



# Hamilton Music Collective Impact Report 2020

C O N N E C T E D   T H R O U G H   M U S I C







# Topics

PG.3

A Message from Our Leaders

PG.5

Milestones & Achievements

PG.6

Social Media Impressions in 2020

PG.7

Staying Connected through Music

PG.11

Change through Culture, Culture through Change

PG.12

With Thanks to Our 2020 Leading Donors

PG.13

Thank you!





## A Message from Our Leaders

Music makes a difference! It brings people together, creates friendships, helps build communities, as well as investing young people with confidence, drive, and passion - enriching life itself.

This past year, the Hamilton Music Collective (HMC) has made the maintenance of these values its utmost priority. An investment was made in a new registration system, thus increasing



Astrid Hepner,  
President  
and CEO

our ability to reach our ever growing AIFEC community and to stay connected with our students. An exciting new partnership was established with the City of Hamilton's Recreation Department, which allows us to reach even more children and youth in our community in order to provide them with creative opportunities.

Thanks to the incredible effort of our team of instructors and HMC/ AIFEC staff, close to 300 elementary students are currently enrolled in our free weekly instrumental lessons. ...

...

In a time where so many children are experiencing a prolonged state of physical isolation from their peers, teachers, and community networks, the impact of music provides an outlet to relieve stress and anxiety, plus serves as a source of substantial joy and empowerment.

This past September, HMC moved back into our newly expanded and renovated home, The Gasworks, which will become a true cultural hub – a centralized location that will



**Bob Miller,**  
Chair of the Board  
of Directors

make education, exploration, and entertainment accessible for its inner-city neighbours and anyone else who wishes to participate.

None of what HMC does would be possible, were it not for the incredible financial support received from our broad base of donors and benefactors, to whom we are most grateful and appreciative.

With sincere gratitude,  
Astrid Hepner & Bob Miller



## Milestones & Achievements

- An Instrument For Every Child (AIFEC) program expands to **17 schools and community centres** across Hamilton
- Partnership established with City of Hamilton Recreation Centres to expand AIFEC program to more neighbourhoods
- AIFEC programs successfully pivoted to a new online platform in March 2020 with over **300 students receiving free weekly online music** instruction
- Music for Wellness program is launched with support from the Hamilton Bulldogs Foundation, providing **music therapy and song writing courses** for enhancing the mental wellbeing of youth

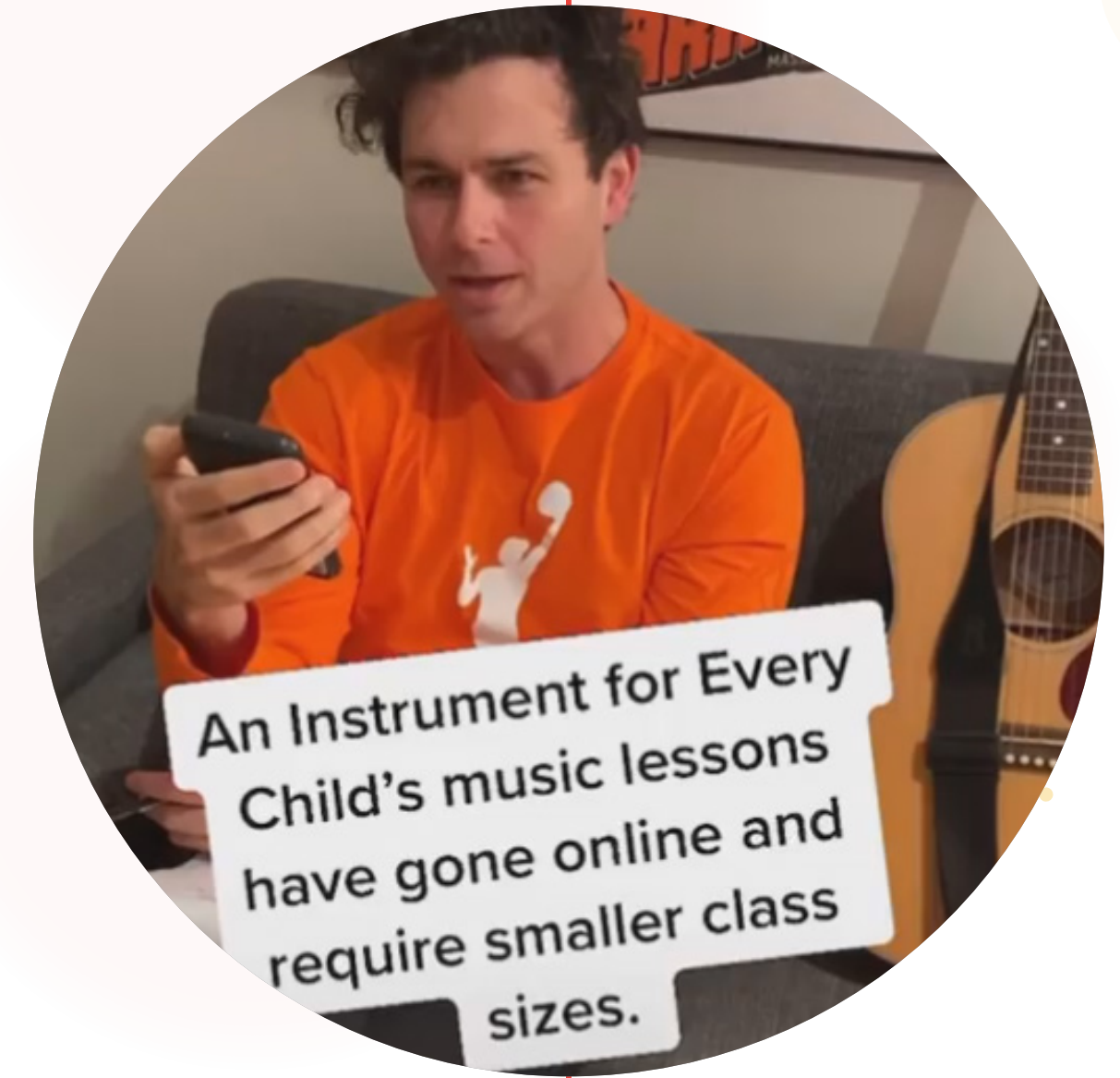
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- **Year-end AIFEC recital film** is presented during Hamilton Arts Week, featuring over 100 AIFEC students and instructors
- Nick Nurse Foundation makes a surprise **\$20,000 donation** to HMC with the backing of Max Kerman from The Arkells
- HMC is spotlighted as a leading music organization in international docuseries '**The Life-Sized City**' on TVO



### Social media impressions in 2020:

 **Facebook:** 889,106 reached

 **Twitter:** 323,900 reached

 **Instagram:** 234,824 reached



## Staying Connected **through Music**

Music is a universal language with the power to create connections and to positively transform lives. Never was this truer than in the past year. It was this need for connection that guided our work in 2020 and will continue to guide us for years to come.

Through a time when both adults and children lost opportunities, we responded by providing opportunities. We quickly pivoted to offer our students online learning, and families who didn't have instruments at home were provided with them. By bringing music into the homes of students across Hamilton, we fostered connections between teachers and classmates at a time when they needed it most. ...





...

We presented our first recital film which allowed us to capture music in a way that could be shared and re-watched over and over again. We also partnered with music therapists and developed a successful music wellness program that would ease the anxieties felt by today's youth.

Our continued collaboration with the Hamilton Philharmonic Orchestra allowed our Grade One teachers to readapt our first-year program and continue to bring the joy of music to schools across Hamilton. Some of our **JAMBASSADOR**

...







... bands were even able to utilize the spacious facilities at our new headquarters The Gasworks, and experience live music again.

This past year has given us the opportunity to creatively deliver on our mission with the result that we created stronger connections with our students, our families, our schools, and our partners. The changes we implemented this year made us stronger.

The pandemic will end, the music will be loud again, and we will continue to share the power of music with the youth of Hamilton.





*I have seen the direct impact that the [AIFEC] program has on students who reside in our most vulnerable school communities. Now more than ever, these students are facing unprecedented challenges and rely on creative and innovative programming to support their wellbeing.*

*The HMC ensures that these opportunities exist and are nurtured in a sustainable way.*

- John Madalena, Equal Opportunities Consultant, HWCDSB





# Change through Culture, Culture through Change

The Gasworks is a community-focused project, that ensures accessibility to spaces, accessibility to programs, and accessibility to cultural opportunities for all, irrespective of economic ability. It is a space for aspiring musicians, for music lovers, for families... for everyone.

A cultural hub and collaborative space for the arts in Hamilton's downtown core.





# With Thanks to Our 2020 Leading Donors

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MARZ Homes  
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For a list of all of our donors please visit our website: [www.hamiltonmusiccollective.ca](http://www.hamiltonmusiccollective.ca)





from all of our  
**AIFEC kids**







15.

an instrument  
for every  
**child**



**We need your support.**

Help us continue to change lives through music.  
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