



D'Addario Foundation

Giving Report 2022-2023

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Our Mission

The D'Addario Foundation is a unique non-profit grant-making organization providing monetary and product support to high-quality music instruction programs on the front line to improve access to music education. We support hundreds of programs that bring music back into communities and schools and get kids playing as early and as frequently as possible. The D'Addario Foundation believes in the transformative power of music and that mentoring and building communities through music can positively affect social change.



Why Music Education?

Fighting Marginalization With Music

Providing access to inclusive, engaging music education is an essential and effective tactic to fight against marginalization. Why? Because frequent music education has been proven to improve language-related brain development and literacy with greatest effect on students with the lowest level of achievement¹.

Music's Lasting Impact

Children who receive early and consistent musical instruction are the beneficiaries of profound advantages, both cognitive and social. The impact of these programs can be seen in the competence, confidence, and enrichment of these students' lives in ways that are at once substantive, enduring, and scientifically proven. We don't consider music to be a small piece of a well-rounded education, but rather an essential component to its holistic growth as a whole. We view music education as the key that unlocks long-lasting and meaningful change for our community, our country, and our world.

1 - Holbrook, H., Martin, M., Glik, D., Hudziak, J.J., Copeland, W.E., Lund, C., Fender, J.G. (2022). Music-based mentoring and academic improvement in high-poverty elementary schools. Journal of Youth Development, 17(1)

Studies Show, Students Perform



A Clear Problem

The research is conclusive, the evidence is quantifiable, yet many music programs remain under-supported. At present, 40% of high schools in the U.S. do not require music or arts credits to graduate.

An Immediate Need

While the state of global music education grows increasingly dire, we see it as an opportunity to make larger, more substantive impacts in the lives of children around the world. Moments of great need set the stage for significant change, and the fight for the survival of these programs is in the here and now.



A Way Forward

Our efforts, partnerships, and data research all point toward one conclusion—that immersive music education programs could be the single most effective way to engage students, build self-confidence, improve academic achievement, and create community.



How We Operate

100%

Pledge

“How much of my donation is really going to the programs?” remains an unfortunately common refrain in the world of nonprofits. Because D’Addario & Co. underwrites ALL of our operating costs, **100% of donations** go directly to the D’Addario Foundation’s programs and cause. We can confidently say **100%** and mean it, as your trust in our organization is as essential to our mission as the programs we support.



Grant Making

We are dedicated to thoroughly assessing our non-profit partner programs so that those who are passionate about supporting music education don't have to.

Through a disciplined bi-annual application process, the D'Addario Foundation awards grants to upwards of 200 non-profit music education organizations each year.

Our Grantee Programs:

- Fulfill a need in their community
- Are free or affordable
- Provide frequent & robust instrument instruction
- Implement mentorship models
- Have innovative leadership
- Maintain sound budgets

2022-2023 Support



\$831,750 Donated

(\$651,000 monetary, \$180,750 in-kind)



220

Grantee Partners



6.5 Hours

Average # of hours of participation per week



200,000+

Students Reached



Grantees in

**38 US States
& 9 Countries**



On behalf of everyone at INTEMPO, thank you for awarding our organization a 2023 grant. We are so appreciative of the ongoing generosity the D'Addario Foundation has shown. It is always a pleasure to work with you, and we are very grateful for the foundation's financial and in-kind support. We look forward to working in common purpose with the D'Addario Foundation this year, and we are certain our students will benefit from this partnership.

▫ Robbin Juris, INTEMPO

International Support

A key focus for the D'Addario Foundation in 2023 was to extend support to organizations outside of the US. With representation from the UK, France, Canada, Latin America, Australia, and the Middle East, we garnered expertise from a committee of individuals working at D'Addario & Co.'s international affiliate offices who each have first-hand knowledge on the specific needs of music education in their regions.

International Support For 2022-2023 Includes:

- Australian Children's Music Foundation: Australia
- Armonia Cuscatleca: El Salvador
- Edmonton Symphony Society/YONA Sistema: Canada
- Hearts in Motion: Guatemala
- Horns for Haiti: Haiti
- Keys of Change: Ecuador
- La Maison de la musique de Sorel-Tracy: Canada
- Mitrovica Rock School: Serbia
- Peace through Music International: Ukraine
- Sistema New Brunswick: Canada
- Sistema Toronto Academy: Canada
- Sistema Winnipeg: Canada
- Tomorrow's Warriors Trust: UK
- Youth Orchestra of Northern Alberta: Canada



On behalf of everyone at Keys of Change USA, I am writing to express our deepest gratitude for your recent generous grant. This type of support is truly instrumental in helping us bring about change through music across the globe. As we continue working hard to help young people in countries like Ghana, Mexico, Ecuador, India, and Japan, your assistance greatly accelerates our trajectory toward these goals... This grant will be dutifully applied to aid our global project endeavors, ensuring we equip budding musicians with high-quality resources to enhance their musical journey.

▫ Panos Karan, Founder, Keys of Change



Our 2022-2023 Initiatives

Immersive Music Challenge

College Scholarship

Girls in Music

Bridge Fund

Silent Auction

Players Circle

Terracycle

Federico Uribe

Young the Giant

Hungry for Music



Immersive Music Challenge

The D'Addario Foundation's Newly Launched Initiative

We are challenging high-poverty schools to implement music-based mentoring programs to boost reading & math achievement, and improve the health of children & communities.



Immersive Music Challenge

Why? Our Children Are Not Okay



In 2019, only **37%** of 12th graders read proficiently¹.

Poor Reading underlies every form of social inequity, but this is a trend that has remained constant for **50 years**².



In 2020, the **pandemic made things worse**, as anxiety, depression, and social isolation in children reached crisis levels³, and learning achievement plummeted⁴.

1 - Holbrook, H., Martin, M., Glik, D., Hudziak, J.J., Copeland, W.E., Lund, C., Fender, J.G. (2022). Music-based mentoring and academic improvement in high-poverty elementary schools. *Journal of Youth Development*, 17(1).

2 - National Assessment of Educational Progress (NAEP - The Nation's Report Card)

3 - U.S. Surgeon General's Advisory on Youth Mental Health (2021)

4 - Dorn, E., Hancock, B., Sarakatsannis, J., and Viruleg, E. (July 27, 2021). COVID-19 and education: The lingering effects of unfinished learning. McKinsey & Company.

The Good News:

This Immersive Music Challenge is a powerful way to help kids attending high-poverty schools thrive.

Immersive Music Challenge

Inspiration for the Challenge

Inspired by the positive impact of after-school music-based mentoring within high-poverty schools in Long Beach Unified School District and the 40+ years of supporting immersive music education, the D'Addario Foundation has created a 3-Phase Immersive Music Challenge to help school districts, charter and parochial systems throughout the country implement music-based mentoring after school on their own high-poverty campuses.

In 2015, Long Beach Unified School District, the 4th largest in California, implemented after-school music-based mentoring in 5 high-poverty elementary schools to improve school safety. Students participated in 4+ hours per week of after-school ensemble music training and mentoring beginning in Grade 2. Not only did participating students thrive...

English +26 Points
Math +17 Points

Lowest Prior Achievement > **Greatest Gains**

Students who participated in music-mentoring achieved significantly higher standardized scores in English language arts (+26 points) and math (+17 points)¹

Participating students with the lowest prior achievement showed the greatest gains (+39 points, English; +33 points, math)¹

The district responded by doubling the number of schools at which they provide after-school music-based mentoring.

1. Holbrook, H., Martin, M., Glik, D., Hudziak, J.J., Copeland, W.E., Lund, C., Fender, J.G. (2022). Music based mentoring and academic improvement in high-poverty elementary schools. *Journal of Youth Development*, 17(1).

Immersive Music Challenge

Three Phases

Total Raised:
\$137,212

Phase One: **Consultation, Collaboration, & Planning**

Recruit a team of key consultants and advisors.

Develop an action plan & resources to support effective implementation of music-based mentoring programs on high-poverty campuses.

Recruit 5 or more school districts to participate in the Challenge for at least 5 years.

\$150K per year for 2 Years (\$300K total)

Phase Two: **Multi-District Test of Concept (5 Years)**

School districts participating will work with our consultants to launch effective music-based mentoring programs in high-poverty elementary schools.

Participating school districts will build sustainable programs by utilizing some of their existing funding streams to cover the cost of the program.

Our Evaluation team will capture impact measures and evaluate, publish and disseminate outcomes.

\$300K per year for 5 years (\$1.5M total)

If Phase Two findings are positive, we aim to build a national movement.

Phase Three: **Expand the Challenge**

Develop a new action plan to use the resources developed in Phase One, and refined in Phase Two, to inspire the implementation of music-based mentoring within high-poverty public, charter and parochial schools throughout the country. Engage school districts that successfully implement the program as Regional Mentor Districts.

Regional Mentor Districts will support the successful implementation of after-school music-based mentoring on high-poverty campuses in neighboring districts, and help participating districts capture progress and impact measures to facilitate ongoing evaluation and continuous quality improvement.

Immersive Music Challenge

The Team



Margaret Martin, DrPH, MPH will lead the D'Addario Foundation's Immersive Music Challenge, with the full support of the staff and Directors of the D'Addario Foundation. Dr. Martin is a UCLA-trained doctor of public health. She received the Presidential Citizens Medal in 2011 from President Barack Obama for founding Harmony Project, a high-performing D'Addario Foundation music program grantee. Dr. Martin facilitated much of the research that inspired the establishment of the IMC, and has been a D'Addario Foundation Director since 2016.



Chris Steinhauser

Senior Advisor - School District Leadership Support



Ruth Perez Ashley

Senior Advisor - School District Implementation Support



Felton Williams, PhD

Senior Advisor - School District Recruitment Support



Deborah Glik, PhD

Program Evaluation Specialist



Hannah Holbrook, PhD

Program Evaluation Specialist



Anne Rardin, PhD

Teacher Training & Professional Development



Sara Wass, MA

Program Management & Peer Mentor Support



Nina Kraus, PhD

Senior Advisor Music-Based Mentoring, Brain Development & Literacy



Miriam Goldberg Owens

President & Chief Executive Officer, The People's Music School

Immersive Music Challenge

Initial Anticipated Impact



Students Enrolled:

An estimated 300 students per district
over 5 years x 5 districts = 1,500 students

Districts Enrolled:

5 or more districts over 5 years.

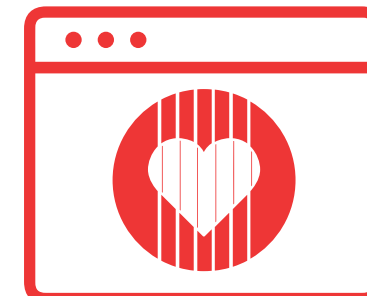


We Provide:

A dedicated webpage with FAQs, implementation guides, enrollment forms, curriculum, job descriptions, budget templates, and a searchable library of orientation videos.

One-on-one mentoring and site visits.

On-going evaluation and analysis of data and student outcomes.



College Scholarship Program

An act of kindness by Janet D'Addario many years ago, along with inspiring work by Dr. Margaret Martin, led to an introduction to the Rita and Herbert Z. Gold Trust and the subsequent establishment of the D'Addario Foundation's College Scholarship Fund.

By helping pay for college, we empower students to become who they were always destined to be. Our scholarship recipients are ambassadors of our work and embody the lasting positive change that results from a robust education in music.

Average Participation: 8 Years

First-Generation College Students: 43

Total Recipients: 53

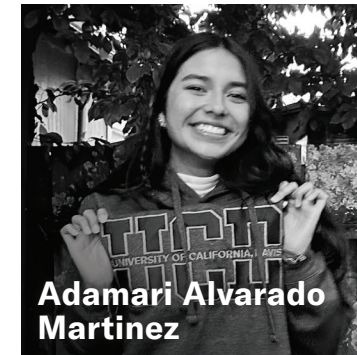


I've recently got a part time job teaching music at St. Pio two days a week which I'm really excited about. Also, I'm in the interviewing stages for an after school assistant teacher position at Kaleidoscope Plus Program through Settlement Music School. Thank you again for all of your support you've shown me the past four years.

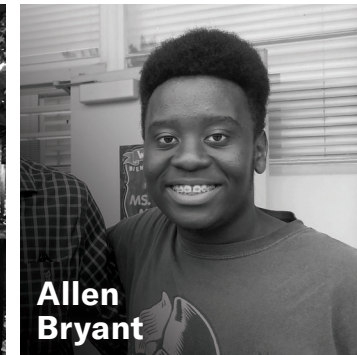
- Sophia Radford

Scholarship Recipient & 2023 graduate of Temple University

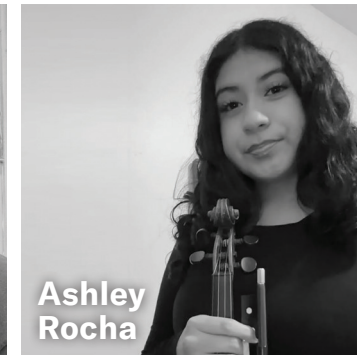
2022 & 2023 Scholarship Recipients



**Adamari Alvarado
Martinez**



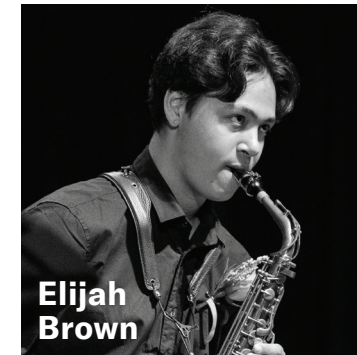
**Allen
Bryant**



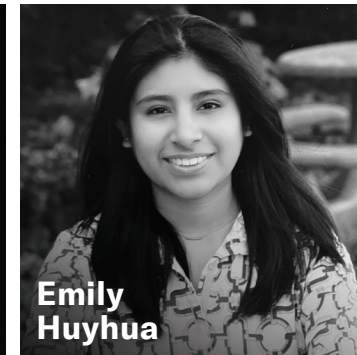
**Ashley
Rocha**



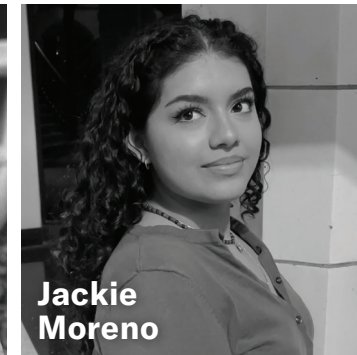
**Carla
Salas**



**Elijah
Brown**



**Emily
Huyhua**



**Jackie
Moreno**



**Jaqueline Marquez
Salgado**



**Jennifer
Calderon**



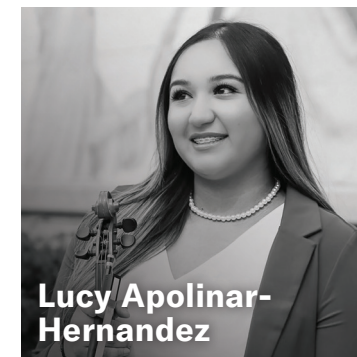
**Johnathan
Campbell**



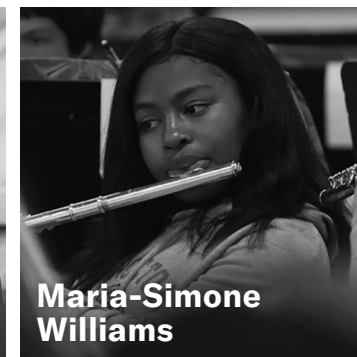
**Juan
Munoz**



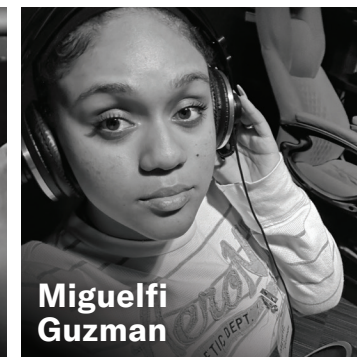
**Katia
Campos**



**Lucy Apolinar-
Hernandez**



**Maria-Simone
Williams**



**Miguelfi
Guzman**



**Nerelly
Mendoza**



**Julia
Yuan**



**Quetzaly
Ferrales**



**Ronaldo Lopez
Lorenzo**



**Stella
Jones**

**Jelil
Missouri**

**Aiden
Rogers**

Girls in Music

Since its inception in 2018, we've raised over \$115K in support of our Girls in Music Initiative, created to help balance the tipped scales of gender in music by providing transformative education, resources, and mentorship to empower girls to thrive in both art and industry.

In 2022 alongside D'Addario & Co., we extended the celebration of International Women's Day (March 8th) to a five-day event. During that time, a portion of the purchase of any D'Addario product at Sam Ash, Heid Music, Strings by Mail, or Russo Music in-store or online was donated to the Girls in Music Initiative, and D'Addario matched 50% of the total donation. In addition, Sweetwater participated by making a generous monetary contribution.

Grantees:

- Amplify Arts Project – Santa Barbara, CA
- Girls Make Beats – Miami, FL
- Girls Write Nashville – Nashville, TN

Programs Supported:

Musicians Institute Scholarships

The Women in Guitar and Women in Drums scholarships at Musicians Institute in Los Angeles, CA are awarded annually to talented, newly enrolled female guitar and drum students.

Music Business Scholarship at Hofstra University

Established in 2008, scholarships are awarded to high-achieving students majoring in Music Business at Hofstra University on Long Island. To date, seventeen scholarships have been awarded.



The D'Addario Music Business Scholarship at Hofstra University is at the intersection of opportunity, resource, and recognition. Kailey Tenn is a sterling example of the high-achieving students majoring in music business who have received the scholarship, and given her industry experience and percussionist chops, is an ideal mentor for a new generation of girls entering music.

▫ Professor Terry Tomkins
Music Business Program Director,
Hofstra University



Bridge Fund

The Bridge Fund was established in 2022 and focuses specifically on bridging the gap between access to extraordinary after-school and in-school music programs and the black community which has been historically ignored and too often denied access to these life-changing programs.

Programs Supported Include:

- Atlanta Music Project
- Buffalo String Works
- Cleveland Institute of Music
- Musical Pathway Fellowship
- Cincinnati Symphony Orchestra
- Nouveau Program
- Jazz Empowers
- Project STEP
- The Roots of Music
- Sphinx Performance Academy
- West Point School of Music

& many more

Supported within the Bridge Fund, D'Addario Foundation grantee Young Musicians Unite collaborates with local schools to provide free music education to inspire personal development, foster a sense of community, and prepare future leaders, serving a student body comprised of 99% BIPOC youth.



Silent Auction

In November 2022, the D'Addario Foundation held a silent auction which raised \$13,460 in support of the newly established Immersive Music Challenge. Thanks to our industry partners & D'Addario artists, we were able to offer signed merch, gear & limited-edition instruments, and one-of-a-kind experiences such as a virtual lesson with Wilco drummer Glenn Kotche and a one-on-one with guitar aficionado Marty Schwartz for auction.



Industry Sponsors:



Players Circle

Through D'Addario & Co's rewards program, Players Circle, members can earn points just for buying D'Addario products. In addition to using points towards free D'Addario gear, members can now donate their points to the D'Addario Foundation.

In 2022, the D'Addario Foundation received \$8,384 in donations from 1,423 Players Circle members. So far in 2023, we've surpassed that amount and have received over \$16,400 from this initiative.

2023

1,923 Donors
3,295 Donations
\$16,426 Raised

Terracycle

Since 2016, D'Addario & Co. has partnered with Terracycle to encourage the recycling of used instrument strings. That program has grown considerably with 11 million strings recycled to date.

For every 0.25 pounds of recycled instrument strings sent to Terracycle, they donate \$1 to the D'Addario Foundation. In 2022 and 2023, \$5,445 was contributed to the D'Addario Foundation as a result of Terracycle points being redeemed for donations.

2022 & 2023

\$5,445

**Worth of Terracycle points
being redeemed for donations**

Federico Uribe

International art world sensation Federico Uribe has been creating sculptural art out of everyday objects for years. Most recently Federico has created works out of the bits and pieces of instrument accessories. His most recent art was featured at Miami's Art Basel in the Adelson Galleries booth. Bamboo Landscape made from reeds, guitar strings, and violin pegs is for sale with 10% of the proceeds going to support the D'Addario Foundation.

Federico Uribe often says that children are his biggest fans. Without preconceived notions or prejudice about art, kids see his art for what it is and immediately understand it. Both Federico Uribe and the D'Addario family believe that incorporating art into children's lives expands their minds and brings the future generation closer together.



Federico Uribe, *Bamboo Landscape*, 2022
Guitar strings, violin tuning pegs, and saxophone reeds

Hungry for Music

Since 2017, the D'Addario Foundation has partnered with Hungry for Music through instrument drives, assisting their network of repair technicians with product donations needed to properly service donated instruments, and collaborating to find homes for the thousands of instrument donations they receive & restore.

In 2023, the owner of two instrument rental companies in Connecticut reached out to the D'Addario Foundation with an extraordinary offer to donate 3,500+ school band & orchestra instruments to us & Hungry for Music.

Jeff Campbell, Hungry for Music's Founder & Director, worked tirelessly nearly every day, all day for weeks to get the donated instruments out of the warehouse they were stored at & safely relocated elsewhere, with the help of dozens of volunteers. These instruments are now being inventoried, assessed, repaired, and will ultimately be donated to students in need.

Learn more at hungryformusic.org



Young the Giant

The D'Addario Foundation is very grateful to have been chosen as a benefactor of Young the Giant's 2023 summer tour in partnership with Reverb. A percentage of every ticket sold will be donated to the D'Addario Foundation, as well as other charitable organizations.



Tom Petty Estate

In 2022, we partnered with the Tom Petty family for the release of their limited-edition capsule collection created with luxury fashion brand Rodarte in celebration of Wildflowers & All the Rest. In tribute to Tom's dedication to mentorship & artistic collaboration, 25% of the net proceeds from sales of this collection have been donated to our Girls in Music Initiative.



Our Team

We at the D'Addario Foundation have brought great clarity to our mission by cultivating a dynamic board of directors, advisors, and staff who are extremely passionate about our work and, as strong advocates of music education, are committed to bringing greater visibility to the cause.



John D'Addario Jr.
President



Suzanne D'Addario Brouder
Executive Director



Danielle Hall
Manager

Board of Directors



Jonathan Turitz
Chief Creative Officer,
D'Addario & Co.



Margaret Martin
Founder,
Harmony Project



Jim D'Addario
Chief Innovation Officer,
D'Addario & Co.



Tom Szaky
Founder & CEO,
Terracycle



Doron Ofir
President & Founder,
Popular Productions Inc.
/ Doron Ofir Casting



Josh Lohrius
Founder &
Creative Director,
Honeymoon



Amy D'Addario
Screenwriter



Tom Cilmi
Senior Executive Consultant,
McBride Consulting &
Business Development Group



Dahlia Ambach Caplin
SVP of A&R,
Verve Label Group

2022-2023 Donors

(2023 YTD as of 12/5/23)

Total Raised:

\$359,474

Continued Transformational Support

We are incredibly grateful for our generous multi-year donors who help us champion positive change. With this key support, we're able to build upon our impact, help transform even more lives, and continue to empower communities through immersive music education.

**Bob Ulrich
& Diane Sillik**

**Rita & Herbert Z. Gold
Charitable Trust**

**Central National
Gottesman Foundation**

Terracycle

Michael Dorf Presents

**Treiber Family
Foundation**

**Matricaria Family
Foundation**

**William & Munja
Orzolek Foundation**

**James D'Addario
Family Foundation**

**John and Joan
D'Addario Foundation**

**Pamela & Laurence
Tarica Family Foundation**

Corporate Support

Amaden Gay Agencies
 Forchelli Deegan Terrana LLP
 Heid Music
 Locals.org
 Russo Music
 Solid Breed LLC / Ed Bonach
 Sweetwater
 Tom Petty Estate
 Victory Display

Individual Donors

\$10,000 +

Jeffrey Heddles
 Jim D'Addario
 John D'Addario Jr.

\$1,000 – \$9,999

Jim Best
 Tom Cilmi
 Bob Horvath
 Bill Jarocki
 W. Shawn McMillan
 Ken Pacheco
 Craig Treiber
 Bryan Wing

\$100-\$999 & Round-Up

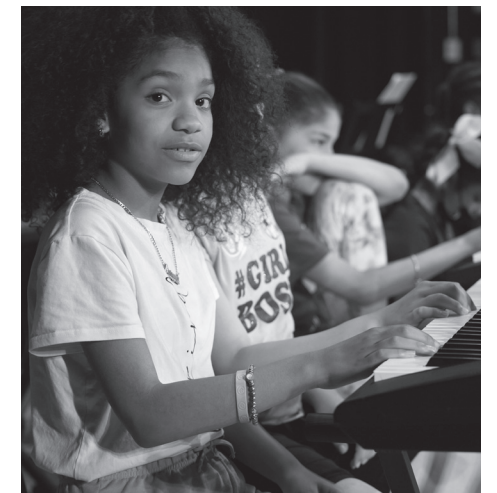
Dahlia Ambach Caplin
 Joseph Andrews
 Steven Barnes
 Harry Benson
 Stephen Burkett

Sheila Castillo Llopis
 Richard Chiafalo
 John Colleary
 Albert Cook
 Robert Costantini
 Ronnie Crumbly
 Christine D'Addario
 John D'Addario III
 Joel Delaosa
 Jacqueline E Moran
 H. Clifton Eames
 Jason Engberg
 Andy Ferris
 Maya Gunji
 Alexander Hagerman
 Fredda Herz Brown
 Aivar Hindreko
 Sam Houston
 Scott Jensen
 John Keith Davis
 Caleb LaVake
 Donna Cardello
 Terrence M. Miles
 Matthew Maher
 Stephen Matthie
 Glen McCarthy
 Mark Mueller
 Doron Ofir
 Don Osborne
 Iago Paramos Martinez
 Julianne Quinn
 Baker Rorick
 Joe Russo
 Scott Schotanus

Mark Schotz
 Robert Semple
 Jonathon Tepes Sharkey
 Mary Sorgi
 Melvin Terrell El
 Scott Timbrooks
 Mike Tourtillott
 John Walsh
 Meredith West
 Andrew Whitelaw
 Paula Whitelaw
 Daniel Williams
 Patrick Zerbo

Top Players Circle Points Donors

Simone Zecca
 Malinda Stratton
 Elliot Ramsey
 Damaris Brennan
 Mikhail Zinovyev
 Michael Doldanov
 Al Robinson
 Sergiusz Kutas
 John Sarikas
 Adam Hobain



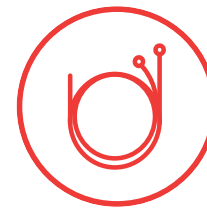
We Need Your Help

Supporting the programs & initiatives highlighted in this report in any way helps to provide education, transform lives, and empower communities through music. Every program funded means countless more success stories, year after year. Become a part of the story and donate today.

Your Support Allows Us To:



Offer thousands of kids on waiting lists their chance to be a part of a safe, nurturing community



Acquire and maintain more instruments and music accessories



Extend programming into the summer months when students are most vulnerable to negative influences



Provide assistance to students so they may apply to and graduate from college



Ways to Support



Make a Tax-Deductible Donation



Join Our Round-Up Program



Subscribe to Our Newsletter



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