

Project Impact Report

DUE Tuesday, September 1

Project Title: Music For Milestones

Project Leader(s): Charu Balamurugan & Katheryn Williams

Numbers Reached From your project:

- Direct Impact: **128**

- Briefly list what qualifies as a direct impact participant for your project:

The direct impact participants for our project includes our **students** (largely from the Mix Academy in Santa Ana), **their parents** (who attended the virtual and in-person recital), **volunteers**, and **guest performers/speakers**. These students and their families were directly impacted through our weekly *piano-oriented lessons* (2, 6-week camps), our in-person recital (Music for Milestones—the Stepping Stone) and our 6-day Music for *Milestones: Diverse Perspectives on Music & Wellness* event. Our volunteers were also directly impacted, as they attended all *weekly lessons, staff meetings, and volunteer check-ins*, as well, directly interacting with these children and the core of Music for Milestones, as well. Our *guest performers/speakers* attended either (or both of these camps), conversing with these children in an activity/lesson of their choice for anywhere between 15- to 1-hour-long time slots, portraying this aspect of our direct impact, as well.

- Indirect Impact: **209,187** ((52,200 x 4) + 387)

- Briefly list what qualifies as an indirect impact participant for your project:

An indirect impact participant for our project includes **those that viewed the nationwide media coverage** that we received, along with the number of **unique visits on our website**, www.musicformilestones.org. As an estimate, this indirect impact number consists of numbers we had access to, through *ABC7 LA's* Instagram page. Because our project was also featured on *ABC's LOCALish* platforms, spanning *Fresno County (ABC30)*, *Philadelphia (6ABC)*, *Chicago (ABC7 Chicago)*, *New York (ABC7 NY)*, and others, we used view counts from LA, to approximate our total, national reach. However, this is definitely an underestimate, as this number does not include the coverage we received as part of the national edition of the *Washington Post's "Extraordinary People"* segment, truly portraying our nationwide impact. This indirect impact also includes *unique visits on our website* (387 since publishing).

of Volunteers: **9** # of Lessons: **27** Total Instructional Hours: **28**

Social Impact:

Describe how your project positively impacted members of the community who are underserved or lacking access. *max. 200 words*

Quantitatively, Music for Milestones has positively impacted members of the Greater LA community who are underprivileged, as 86.67% of our students (ranging from *5 to 58 years of age*) qualify for free or reduced lunch, through our major partner, the Mix Academy in Santa Ana. Among this population, the children who knew what kind of music to listen to when they felt depressed increased from 73.9% to 93.3%, from only 6 hours of instruction. Further, the children who felt that they did not have a song to turn to during a time of dire need, dropped from 29.2% to only 4.35%, portraying the efficacy of our program.

Qualitatively, Music for Milestones has immensely impacted members of the Greater LA community through continuation. Through our classes, 5-year old, Bella Pizarro, was able to play "Only You (And You Alone)" for her parents' 14th anniversary, creating the milestones that lie at the very core of our project. We have also positively impacted these underprivileged members of the community by providing them with live Q&A's and exclusive lessons by established guest speakers/performers, ranging from professional pianists (Jeremy Weinglass) to Emmy-nominated composers (Cindy O'Connor) portraying our multifaceted impact.

Survey Statistics:

Create an infographic to highlight your best data from this project.

You may use additional pages for this part of the report.