Music Changing Lives was able to accomplish the following with the support of our donors and partners. We served 350 students during after school hours, providing a safety net for families who work in the evenings and may not afford childcare. In addition, we are able to enrich the lives of our participants by teaching:

- Vocal Lessons
- Visual Arts
- Dance
- Piano
- Guitar
- Violin
- Recorder
- Audio Engineering & Production

Students left our program feeling inspired, uplifted and determined to achieve their goals which is the greatest reward for us.
To Our Stakeholders:

Music Changing Lives (MCL) has undergone a remarkable evolution in the past five years as we’ve pursued our vision to become the region’s leading afterschool provider of music and art. But one of the most profound changes over this time has been the richer understanding of—and deeper commitment to—sustainability that has come into focus as we have refined our views of what it means to be a servant of those in need.

Built around four equally strong commitments to customers and communities, employees, and grantors, MCL’s leadership vision brings together what we believe are the essential prerequisites for maintaining the long-term health and growth of our company.

What is clearer than ever before, though, is that we cannot achieve success if we choose to pursue these goals independently. Rather, success requires that we consistently work to achieve our goals through collaboration and key partnerships that place a high priority on moving us forward simultaneously on multiple fronts and managing our total impact as an organization. This balance and collaboration is the core of our sustainability commitment—and it is indispensable to realizing the aspirations reflected in our company mission.

It is also what our funders expect from a leading organization in an industry whose actions carry such far-reaching implications for the economy, and the future of children and families who rely on out of school enrichment programs to enroll their children in.

In fact, sustainability considerations are now among the most influential factors defining the playing field within our industry. Many of the most important opportunities to grow our company lie in solving key sustainability challenges.

As part of this process, our sustainability commitment is helping us to agree on priorities, identify important challenges and opportunities, and allocate resources to our initiatives. It is helping us make better-informed, strategic decisions. And it is serving to ensure the costs and benefits of our choices are clear and transparent across the various parts of our operations.

Our team is excited about these initiatives and those that we expect will follow in the future. As you will see, last year we continued to make progress toward key goals. Areas in which we posted solid results included enrollment, reliability, employee volunteerism and retention, to name a handful.

Once again, we owe credit to many funders who have helped us achieve these results, either through their direct funding, or through the constructive feedback we rely on them to provide us.

This kind of open engagement is a key part of our overall sustainability commitment, and we look forward to continuing to work with a broad and diverse range of partners. This is especially true as we work to address areas in which we know we must continue to do better, such as human resources and staff development.

Also important, again this year in preparing this document we were fortunate to receive invaluable input from staff and participant survey of the programs. Their observations and advice have strengthened our efforts, and we greatly appreciate their contributions.

In keeping with that spirit, we invite you—and indeed encourage you—to share your thoughts on our performance going forward. We take this feedback seriously and always welcome it.

Meanwhile, MCL will continue to strive toward its vision of industry leadership and its sustainability goals in the year ahead. As we do, you have our commitment that we will be working to extend our performance in areas where results are already strong, while diligently addressing those aspects of our performance in which we see the greatest opportunities for improvement.

Thank you for your ongoing interest in MCL and for your support.
Goals

97% of students kept their GPA or above 2.5.

Academics

One of our greatest goals is to keep students at a 2.5 GPA or higher, and we’re happy to share that nearly 97% of students kept their GPA at or above a 2.5. In addition, 86% of students agreed that MCL’s homework sessions improved their grades and assisted them in completing homework assignments on time. The increase in their academic performance is contributed to the tutoring programs MCL provides, as well as the engagement MCL staff makes with their teachers and parents to ensure students succeed.

86% of students agreed that MCL homework sessions improved their grades.

Financial Literacy

To achieve our goal of providing financially literacy workshops to our students, we teamed up with Wells Fargo Bank. Our students learned the basic fundamentals of money, why saving is important and how to start saving, budgeting, the different types of bank accounts there are, and more. Wells Fargo team members held two financial workshops per school site over the 21 week program, providing a total of ten financial literacy workshops for MCL’s students.

Community Service

Another goal we set each year for our students is to have them participate in a community service project. This year our students were tasked with “going green” by recycling their plastic bottles. Our students recycled over 4500 water bottles within 21 weeks and learned the importance of recycling and the effects waste has on our earth.
On May 18, 2019, we held our annual Changing Lives Showcase competition and our wonderful students graced the stage in front of nearly 580 guests to perform. Many students had never been on stage, many were nervous, but that didn’t stop them from mustering up the courage to show off their talents! Out of the 150 students in our programs, 20 students entered a visual art piece in the Art Showcase Competition and 70 student acts comprised of solo and group performances entered to compete to see who was the best in Instrumentals, Vocal, Dance and Audio Production.

This year we decided to have a separate Art Showcase from the Performance Showcase to allow our art students to have the recognition and appreciation they deserved. We hosted the Art Showcase at a local art gallery, invited parents, teachers, students and staff to enjoy music, art appreciation, and refreshments. The event was truly wonderful. The winners of the art showcase were also able to have their artworks displayed at the performance competition.

Lastly, it is always our goal to increase self-confidence, self-esteem and get students out of their comfort zone.
Finances

We did experience some financial challenges this year, yet our board focused on donor and development and we are happy to say we’ve cultivated new donors and overcome our challenges.

Like most nonprofits in the Inland Empire we’ve experienced a difficult time fundraising, but we’re hopeful as we’ve made some traction with donors like the California Arts Council, Annenberg Foundation and several new individual donors. To overcome this problem we’re hiring a non-profit consultant to assist us with strengthening our strategic plan and guide us through implementation.

We’re also working on licensing deals for our social enterprise products. We have products that range from an MCL water bottle to jewelry and apparel that we’re seeking to sell in larger markets to continue to drive funding for our programs.

Sustainability is our goal and we are on track to success.

Promotions

Music Changing Lives promoted our program through a variety of platforms including press releases, flier distribution, our website, e-newsletters, speaking engagements, community collaboratives, submitting for award nominations, through social media platforms like Facebook and Instagram, as well as online community and nonprofit platforms like Great Nonprofits.

Supporting Organization Links

Support from Moreno Valley Councilmember Jeffrey Giba:

Community Page:
https://www.activekids.com/redlands-ca/music/classes/music-changing-lives-june-2018

Great Nonprofits:
https://greatnonprofits.org/org/music-changing-lives

UCR Highlander Community Page:
https://highlanderlink.ucr.edu/organization/mclatucr

Community Collaborative:
https://www.pe.com/2017/12/29/how-this-inland-empire-group-is-helping-strengthen-local-nonprofits/

MCL Auditions:
https://youtu.be/AONb2QR3hqk

MCL Showcase:
https://youtu.be/Ezb87NaeZpw
Final Thoughts

Students of MCL were evaluated before and after their participation in the 21-week Changing Lives Showcase program in 2017/2018. Below are the findings of the evaluation:

• More than 86% of participants agreed that MCL’s homework sessions improved their grades and assisted them in completing homework assignments on time.

• Participants were more confident in themselves after completing the program.

• Out of 230 students who were evaluated in the study, 95% of them maintained above a 2.5 GPA.

• Out of 230 students who were evaluated in the study, 100% of students said they would recommend MCL to a friend.