Impact Report
2018-2019

PCM students celebrating after our first annual Jam & Jazz Breakfast, April 2019. Photo by Sung Moon Photography.
Dear Friends,

This year marked my 20th year of impacting our community through the power of music at Phoenix Conservatory of Music. It has been a great honor and privilege to help this organization be a leading provider of music education in our community!

From the drop in program with babies and families, to after school programs that reached over 1,000 students, to our group classes, camps and private lesson students— I truly believe that music has the power to enrich our lives and help us be our best selves.

We know that programs, like our College Prep Program, are working and being impactful. Our students are earning admittance and scholarships to some of the best Colleges and Universities in the country; and our program is helping them to discover the power, in themselves, to tackle challenges and grow beyond what they thought they could be.

We are giving wings to their dreams and helping them place their feet firmly on the path that will lead them to their futures!

With all of the success and growth PCM has had, we know that success is not a one person effort. Our success is truly a result of a community coming together to lift our students up and provide opportunities they would otherwise not have.

It is truly because of you and your willingness to invest in our community and our students that we are able to share with you the good work that was done.

To all of you who worked, donated, and created opportunities for our students— thank you!

With gratitude,

Regina Nixon, Executive Director
regnixon@pcmrocks.org

MISSION

The Phoenix Conservatory of Music’s mission is to unleash the power of music by providing high quality music education and experiences to students and families that is affordable and accessible. We fulfill our mission by providing community education programs and classes, after school programs for at risk populations, private music lessons, ensembles and a unique college preparatory program in affiliation with the Berklee City Music Network.

VISION

It is our vision to be a leading provider in after school music education (with a focus in popular and commercial music) in the greater Phoenix Area: positively impact students every year in programs that support excellence in student success, provide access and opportunities for music experiences that will help make students college and career ready, be a resource provider and support school music programs and be a national leader in Creative Youth Development.

“The only time I feel like I’m doing what I’m supposed to be doing is when I’m playing music and I wouldn’t have known that without PCM. It helped me find out who I am.”

-Tom Cooke, 2019 PCM Graduating Senior
Full Tuition ScholarshipRecipient, Berklee College of Music

Tom started with PCM in 2012. As a student getting to see others receive full tuition scholarships to the college of his dream, he knew the dream was possible. After spending countless hours rehearsing and collaborating at PCM (his home away from home) seeing his hard work pay off was surreal. “It hasn’t fully set in. This has been my dream since I was 11 years old.”
Internationally acclaimed Arizona based not-for-profit, PCM, is dedicated to bridging the gaps in arts education. We offer our programs to public schools in underserved communities.

Music for All...

Research indicates that access to quality arts programs supports academic success of students (Music Matters, 2018). Unfortunately, in AZ, many students—especially those from low-income areas—do not have access to quality arts programs. A study in 2018 by the AZ Dept. of Education indicated that only 54% of schools offer music courses and less than half of students in AZ are participating in a music course in school. In other areas of the country, schools have more robust arts education programs—resulting in better prepared students.

Our programs help to bridge those gaps and create opportunities for quality music education for the students in our community that are accessible and affordable.
PCM increased student opportunities by working with Paradise Valley Community College to offer accredited coursework in music theory and ear training.

53% of private lesson students at PCM are receiving a full or partial tuition scholarship.

PCM students produced an album of original and/or produced student music and held a Songwriter’s Showcase to explain their songwriting process and then an album release con-

In 2018-2019, PCM worked with 23 different community partners to facilitate programming offsite, provided 84 educators with professional development and adopted 1 school music program in need.

PCM had 7 students that represented at the 2018 Berklee City Music Network Summit in Nashville, TN. We had six students (out of 21 nationally) who were chosen to be a part of the masterclasses with award winning artists, and one student board representative. We sent three students, on full scholarship, to the Berklee Aspire Five Week Summer Performance Program and one to Music’s Institute’s One Shot Performance Intensive.
PCM is in growth mode. According to Non-Profit Life-cycles, growth mode is characterized by: mission and programs have taken hold, the organization is creating a “distinctive competence” and recruiting and hiring “specialists”; but service exceeds structural and resource capabilities.

It is the **MOST EXPENSIVE** phase of a non-profit’s life cycle as salaries, benefits, equipment, and systems must be upgraded.

We have been growing and achieving.

Over the last three years, PCM demonstrated growth aligned with the recommendations in its strategic plan. Specifically, we have had:

- 142% growth in individual contributions
- 102% growth in board giving
- 188% growth in city government grants
- 33% growth in state grants
- 51% growth in foundation support

Because of the deep dive completed three years ago, we are seeing a return on earned revenue as well. Overall, we have had 29% increase in earned revenues. However, because we are in growth mode, we are taking all of those increases and investing directly back into infrastructure to support our growth.

The Phoenix Conservatory of Music is on an upwards trajectory. We are more financially resilient. As we look to the future, we know we have some large challenges that we need to overcome and some key goals we have to achieve including: Being debt free, having 10% of budget as working cash on hand.

PCM recognizes that individual giving must remain a targeted focus in order to build out organizational needs. We are starting two programs that lend itself to sustainable fundraising: PCM is now a State Tax Credit Qualifying Organization and we are implementing a multi-year giving society for major gifts.

Our first year with this model we generated over $50,000 in donations and future year pledges. Our goal is to grow this model for sustainable funding.
Staff Recognition

Ms. Regina Nixon, Executive Director
Ms. Christine Ehanno, Administrative Coordinator
Dr. Ben Hedquist, College Prep Program Coordinator
Mr. Jonathan Travis, Development Associate
Ms. Alicia Castillo, Front Desk Lead
Ms. Staci Killmer, College Prep Program Associate
Mr. Joshua Barocio, Front Desk Associate
Mr. Jacob Cross and Mr. Kai Clark, Facilities Assistants

PCM Teaching Artists
Natalie Andrews
Josh Ashinoff
Nico Bailey
Emily Cabell
Scott Corell
Julienne Cole
Stephanie Crawford
Ken Cuchiana
Joe Davies
Robert DeFriese
Liliana DeLeo-Torsiello
Cynthia Elem
Ken Elkind
David Elston
Josiel Perez-Hernandez
Rebekah Hughes
Keith Johnson
Amy Krajewski
Ben Levy
Parker Mann
Joe Marone
Anna Martinez *
Matt McIntock
Jim Mcinerney, Music Mentor
Diego Miranda
John Moore
Regina Nixon
David Panoessa
Jonathan Travis Raffle
Meghan Rael
Teresa Mertz-Volontzelle
Isabelle Villalon*
Jules Romero
Reena Sasan
Derek Westbrook
Kyler Van Horn *

* denotes PCM Alumni

Safe and Healthy Space for Students to Spend their time.
The realization that young people come into the experience with their own strengths.
The intentional development of positive relationships and social skills.
Youth Leaders help shape the program. Student Voice is imperative.
Setting of high expectations for goals, learning, perseverance and resilience.

Students create connections between their art and the broader world around them, giving them the power and space to communicate, collaborate, innovate and motivate while making changes in their world.

Of students surveyed feel safe at PCM and feel they have made friends.
Of students surveyed feel they do a better job of talking to their peer group.
Of students surveyed feel that have had an experience with PCM that allowed them to gain new skills on how to deal with a challenging situation.
Of students surveyed say they have more self-control or make better choices because of being involved with PCM.
Of students surveyed say they are thinking more about college or career experiences past high school because of their involvement with PCM.

100% Of students surveyed feel safe at PCM and feel they have made friends.
91% Of students surveyed feel they do a better job of talking to their peer group.
81% Of students surveyed feel that have had an experience with PCM that allowed them to gain new skills on how to deal with a challenging situation.
86% Of students surveyed say they have more self-control or make better choices because of being involved with PCM.
91% Of students surveyed say they are thinking more about college or career experiences past high school because of their involvement with PCM.

100% High School Graduation Rate          85% College Attendance          $2M+ Scholarship Dollars Earned.

It’s more than just music...

www.PCMrocks.org
Leadership Circle- $10,000+
- Arizona Commission on the Arts
- Arizona Community Foundation
- Carlyle ER Metrocenter, LLC
- Glendale Centerline Cultural Initiative & Glendale Arts Council
- John Dixon (The Floyd and Mary Ramsey Audio Recorders of Arizona Scholarship Fund)
- Karen Frue
- Jim McNerney
- The City of Phoenix - Office of Arts and Culture
- The CMA Foundation
- The Herberger Foundation
- The Thunderbirds Charities
- The Virginia G. Piper Charitable Trust

Patron- $5,000-$9,999
- Lee and Susan Berk
- Best Buy Foundation
- Cox Communications
- John & Joan D’Addario Foundation
- Natalie and Tim Hyland
- The City of Tempe Arts
- Scottsdale Arts
- Season for Sharing
- Summer Youth Program Fund
- The Carmody Foundation
- Jerry Willis
- US Bank Foundation

Key Club- $1,000-$4,999
- Tammy Austin
- Banucci Family Foundation
- Neal Booksapan
- Corning Incorporated Foundation
- D’Addario Music Foundation
- Martin Davis
- Desert Diamond Casinos
- Equality Health
- Melissa Hucks
- Jewish Community Foundation of Greater Phoenix
- John F. Long Foundation
- Kinder Morgan Foundation
- Bill Paglierani
- Jonathan Travis Raffle
- Dana M Saylor
- Ken Schlemmel
- Stephanie Small
- Susan Soekrasno
- Clint Sparks
- Jay Sweet
- Robert & Shoshana Tancer
- The Roy and Joyce Trust
- Tony & Shirley Perri Family Foundation

Major Player- $500-$999
- Troy Anderson
- David Blaha
- Philip Dobbin
- Karen Draeger
- Ziga Fang
- Mary K. Florian
- Genilife, LLC
- Grand Canyon University
- Mark & Janice Gotfried
- Nora Hannah & David Danteman
- Harrah’s Ak-Chin Casino
- David Hikker
- Dai & Mara Jinn
- Kim Jurich
- Michael Kaminski
- Aaron Keean
- Mark & Staci Killmer
- Roland Legere
- Andrea & Jesus Love
- Matson Navigation
- Warren Nechtman
- Bob & Cindy Nixon
- Jeff Parrish
- Kenneth Reinstein
- Robert W. & Elise B. Lykins Charitable Foundation, Inc.
- Bobbie Jo Claywell
- Cholia Library
- Shelley Cohn
- Kenny & Susan Cuchiara
- Daniel Davis
- Diana & Frank DeAgueiro
- Richard Dombrowski
- Dr. Jesse V. Dominguez
- Karen Draeger
- Anna Ebert
- Brenda & Dan Farrell
- Tao Fong & Wen Fan Fong
- Ziga Fang
- Lauren Garner
- Monica Goddard
- Sally Greenlee
- Eduardo & Zaira Grijalva

Principal Player- $250-$499
- Aetna Foundation, Inc.
- American Express
- Miguel Arroyo
- Jennifer Bonnett
- Teniqua Broughton
- Alicia Castillo
- Rebeca Cavazos
- Corinna Cooke
- Michael Dalgetty
- Desert Rose Steakhouse
- Philip Dobbin
- David & Dee Elston
- Christopher Gladney
- Diego Gonzalez
- Ivy Jarvis
- Pearl T Johnson
- Kristine Kollasch
- Erik Lund
- Chang Soon Lundquist
- Troy Lysco
- Parandzem & Mehran Nalbandian
- Ron & Regina Nixon
- Sandon Nixon
- Soung Park
- Suzanne Pearl
- Kristi Robertson
- Jodie Snyder

Key Player- $100-$249
- Casey Sheehan
- Sandra Sievers
- Stuart Silverman
- Maria Speth
- Patrick Stevenson
- Susan Stranton
- Cassie Waich

Friends of PCM
- Up to $99

Many thanks to our numerous friends. Without your loyalty, generosity and commitment, we would not be able to give our students the opportunities they so richly deserve.

PCM is grateful for the support you have shown our community. On behalf of our students, thank you!
Program Partners

**Metro Center**

**Berklee City Music**

**Paradise Valley Community College**

**Musicians Institute**

**The Nash**

**Grand Canyon University**

**Fervor**

**Strut**

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**Phoenix Conservatory of Music**

[www.PCMrocks.org](http://www.PCMrocks.org)

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We are located inside Metrocenter Mall, 2nd Floor, North End
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**Come and visit us for a tour of the PCM Studios!**

Mailing Address:
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Litchfield Park, AZ 85340

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