



PROJECT 440



YEAR IN REVIEW
2020



440

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.



Students from our Doing Good program after their project implementation (Finding Your Note).

The Youth Advocacy Council has taught me how teamwork really makes the dream work. We first had Myles come to us with an idea of a series called “Music in Color” during the spikes of COVID-19. Thanks to our organization and teamwork, we have had a successful experience launching the series. The conversation we had was so genuine and it really highlighted how we all have similar experiences within the music community. —KINTAN



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LETTER FROM OUR EXECUTIVE DIRECTOR

Dear Project 440 Family:

Some say gratitude is a muscle that, like any muscle, needs to be exercised often for it to grow. If that's the case, then the whole Project 440 family and I are fit for a bodybuilding competition! We have much to be thankful for, and we are never shy about sharing that thanks with you — our unwavering supporters. Thank you.

Having actually competed in bodybuilding shows, I can tell you firsthand that while muscle isolation is the name of the game, development is impossible without the miraculous number of support systems that aid that muscle growth. I analogize this to say: our work would not be possible without your many forms of support for our organization. We work every day to provide students with the programming and support they need to use music as a tool to develop as individuals, as professionals, and as community members.

People are noticing. Huge organizational wins from the last year include several significant prizes, bringing with them the recognition of our work. In September of 2019, the \$25,000 Glaschütte Prize, awarded to us by internationally renowned violinist Hilary Hahn. In January, we were recognized by the inaugural Lewis Prize for Music as a leader of innovation in music education in the country.

Then there was COVID-19. Project 440 was resilient. We didn't shy away; we leaned in. With all of your support, the Board and staff worked valiantly to fill needs in young people's lives that had only been exacerbated by the pandemic. In a few weeks' time, and in partnership with the Los Angeles Philharmonic's Youth Orchestra of Los Angeles program, we created a six-week, virtual summer program that reached 100 students from around the country. Students were thankful to have a safe space to connect with others and to use their love of music to better themselves and their futures.

Our students are thankful. This fiscal year, we received our first-ever gift from a Project 440 alumnus. This student participated in almost every Project 440 program and continues to serve as a peer mentor and advocate for the organization. That a college student would, unprovoked, send a donation to the organization speaks volumes about the efficacy of our program. Not only does Project 440 practice what we preach, but so do the young people we serve.

There are always numerous causes worth supporting — we thank you for choosing Project 440. We thank you, our students thank you, and the folks whose lives are touched by our students' projects thank you.

Most Sincerely,

Joseph Conyers

Programs 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.



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.



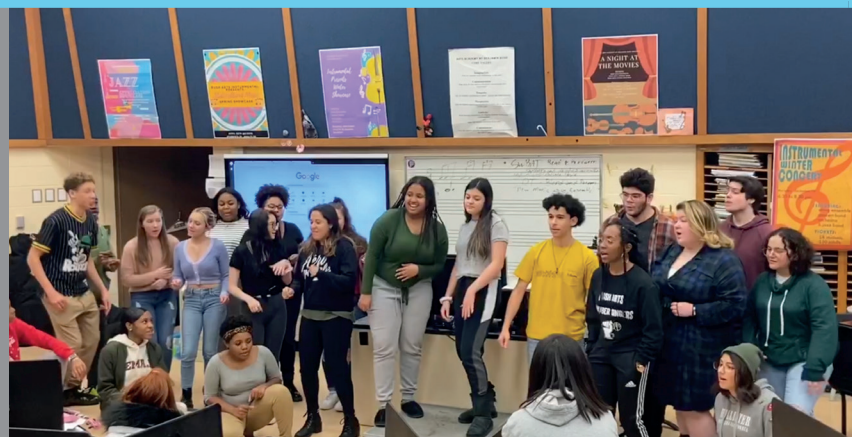
THE YOUTH ADVOCACY COUNCIL

The Youth Advocacy Council consists of alumni of Project 440 programs, the School District of Philadelphia and other young leaders from throughout the region with a passion for music education. Participants meet monthly and receive leadership, project management, governance and advocacy training.



300+
ATTENDEES AND 50 SCHOOLS
attended our 2019
College Fair for Musicians

18
TEACHING ARTISTS
were trained and hired to work
with our students this year



100+
COMMUNITY MEMBERS
community members were served
by student-led projects

190
STUDENTS
from 16 states participated
in virtual summer camps



Doing Good

Community Projects

Festival Ambiental: Through a multi-disciplinary and cross-genre live presentation to local youth, Festival Ambiental developed a program to educate young people about the mistreatment of the environment and provided young people with knowledge and tools to help protect it.

Finding Your Note: Finding Your Note set out to prevent young people from spending their time in dangerous parts of their community by providing music-based after-school programming. Finding Your Note allowed young people to find passion and identity through discovery and exploration of different types of musical genres.

Generation Music+ (GM+): With the guidance and oversight of their parent organization, Generation Music, GM+ developed a program for preschool students that included an interactive workshop and performance bringing exposure to the orchestral genre.

New Melodies: New Melodies' mission was to provide children diagnosed with mental illness a musical outlet via the most accessible instruments including percussion, ukulele, and electric piano. New Melodies provided lesson plans and instruments to interested schools and music programs.



What I liked most about Doing Good was interacting with people who want to do the same thing as me while learning skills that will help me to serve my community. —ARIADNA



PROJECT 440 *Online*

LA Phil
GUSTAVO DUDAMEL
MUSIC & ARTISTIC DIRECTOR


YOLA National
at Home

In response to the COVID-19, Project 440 partnered with the Los Angeles Philharmonic's Youth Orchestra of Los Angeles Program (YOLA) to launch a virtual summer camp, Project 440: Online. This six-week camp was a thoughtful blend of our Doing Good and Instruments for Success curricula and was delivered to nearly 100 students from sixteen states across the country.

In addition to working with 18 Teaching Artists, we hired and trained 5 Project 440 alumni to serve as Peer Mentors for the students in the summer camp. Special thanks to YOLA for working with us to make this program possible!

“Before starting this program (Project 440: Online), I was going crazy with all of the current events, especially following George Floyd’s murder. I felt powerless to make a change in communities consisting of Black & Indigenous People of Color. I finally feel like I have the tools in order to work towards making an impact within my community. Even if it takes years, I know I will do it.”

—PROJECT 440: ONLINE STUDENT.

Our Donors

MANY THANKS to the City of Philadelphia, the foundations, and the individuals who provide financial support to Project 440! Special thanks to Hilary Hahn for selecting Project 440 as the recipient of her Glashütte Original Festspielpreis.

We would also like to thank our Board of Directors who continue to serve as leaders in our work and support Project 440 through 100% giving participation.

The exceptional generosity of our donors enables Project 440 to support young musicians in Philadelphia, providing them with the highest level of college readiness and entrepreneurship training. We recognize our donors through benefits designed to acknowledge your contribution and bring you closer to Project 440's work.

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Support provided by the Philadelphia Cultural Fund

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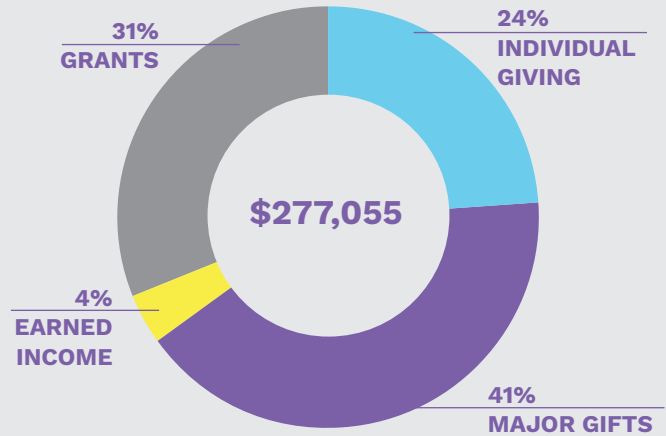
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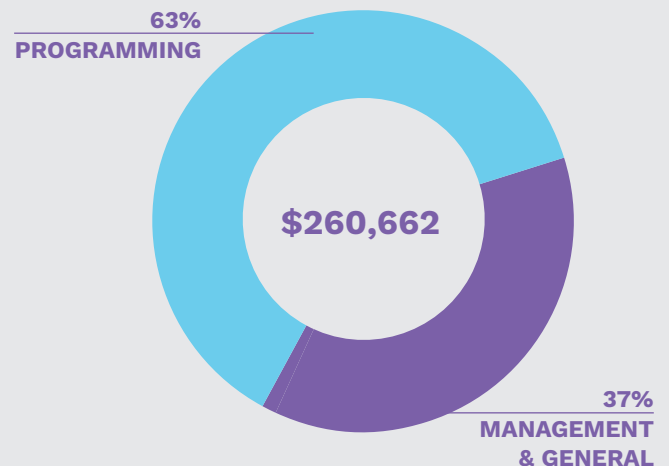
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PROJECT 440

1315 Walnut Street, Suite 320
Philadelphia, PA 19107
844.776.5440 | info@project440.org

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