

ANNUAL REPORT 2010



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The ASCAP Foundation, established in 1975, is a publicly supported charitable organization dedicated to supporting American music creators and encouraging their development through music education and talent development programs, including: songwriting workshops, scholarships, awards, community outreach programs, public service projects for senior songwriters, and providing grants to other 501(c)(3) organizations engaged in educational programs for aspiring songwriters. The ASCAP Foundation supports programs in all musical genres that are national and regional in scope.

Over the years, The ASCAP Foundation has developed and established its own scholarships and music education programs and has collaborated with other organizations to meet its objectives. We are proud of the many musical greats who have chosen to memorialize their contributions by establishing and funding named programs. They include **Harold Adamson, Richard Adler, Robert Allen, Harold Arlen, Louis Armstrong, Irving Berlin, Leonard Bernstein, Irving Burgie, Irving Caesar, Sammy Cahn, Desmond Child, Cy Coleman, Hal David, John Denver, Duke Ellington, George and Ira Gershwin, Jay Gorney, Morton Gould, W.C. Handy, Larry Hart, Jerry Herman, Bart Howard, Billy Joel, Quincy Jones, Steve Kaplan, Dean Kay, Leiber & Stoller, Livingston & Evans, Frederick Loewe, Henry Mancini, Michael Masser, Joseph Meyer, Jack Norworth, Rudy Perez, Cole Porter, Joe Raposo, Irwin Robinson, Richard Rodgers, David Rose, Stephen Sondheim** and others.

The ASCAP Foundation is supported by contributions, bequests and grants from ASCAP members, other foundations and the general public. With this financial support, we have been able to compile an impressive record of initiating and supporting solid, meaningful programs which are making a positive difference in the lives of people of all ages across the country. A few of these programs are identified below:

- **Children Will Listen** is an ASCAP Foundation program designed to introduce the American Musical Theatre to youngsters who might otherwise not have the opportunity to experience it. Children Will Listen was established in 2005 to honor ASCAP member and musical theatre great Stephen Sondheim (*West Side Story*, *Gypsy!*, *Pacific Overtures*, *A Little Night Music*) and is named for one of the songs from his musical, *Into the Woods*. Students are provided with free transportation to and from the theater, free tickets with excellent seats, and, for many, their very first opportunity to see a first-class theatrical production. Immediately following the performance,

the students participate in an interactive discussion of the show with the creators and members of the cast. ASCAP representatives and writers of the show participate in school visits prior to and after the show to engage the students on their thoughts about the musical and their experience.

- **Creativity in the Classroom** is an ASCAP Foundation program designed to help students recognize their own creative work and to understand their rights as owners of intellectual property as well as the ethics of protecting that of others. The premise of the project is to encourage students to label their creative work with the copyright symbol, the year, and their names, just as they see on any published, professional creative work. In this effort, The ASCAP Foundation has partnered with the nonprofit foundation, i-SAFE, to provide teachers with a set of tools to educate their students in the seldom-taught area of intellectual property. This unique curriculum for grades 3, 4 and 5, called Creativity in the Classroom: Creative Ownership and Copyright is available free of charge to ASCAP Foundation organizational grant recipients whose programs focus on songwriting and are targeted to grades 3, 4 & 5 (www.isafe.org/creativelessons) .
- **Louis "Satchmo" Armstrong Summer Jazz Camp in New Orleans** nurtures the next generation of jazz artists while paying tribute to the legacy of Louis Armstrong. It is designed for students serious about furthering their musical education and interested in learning more about jazz. The camp program provides students with comprehensive, hands-on instruction in trumpet, saxophone, piano, bass, drums, guitar, vocal music and music composition in large and small settings.
- **The ASCAP Foundation Fresh Air Fund Summer Guitar Project** makes musical expression more accessible to hundreds of economically disadvantaged New York City Children by providing musical instruments, music lessons and visiting songwriting teachers to the Fresh Air Fund Summer Camps every year.
- **Music in the Schools**, a partnership between The ASCAP Foundation, VH1 Save the Music Foundation and Alfred Music Publishing, Inc, provides public schools nationwide with a package of music materials consisting of folios, sheet music, band arrangements and method books ensuring that students, who receive free musical instruments through the VH-1 Save The Music Program, have quality music to play as they learn their instruments.
- **Songwriter Workshops:** The ASCAP Foundation sponsors Songwriter Workshops in numerous genres including Musical Theater, Pop, Film & TV, Jazz, Country and Latin. These workshops give songwriters the opportunity to play their songs before a panel of noted music industry professionals who can offer advice on songwriting, song placement and other topics of interest to aspiring songwriters.
- **The ASCAP Foundation Barbara and John LoFrumento Award** enables the Music Therapy Institute of The Music Conservatory of Westchester to expand its music therapy program, providing weekly music therapy sessions to special needs students, including those with autism spectrum disorders, in the Eastchester, NY school district. Established and funded by ASCAP CEO John LoFrumento and his wife, Barbara, this award makes it possible for the Conservatory to reach out to young students who might otherwise not have an opportunity to experience music and its healing abilities.
- **The ASCAP Foundation Cy Coleman Award** is presented to a songwriter whose career would benefit from taking a music business course and is intended to help songwriters negotiate the road to artistic and commercial success. The ASCAP Foundation Cy Coleman Award is funded by Shelby Coleman in memory of her husband.
- **The ASCAP Foundation Joe Raposo Children's Music Award** supports emerging talent in the area of children's music. Raposo, one of the creators of Sesame Street and its first and longtime

musical director, wrote music for such diverse talents as Kermit The Frog, Frank Sinatra, Ray Charles, Dr. Seuss, Barbra Streisand and Cookie Monster. The award was established by Joe's family to honor his legacy.

- **The ASCAP Foundation Eunice & Hal David Instructor-In-Residence Award** provides funding to support the work of an outstanding music instructor at the Los Angeles County High School for the Arts. The award is funded by Eunice & Hal David.
- **The ASCAP Foundation Joan & Irwin Robinson Scholarship** was established to support a music business undergraduate or graduate student demonstrating leadership, knowledge, dedication, skill and career potential. It is funded by Irwin Z. Robinson, Chairman of Paramount Allegra Music and his wife, Joan.
- **The ASCAP Foundation Morton Gould Young Composer Awards:** Granted each year to composers under 30 years of age, this award seeks to encourage musical talent in all genres. It was established in 1979 with funding from the Jack and Amy Norworth Memorial Fund.
- **The ASCAP Foundation Young Jazz Composer Awards** provides cash awards to encourage young jazz creators. Established in 2002, the program recognizes composers under 30 years of age whose works are selected through a juried national competition. This program is sponsored by the Gibson Foundation and The ASCAP Foundation Bart Howard Fund.
- **The ASCAP Foundation Sammy Cahn Award** was created to commemorate the life and career of the late lyricist Sammy Cahn. This cash award, funded by Sammy's widow Tita Cahn, is given to a promising lyricist from The ASCAP Foundation Songwriter Workshop Series who is selected by a distinguished group of songwriters.
- **The ASCAP Foundation Leiber and Stoller Music Scholarship** provides assistance to aspiring songwriters, musicians and vocalists for 4 years of study at accredited music schools. This program is funded by Jerry Leiber & Mike Stoller.
- **Hospital Audiences, Inc**, which, with a grant from The ASCAP Foundation, organizes composer performances for more than 2,500 elderly, disabled and institutionalized New Yorkers.
- **The ASCAP Foundation Robert Allen Award** is presented annually to an aspiring ASCAP songwriter participating in ASCAP's New York Extended Songwriting Workshop. It is funded by Patty Allen in memory of her husband.
- The ASCAP Foundation Richard Rodgers New Horizons Award Conceived by composer and ASCAP Foundation Board member Mary Rodgers, daughter of Richard, this award was established to encourage promising young composers of musical theater.

The programs listed in this booklet are only a very small sample of what The ASCAP Foundation makes possible by providing financial support and access to composers, songwriters and musicians willing to share their talents and knowledge. For a list of our programs, please visit our website at www.ascapfoundation.org. For a list of ASCAP Foundation donors or to find out how you can contribute, please contact us.

We have seen first-hand the joy, creativity and self-esteem music programs bring to all those who participate. At a time when music programs and classes are being eliminated from communities and school curriculums, The ASCAP Foundation is actively filling this void. We make the most of every opportunity to develop the music of tomorrow.

The following is an unaudited overview of
The ASCAP Foundation's income and
expenses for the fiscal year ended December 31, 2010:

Total Support & Revenue:	\$ 2,107,588
Program Expenses:	\$ 1,059,025
Management & General Expenses	\$ 89,764
Fundraising Expenses:	\$ 140,148
Year End 12/31/2010 Net Assets:	\$ 8,137,658

2010 Board of Directors

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