing efforts to remove barriers to arts participation. Our top priority is that Philadelphia youth experience Project 440 as a trusted, welcoming, equitable, and inclusive community. Students earn participation stipends upon program completion. Meals are provided and participants receive transportation subsidies for travel to and from programs.

## DOING GOOD

## INSTRUMENTS FOR SUCCESS

## YOUTH ADVOCACY COUNCIL

Fundamental to our work is our belief that all young people should have the opportunity to learn the skills they need to forge new pathways on their journey to personal fulfillment and success—whatever path they choose.



Our free afterschool programs support youth in their growth as individuals and members of their community. Students develop an entrepreneurial mindset, gain leadership and service skills, learn about the college search process and career opportunities, and attain a toolkit of 21st-century skills.

**“There are a lot of real-world things that you learn in Project 440 that aren’t necessarily taught in other places.”**

**Doing Good  
Student**

“Having had the experience of going through the process of event planning, how to assign roles, and how to delegate work provided me with a template that I can apply to any team.”

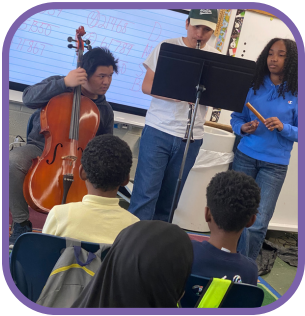
**Marquise Lindsey-Bradley  
Project 440 Alum**



# DOING GOOD



**Doing Good** participants develop a toolkit of essential skills, including budgeting, project planning, and goal setting. Students work in groups and receive funding of \$500 to apply these skills to the creation and implementation of a service-learning project inspired by music. In the 2022-2023 school year, **55** students created **nine** projects benefiting more than **250** community members throughout Philadelphia. We are proud to highlight these recent *Doing Good* projects.



**Music on Call** worked with pre-school-aged children with special needs to introduce them to rhythm and sounds and provided them with instruments, including bucket drums, recorders, and egg shakers.

**Muslia** engaged elementary school students in music representing different cultures and demonstrated music's ability to forge a pathway of understanding among people of different cultures and experiences.

**220 music educators**  
Serving the district.

**Only 66 itinerant music instructors**  
Overworked with:

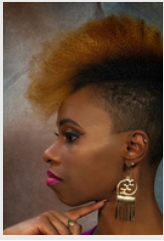
**198,645 students**  
Who are all supposed to have access to instrument learning.

*If just 5% of those students participated in their music program, that'd result in about 34 students per teacher*

**Sharing our Sound** aims to provide greater access to music education. They have established a growing network of peer mentors who collaborate with music teachers to identify students' needs. The mentors provide instruction and make recordings that are available for free and on-demand on their website.

The project implementation stage of *Doing Good* begins with The Guppy Tank. Each group pitches its project idea to a three-person panel who provide their insights and constructive feedback. The 2022-2023 panel included artists, entrepreneurs, and educators.

**Thank you to the supporters of *Doing Good***



**Shekhinah B.**  
The Women's Coalition for Empowerment



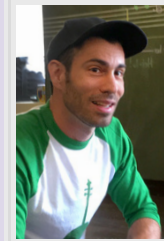
**Josh Campbell**  
Musician and Playwright



**Janis Moore Campbell**  
Temple University



**James Claiborne**  
Barnes Foundation



**John Francisco**  
Mister John's Music



**Suzanne Hall**  
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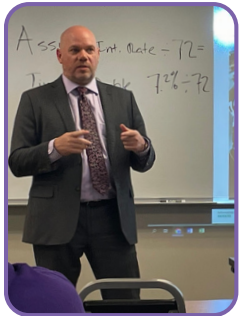
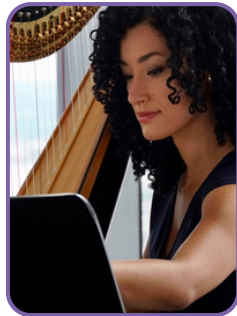
 **peco**  
AN EXELON COMPANY

**Instruments for Success (IFS)** is taught by **Cigus Vanni**, a college admissions expert. The semester-length program covers all aspects of the college search and admissions process, including how to find the right school, financial aid, audition, application, and interview preparation. Each semester, guest speakers share their education and career paths. In 2023, a session on financial literacy facilitated by representatives from **Citizens Bank** was added.

# INSTRUMENTS for Success



2022-2023 IFS speakers included: **Claire Casanova**, a Project 440 alum and music educator; **Arnetta Johnson**, “That Trumpet Chic;” **Stephanie Matthews**, violinist and entrepreneur; **Elizabeth Steiner**, harpist, **Aaron Stewart**, saxophonist and educator; and **Dan Seiden**, a financial planner from Citizens Bank.



# YOUTH ADVOCACY COUNCIL

**Youth Advocacy Council (YAC)** members build leadership and project management skills and produce *Music in Color*, which elevates the voices of emerging and established musicians of color. Recent programs have featured a panel of Project 440 alumni who discussed the transition from high school to college and a student-led roundtable discussion on the influence of women and minorities in music.

**L to R:** YAC members talk with violinist **Hilary Hahn** prior to her performance with The Philadelphia Orchestra in October 2022.



Current YAC members and Project 440 alumni moderate a panel on the Harlem Renaissance presented by **Opera Philadelphia** at **World Cafe Live** in May 2023.





## SCHOLARSHIPS *for* YOUNG ARTISTS

Since 2021, the **Manhattan School of Music** has awarded one annual **four-year, full-tuition scholarship** to a Project 440 student. To be considered, students must have completed *Doing Good*, *Instruments for Success*, or served as a member of the Youth Advocacy Council. We are proud of and congratulate **Anna Zhang**, the 2023 recipient! Anna is a bassoonist who participated in *Doing Good* and *Instruments for Success* and served on the Youth Advocacy Council.

MANHATTAN  
SCHOOL OF MUSIC

PEABODY INSTITUTE



Anagha Kapsi



Joseph Conyers and Anna Zhang at the  
*Doing Good* Graduation, May 2023

“Project 440 empowered me to become more confident, improving invaluable teamwork skills, and igniting the joy of serving others. I have gained a deeper understanding of how music can be a catalyst for positive change, and I am inspired to use my passion for music to uplift and serve our communities.”

Anna Zhang  
2023 Manhattan School of Music  
Project 440 Scholarship  
Recipient

In 2023, the **Peabody Institute of The Johns Hopkins University** identified Project 440 as a Blue-Ribbon organization and awarded a Blue-Ribbon Scholarship to violinist **Anagha Kapsi**, who completed our *Instruments for Success* program.



**OUR  
COMMUNITY  
in THE NEWS**

“[Project 440] is changing the way many teachers view the scope, the purpose, and the future of arts education.”

*Strings Magazine*



**Joseph Conyers Named Principal Double Bass of The Philadelphia Orchestra**

In May, Founder & Vision Advisor **Joseph Conyers**, who had served as Assistant Principal Bass of The Philadelphia Orchestra since 2010, was named Principal Bass following a rigorous months-long audition process.

**Project 440 Receives Regional and National Recognition**

Project 440 and the impact of our **Doing Good** and **Youth Advocacy Council** programs were featured in multiple publications, including *The Philadelphia Inquirer*, *Broad Street Review*, *Generosity*, and *Strings Magazine*.



Project 440 and the youth we serve benefit from our numerous partnerships, including with the **School District of Philadelphia**. We regularly visit Philadelphia schools and connect directly with teachers and the District's Office of Arts and Creative Learning to ensure students know that Project 440 is a welcoming and trusted space where they can connect with their peers, explore their creativity, and impact their community.

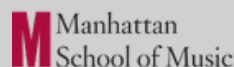
# OUR PARTNERS



Our partnership with **Temple Music Prep** enables us to hold our *Doing Good* and *Instruments for Success* programs in their Temple University Center City Campus facilities. In addition to providing a central location that is easily accessible by public transportation, our students have access to study areas and practice rooms.

Project 440 annually partners with the Mann Center for the Performing Arts, School District of Philadelphia, and The Philadelphia Orchestra on the **All City Orchestra Summer Academy (ACOSA)**. The 3-week program serves Philadelphia students in 6th through 12th grades and provides a growth opportunity, guiding students to work on technical playing skills.

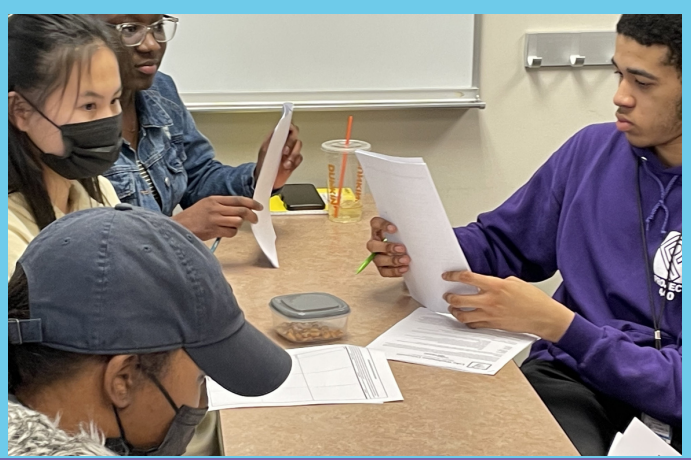
Our Teaching Artists presented introductory workshops on *Doing Good* and *Instruments for Success*. Founder & Vision Advisor Joseph Conyers, also the Music Director of the All City Orchestra led ACOSA in their performance at the Mann on July 21.



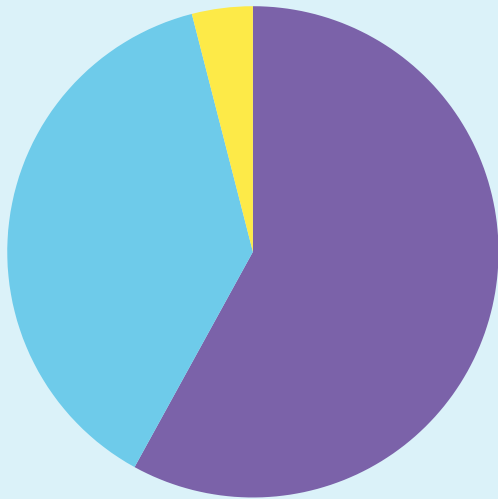
Project 440 is a member of the Philadelphia Music Alliance for Youth (PMAY) Artists' Initiative



# OUR FINANCIALS



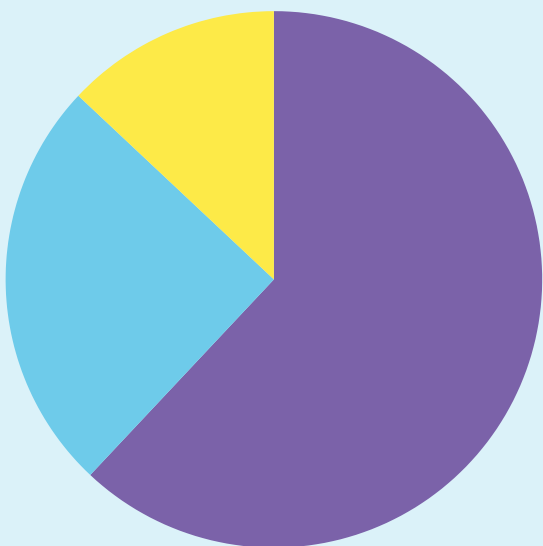
## FY 2023 September 1, 2022 - August 31, 2023



### Revenue:

■ Grants & Contributions.....	\$ 196,369
■ Individual Support.....	\$ 130,410
■ Earned Revenue.....	\$ 13,508

**Total Revenue: \$340,287**



### Expenses

■ Programs.....	\$ 209,219
■ Management & General.....	\$ 83,433
■ Fundraising.....	\$ 44,777

**Total Expenses: \$337,429**

Platinum  
Transparency  
2024

**Candid.**



# THANK YOU *to* OUR SUPPORTERS

The generosity of our supporters enables Project 440 to provide our creative youth development programs for young people in Philadelphia and beyond.

*This list reflects donors who made gifts between September 1, 2022 and August 31, 2023.*

## CORPORATE, FOUNDATION & GOVERNMENT SUPPORT

### \$10,000 and above

Andrew W. Mellon Foundation  
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Sheldon and Karen Thompson

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Amy Chinitz  
Joan and Joel Chinitz

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Khadijah Taylor\*  
Khalidah Taylor\*  
Cigus Vanni  
Kathy Williams

*\*Denotes Project 440 student or alum.*



**Generous contributions from our growing community support our free afterschool programs for Philadelphia youth. To learn more about how you can support our work, please contact our executive director Rebecca Bolden, at [rbolden@project440.org](mailto:rbolden@project440.org) or 844-776-5440 ext. 1.**

**THANK YOU!**

# OUR PEOPLE



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**PASSION AND POTENTIAL. AMPLIFIED.**

Project 440 is a 501(c)(3) tax exempt nonprofit organization.

Front Cover photo credits: Violinist Hilary Hahn with Youth Advocacy Council members. Doing Good Graduation Spring 2023.  
Photos by Kayla John.

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