



PROJECT 440



**2022 Year
in Review**

MISSION & VISION

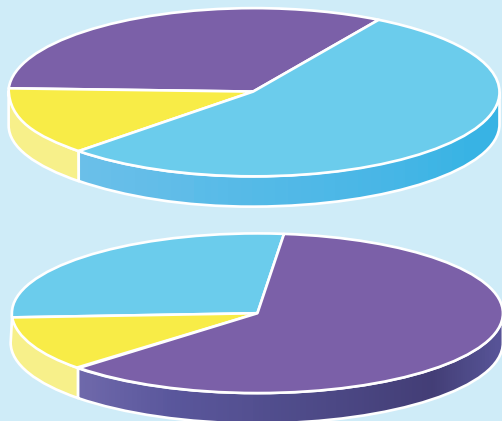
A young attendee at the College Fair for Musicians.

Project 440 teaches young people how to 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.

“We plant a seed in a young person’s life; they plant a seed in someone else’s life through the work they’re doing, and it ends up having a larger ripple effect.”

*Joseph Conyers,
Founder & Vision
Advisor*

FY 2022 FINANCIALS



September 1, 2021 through August 31, 2022

Revenue:

■ Contributions.....	\$133,544
■ Grants.....	\$179,409
■ Earned Revenue.....	\$ 37,185

Total Revenue: \$350,138

Expenses:

■ Program.....	\$202,259
■ Management & General.....	\$113,818
■ Development.....	\$ 33,994

Total Expenses: \$350,071

The financial information provided in this report is preliminary and is subject to change pending the completion of the independent financial statement review.

LETTER *from* LEADERSHIP



Dear Project 440 Community,

The past year has been a time of significant organizational growth and programmatic expansion. Rebecca joined as our Executive Director in January as Joseph dove into his new role of Vision Advisor. Together, with your support and alongside our Board of Directors, staff, and Teaching Artists, Project 440 is committed to providing every young person with the opportunity and tools for individual growth and community impact through music.



Thanks to your generosity, more students in Philadelphia and beyond were able to participate in our programs. In February, we introduced **Doing Good II** for program graduates who want to develop their entrepreneurial skills to create sustainable service projects. We also continued partnerships with other youth serving organizations including the Los Angeles Philharmonic's Youth Orchestra of Los Angeles (YOLA) and provided **Instruments for Success** and **Doing Good** for YOLA students.

In May, we celebrated the achievements of our Philadelphia students at our first in-person gathering since 2019 and presented our fifth annual **College Fair for Musicians** in June. We are proud of the accomplishments of our recent high school graduates and alumni as they continue to pursue their passions, explore career opportunities, and chart their own unique path.

This fall, we returned to in-person learning. Students residing in all parts of the city and attending 15 Philadelphia high schools are enrolled in our fall programs. As we look ahead to 2023, we will continue to explore new and innovative ways to reach more students. Thank you for your continued support of Project 440. Together, we can provide our next generation of citizen musicians with the knowledge and skills they need to succeed and that will serve them throughout their lives—whatever path they choose.

With appreciation,

Handwritten signature of Rebecca Bolden in purple ink.

Rebecca Bolden
Executive Director

Handwritten signature of Joseph Conyers in purple ink.

Joseph Conyers
Founder & Vision Advisor

CREATIVE YOUTH DEVELOPMENT PROGRAMS



Photo courtesy of Brianna Spause

Maria Karakousis discusses the work of the Youth Advocacy Council at the 2022 graduation in May.

Project 440 is committed to providing equitable access to our programs. We know that regardless of students' career choices and aspirations, the arts are a window to the world. Our afterschool programs welcome Philadelphia high school students representing all backgrounds and experiences, musical interests and skill levels, and provide participation stipends upon program completion. Project 440 students develop critical thinking and the 21st century life skills young musicians need to be successful outside of the practice room and beyond the stage and to grow into entrepreneurial, civic-minded leaders. Through our creative youth development programs, we nurture musicianship, enhance creativity, build knowledge, and teach important life skills that help young musicians to challenge themselves and become more engaged citizens.

Doing Good is a two-stage, semester-length course focused on developing leadership, entrepreneurship, and service skills. Students demonstrate these new skills in a cumulative final service-learning project.

Instruments for Success covers every aspect of the college admissions process from how to fill out an application to how to search for and choose the right college. Project 440's experienced Teaching Artists and college admissions experts also provide students with strategies for essay and resume writing, audition and interview preparation techniques, and understanding and applying for financial aid. Throughout the course, guest speakers representing all aspects of the music industry at various stages in their careers share their career paths in music.

Cigus Vanni, a college admissions expert and *Instruments for Success* Lead Teacher, presents a financial aid workshop at the 2022 College Fair for Musicians.

Project 440 Founder & Vision Advisor, **Joseph Conyers** speaks at the 2022 Graduation celebrating the accomplishments of our *Doing Good, Instruments for Success*, and Youth Advocacy Council students.



"They're not just growing and learning life lessons, they're also giving back through their projects, and these projects can give the kids real inner wealth, so that in the future, they will have these skills whether they're going into music or something else. Music is so applicable to so many different avenues beyond just being a musician. And Project 440 just highlighted it."

Parent of Project 440 student

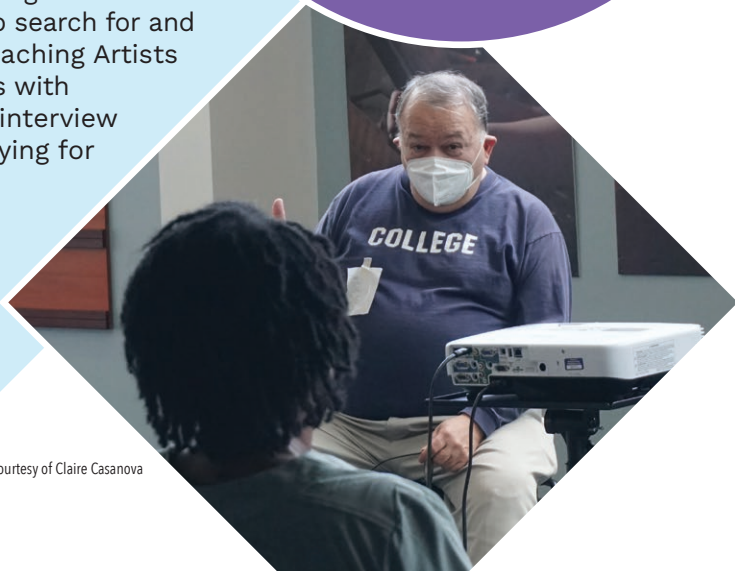


Photo courtesy of Claire Casanova

DOING GOOD

More than **125** Philadelphia high school students have participated in *Doing Good* and created student-led community service projects.

The 2021-2022 school year marked the fifth year of **Doing Good**, a two-stage, semester-length afterschool program focused on developing leadership, entrepreneurship, and service skills. In the preparation stage, students acquire a toolkit of important skills including budgeting, project planning, and goal setting. In the implementation stage, students work in groups and apply the skills they have learned to create and implement a community service project inspired by music. Over the past year, *Doing Good* projects addressed neighborhood beautification, homelessness, mental health and wellbeing, and funding for music education. We are proud to highlight a few of the projects completed in the 2021-2022 school year.

Photos courtesy of Brianna Spause

Doing Good students prepare to present their service project, the *Soul Entertainers* at the 2022 Graduation.

Homeless and Traditional Music Support (HATS) participants saw an increase of people in their community experiencing homelessness during the pandemic. *HATS* presented a virtual concert of traditional Chinese music that raised funds for the Sunday Breakfast Rescue Mission.

Rave Trio Benefit Project, a voice, violin, and piano trio focused on raising awareness about underfunded middle and high school music programs in Philadelphia schools. Through in-school performances and interactive presentations, they engaged their peers to identify ways to support music education in schools.

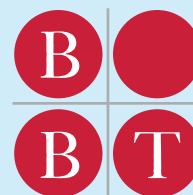
Healthy Helpers organized volunteers to participate in neighborhood cleanups in communities that are often overlooked. As a thank you, they presented a free concert featuring a drummer who used upside down trash bins as bucket drums and welcomed community members to participate in the concert.

Soul Entertainers focused on high school students' mental health and wellbeing and offered students a platform to heal and discover themselves through music. *Soul Entertainers* moderated virtual discussions on mental health featuring performers and music therapists.

Tranquillo is a musical term meaning calm. Students worked to decrease the stress levels of high school students by creating designated low-stress study spaces and informal performance opportunities in Philadelphia high schools. Anyone interested was invited to sign up to perform. Students could also participate in other activities such as drawing and painting.



Students from *Intermusic*, a *Doing Good* service project dedicated to uniting the community through music, present their project in May.



A generous **BBT Communities** grant from the **Borletti-Buitoni Trust** provided major support for the 2021-2022 *Doing Good* program.

Doing Good students and Teaching Artists **Nozomi Imamura** (center) and **Hanul Park** (right) at the 2022 Graduation.

DOING GOOD II

Claire Casanova of Generation Music, one of three *Doing Good II* service projects, leads a workshop for students at Calvary-St. Augustine Episcopal Church in West Philadelphia.



Photos courtesy of Artcinia

Project 440 introduced **Doing Good II** in response to feedback provided by program alumni who said they would like to develop their entrepreneurial skills and initial community service endeavors to create sustainable service projects. *Doing Good II* met weekly between February and August and featured a rigorous curriculum taught by a diverse roster of guest speakers who are leaders in their field. Each guest speaker led up to three workshops on topics including project management, assessing community need, trauma informed practice, evaluating impact, fundraising, and partnerships.

The *Doing Good II* projects were **Arts for Adolescents**, which educates youth on how the arts can promote mental health and wellness; **Center City Chamber Orchestra (CCCO)**, which seeks to embody and support necessary societal change with innovative programming, performances, leadership, and artistic collaborations; and **Generation Music**, which provides classical music education to underrepresented youth through workshops and lessons, solely taught by young artists.

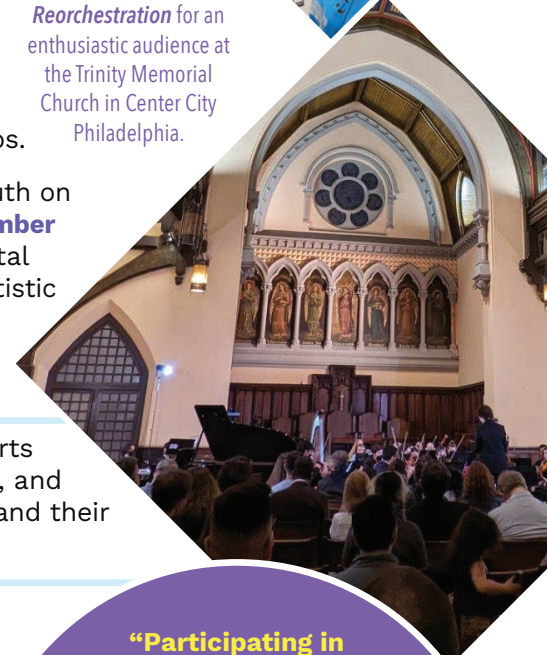
Arts for Adolescents, led by High School for the Creative and Performing Arts seniors Mora-Lee Moore, also a member of the Youth Advocacy Council, and Patrick Cannon is continuing to develop programs for younger students and their peers focused on how the arts can promote mental health and wellness.

Center City Chamber Orchestra (CCCO) leadership includes college students Davey Hiester, Zebadiah Coombs, and David Ortiz. The group has established itself as a vibrant student-led ensemble presenting adventurous programming. They presented three concerts and a Town Hall last spring and have established a partnership with St. Mary's Episcopal Church in West Philadelphia where they rehearse and have been named ensemble in residence. Beyond the seed funding provided by Project 440, CCCO also secured additional sponsorships to support their programs.

In July, **Generation Music**, led by college students Chloe Cooper and Claire Casanova, partnered with **Artcinia**, an organization dedicated to providing the performing arts in neighborhood venues, and presented a series of weekly programs at Calvary-St. Augustine Episcopal Church in West Philadelphia. They have continued the partnership and presented eight weeks of afterschool programming there this fall. They also hired additional Teaching Artists to assist with their fall programs.



Center City Chamber Orchestra presents its program *Reorchestration* for an enthusiastic audience at the Trinity Memorial Church in Center City Philadelphia.



“Participating in *Doing Good* and now *Doing Good II* has really exceeded my expectations in so many ways. I love the breadth of knowledge given to us, the incredible wealth of resources, and most of all the support logistically, practically, and also emotionally.”

Doing Good II
Student

COLLEGE FAIR *for* MUSICIANS



Photo courtesy of RJC Pictures

On June 4, students from throughout the tri-state area, spoke one-on-one with representatives from 40 schools at the *College Fair for Musicians* held at the Kimmel Center for the Performing Arts.

Photo courtesy of RJC Pictures

Chandra Williams, vice president and community manager, J.P. Morgan Chase.



Project 440 has presented its annual **College Fair for Musicians** at the **Kimmel Center for the Performing Arts** since 2017. On June 4, we welcomed more than 200 students, parents, and families from throughout Philadelphia and the tri-state area to the fifth annual Fair, also the first in-person event since 2019. The College Fair is a free daylong event that combines workshops incorporating key aspects of the *Instruments for Success* curriculum with the opportunity for students to talk one-on-one with college admissions officers and faculty representing music schools and departments from colleges, universities, and conservatories from more than 40 institutions nationwide.

Throughout the day, students attended a series of workshops including “Financial Aid for Musicians” with **Cigus Vanni**; “Financial Literacy: Budgeting & Saving” with **Chandra Williams**, vice president and community manager with J.P. Morgan Chase; “Preparing for Auditions” with **Socrates Villegas**, clarinetist with The Philadelphia Orchestra; “My Career Path in Music” with **Bernard Tre-Way Lambert**, Grammy-Winning drummer and entrepreneur; and “What I Wish I Knew Before I Started College” moderated by and featuring a panel of Project 440 alumni currently enrolled in college.

Bernard Tre-Way Lambert and students following his workshop, “My Career Path in Music.”



Photo courtesy of RJC Pictures

OPPORTUNITIES for YOUNG ARTISTS



Photo courtesy of PMAY

Blue Shelton, 2021 Manhattan School of Music scholarship recipient (right).

Manhattan School of Music Scholarship

The Manhattan School of Music annually awards a four-year, full-tuition scholarship to one 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. The first scholarship was awarded in 2021 to flutist **Blue Shelton**. The 2022 scholarship recipient was oboist **Sebastian Gonzales**.

Bloomberg Arts Internship Program

Project 440 welcomed two rising seniors as summer interns through the **Bloomberg Arts Internship** program. Seniors Naja Johnson from Philadelphia Science Leadership Academy and Ricardo Davis from Cheltenham High School, under the supervision of Executive Director Rebecca Bolden, developed a robust marketing and community engagement plan focused on increasing enrollment for Project 440's fall programs. Their projects included creating promotional fliers and videos, social media campaigns, and researching prospective program partners.

The internship program is an entry point cultural workforce development initiative of Bloomberg Philanthropies, designed and managed by the Greater Philadelphia Cultural Alliance. In addition to their worksite experience, interns attended a pre-program orientation, weekly professional development workshops, and weekly cultural immersion activities.

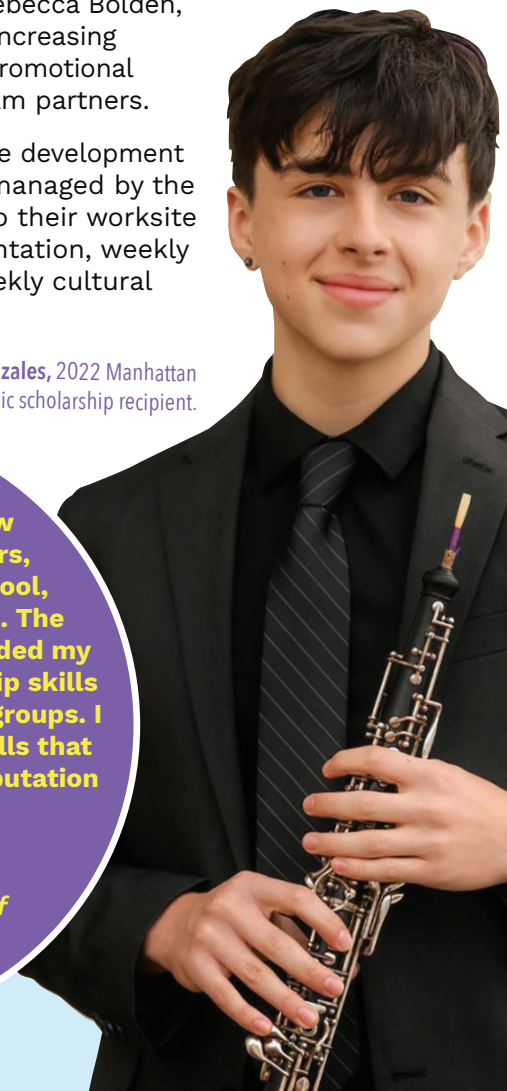


Bloomberg Arts Interns, Ricardo Davis and Naja Johnson pictured in the Project 440 office wearing college gear gifted to them by Cigus Vanni, Lead Teacher of *Instruments for Success*.

Sebastian Gonzales, 2022 Manhattan School of Music scholarship recipient.

“Participating in *Doing Good* taught me how to lead and work with others, which not only helped in school, but also in the realm of music. The skills I learned in *Doing Good* aided my sense of ensemble and leadership skills within orchestras and chamber groups. I also learned communication skills that helped me to start building a reputation as a reliable musician”.

**Sebastian Gonzales
2022 Manhattan School of Music Scholarship recipient**



YOUTH ADVOCACY COUNCIL

“As an individual and a musician, Project 440 has given me new opportunities to spread myself and my music in unique ways. Project 440 gave music a new meaning in my life.”

*Patricia Harden
Member, Youth Advocacy
Council 2022-2023 Youth
Representative, Board
of Directors*

The **Youth Advocacy Council (YAC)** is a student driven program for graduates of *Doing Good* and *Instruments for Success* that meets twice a month between August and May. The mission of YAC is to use peer to peer influence to ensure broad student representation in Project 440’s programs and to provide feedback on program content. The council consists of 10 members who receive project management, governance, and advocacy training. Students apply these skills to elevate issues important to them. A member of the Youth Advocacy Council also serves as the youth representative on Project 440’s Board of Directors.

In 2020, YAC launched the **Music in Color** program. The program provides a forum for students to have conversations about race and representation in music with emerging and established professional musicians of diverse genres, backgrounds, and experiences. Topics explored in *Music in Color* this year included preparing for auditions with **Joseph Conyers**, how musicians can prioritize and advocate for their mental health with cellist **Arlen Hlusko**, and redefining what it means to be a classical musician with **Marcus Bryant**, a prolific composer, musician, and music producer.

We are proud of all our students and their many accomplishments over the past year and congratulate our Youth Advocacy Council members who graduated in 2022.

Maria Karakousis is a pianist and harpist who served as the Youth Representative on Project 440’s Board of Directors in 2021-2022 and is a graduate of Philadelphia’s Masterman High School. Maria is attending Princeton, where she intends to major in Molecular Biology.

Ronnell Williams is a cellist and a graduate of the Philadelphia High School for Creative and Performing Arts (CAPA). Ronnell is attending West Chester University and plans to major in Psychology.

Ryan Williams is a violinist and is also a graduate of CAPA. Ryan is also attending West Chester University, where he plans to pursue his interest in Early Education.

Youth Advocacy Council members **Maria Karakousis** (top), **Ronnell Williams** (middle), and **Ryan Williams** (bottom).

OUR PARTNERS

Photo courtesy of PMAY

Project 440
alumnus,
Marquise Bradley.



Philadelphia Music Alliance for Youth (PMAY) Artists' Initiative

Project 440 is a founding member of the **Philadelphia Music Alliance for Youth (PMAY) Artists' Initiative**, a collective of eight performing arts and educational institutions. The Artists' Initiative provides classical music education opportunities as a pathway to higher education for fifth through twelfth grade students from historically excluded and underrepresented communities. **Susanna Loewy**, our director of programs, serves as Project 440's PMAY Artists' Advocate. Project 440 annually presents a series of workshops for PMAY students on topics such as college readiness, music entrepreneurship, and career paths in music. All PMAY artists are required to complete *Instruments for Success* by eleventh grade; many students also participate in *Doing Good* and the Youth Advocacy Council.

On June 10, PMAY held its fifth anniversary concert at the Temple Performing Arts Center featuring the first ever PMAY Artists' Initiative Orchestra conducted by PMAY alumnus, **Na'Zir McFadden** who is in his first year as Assistant Conductor of the Detroit Symphony and Music Director of the Detroit Symphony Youth Orchestra. The concert also featured two alumni soloists who were both also very active in Project 440. Clarinetist **Marquise Bradley**, who participated in our first *Doing Good* cohort in 2018 and is currently a senior at the Cleveland Institute of Music, performed Weber's Clarinet Concerto in E-flat major. Flutist **Blue Shelton**, who was the first recipient of the Manhattan School of Music scholarship designated for a Project 440 graduate, performed CPE Bach's Flute Concerto in D minor.

All City Orchestra Summer Academy

Joseph Conyers
leads ACOSA.

In August, Project 440 once again partnered with the Mann Center for the Performing Arts, School District of Philadelphia, and The Philadelphia Orchestra to present the **All City Orchestra Summer Academy (ACOSA)** at the Mann. ACOSA serves Philadelphia students in 6th through 12th grades and is designed to provide a growth opportunity, guiding students to work on technical playing skills throughout the summer.

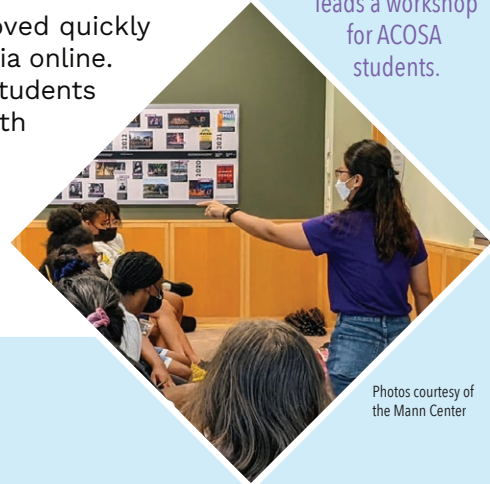
Project 440's Teaching Artists conducted workshops on music and mindfulness and leadership and social entrepreneurship. Founder & Vision Advisor Joseph Conyers is also Music Director of the All City Orchestra and led ACOSA in their performance at the Mann Center on August 4.



Youth Orchestra of Los Angeles

In March 2020, in response to the COVID-19 pandemic, Project 440 moved quickly to transfer programming for students in the School District of Philadelphia online. That summer, we launched **Project 440: Online**, serving more than 100 students from 16 states, in partnership with the Los Angeles Philharmonic's Youth Orchestra of LA Program (YOLA). We continued to provide our core programs for young musicians from peer organizations in 2021-2022. YOLA students participated in both *Instruments for Success* and *Doing Good* and students from the Boston University Tanglewood Institute participated in *Instruments for Success*.

Teaching
Artist **Hanul Park**
leads a workshop
for ACOSA
students.



THANK YOU *to* OUR DONORS

Project 440 is grateful to our individual, foundation, and corporate donors. The generosity of our supporters enables Project 440 to provide our creative youth development programs for young people in Philadelphia and beyond. Thank you to our growing community for supporting our young musicians and helping them to build important life skills, challenge themselves, and become more engaged citizens.

This list reflects donors who made gifts between September 1, 2021 and August 31, 2022.

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PROJECT 440

Blue Shelton,
Project 440 alumnus
and current Manhattan
School of Music student.

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Photo courtesy of PMAY

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