

REACHING YOUTH THROUGH
MUSIC OPPORTUNITIES

YEAR 2024

IMPACT REPORT 2024



REACHING YOUTH THROUGH
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Annual Impact Report

We Educate, Equip and Empower Youth through Music, Technology and the Arts

RYTMO began when a community's desire for musical expression merged with our dedication to quality music education.

When RYTMO first opened its doors in 2003, it had an ambitious mission: provide a positive, creative and professional environment for low-income youth to express their musical talents.

Curriculum

Details

Course 1

Introductory Course

Introduction to the origins and practices of commercial music, including music history, music theory, song forms, copyright, publishing and marketing.

Course 2

Intermediate Course

Explores in-depth commercial songwriting techniques, performance tools and key characteristics of music arranging for film/TV and video gaming.

Course 3

Advanced Course

Introduction to entrepreneurial skills, business tools and ProTools digital recording. Hands-on instruction in advanced music production.

Course 4

Lab

This course is a highly individualized and focuses on demo.

2023 Funding Summary

Grants

\$51,500

Direct
Public
Support

\$8,265

Program
Income

\$12,720

Acknowledgements

We would like to acknowledge Berklee College of Music's City Music Network, NAMM, The Kennedy Center and others who have already contributed to RYTMO in helping forge career paths related to music.

• 714 - 213 - 9919

• rytmo.org

Reaching Youth Through
Music Opportunities





5000+ Students

Nurturing young talent with transformative musical opportunities

4+ Modules

Providing a comprehensive curriculum spanning various industry-focused subjects

5+ Volunteers

Fostering a passionate musical community where members actively support growth

25+ Partners

Partnering with a strong network of collaborators that enhance the program

Music History

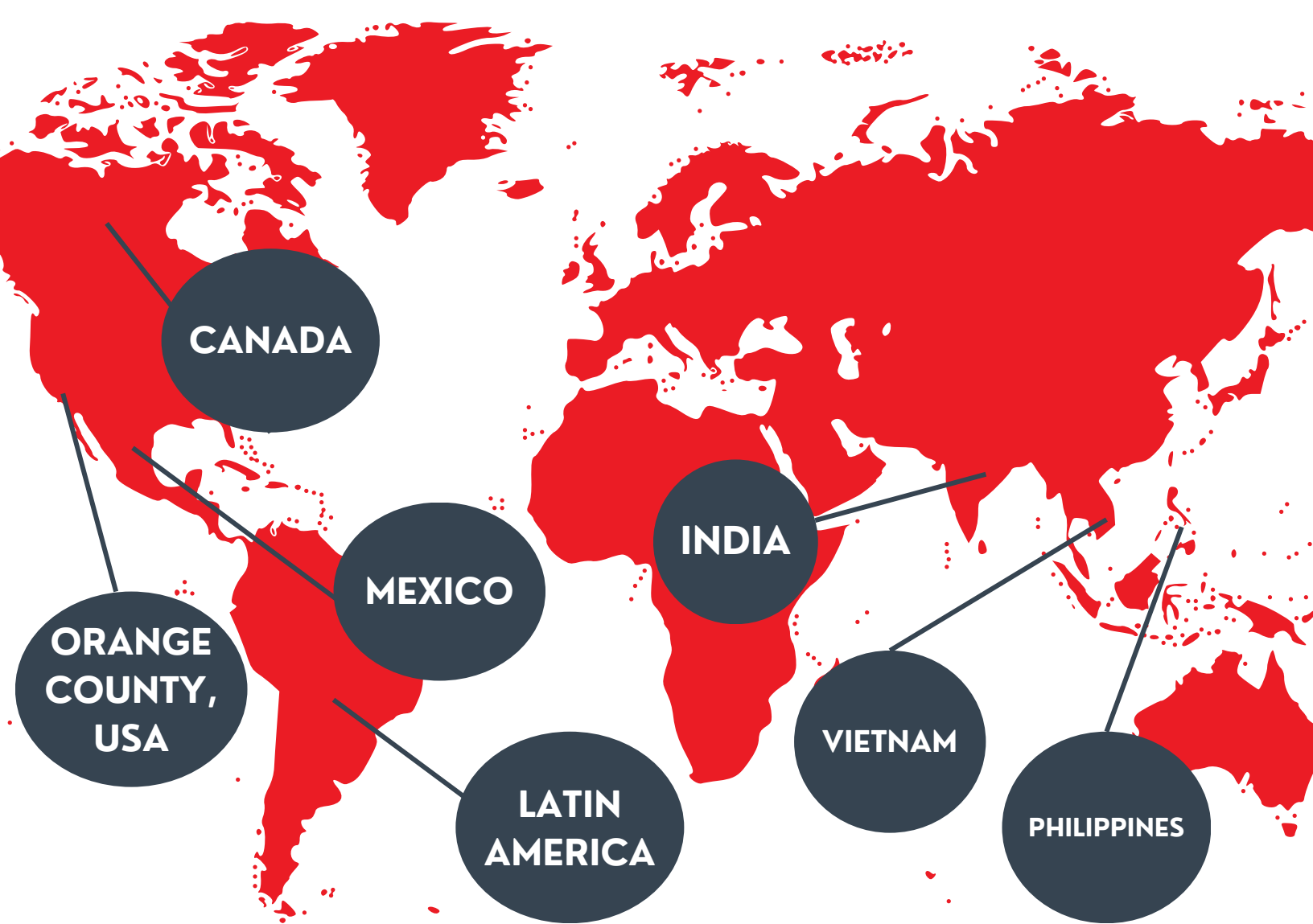
Digital Recording

Basic Music Theory

Commercial Songwriting



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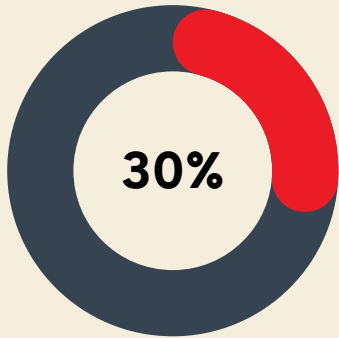
RYTMO has **50+** collaborating sites with access to RYTMO's curriculum.

A GLOBAL IMPACT

RYTMO collaborates with **Berklee College of Music's City Music Network** to provide over 55,000 socio-economically diverse youth access to the curriculum in the US, Canada, Mexico, and Latin America — and also partners with **NAMM**.

RYTMO's curriculum is distributed to low-income youth through **nonprofits** and **churches** in **India**, **Vietnam** and the **Philippines** through **RYTMO's** collaboration with **Music Across Borders**.

Our Impact

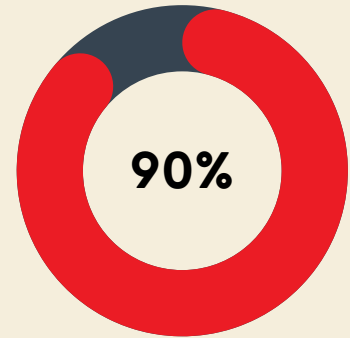


Pre-Test Scores

Students scored 6 out of 20 questions on the Pre-Test on music education and industry



Over A 7 month period



Post-Test Scores

Students scored 18 out of 20 questions on the same test Post-Program

Program Results

85%



of youth enrolled finished the entire program through Module 4: The Lab

80%



of the youth received employment

We Serve

Youth who are low-income, have basic skills deficiency, have previous gang affiliation and lack of work history

Our target cities are Anaheim, Santa Ana, Fullerton, Buena Park, Garden Grove, La Habra, La Mirada and Orange

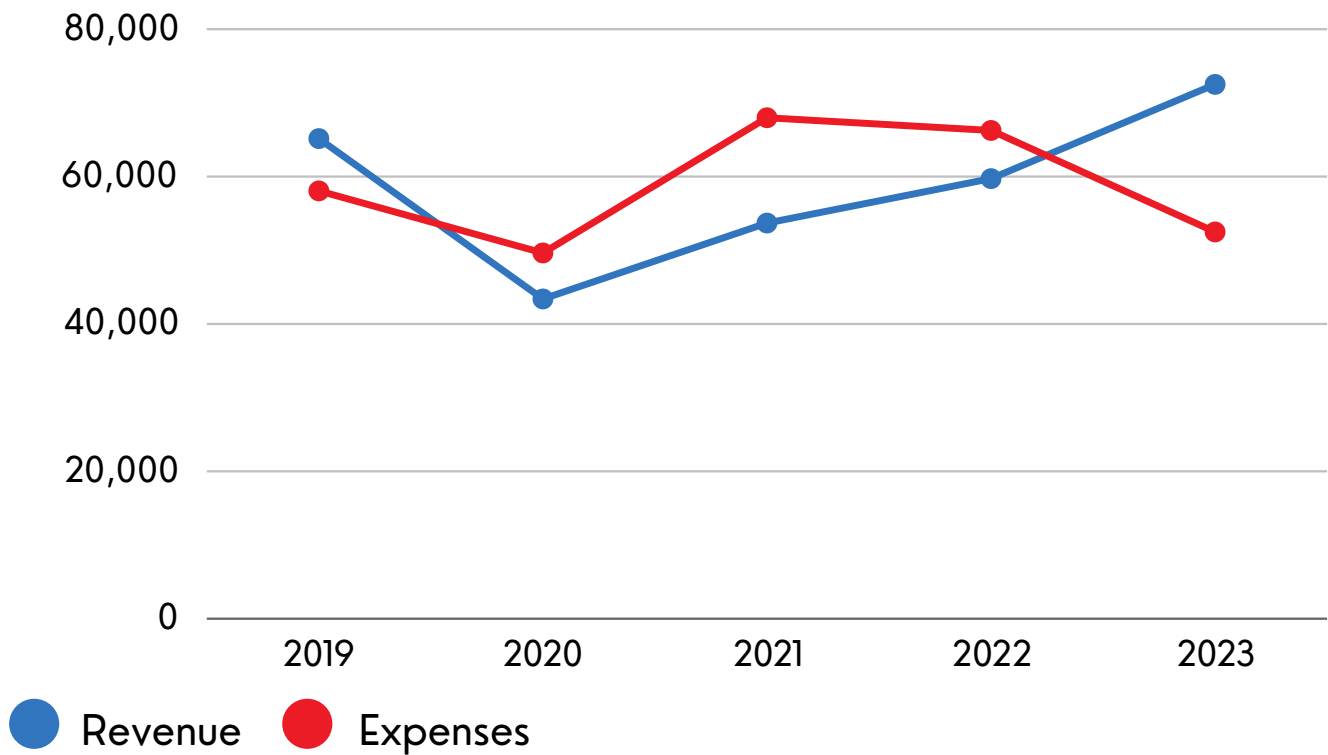
4/10

of the youth received supportive services, like transportation and hospitality prior to our program

Finances

Annual Budget Growth

Over the Last 5 Years



2023 Funding Summary

Grants

\$51,500

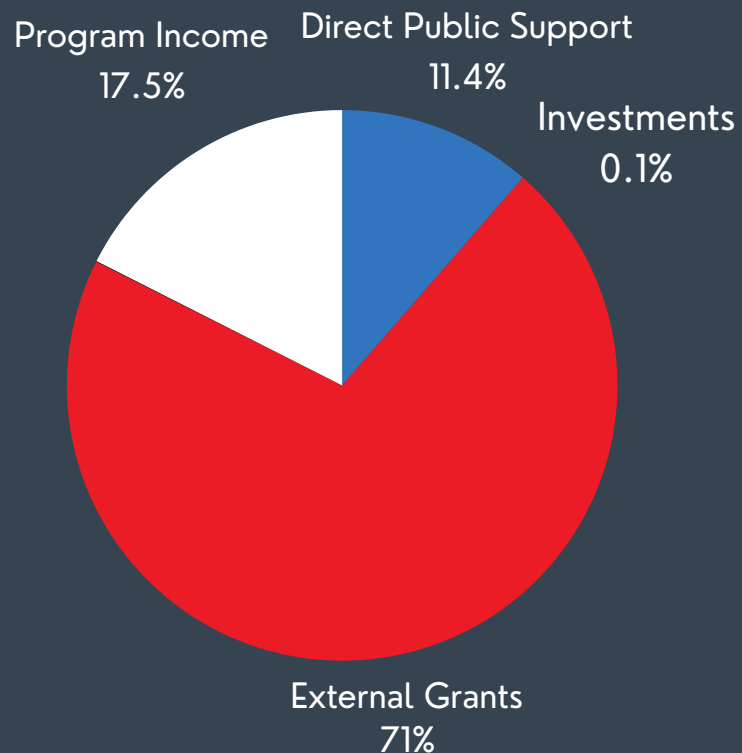
Direct Public Support

\$8,265.62

Program Income

\$12,720

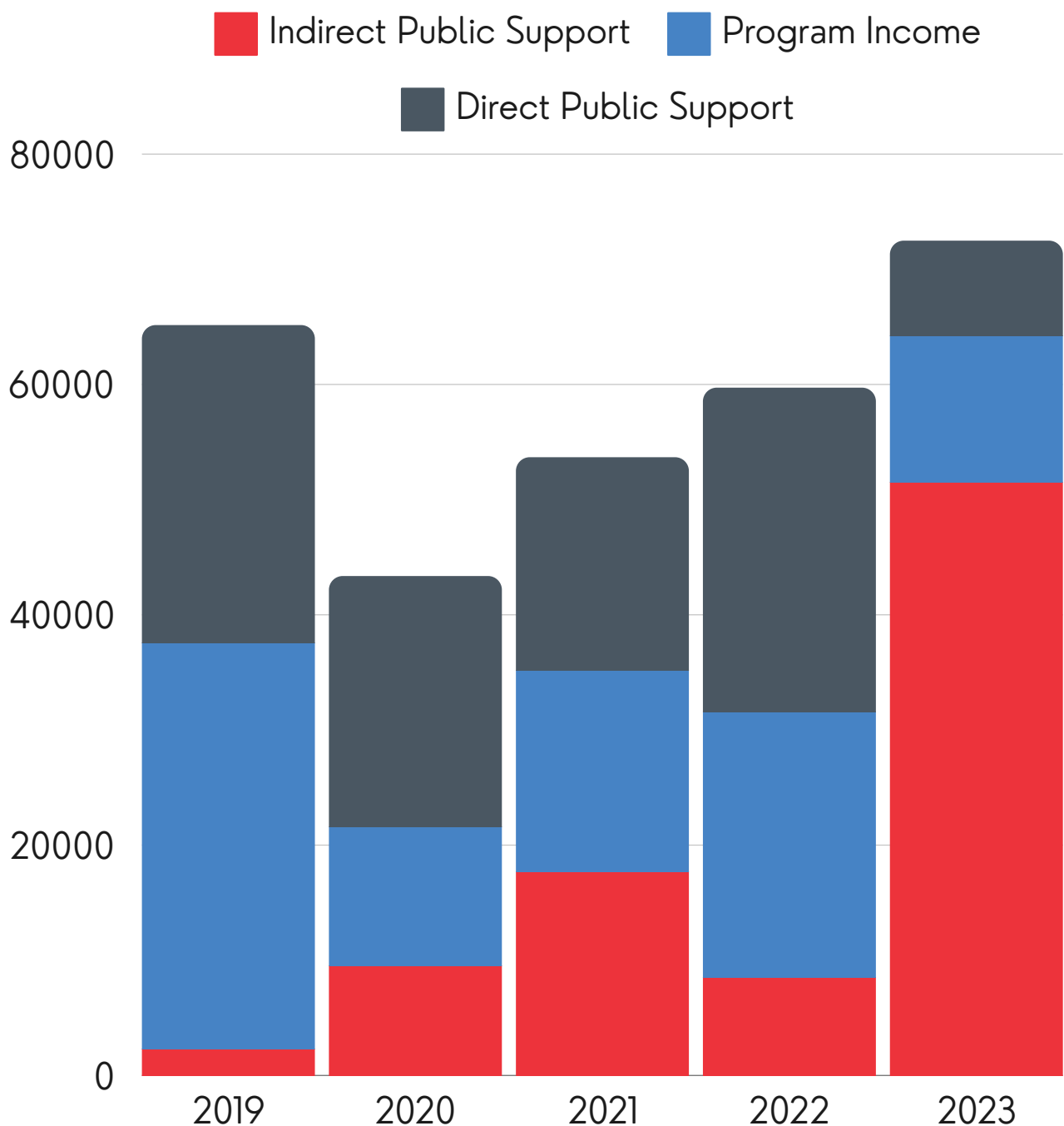
Sources of Revenue



Finances

Annual Sources of Revenue and Revenue Growth

Over the Last 5 Years



TESTIMONIALS



"It wasn't until I joined RYTMO that I believed in having a future with music. Before RYTMO I was in a very scary place where drugs and alcohol took control of my life but I always felt that it wasn't who I really was. In high school I joined an at-risk youth music camp which was my first encounter with RYTMO. They hosted the first day and gave us an assignment to write a verse with a melody to a beat. It was there that I noticed how natural lyrics came to me. The instructors heard me singing to myself and one of them looked me in the eyes and said, 'you need to be singing all the time' and it was that moment that changed my entire life. It was after that camp that really gave me the push to really clean up my act. I graduated high school, sobered up, really got serious about my music. RYTMO has taught me to never settle for less no matter where you come from which is why I decided to audition for Berklee. I want to learn to how to be better at performing and how to communicate with musicians properly.

— Jocelyn Avalos



**Andrea Manes -
The Orange County Register**



"RYTMO is dedicated to assisting foster, homeless and troubled youth in pursuing their dreams in the music industry"

Jacob "Rufi-yo" Florentino



"If you wanna learn anything about music, come to RYTMO. There's a lot of love in that place"

Alfonso "Overdose"



"The program is really beneficial and allows you to take your career (whatever occupation) to the next level"