THE NEXT MOVEMENT

A CAMPAIGN TO TRANSFORM MUSIC EDUCATION IN ATLANTA
THE ATLANTA MUSIC PROJECT CENTER FOR MUSIC EDUCATION
883 DILL AVE SW ATLANTA, GA 30310
A SPACE FOR YOUTH. A SPACE FOR COMMUNITY. A SPACE FOR MUSIC

Founded in 2010, the Atlanta Music Project provides more than 5,000 hours annually, of intensive, tuition-free music education for underserved youth right in their neighborhood. Currently serving 300 students at six program sites, AMP provides students with an instrument, a teaching artist, classes through the AMP Symphony Orchestras; the AMPify Choirs; the AMP Academy, for the most talented and dedicated students; and the AMP Summer Series, a music festival and school. AMP music ensembles perform 40 concerts per year. Its members have participated in Georgia All-State ensembles and have performed in Atlanta, Washington D.C., Los Angeles, Aspen and Mexico.

The Atlanta Music Project's mission is to empower underserved youth to realize their possibilities through music. The Next Movement Capital Campaign will set the stage for AMP to begin living out its vision to be the model for youth development in Atlanta and beyond.
THE CHALLENGE WE FACE

THE SOCIO-ECONOMIC REALITY OF MUSIC EDUCATION IN ATLANTA

✓ MUSIC EDUCATION IS VALUABLE

According to a 2012 study by the National Endowments for the Arts, at-risk children who have intensive arts experiences in high school are more likely than at-risk children who lacked those experiences to attend college and go on to earn a bachelor’s degree. AMP’s own impact evaluation, conducted by researchers at the University of Kansas, has shown a 12% increase in AMP student school engagement while non-AMP students have shown decreased school engagement. Additionally, AMP students have higher scores in reading and math, and higher GPAs overall. Finally, AMP students receive fewer referrals for inappropriate behavior.

A key indicator of music’s value in a child’s upbringing, the most sought-after schools in Atlanta, both public and private, all have robust band, orchestra and choir programs.

$ MUSIC EDUCATION IS EXPENSIVE

The annual cost of private violin lessons for one year include: violin ($500), teacher ($1,500), sheet music ($250), concert attire ($100), gas ($250). Annual tuition for a competitive youth orchestra in Atlanta can be up to $850. The total annual cost of private music lessons and participation in a youth orchestra can easily be $3,450. Note that private lessons are necessary in order to successfully audition for a youth orchestra.

✗ MUSIC EDUCATION IS NOT EVERYWHERE

In the 30310 zip code (southwest Atlanta), where AMP’s programs are located, the median household income is $24,700, less than the federal poverty level for a family of four. Further exacerbating matters, there are practically no competitive youth orchestras and choirs based south of Interstate 20. North of I-20 there are well over a dozen such ensembles, in addition to an abundance of strong school music programs, music instrument shops, music teachers and performance venues.

In Atlanta, the music education eco-system is tied to socio-economics. As long as that continues to be true, competitive music education for hundreds of thousands of children in Atlanta is not, and will never be, a reality.

The cost to the Atlanta community of not engaging the untapped potential of its underserved children through music education - which has proven value - will never be recouped. It is a damaging oversight for the region.

This is why AMP exists and this is why The Next Movement campaign is underway.

“The poor in the Atlanta region tend to live in the southern parts of Atlanta and the close-in southern suburbs. The Northside of the region has very low poverty rates and almost no areas of concentrated poverty.”

- The Brookings Institution Center of Urban and Metropolitan Policy, 2016.

“The City of Atlanta and the close-in southern suburbs are home to most of the working poor and moderate-income families of the Atlanta region.”

- The Brookings Institution Center of Urban and Metropolitan Policy, 2016.
OVER THE YEARS:
ATLANTA MUSIC PROJECT
MILESTONES

2010: AMP launches its first program site with 19 students at the Gilbert House, a city of Atlanta recreation center, in the Perkerson neighborhood, with funding provided by the Coca-Cola Foundation.

2012: Launch of the AMP Academy, an advanced musical training program for talented and dedicated students, funded by the Jack Kent Cooke Foundation.

2013: Launch of AMPlify, the choral program of the Atlanta Music Project.

2015: Launch of the AMP Summer Series, a three-week music festival and school for experienced middle and high school students, in the Sylvan Hills neighborhood.

Clayton State University launches the AMP Endowed Scholarships, available to AMP students who attend Clayton State as music majors or minors.

2016: The President’s Committee for the Arts and the Humanities names AMP one of the top 50 youth arts programs in the nation.

The Bank of America Charitable Foundation awards AMP the prestigious Neighborhood Builders award, given to just two non-profits locally each year.

AMP places two students into Georgia All-State music ensembles, representing the only Atlanta Public School students accepted into Georgia's All-State middle school orchestras.

AMP is awarded a two-year grant from the Community Foundation for Greater Atlanta.

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AMP has a record year, delivering 5,000 hours of music instruction to 300 students, while providing employment for over 50 professional musicians in Atlanta.

AMP is awarded a two-year grant from Carnegie Hall.

AMPlyfe Choir performs the National Anthem at Mercedes-Benz Stadium in front of 70,000 fans for an Atlanta United FC soccer match.

2018: The AMP Board of Directors approves the 2018-2021 Strategic Plan with the goal of establishing a headquarters space.

The Chick-fil-A Foundation becomes the lead donor in AMP's The Next Movement Capital Campaign, and provides pro bono services to AMP in lease negotiations, project management and vendor partnerships.

Emory University awards AMP the 2018 Martin Luther King Jr. Community Service Award.

Six members of the AMP orchestra are invited to Mexico City to join 150 students from all over the Americas to perform under the direction of conductor Gustavo Dudamel.

Grammy-winning rapper, actor and Atlanta native, T.I., invites AMP's young musicians to perform alongside him at his NPR "Tiny Desk" concert. Cricket Wireless sponsors travel and accommodation for AMP's students.
AMP first headquarters, consolidating office, storage, rehearsal and performance space

In Capitol View neighborhood, just a 10-minute walk to Oakland City MARTA Station

A hub for music education south of Interstate 20

Houses the AMP All-Star orchestras and choirs, allowing AMP’s most advanced students to continue their training

Allows AMP to add satellite program sites, reaching more undeserved neighborhoods and increasing students served from 300 to 500

Provides gathering place and wifi for AMP students, families, teaching artists and staff

Functions as a neighborhood anchor, showcasing the best of the community’s children and culture
THE ATLANTA MUSIC PROJECT
CENTER FOR MUSIC EDUCATION

Music Education Wing:
6 portable, sound-proof, individual practice rooms to be purchased and owned by AMP
4 portable, sound-proof rehearsal spaces to be purchased and owned by AMP
Secure wing with fob access for students, teaching artists, and employees

Event Space & Concert Hall: 175 seats, acoustical treatment, flexible staging, available for rental to outside groups

Green Room: for soloists, conductors, speakers, and small groups

Office Space: open-concept model, with flexible work-spaces to accommodate employee and volunteer needs

Lobby: communal space, coffee and wifi for students, parents, teaching artists and employees.

Storage: secure storage of instruments, materials, uniforms and music library

Breakroom: kitchenette, dining tables, laundry for concert uniforms
The Atlanta Music Project Center for Music Education

Tuition-Free Programming: high quality music education with all financial barriers removed, right in an underserved neighborhood

Access: a headquarters space for AMP in our service area with MARTA access, eliminating the geographic barrier to high quality music education on the Southside and Westside of Atlanta.

Program Space: rehearsal and performance space for AMP ensembles

Individual Practice Space: for AMP’s most advanced students, who require safe and secure space to hone their craft

Office: a creative workspace for AMP’s employees, teaching artists and volunteers

Storage: for AMP’s instruments, class materials, concert uniforms, music library, passenger vans

Establishment of Financial Sustainability:

- Operating Reserve: $333,333 goal, approximately four months of operating revenue
- Endowment: $1,000,000 goal
- Secondary Revenue Streams: event space and performance hall rentals provide earned income
- Fee-Per-Program Model: Future satellite program sites increase impact in the Metro-Atlanta area while creating additional revenue streams

The Future of AMP Programming

- Establishment of the AMP All-Star Orchestras and Choirs
  - Starting fall 2018, tuition-free
  - Audition-based, competitive and open to any student from anywhere
  - Junior & Senior Choir, Junior and Senior Orchestra
  - Based at AMP Center for Music Education
  - New passenger van addresses barriers to transportation
  - Each student receives new instrument and formal concert attire
- Satellite Program Sites: Scaling AMP’s Impact
  - Satellite Program Sites: “exposure to music” sites in underserved communities throughout Atlanta. Paid for by partners such as Boys & Girls Clubs, YMCAs, recreation centers, churches etc.
  - Most potential for scale with minimal financial burden to AMP
  - As they improve, students can join AMP’s partnership sites and Center for Music Education programs

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THE FUTURE OF AMP
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THE NEW MOVEMENT CAPITAL CAMPAIGN BUDGET

<table>
<thead>
<tr>
<th>THE NEW MOVEMENT CAPITAL CAMPAIGN EXPENSES</th>
<th>COST</th>
<th>% OF CAMPAIGN</th>
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<tbody>
<tr>
<td>AMP Center for Music Education Renovation</td>
<td>$752,979</td>
<td>25%</td>
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<tr>
<td>Wenger modular, sound-proof spaces (to be owned by AMP)</td>
<td>$393,367</td>
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<tr>
<td>AMP Center for Music Education Start-Up Costs</td>
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<td>AMP Center for Music Education Maintenance Fund</td>
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<td>AMP Center for Music Education Furniture, Fixture and Equipment</td>
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<td>AMP Program Capacity Building</td>
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<td>• Instrument Storage</td>
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<td>• Stage &amp; Lighting</td>
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<tr>
<td>• Concert Uniforms for All-Star ensembles</td>
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<tr>
<td>• Passenger Van</td>
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<td>• New Orchestra Instruments for All-Star ensembles</td>
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<tr>
<td>• Competition, Travel &amp; Tour Fund</td>
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<tr>
<td>AMP Operating Reserve Fund</td>
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<td>AMP Endowment</td>
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<td>TOTAL</td>
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“We have seen the measured growth and tremendous impact of Atlanta Music Project's programs on the students, families and communities on the Southside and Westside of Atlanta. As a non-profit organization, AMP is professional, transparent and focused on serving those in need through music. The Chick-fil-A Foundation is pleased to be the lead donor for The Next Movement Capital Campaign as AMP establishes a space to call home right here in Atlanta.”

- Rodney Bullard, Vice President of Community Affairs for Chick-fil-A, Inc., and Executive Director of the Chick-fil-A Foundation
“My wife and I are pleased and delighted to be continued supporters of the Atlanta Music Project. AMP is a wonderful example of the best that can come from the human soul.”
- Steve and Jill Wadley, AMP Board of Directors

“As chairman of the board, I choose to invest and support the Atlanta Music Project’s goal of social change by making music a part of young lives in Atlanta. I’ve been involved with AMP since the very beginning and I am impressed with the deep level of commitment exhibited by the AMP staff, parents and young musicians. Each time I attend a concert, I leave ready to do more to help these brilliant young people reach success in life.”
- Phillip M. Juravel, CPA Chair, Atlanta Music Project Board of Directors

“The kids that are in AMP have become leaders in their own community. The limitations that they may have thought they had growing up have now been blown out of the water.”
- Dantes Rameau, AMP Co-Founder and CEO

“The future of AMP benefits in action

“It is unbelievable, just to know that people believe in our kids the way we do.”
- Dena Wiggins, AMP Parent

“All three of my daughters participate in AMP’s programming. Alivia, my oldest daughter, definitely influences her younger sisters more than they know. She used to be the only one going off to practice at home, but now they each have their own stands and practice at home together.”
- Vivian Roberts-Carter, Mother of three AMP musicians

“My wife and I are pleased and delighted to be continued supporters of the Atlanta Music Project. AMP is a wonderful example of the best that can come from the human soul.”
- Steve and Jill Wadley, AMP Board of Directors
“Where I’m from, you were an outcast if you played an instrument. I moved to Atlanta and things just smoothed themselves out. I never thought I would get the opportunity to apply my orchestra training to work with a Hip Hop artist like T.I.”
- Landon Isaiah Wilkins, AMP Violist

“When I began playing with Atlanta Music Project, I never thought that I would be in an international orchestra. And I never thought I would fall in love with playing a musical instrument. Being in an international orchestra in Mexico City was proof to me that I am doing something right by playing my instrument.”
- Alivia Carter, AMP Double Bassist

“When I was younger, my mom played classical music at night. One time I asked her, ‘Mama, what instrument is that?’ And she told me it was the violin. Since then, I’ve been drawn to the sounds of the violin and I picked it up when I started playing with AMP almost eight years ago.”
- Donovan Fuller, AMP Violinist

“AMPlify has given Sedreck a lifeline. When everything else failed, this choral program helped him thrive through music.”
- Mother of Sedreck Whitaker, AMPlify vocalist