



# 2018 ANNUAL REPORT



# SWALLOW HILL MUSIC

**IN 2018**, Swallow Hill reached more than **175,000 PEOPLE** through our Community Outreach Programs, Concerts, and Music Classes.

## COMMUNITY OUTREACH

**48,666**  
**MUSICAL**  
**CONNECTIONS**

through our  
Community  
Outreach Programs



**456**  
**ENRICHMENT**  
**CLASSES**

taught



**115**

**INTERACTIVE**  
Performances  
&  
Workshops

**87**

**INSTRUMENT**  
**PETTING ZOOS**



**1,740**

— weekly —

**LITTLE SWALLOWS**

classes in

**19**

high-needs  
schools



## CONCERTS

**64,904**  
**MUSICAL**  
**CONNECTIONS**

through our  
Concerts



**211**  
**CONCERTS**  
&  
**EVENTS**



**46**  
**FREE**  
**CONCERTS**



**250+**  
**FREE JAMS**

**300+**  
**ARTISTS**



## MUSIC SCHOOL

**64,119**  
**MUSICAL**  
**CONNECTIONS**

through our  
Music School



**60+**

**FACULTY**  
MEMBERS

**5,300+**

— students —  
participated in  
**GROUP CLASSES**



**20,000+**  
Private Lesson  
**HOURS**

**\$49,666**

awarded for



**NEEDS-BASED**  
**SCHOLARSHIPS**

## VOLUNTEERS

**127** VOLUNTEERS

gave  
more  
than

**5,300** HOURS

# BOARD CHAIR/CEO LETTER

Dear Friends,

Thank you! In 2018 you attended scores of concerts and took more lessons in our school than ever before. And through your ticket purchases and school tuition, you helped our community outreach programs grow like never before. Thank you for joining as members, for your donations and sponsorships. Because of you, we were able to nurture existing partnerships and bring new partnerships to life. In our 39th year, Swallow Hill continues to fulfil our mission bringing the joy of music to life every day.

Last year, our concert team produced 229 shows bringing together 64,904 concertgoers. From the Denver Botanic Gardens Summer Concert Series to our three stages at our own venue on Yale Avenue — we were honored again this year to host national acts and emerging artists and everything in-between.

And because of you, Swallow Hill continues to proudly serve as the country's 2nd largest acoustic music school. Our extraordinary teachers, more than 60 in all, are the heart and soul of Swallow Hill — they are also working musicians — and we see them bring their passion and skills into every class they teach. In 2018, our school saw more than 64,000 visits — group classes swelled with students young and old and the number of private lesson hours continued to rise.

2018 also marked the 2nd year of our strategic plan and we surpassed our goals and more than doubled our outreach efforts making 48,666 musical connections in our under resourced community (up from 18,900 connections in 2017).

We provided MORE Little Swallows early childhood education classes, MORE Music Therapy programs, and MORE Interactive Performances for school assemblies across the metro area. Seven of our teachers taught 1,740 Little Swallows classes at 19 schools. In addition, our team now includes three Board Certified Therapists who have helped to grow our Music Therapy programming at Brent's Place, Developmental Pathways, the Alzheimer's Association and Memory Care and Assisted Living Facilities including Balfour and HighPointe.

Music education taps into our emotions and joins together both halves of our brains. Music education drives language acquisition and gets us thinking about math in a different way. And because of its social nature, music education drives positive behavioral outcomes. Music matters and because of your generosity we are reaching those in our community who otherwise wouldn't have the opportunity to learn and grow.

We look forward to 2019 and beyond with great excitement. As our concert and school teams expand programing, we anticipate reaching 71,000 community outreach connections by the end of next year. All of this is driven by the recognition that music matters.

Thank you for helping to make music matter.

Warmest regards,



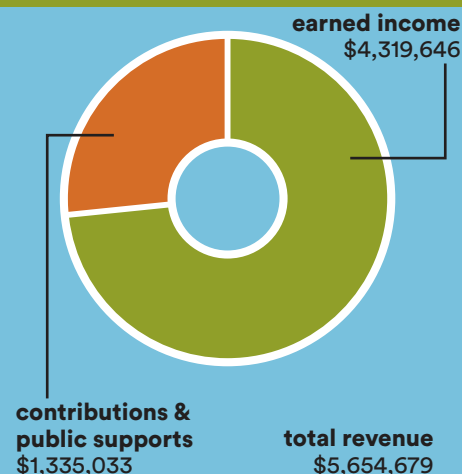
**PAUL LHEVINE**  
CEO



**GEORGE LYFORD**  
CHAIR OF THE BOARD

## FINANCIALS

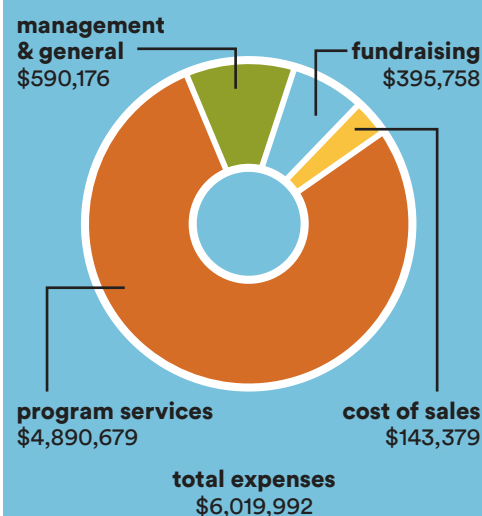
### REVENUE



### REVENUE DETAIL



### EXPENSES



### EXPENSES DETAIL



**NET INCOME**  
(WITHOUT DEPRECIATION): -\$248,057