



RECREATIONAL  
MUSIC CENTER  
Innovative music lessons for all ages

## 2011 - 2012 Annual Report

December 2012

Dear Friends,

It is a pleasure to offer you our annual report. This is RMC's best opportunity to present you with sound byte-sized information about where we've come from, where we are, and where we're going. From finances to programming to future plans, we invite you to enjoy this "year-in-review" with an eye to the future.

As you read this report, you will see that we have come a long way from our humble beginnings in 2009, when we opened the doors with just two students enrolled. Since then, we have grown to serve over 1,000 students a week, and yet we feel our work has only just begun!

As an organization, the heart of RMC is to provide –and model– excellence in music education to people of ALL AGES, *regardless* of their ability to pay. This responsibility looms larger than ever, as those who cannot afford music education not only include disadvantaged youth and struggling families, but more recently, nearly ALL public schools. RMC is perfectly poised to demonstrate to our communities, schools, and profession that there is a new and better way to provide music experiences, both in the quality of the programming and in the way it is funded.

The success RMC has seen to date is due to our remarkable students and families, our incredible staff and board members, as well as generous donors like you. To all of you, we say a resounding "THANK YOU!" Thank you for being a part of the RMC family. Please enjoy reading about all you have helped us accomplish this year and dream with us as we look toward the future.

Sincerely yours,

*David and Leslie Gereghty*

David & Leslie Gereghty, Founders

Recreational Music Center

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## Programming 2011-2012



### On Site Programs

*These classes are offered at RMC Studios...*

#### Early Childhood Music Classes

Ages 0-4 years, Musical Families

Ages 0-9 months, Musical Babies

Ages 9-36 months, Music Makers 1 & 2

Ages 3-4 years, Musical Friends

#### Vocal & Instrumental Music Lessons

Piano, guitar, drums, vocal, strings, brass, woodwinds

#### Classes (incl. theory class or band practice + private lesson)

Ages 4-6: Music for Little Mozarts (beg. & adv.)

Ages 7-11: Lessons Plus (beg. & adv.)

Ages 9+: Rock Band Classes (int. & adv.)

Ages 13+: Rock Band Classes (int. & adv.)

The Non Prophets (performing originals & covers, adv.)

#### Private Groups (in partnership with the Liberty School)

Juvenile Court and Community School Groups

ALBA (Alternative School for Learning, Behavior & Attitude)

Dewey Elementary 3rd Graders

#### Camps

Ages 4-6: Kidz Kamp

Ages 7-12: Rock Band Camp

Ages 7-12: Glee! Camp

#### Events

Parent Night Out

Birthday Parties

Friday Night Live



### Off Site Programs

*RMC traveled to various school sites to provide these programs...*

Green Elementary, K-5 General Music

Urban Corps Charter School  
Young Adult Drumming Classes

Explorer Elementary  
After School Drumming and Rock Band

Sunset View  
After School Rock Band/Glee Club

Jewish Community Center, Nierman Preschool  
Early Childhood Music (Ages 3&4)

Monarch School for the Homeless,  
(partnership with After School All Stars)  
Steel Drum & Percussion Ensemble

### Donors

Diamond Album Donors (over \$100,000)\*  
James M. and Carolynne Fox

Gold Album Donors (up to \$99,999)\*  
Petroleum Products Corporation

Album of the Year Donors (up to \$9,999)\*  
Anonymous  
Burgess Law Firm  
David & Leslie Gereghty

Breakout Artist Donors (up to \$999)\*  
Please check our website for a complete list of  
these incredibly generous donors, whose  
collective donations exceed \$15,000

\*Donations accrued since 2009



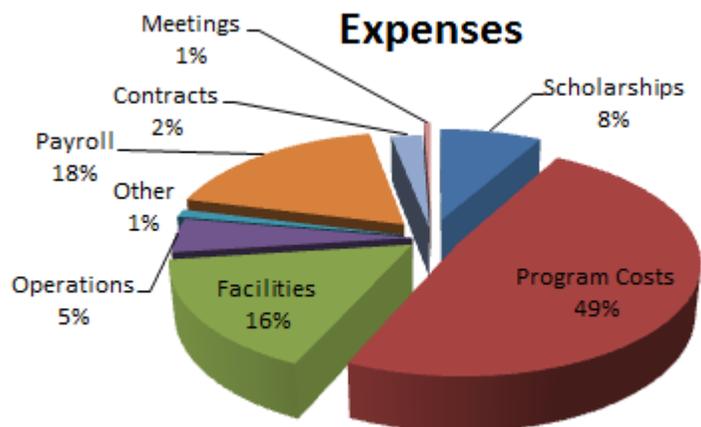
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## Financial Report (Sep.—Aug.)

| <b>Revenue</b>  |                  |
|---|------------------|
| <b>Direct Public Support</b><br>Donations   | \$16,454         |
| <b>Other Types of Income</b><br>Incl. studio rental, snacks                               | \$559            |
| <b>Program Income</b><br>Tuition  | \$300,608        |
| <b>Retail Sales</b><br><b>(after cost of goods)</b><br>Books, instruments,<br>accessories | \$6,764          |
| <b>Special Events</b><br>Field Trips, Parties,<br>Drum Circles                            | \$5,207          |
| <b>Total Revenue</b>  | <b>\$329,592</b> |

| <b>Expenses</b>  |                  |
|--|------------------|
| <b>Scholarships</b><br>Free tuition for students in need   | \$26,988         |
| <b>Program Costs</b><br>Materials other than equipment, as<br>well as instructors pay                                | \$161,992        |
| <b>Facilities and Equipment</b><br>Rent, common areas, instruments   | \$54,045         |
| <b>Operations</b><br>Utilities, phone, internet, etc.  | \$16,204         |
| <b>Other Types of Expenses</b><br>Includes marketing<br>and printing costs   | \$3,720          |
| <b>Payroll Expenses</b><br>Includes administrative salaries  | \$60,243         |
| <b>Contract Services</b><br>Guest artists, substitute teachers,<br>and professional services<br>(e.g., tax preparer) | \$8,212          |
| <b>Meetings &amp; Travel</b><br>Training, workshops, business meetings   | \$1,868          |
| <b>Total Expenses</b>  | <b>\$333,202</b> |

- ⇒ *In 2012, ALL donations were given as direct scholarships.*
- ⇒ *RMC used earned income from typical paying clients for operating expenses. Additionally, we gave away nearly \$10,000 more in scholarship funds than were donated.*
- ⇒ *Tuition assistance in the form of discounts given to seniors, military and homeschoolers exceeded \$23,000.*



**Tuition Assistance + Scholarships together totaled nearly \$50,000**



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## Then and Now...

**January 2009:** With four teachers, RMC had more teachers than students!

**Winter 2012:** On average, RMC served over 1,000 students weekly, with two full-time staff members and twelve teachers.

**Spring 2009:** RMC held its first recital for approximately 15 students.

**Spring 2012:** Nearly 150 students participated in spring recitals. Performers and their guests ate 500 cookies!

**Summer 2009:** RMC held six weeks of camps for approximately 40 students.

**Summer 2012:** RMC offered a total of fourteen weeks of camps, serving approximately 380 students.

**Fall 2010:** RMC held its first fundraiser, a play-a-thon. Dedicated students and teachers raised several hundred dollars for scholarships.

**Spring, Fall 2012:** *The Gift of Music* and *Rock for RMC* fundraisers brought in more than \$10,000 for scholarships.

*"Growth is not a goal. It is the inevitable result of a commitment to excellence."*

*- Leslie Gereghty, Founder*

## ...Plus What's to Come...



RMC is seeking additional ways to bring excellence in music education to those who cannot afford it; we know from experience that music can be life-changing.

We are currently working to procure the necessary resources to provide the programs listed below. So, catch the vision, spread the word, think big, and join us! We are looking for donors, volunteers, and partner organizations to help us make these programs a reality. Donate on-line or contact us today to help get us started.

- ◇ \$350 would fund a Drum Circle for homeless children and their families.
- ◇ \$1800 would fund a 12-week program of after-school music at a Title I School in Point Loma.
- ◇ \$3500 would fund a summer band and orchestra program for beginning and intermediate students throughout San Diego County.
- ◇ \$5500 would fund 12-months of rap/hip-hop classes for Gang-Prevention activities, in collaboration with the SDPD.
- ◇ \$8,000 would fund a semester-long K-5 general music program in SDUSD.

**Donate via our website today!**

**[www.RecreationalMusicCenter.com](http://www.RecreationalMusicCenter.com)**