Celebrating the Stars of Tomorrow

2013–2014 ANNUAL REPORT
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!

Gerald Slavet
Co-CEO
From the Top

Jennifer Hurley-Wales
Co-CEO
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A Message from Our CEOs

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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
- WXKX 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
- Snow Pond Center for the Arts in Sidney, Maine
- Peabody Essex Museum in Salem, Massachusetts featuring composer-in-residence Matthew Aucoin

Showcasing the Future of Classical Music

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[From the Top] is serious music, but classically kids.”
---THE NEW YORK TIMES
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**By the Numbers**

- 318 young musicians ages 8–18
- 16 cities visited
- 700,000 listeners
- 228 radio stations
- 10,700 live audience members
- 1 steel drum band
- 12 sibling duos
- 1 gamelan played by 8 musicians
- 8 hands playing 1 strong Steinway
- 234 pre-show pizzas consumed

```
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.

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Beyond the Concert Hall

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 (posing for photos in a sushi restaurant)
- Teen Cello Quartet plays theme from Miyazaki film (sitting amongst magical sculptures in Seattle and Tacoma)
- Romantic Antics: Backstage with Charles Yang, Tessa Lark, and Jonathan Miron (as they perform and mess it up in their dressing rooms)
- Good Morning America host Michael Strahan surprising Yuki Beppu with four concert tickets

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

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 through music.”

16-YEAR-OLD VIOLINIST YOON JIN AHN

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
- musicConnects / Chittick Elementary School

By the Numbers

43 videos produced
227,000 video views
1 ferris wheel video shoot
9 Moments of Inspiration
2,000 corporate leaders engaged
1 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

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

By the Numbers

18 Arts Leadership workshops
115 young musicians trained
41 outreach programs led by young musicians
4,000+ young audience members engaged
37 vans rented

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 STATION, 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

From the Top performers explore leadership pathways at their arts leadership orientation.
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 Rastner, 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.

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.

“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.”

JACK KENT COOKE YOUNG ARTIST
DAVID VON BEHREN
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 Fine at 617-437-0404 x704 to update us on any necessary changes.

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Martha and Joslyn Chatwin
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Justin and Jennifer Thomas
Ronald and Rosalee Dauzat
Stella and Jack B. Milnor
Juan and Kristin Velez

(1) in-kind gifts and services
(2) seasoned
I was honored to appear on NPR’s *From the Top*. It was through my time on the show that I began to view music – and really life – in a different light. I realized that there is so much more to music than just notes on a page, or sounds in the air. There is a real power that comes from music, a feeling that transcends over the world until all pain and sadness seems lost in the moment, and what is left is a joy that is indescribable in human words.

16-YEAR-OLD BARITONE THOMAS WEST

Baritone Thomas West’s From the Top experience inspired him to make a difference through his music. Together with his friends in Chattanooga, Tennessee, he has raised more than $14,000 to support arts programs in their schools, and inspired a revitalization of the entire Chattanooga arts community.

Thomas is one of hundreds of From the Top musicians who give us hope for the future. Learn more about how to support their dreams at www.fromthetop.org/support.
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