

# ANNUAL REPORT

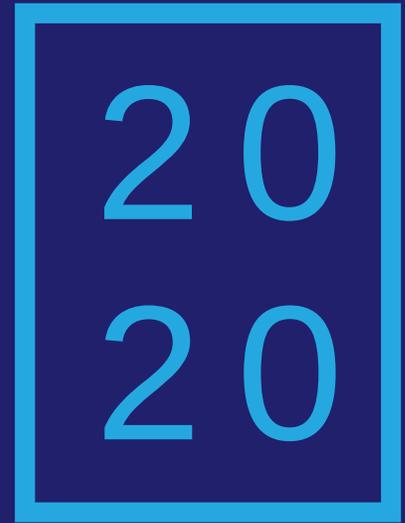
HOPEWELL MUSIC  
COOPERATIVE NORTH

[www.hopewellmusic.com](http://www.hopewellmusic.com)

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# ADAPTING TO 2020

HOPEWELL MUSIC COOPERATIVE NORTH

## PROGRAM PIVOTS

2020 brought many challenges. Our Northside community was disproportionately impacted by the pandemic due to a multitude of longstanding inequity issues. **In just one week during March 2020, Hopewell shifted all of our lessons and ensemble programs to a virtual format** in order to continue to provide equitable access to music. In addition to adapting our lessons program, Hopewell Music also reached more than 700 people through virtual ensemble performances, including a virtual Holiday Tea, a virtual Swingin' Memories event for the seniors at Camden Care Center, and a video premiere of our Youth Choir performing 2 new compositions by producer and composer GIOIA.

## COMMITTING TO ANTIRACISM

In the summer of 2020, Minneapolis became the epicenter of a long-overdue racial justice reckoning in the wake of George Floyd's murder at the hands of the police. This event was especially painful for the Northside community, which has been overpoliced, under-resourced, and red-lined for decades by racist policies in our city. These issues are ongoing and continue to impact the residents of North Minneapolis. We acknowledge our privilege within the community and the areas of our organization that do not fully reflect our mission yet. We believe that equitable access to music is as important as ever, as music is a source of comfort and healing during times of stress. For those looking to learn more about antiracism in our community, we have compiled a list of resources on our website.



Hopewell Teacher Andre Bronson hosting the 2020 Virtual Holiday Tea



A student in a Zoom guitar lesson



GIOIA introducing herself to the Youth Choir

# STUDENTS & FAMILIES

HOPEWELL MUSIC COOPERATIVE NORTH

## AN EXAMPLE OF RESILIENCE

Hopewell Music is located in the Webber-Camden neighborhood of North Minneapolis, one of the most diverse neighborhoods in our city.

- 172 program participants enrolled
- 51% identifying as BIPOC
- 128 Lesson Program students had the opportunity to perform in virtual recitals
- 58 Ensemble members presented our first 3 online concerts.

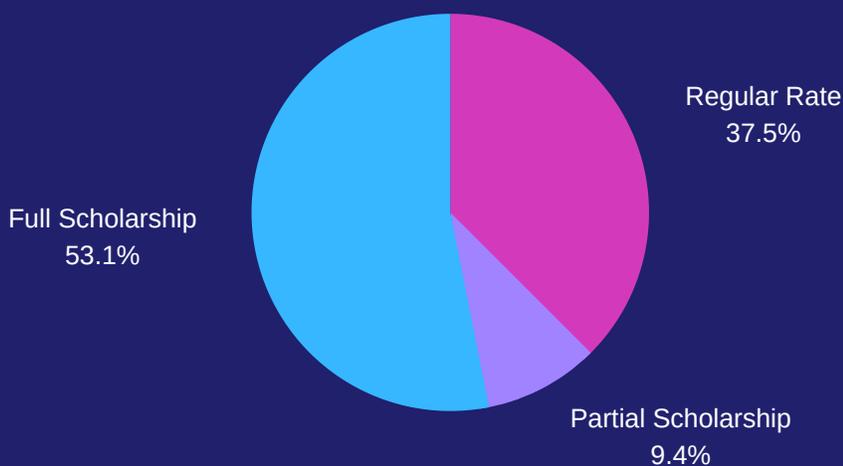
### Student Retention Rate: 89%

- Teachers at Hopewell collectively gave 5,000 virtual lessons in 2020
- 45 families enrolled in lessons
  - 29% of those families enrolled more than one family member into Hopewell's programs.

**WE ARE SO PROUD OF OUR STUDENTS FOR THEIR RESILIENCE AND STEADFAST COMMITMENT TO MUSIC THROUGHOUT THE CHALLENGES OF THE PAST YEAR!**

*"I like to play music because it makes me feel calm and I like the sound the guitar makes."* - Hopewell Guitar Student

## Scholarship Breakdown



## Northside Program Enrollment

Hopewell has a strong connection to the greater Northside community, with the majority of program participants living in North Minneapolis.

**Key:** ■ = Northside resident  
■ = nearby suburb resident



# COMMUNITY CONNECTIONS

HOPEWELL MUSIC COOPERATIVE NORTH

## COMMUNITY IN 2020

The unprecedented events of 2020 forced Hopewell Music to rethink what it means to connect with others and help our community.

At a time where in-person events and volunteering were not possible, Hopewell Music mobilized a small group of volunteers to make over 200 masks for grocery stores, small businesses, and senior care centers all over the Northside. Hopewell also participated in socially distanced community food drives by sending volunteers to help with food distribution efforts.

Online, Hopewell Music used our platforms to draw attention to community resources for those needing support and gave shoutouts to Northside businesses and organizations so that people could support them during the pandemic.



Homemade masks made by one of our volunteers for the Camden Care Center



Hopewell Music students after a Zoom concert

## COMMUNITY ACKNOWLEDGEMENTS

Individuals, groups, and businesses on the Northside and the wider Twin-Cities Community supported us in continuing our work to keep music education accessible. We'd like to acknowledge these special supporters who held events or donated the proceeds of a 2020 project to Hopewell:

- Belvidere Oasis - Socially Distanced Benefit Concerts
- Sinbad & St. Paul and The Minneapolis Funk All-Stars - Funkedy
- Jason Peterson Delaire and Vanessa Delaire - Love Can Heal the World
- Cultivated CBD & Chris Hawkey - Cherry Hill
- Rhythmically Speaking - Radiobody
- Shingle Creek Neighborhood Association - International Day of Nonviolence

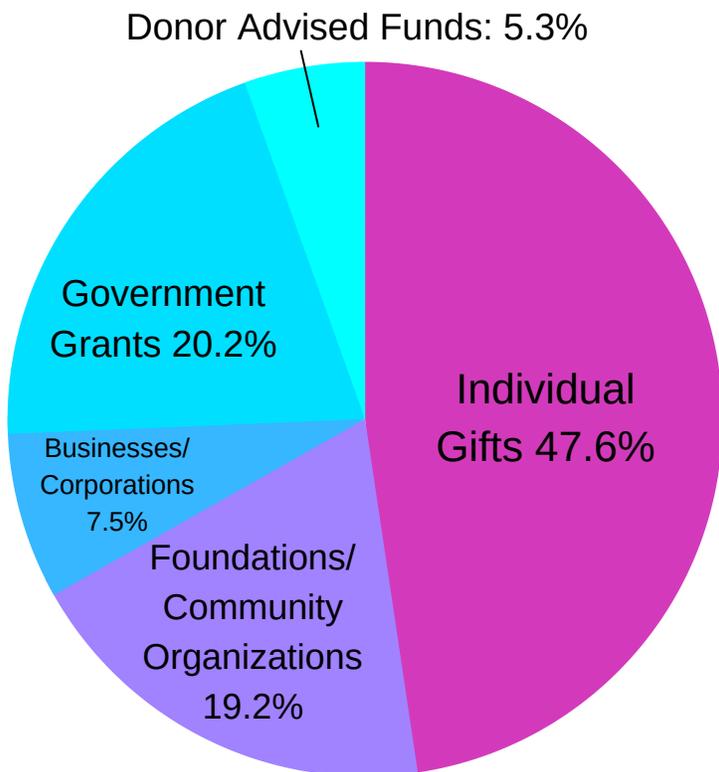
# CONTRIBUTORS

HOPEWELL MUSIC COOPERATIVE NORTH

## STATEMENT OF THANKS

In January 2020, Hopewell experienced financial hardship and faced closure. Unsustainable organizational practices came to light, and our staff and board had to quickly restructure the way Hopewell operates to ensure immediate and long-term stability. Our former Co-Executive Director Shelby Joy Adams launched an extensive and successful emergency campaign to keep our doors open. Thanks to the generosity and advocacy of our community of individual donors, foundations, and corporate sponsors, we were able to keep music alive through 2020!

Total Contributions \$205,990.92



In 2020, Hopewell saw a 58% increase in the number of individual donors compared to 2019, with 397 new people joining our individual donor base.



WCCO Reporter and Northsider Reg Chapman poses with Hopewell Music teachers and administrators after the successful emergency fundraiser!

# STRATEGIC PLAN

HOPEWELL MUSIC COOPERATIVE NORTH

## LOOKING FORWARD

The Jay and Rose Phillips Foundation, a philanthropic foundation committed to supporting the Northside, funded a partnership between Propel Nonprofits and Hopewell to develop a 3-year strategic plan for sustainability and growth. The purpose of the strategic plan is to ensure that Hopewell is truly serving our community, committing to social justice and equity in our programs, and operating efficiently and effectively.

To learn more, please visit:

[hopewellmusic.com/strategicplan](https://hopewellmusic.com/strategicplan)



## STRATEGIC GOALS

2020-2023

**#1** Continue to prioritize inclusivity within Hopewell's programs and organization.

**#2** Communicate Hopewell's mission, vision, and values to internal and external stakeholders.

**#3** Plan for and deliver financial results which sustain mission impact.

**#4** Increase the effectiveness of organizational infrastructure.

THANK  
YOU

