

Crescendo Academy of Music

Annual Report

Dear Friends:

Every so often we receive an unexpected note from a former Crescendo student that demonstrates the impact we have had on those we have taught. Recently, this came in the mail: "Thank you so much for all the time you invested in my life...When I look back, those years were some of my best memories with my violin. I can't thank you enough for giving your time, love for music, and energy to me and every other musician you have taught. Thank you always!—Abigail."

Some students, like Rose, come back to visit us and play with the Crescendo Fiddlers whenever she is in town. She writes: "I have been very lucky to have a Crescendo scholarship, and appreciate it very greatly...Over the years I have been at Crescendo I have grown so much as a person and as a musician. Thank you for everything you have done for me, all you have helped me achieve, and all that you will help me do in the future."

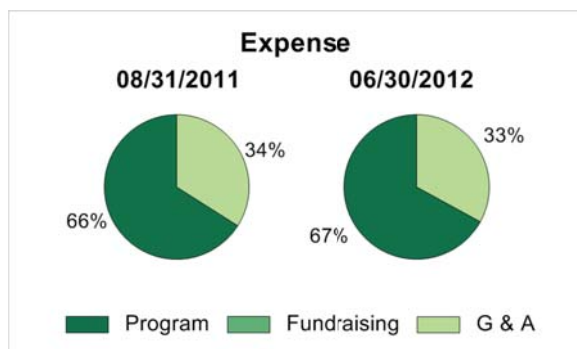
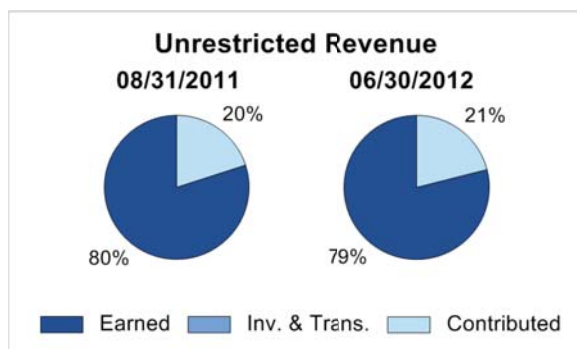
During the past fiscal year, 42 Crescendo students—ten percent of our total student body—received need-based scholarships totaling over \$15,000. We are committed to extending scholarships to a minimum of ten percent of our total enrollment each year.

Our annual goal is to raise \$20,000 for scholarships. While we are always happy to accept cash donations, there are other ways you can help us raise money to support our programs. Crescendo has set a goal of providing every teaching studio with a quality piano. If you know of someone with a quality piano that is gathering dust, please have them contact us. All equipment and cash donations are tax deductible. Also, please note that Crescendo changed its fiscal year end date to June 30th, so the information reported below is for our shortened 2012 fiscal year.

To stay up to date with Crescendo, you can join our email list at our website or become a fan on Facebook!

Audrey Lipsey, Executive Director

Financial Activity	08/31/2011	06/30/2012	% chg
Unrestricted Activity			
Unrestricted Revenue			
Earned			
Program	\$324,396	\$293,921	-9%
Non-program	1,608	1,341	-17%
Total Earned	326,004	295,262	-9%
Investments & transfers			
Realized gains/losses	0	0	n/a
Unrealized gains/losses	0	0	n/a
Interest & dividends	202	132	-35%
Transfers and reclassifications	0	0	n/a
Total investments & transfers	202	132	-35%
Contributed	80,069	79,760	~0%
Total Unrestricted Revenue	\$406,275	\$375,154	-8%
Expenses			
Program	\$269,598	\$268,884	~0%
Fundraising	0	0	n/a
General & administrative	136,605	129,589	-5%
Total Expenses	\$406,203	\$398,473	-2%





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Net Unrestricted Activity	\$72	(\$23,319)
Net Temporarily Restricted Activity	\$24,175	\$50,099
Net Permanently Restricted Activity	\$0	\$0
Net Total Activity	\$24,247	\$26,780

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Attendance	08/31/2011	06/30/2012	% chg
Total paid attendance	620	870	40%
Physical	620	870	40%
Virtual	0	0	n/a
Total free attendance	2,200	2,100	-5%
Physical	2,200	2,100	-5%
Virtual	0	0	n/a
Total attendance	2,820	2,970	5%
Physical	2,820	2,970	5%
Virtual	0	0	n/a

The Crescendo Fiddlers, directed by Sarah Hedlund, presented twelve public performances between July and September of 2012, reaching an audience of over 900. In total, Crescendo students and instructors prepared and presented music at 42 Crescendo sponsored events to over 2000 audience members.

Event venues included the Carnegie Center, Foundry Hall, the Ladies Library Association, the Kalamazoo Valley Museum, the Greater Kalamazoo Association of Realtors, Wyndham/Heritage Community of Kalamazoo, the Arts Council of Greater Kalamazoo Art Hops, Make Music Kalamazoo, Kalamazoo Psychiatric Hospital, the Bank Street Farmer's Market, the Athen's Farmer's Market, the Texas Township Farmer's Market, the Vicksburg Veteran's Festival and more. Crescendo was also well represented by students performing in the Bravo Showcase Concert and the Spotlight on Youth Concert.

Crescendo students participated in the Kalamazoo Junior Symphony, Kalamazoo Prep String and Training Orchestras, the Kalamazoo Children's Chorus, Kalamazoo Philharmonia, and their respective school bands, orchestras, and choirs. Crescendo faculty were members of many professional ensembles, including the Kalamazoo, Battle Creek, Southwest Michigan, Grand Rapids, and South Bend Symphony Orchestras; as well as trios, quartets and quintets.

Children 18 and under attendance	450	1,523	238%
Physical	450	1,523	238%
Virtual	0	0	n/a
Number of groups of children 18 and under	0	40	n/a
Physical	0	40	n/a
Virtual	0	0	n/a
Classes and workshops attendance	520	870	67%
Physical	520	870	67%
Virtual	0	0	n/a

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Program Activity	08/31/2011	06/30/2012	% chg
Live productions - self-produced	40	42	5%
Public performances - home	3	3	0%
Public performances - away	37	39	5%
Classes & workshops for the public/constituents	27	30	11%
World premieres	1	0	n/a
Off-site school programs	4	6	50%
Number of off-site school program occurrences	228	978	329%
Facility rentals - by your org. for your program use	38	34	-11%
Rentals of your facility by others	12	10	-17%

Our student enrollment continues at nearly 400 students with contact hours totaling over 16,500. These included individual lessons, group classes, the Marvelous Music! preschool children and Crescendo Academy's Music Together Parent/Child program. During the 2011-2012 academic school year, the Marvelous Music! collaboration with the Kalamazoo Symphony Orchestra was expanded to 30 classrooms, allowing us to reach an additional 330 students.

A new program began during the summer of 2012, when instructors Sarah Hedlund, Mark Portolese and Luke Cook coordinated a series of coachings for chamber music groups consisting of Crescendo students. This program will be offered again in the summer of 2013.

The Kalamazoo Mandolin and Guitar Orchestra hosted the Bulgarian mandolin quartet "Seasons" in October of 2011. The quartet visited Michigan as part of a cultural exchange, giving area residents the opportunity to experience the hauntingly beautiful music of contemporary Bulgaria. "Seasons" also hosted workshops for the Kalamazoo community. Kalamazoo Suite, a new work from composer James Kellaris, was premiered by the KMGO in the spring of 2012.

~0% signifies a value of less than +/- 0.5%.

2011-2012 Donors

The generous support of these donors has helped Crescendo Academy of Music accomplish our mission in 2011-2012:

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