

About Us

Based in Boston, From the Top is America's largest national platform celebrating the stories, talents, and character of classically-trained young musicians. Through live events, NPR and YouTube broadcasts, scholarships, and leadership programs, From the Top empowers these extraordinary young people to engage and inspire music lovers of all ages.

NPR's From the Top with Host Christoper O'Riley is pubic radio's most popular weekly one-hour classical music program. Find your local station or listen online at www.fromthetop.org.

Watch

See our musicians perform live! www.fromthetop.org/live-events

Check out our YouTube channel for music and behind-the-scenes videos of our musicians in action.



Visit our blog, Facebook page, and Twitter feed and spread the word about young musicians making a difference.

www.fromthetop.org/blog





Our Mission

From the Top celebrates the power of music in the hands of extraordinary young people by

- ▶ Unleashing the potential of young musicians as leaders in the arts
- ▶ Trumpeting the role of music to impact and enrich lives
- ▶ Inspiring and building new audiences with a deeper appreciation for classical music





Jennifer Hurley-Wales Co-CEO



Gerald Slavet Co-CEO From the Top

A Message from Our CEOs

Dear Friends,

It is our sincere pleasure to present the From the Top 2013–14 Annual Report.

2013–14 was a year of great music, shared with more than 1,000,000 fans through broadcasts of NPR's From the Top with Host Christopher O'Riley, our national tour of live concert recordings, and online videos.

It was a year of growth, as we expanded our education and outreach programs, reaching thousands of students and underserved audiences in communities around the country.

It was a year of learning, as our young musicians explored how they can make a difference in their communities.

It was a year of milestones, as we awarded our 200th scholarship, passing the \$2 million mark via the Jack Kent Cooke Young Artist Award program.

And ultimately, it was a year of great kids - more than 300 exceptional musicians – who give us hope for the future.

We are deeply grateful to the generous individuals, foundations, and organizations that make this work possible. A special thank you to our dedicated Boards of Directors and Overseers, and to our remarkable staff and volunteers.

In the pages that follow, we invite you to explore how your support of From the Top is being put to good use. Enjoy!

Jennifer Hurley-Wales Co-CEO

From the Top

Gerald Slavet Co-CEO From the Top

Showcasing the Future of Classical Music

[From the Top] is serious music, but classically kids."

By the Numbers

318 young musicians ages 8-18

16 cities visited

700,000 listeners

228 radio stations

10,700 live audience members

steel drum band

12 sibling duos

gamelan played by 8 musicians

hands playing 1 strong Steinway

234 pre-show pizzas consumed

NPR's From the Top with Host Christopher O'Riley is the most popular weekly one-hour classical music program on public radio. Recorded before live audiences, from California to Maine, the show continues to inspire listeners and prove beyond a doubt that the future of classical music is in great hands.

In 2013–14, more than 300 young musicians performed on the radio show and brought their talents into local schools, senior centers, and social service organizations. Each stop was truly a celebration of the hard work these organizations are doing to keep music strong in their communities. Thank you to our presenter partners:

- Aspen Music Festival and School in Aspen, Colorado
- The National Music Museum in Vermillion, South Dakota
- Bowling Green State University College of Musical Arts in Bowling Green, Ohio
- Stanford Live in Stanford, California
- The Batte Center at Wingate University in Wingate, North Carolina
- Pacific Symphony in Costa Mesa, California
- WSMC Classical 90.5 in Chattanooga, Tennessee
- WXXI and The Eastman School of Music in Rochester, New York featuring the legendary Sir James and Lady Jeanne Galway
- The Massachusetts Cultural Council YouthReach Initiative in Boston, Massachusetts featuring performers from some of the country's best community music programs
- The University of Cincinnati College-Conservatory of Music in Cincinnati, Ohio celebrating the Starling Chamber Orchestra's 25th anniversary
- New World Symphony in Miami, Florida
- Northwest Public Radio and the Broadway Center in Tacoma, Washington
- Cornish College in Seattle, Washington celebrating their 100th anniversary
- Virginia Arts Festival in Norfolk, Virginia
- \bullet Snow Pond Center for the Arts in Sidney, Maine
- Peabody Essex Museum in Salem, Massachusetts featuring composer-in-residence Matthew Aucoin

I am constantly inspired by the young musicians that are profiled and the thoughtful commentary and hosting of Christopher O'Riley. These kids are the hope for our country."

EMMA, RADIO LISTENER

From pizza parties to backstage videos with GoPros, From the Top makes sure that the young musicians on our radio show have fun while they perform. It comes through in their music, and in their voices, and gives us all hope that these young people will continue to share their music and stories with the world.



Host Christopher O'Riley working with 14-year-old violinist Ilana Zaks prior to a radio show recording in Sidney, Maine



17-year-old oboist Ryan Roberts and 18-year-old violist Erika Gray donning medals after the Sidney, Maine show

At right: 14-year-old cellist Sterling Elliott, who performed on From the Top twice in the 2013-14 season, first as a soloist and then with his older brother, Brendon. in a violin/cello duo



Beyond the Concert Hall

By the Numbers

43 videos produced

227,000 video views

ferris wheel video shoot

Moments of Inspiration

2,000 corporate leaders engaged

Led Zeppelin/Astor Piazzolla musical mashup

45 Boston-area young musicians trained through our Center for the Development of Arts Leaders

6 partner organizations

30 local performance and outreach events

4,000+ audience members ranging in age from 1 to 101

6 million+ students reached through textbooks and lessons

2013–14 was a year of experimentation on **From the Top's YouTube Channel**, as we worked with filmmakers to create music and behind-the-scenes videos to tell our musicians' stories in a new medium. One such video, featuring 16-year-old violinist Yuki Beppu playing a mashup of Lady Gaga and classical violin, led to Yuki appearing on *Good Morning America*. She reached more than 5 million viewers in just a few moments, and even scored some Lady Gaga concert tickets.

Top-viewed videos included:



Classical Violinist Yuki Beppu plays Lady Gaga (wowing her fellow students in a surprise performance in her school cafeteria)



Teen Cello Quartet plays theme from Miyazaki film (amid magical sculptures in Seattle and Tacoma)



Romantic Antics: Backstage with Charles Yang, Tessa Lark, and Jonathan Miron (as they perform and ham it up in their dressing room)



Good Morning America host Michael Strahan surprising Yuki Beppu with four concert tickets

To view these videos and many more, go to www.youtube.com/fromthetop.

From the Top musicians also made special appearances at corporate events and conferences across the country, in carefully scripted 15–20 minute **Moments of Inspiration** featuring sublime music and inspiring interviews.

"

What an amazing success it was to have [From the Top] represented at our event. It was awe inspiring."

JEAN FITZGERALD, BANK OF AMERICA



10-year-old violinist Elizabeth Aoki, one of From the Top's youngest performers, wowing the crowd at US Trust's Aspen Ideas Dinner in Aspen, Colorado

Additionally, over 6 million schoolchildren have learned about From the Top musicians through **MacMillan/McGraw Hill textbooks** and lesson plans.

In our hometown of Boston, classical music is part of a vibrant cultural scene. Together with partners at senior centers, schools, and social service agencies, our **Center for the Development of Arts Leaders** trains young musicians in the Greater Boston area to bring their music to audiences beyond the traditional concert hall.

I just keep remembering the moments of the little girl dancing while I played. I could communicate with kids even under the age of 1, by just playing a simple melody. I hope that I was able to expose them to classical music in a positive light so they too remember that moment of unification

16-YEAR-OLD VIOLINIST YOO JIN AHN

through music."

We are grateful to the wonderful organizations who work with us to develop the next generation of arts leaders:

- Boston Children's Museum
- Conservatory Lab Charter School
- Dana Farber Cancer Institute
- Goddard House Assisted Living
- Music for Food
- musiConnects / Chittick Elementary School

At right: Boston arts leader Anna Deloi working with a group of elementary school students



Developing Tomorrow's Leaders

Nearly all solo and ensemble musicians who appear on From the Top with Host Christopher O'Riley participate in an **Arts Leadership Orientation**, exploring their own leadership pathways and developing the skills needed to reach new audiences and create positive change through music. This training is put into immediate practice, as the musicians design, plan, and execute visits to schools and community organizations at every tour stop.





From the Top performers explore leadership pathways at their arts leadership orientation

In 2013–14, From the Top received significant grants from the William R. Kenan, Jr. Charitable Trust, the Howard and Geraldine Polinger Family Foundation, and the Free for All Concert Fund, to support expanded outreach programming in six locations:

- Chattanooga, Tennessee
- Boston, Massachusetts
- Morehead, Kentucky
- Miami, Florida
- Tacoma, Washington
- Norfolk, Virginia

This support enabled From the Top to significantly increase the number of students reached through its educational outreach programs, providing valuable opportunities for our young arts leaders and role models to create positive change through music.

Until From the Top I had not really realized the significance of promoting classical music, and I had not really thought about what I could do to help, but now I am so excited to be doing more arts leadership activities. Especially since there are opportunities for me to do so in my neighborhood!"

16-YEAR-OLD FLUTIST OLIVIA STATON, AFTER HER ARTS LEADERSHIP ORIENTATION AND OUTREACH WORK IN NORTH CAROLINA

At left: A member of the Rhythm Project All Stars working with a local student at an outreach visit in Norfolk, Virginia



Unleashing Potential through Scholarships

Musicians know, more than anything, that the key to improving is practice, practice, practice. But what if they don't own their own instruments? What if lessons or summer music programs are out of a family's budget?

At From the Top, we believe that financial need should never hold a young musician back. Together with the Jack Kent Cooke Foundation, we select 20 musicians each year to receive a \$10,000 financial award and the opportunity to perform on From the Top with Host Christopher O'Riley.

The Jack Kent Cooke Foundation is a private, independent foundation dedicated to advancing the education of exceptionally promising students who have financial need. The Foundation supports exceptional students from elementary school to graduate school through scholarships, grants, direct service, and knowledge creation and dissemination.

The 2013-14 Jack Kent Cooke Young Artists:

- Isobel Alsup, 16, Cello
- Sein An, 15, Violin
- Michael Jon Bennett, 15, Organ
- Georgia Bourderionnet, 17, Cello
- Qing Yu Chen, 14, Violin
- Olivia Cosio, 17, Mezzo Soprano
- Sterling Elliott, 14, Cello
- Tristan Flores, 15, Violin
- Maia Hoffman, 16, Viola
- Gallia Kastner, 16, Violin
- Carmen Knoll, 16, Piano
- Evan Lee, 15, Piano
- Gregorio Lopes, 18, Violin
- Gabriel Ramos, 17, Trombone
- Avery Roth-Hawthorne, 17, French Horn
- Adam Sadberry, 17, Flute
- Ivan Saenz, 15, Trombone
- Yilun Xu, 17, Piano
- David Yu, 18, Piano
- Michelle Zhao, 18, Piano

At left: 2013–14 Jack Kent Cooke Young Artist Olivia Cosio, who used her scholarship to fund her college audition costs. Olivia is now attending her first-choice school – Oberlin Conservatory of Music.

2013-14 marked the 200th Jack Kent Cooke Young Artist Award scholarship given and more than \$2 million in funds awarded.



David Von Behren with one of the young students from his music program

"

DAVID VON BEHREN

Classical music has the power to uplift, inspire, and engage. My dream is to change the lives of others for the better through my music."

Organist David Von Behren received the Jack Kent Cooke Young Artist Award in 2013, and, like all recipients, launched an arts leadership project back home. He jumped at the chance to create the Little Stars Summer Music Program, which grew to serve more than 40 local children in his hometown of Falls City, Nebraska in 2014. Little Stars is the first program of its kind in Falls City, introducing music to kids ages 3–11.

Thank You for Investing in the Future of Music

From the Top thanks the following contributors for their generous unrestricted and programmatic support between July 1, 2013 and June 30, 2014. Please contact Marissa Finer at 617.437.0404 x104 to update us on any necessary changes.

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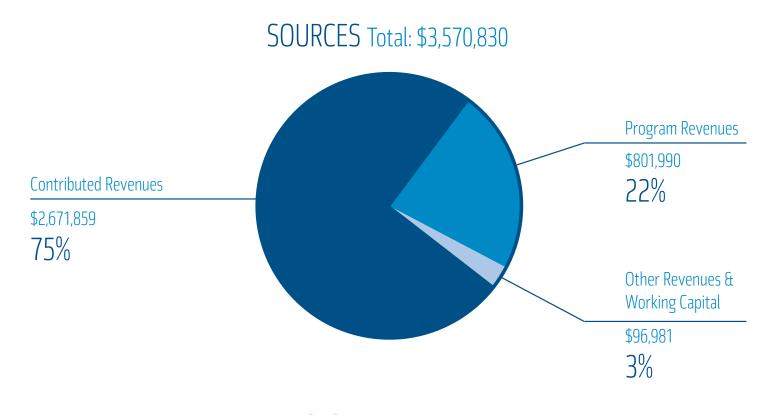
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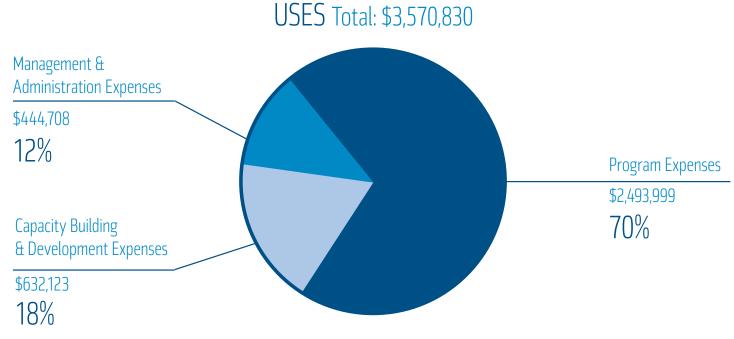
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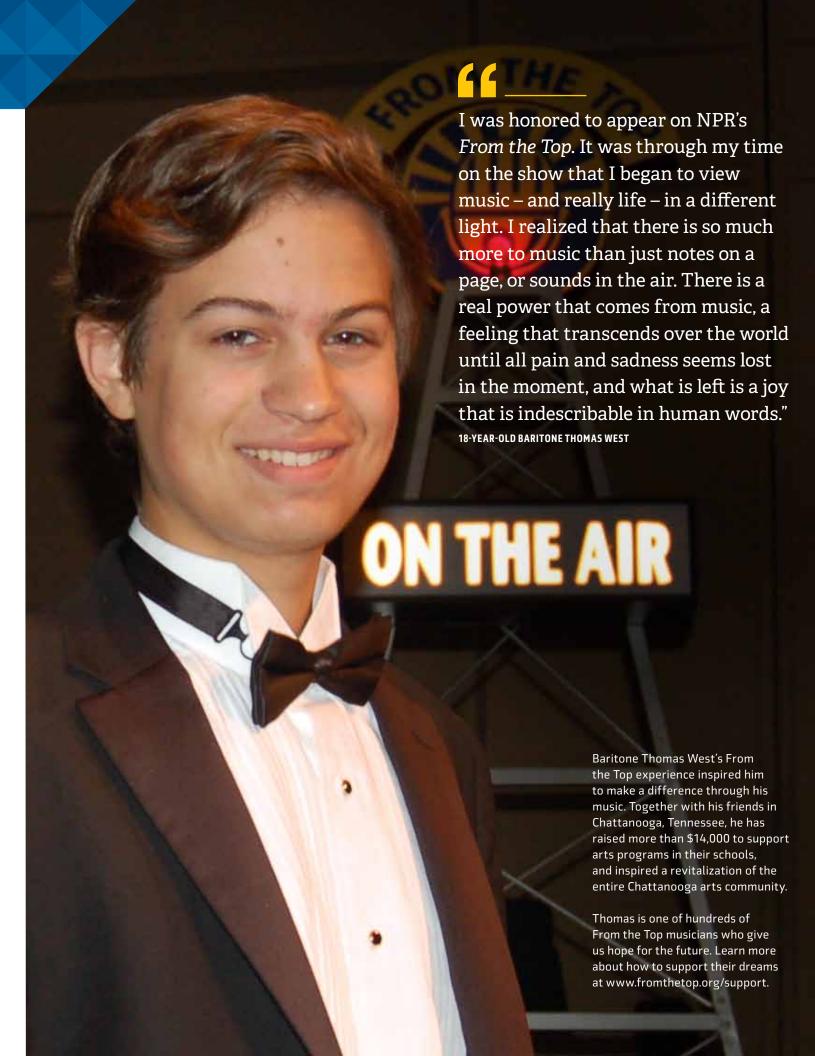
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FY14 Statement of Activities





Management is responsible for the preparation of From the Top, Inc.'s financial statements in accordance with generally accepted accounting principles. From the Top's financial statements have been audited by Cohn Reznick, LLP. A complete audited financial statement can be viewed at www.fromthetop.org/auditedfinancials, or requested by mail at From the Top, 295 Huntington Avenue, Suite 201, Boston, MA 02115.



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