

Crescendo Academy of Music

Annual Report

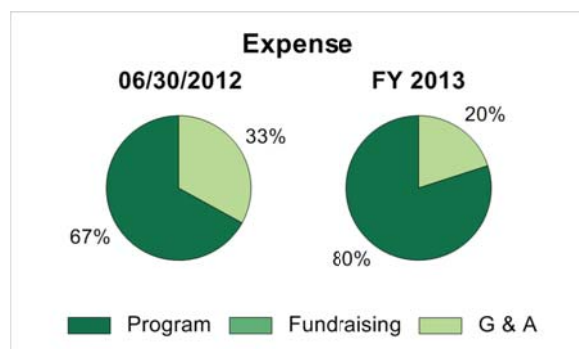
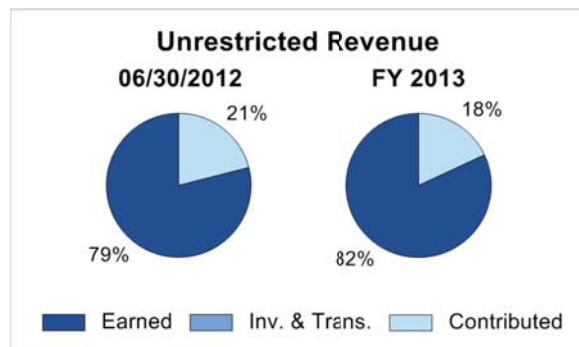
2012-2013 was another great year at Crescendo! We have a strong and engaged Board of Directors, which now includes Faculty Representatives. These new positions allow the teaching artists to vote in representatives that attend Board meetings as non-voting members and participate on Board committees. This has improved the way our organization functions, creating transparency, trust, and increased communication between faculty and the Board. We also held the first annual meeting in which Crescendo students were invited to perform, allowing them to display their talents and showcase what they learned during the past year.

The Marvelous Music! Program, our collaboration with the Kalamazoo Symphony Orchestra, continued to bring quality early childhood music instruction to over 450 students in Head Start, PEEP, the YWCA Children's Center, K-RESA Great Start and Comstock Community Learning Center classrooms. The Crescendo Fiddlers were in high demand, performing free of charge throughout the Kalamazoo area, while the Kalamazoo Mandolin and Guitar orchestra performed for Art Hop audiences to rave reviews. In total, Crescendo students performed over 35 recitals to over 2,500 audience members.

The generous support of our donors makes all of this possible; all equipment and financial donations are tax deductible. To stay up to date with Crescendo, join our email list at our website or become a fan on Facebook!

Financial Activity

	06/30/2012	FY 2013	% chg
Unrestricted Activity			
Unrestricted Revenue			
Earned			
Program	\$293,921	\$338,766	15%
Non-program	1,341	380	-72%
Total Earned	295,262	339,146	15%
Investments & transfers			
Realized gains/losses	0	0	n/a
Unrealized gains/losses	0	0	n/a
Interest & dividends	132	203	54%
Transfers and reclassifications	0	0	n/a
Total investments & transfers	132	203	54%
Contributed	79,760	72,572	-9%
Total Unrestricted Revenue	\$375,154	\$411,921	10%
Expenses			
Program	\$268,884	\$359,506	34%
Fundraising	0	0	n/a
General & administrative	129,589	91,347	-30%
Total Expenses	\$398,473	\$450,853	13%
Net Unrestricted Activity	(\$23,319)	(\$38,932)	
Net Temporarily Restricted Activity	\$50,099	\$46,702	
Net Permanently Restricted Activity	\$0	\$0	
Net Total Activity	\$26,780	\$7,770	



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Attendance	06/30/2012	FY 2013	% chg
Total paid attendance	870	900	3%
Physical	870	900	3%
Virtual	0	0	n/a
Total free attendance	2,100	2,600	24%
Physical	2,100	2,600	24%
Virtual	0	0	n/a
Total attendance	2,970	3,500	18%
Physical	2,970	3,500	18%
Virtual	0	0	n/a
Children 18 and under attendance	1,523	1,500	-2%
Physical	1,523	1,500	-2%
Virtual	0	0	n/a
Number of groups of children 18 and under	40	46	15%
Physical	40	46	15%
Virtual	0	0	n/a
Number of other groups	0	1	n/a
Physical	0	1	n/a
Virtual	0	0	n/a
Classes and workshops attendance	870	900	3%
Physical	870	900	3%
Virtual	0	0	n/a

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Program Activity	06/30/2012	FY 2013	% chg
Live productions - self-produced	42	32	-24%
Public performances - home	3	3	0%
Public performances - away	39	29	-26%
Classes & workshops for the public/constituents	30	31	3%
Off-site school programs	6	6	0%
Number of off-site school program occurrences	978	978	0%
Facility rentals - by your org. for your program use	34	32	-6%
Rentals of your facility by others	10	4	-60%

In 2012-2013, Crescendo provided nearly \$18,000 in financial assistance to over 10 percent of our student base. We provided more than 7,800 hours of private and group instruction to our students and over 900 hours of instruction as part of the Marvelous Music! program.

2012-2013 Donors

The generous support of these donors has helped Crescendo Academy of Music accomplish our mission in 2012-2013:

Foundations and Corporate Donors

Arts Council Of Greater Kalamazoo
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California Community Foundation
Chinese Association Of Greater Kalamazoo
Eaton Corporation
Irving S. Gilmore Foundation
Kalamazoo Institute Of Arts
Kalamazoo Symphony Orchestra League
Lawrence & Sylvia Wong Foundation, Inc.
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Pfizer Volunteer Matching Program
Richard G. Tomlinson Family Fund
Thursday Morning Musicale

Marvelous Music! Donor

PNC Foundation

Individual Donors

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Mindy Allwardt
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Jerry & Mary Zwart

2012 Crescendo Café & Open House Donors

Epic Bistro/Central City Tap House
FlipseMeyerAllwardt, CPA
Full City Cafe
Garden Gate Cafe
Great Harvest Bread Co.
Hunan Gardens Of Kalamazoo
Kalamazoo Junior Symphony Society
Papa's Italian Sausage
People's Food Co-Op of Kalamazoo
Something's Brewing
Victorian Bakery

Many thanks to the volunteers who helped to make our Café and Open House, student recitals, ensemble performances, and faculty concerts possible. Also thanks to all the parents, students, and board members who assisted in the Crescendo office.