



**MUSIC**  
FOUNDATION

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# 2020 ANNUAL REPORT

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**IMPACTING LIVES THROUGH MUSIC**





# OUR MISSION

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The Guitar Center Music Foundation supports music education programs by providing those in need with instruments. The foundation also advocates for music education and therapy.



## WE BELIEVE IN THE POWER OF MUSIC

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Music is vital for us and for our society. It has the power to improve our health and creativity. We want to give everyone the opportunity to make music.

## MUSIC CHANGES LIVES

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Putting instruments in the hands of people of all ages can have substantial impact on their well-being. From building confidence to improving social and academic skills, learning an instrument gives people a new way to express themselves.

## KEEPING MUSIC EDUCATION ALIVE

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We give more people the opportunity to make music through instrument grants to in-need schools and music education programs.



## MESSAGE FROM THE CEO

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At the Guitar Center Company, we believe that making music has the power to improve lives, soothe the soul and empower creativity. We know the benefits of playing music have far-reaching effects on humans, from improved memory skills to enhanced confidence and improved multi-tasking capabilities, to name a few.

Unfortunately, access to musical instruments and gear is not available to everyone. That's why, as part of our mission to put more music in the world and with the Guitar Center Music Foundation, we support efforts to assure equal access to musical instruments, music making and music education across the country. We believe that helping more people experience the benefits of making music is important.

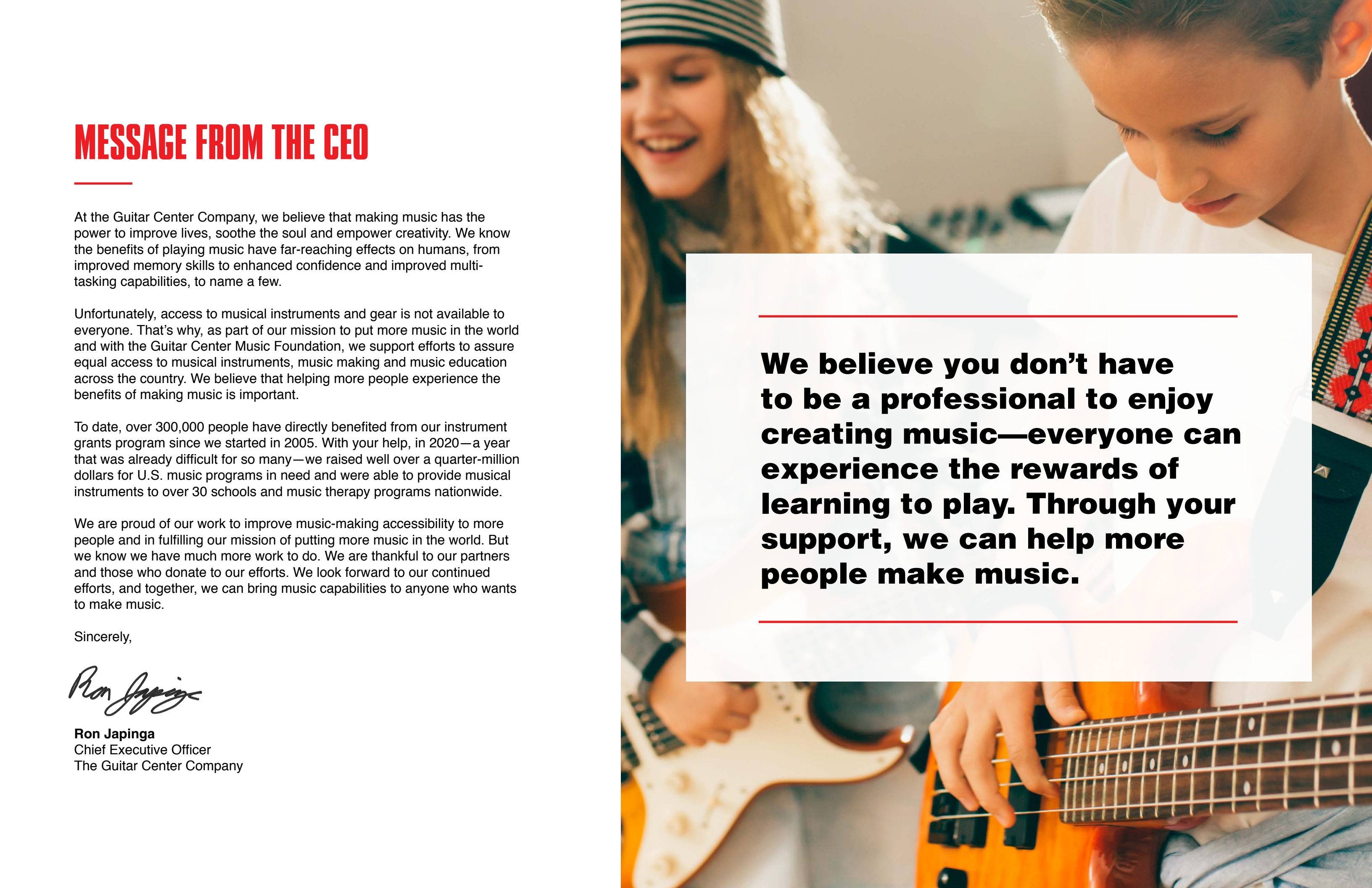
To date, over 300,000 people have directly benefited from our instrument grants program since we started in 2005. With your help, in 2020—a year that was already difficult for so many—we raised well over a quarter-million dollars for U.S. music programs in need and were able to provide musical instruments to over 30 schools and music therapy programs nationwide.

We are proud of our work to improve music-making accessibility to more people and in fulfilling our mission of putting more music in the world. But we know we have much more work to do. We are thankful to our partners and those who donate to our efforts. We look forward to our continued efforts, and together, we can bring music capabilities to anyone who wants to make music.

Sincerely,



**Ron Japinga**  
Chief Executive Officer  
The Guitar Center Company



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**We believe you don't have to be a professional to enjoy creating music—everyone can experience the rewards of learning to play. Through your support, we can help more people make music.**

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THANKS TO OUR PARTNERS & DONORS IN

2020

YOU HELPED US MAKE THIS HAPPEN



\$300,000+

RAISED FOR MUSIC  
PROGRAMS IN NEED



33

MUSIC PROGRAMS  
SUPPORTED



3,500+

INSTRUMENTS  
DELIVERED



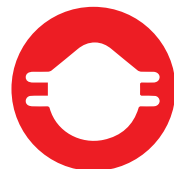
\$150,000+

GRANTS DONATED



4,000+

PEOPLE REACHED



200+

MUSICIANS RECEIVED  
COVID-19 ASSISTANCE

## BRINGING MUSIC TO PEOPLE IN NEED

**Thanks to your donations, we were able to support the following schools and music programs in 2020**

Jordan High School | Watts, CA

Pueblo House OTR Foundation | Pueblo, CO

Steelville High School | Steelville, MO

Sylvester Broome Empowerment Village | Flint, MI

Maa Sa Akhi Performing Arts Academy | Brooklyn, NY

Lynnwood UMC Music Department | Chatsworth, CA

Price Chapel AME Church | Los Angeles, CA

Compton Kidz Club | Playa Vista, CA

Boys & Girls Club of Middle Tennessee | Nashville, TN

Boys & Girls Club of Greater Conejo Valley | Westlake Village, CA

Hands 4 Hope LA | North Hollywood, CA

The Pines Christian School | Harbor City, CA

Jazzin' AfterSchool | Washington, D.C.

Heart of Los Angeles (HOLA) | Los Angeles, CA

Raffia Music Studio | Lomita, CA

Del Mar High School | San Gabriel, CA

Civitan Foundation's MindSong Music Lab | Phoenix, AZ

Norfolk Middle School | Norfolk, NE

Boys & Girls Club of Greater Washington | Washington, D.C.

Bowman High School | Santa Clarita, CA

Resounding Joy | San Diego, CA

Placerita Junior High School | Santa Clarita, CA

High Point Academy | Aurora, CO

Sierra Vista Junior High School | Santa Clarita, CA

South Meadows Elementary School | Chelsea, MI

Marianna High School | Marianna, FL

Upperman High School | Baxter, TN

Youth Philharmonic Orchestra | San Diego, CA

Elkton High School | Elkton, MD

Newton County Middle School | Decatur, MS

White Oak Elementary School | Westlake Village, CA

Boys & Girls Club of Laredo | Laredo, TX

Southeast PAL | Los Angeles, CA

## HELPING MUSICIANS IN NEED

**In 2020, musicians and music programs were significantly impacted by COVID-19**

The COVID-19 pandemic affected many members of the music community. The Guitar Center Music Foundation partnered with Fueling Musicians to help raise relief funds through livestreaming artist events. Funds raised from these events went to support musicians in need and music programs impacted by the pandemic.

# ACCOUNTING OF FUNDS

# FINANCIAL SUMMARY

Guitar Center Music Foundation statement of revenue and expenses for the fiscal year ending Dec. 31, 2020.

Grants Given	\$153,454
Administration & Labor	\$91,346
Rent & Expenses	\$35,533
Marketing	\$2,159

## 2020 Donation Income Breakdown

Partner Donations	\$11,715
Sponsor Donations	\$45,025
Consumer Donations	\$233,850
Online Donations	\$21,383
<b>Total</b>	<b>\$311,973</b>

## Gift in Kind Donations Received From:







# SUPPORTING THE NEXT GENERATION OF MUSIC MAKERS

## Board of Directors

### **Executive Committee**

#### **Chairman**

**David Helfant**, Senior Partner, Law Offices of David A. Helfant

#### **Directors**

**Anne Buchanan**, Senior Vice President, Chief Human Resources Officer, Guitar Center

**Bruce Kuhlman**, Director of Licensing and Brand Management, Authentic Hendrix, LLC and Experience Hendrix, LLC

**Don Lombardi**, Founder of Drum Workshop, Founder and CEO of Drum Channel

**Janie Hendrix**, President/CEO, Experience Hendrix, LLC, Authentic Hendrix, LLC; Founder, Jimi Hendrix Park Foundation

**Michael Sammis**, President, Universal Production Music

**Ron Japinga**, President/CEO, Guitar Center

**Sheila E.**, Grammy-nominated percussionist

**Val Garay**, Multi-platinum and Grammy Award-winning producer, songwriter and engineer

**Wayne Colwell**, Executive Vice President, Stores, Guitar Center

#### **Founder, Chairman Emeritus**

**Larry Thomas**, Retired CEO of Fender® Musical Instruments Corp. and Guitar Center Corp

## Guitar Center Music Foundation Staff

**Lynn Robison**, Executive Director

**Chris Flynn**, Journalism/Social Media Manager

### **Volunteers**

**Morgan Bergee, Sean Uminski and Alexandra Padilla** from the San Bernardino Teen Music Workshop

## Special thanks to the artists and individuals who contributed to our Relief 4 Musicians livestream fundraising events.

Joe Bonamassa

Sheila E.

Jessica Lynn

Russ Kunkel

John Robinson

Rob Shanahan

## And to the following, who helped make our instrument grants possible.

**Don Lombardi & DW Drums**

**Jonathan Thomas, Cordoba Guitars/Guild Guitars**

**John Geiger, Zildjian/Vic Firth**

**Brian LeVan, Remo**

**Andy Strayer, Mapex**



Cordoba



Zildjian

VIC FIRTH



# IMPACTING LIVES THROUGH MUSIC

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**100% OF EVERY DOLLAR DONATED HELPS SUPPORT  
AND GET MUSICAL INSTRUMENTS TO MUSIC EDUCATION  
PROGRAMS ACROSS THE UNITED STATES**

**[guitarcenterfoundation.org](https://guitarcenterfoundation.org)**