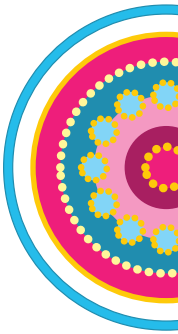


feel the pulse



We are all truly unlimited, if we only dare to try Sri Chinmoy



A heart beat is the one thing that all humanity has in common. Music is the artery through which this universal pulse connects the whole world.

I founded the Academy to create a realm of opportunities for children and young people, who would not normally have the chance to learn and play music, to inspire and help young people reach their dreams.

The World Heart Beat Music Academy is a ground-breaking organisation accelerating social change and transforming lives through music.

Our visionary strategy is to connect young people to the power of music and provide roots where they can go onto have fully rewarding and successful careers.

Since 2002, we have seen our young musicians succeed and draw enthusiasm and motivation from a diverse range of cultures and musical art forms. The Academy welcomes over 260 young people each week. Working alongside our talented and engaging teachers, our students learn traditional classical music as well as non-traditional music such as Asian, Celtic, Eastern European, Gypsy, Jazz and Reggae.

I now welcome you to help us bring the transformative power of music to more children and young people across London. With your support, we can take one more step closer to making that dream a reality and enhance the lives of children.



Sahana Gero – Founder & Artistic Director

Music Teaching with a Social Mission

The World Heart Beat Music Academy provides music tuition and personal development opportunities to over 260 children and young people between the ages of 5 and 24 years, who are based in Wandsworth and the surrounding London boroughs.

Many of our students come from a range of challenging backgrounds. Some are the main carer for parents or siblings; some come from households with a history of drug addiction and alcohol abuse; some are classified as not in education, employment or training (NEET); and many are recent migrants and refugees, often moving into the UK without their parents or guardians. Many have difficulties engaging in school and finding employment when they are older.

Our ethos is grounded in social change. We inspire and motivate young people to reach beyond what limitations their circumstances have placed on them. We teach skills that enable our students to lift their own aspirations and maximise their potential as both musicians and citizens of the world.

We create an encouraging and supportive community to which our young musicians feel they belong.

“If it wasn't for playing music, I wouldn't be alive. I used to carry a knife, but music changed all that. Playing an instrument is my protection now.”

– World Heart Beat Music Academy student

inspire

The Impact of Learning & Performing Music...The Cultural Learning Alliance report Imagine Nation (Dec 2011) identified that:

- Learning through the creative and performing arts improves attainment in all subjects
- Increases memory capacity and sharpens concentration
- Participation in structured arts-based activities increases cognitive abilities
- Students from low-income families who take part in Arts-based learning are three times more likely to get a degree
- The employability of students who study arts subjects is higher and they are more likely to stay in employment
- Students who engage in the arts at school are twice as likely to volunteer and 20% more likely to vote as young adults



The World Heart Beat Music Academy exists to promote music as a universal form of communication, transforming the lives of young people

Our programmes map the diversity of the community and engage young people across multiple genres of music with emphasis on ensemble playing and inclusion. Some of our programmes include...

- Accordion
- Bass Guitar
- Brazilian Percussion
- Cello
- Celtic Fiddle
- Clarinet
- Composition
- Drums
- Flute
- French Horn
- Guitar
- Jazz Improvisation
- Jazz Piano
- Piano
- Piano Accompaniment
- Reggae
- Saxophone
- Spanish Guitar
- Stringed Bass
- Tabla
- Trombone
- Trumpet
- Vocals
- Violin

Regardless of background, or ability, regardless of experience or expertise, every child has access to the best musicians and top industry professionals in this extraordinary music academy – learning from the ground up, is part and parcel of the culture that Sahana Gero has created.

Michael Csanyi Wills – Teacher at the academy, composer in residence at the Welsh Sinfonia and composer of several feature film scores.

achieve



Performance Opportunities



Our regular concerts provide our students with the opportunities that hone their theoretical skills into real-life performance delivery of their talents.

Students, teachers and our supporting leading musicians combine to perform entertaining programmes of the genre of music in which they are engaged.

This also serves as showcase of World Heart Beat's musical excellence, giving parents, supporters and friends a chance to experience what we do so well.

Most are performed on our premises in Wandsworth while larger scale events take place on public stages.

What people said...

"Last night's concert was exceptional, the talent and the atmosphere were fantastic."

"Amazing, the musicians were staggeringly good."

"Wonderful music making, it was just joyful."

"Such an energetic and uplifting evening."

"Overwhelming quality, professionalism and fun."

engage



You can see the difference between those who have music and those who don't. We have somewhere to go, something to aim for – we have music
World Heart Beat Music Academy student

We teach music that maps out our communities, running projects that encourage inclusivity and sharing of skills



Cascade Mentoring Programme

The Cascade Mentoring Programme fosters a sense of community amongst our students creating bonds that increase the likelihood of young people remaining in our programmes and maintaining a long-term connection to music.

Working alongside professional musicians, students aged 16 to 24 receive extensive music training, one-to-one instruction and direct work experience that empowers them with the skills

to lead and mentor younger children, usually aged 8 to 15.

Student mentors are trained in administration, marketing, public relations, events management and youth work and attend two training sessions. The training sessions help students identify their strengths, explore how their skills and knowledge can be passed on to develop others' learning potential and abilities, and clarify their role as mentor (including what boundaries are and how to manage their mentees' expectations).

belong



A Passionate Vision Achieved

51st State Band: the Academy began teaching music through the 51st State Band in 2002. The band has grown to be one of the UK's largest youth bands, with over 130 members and sell-out performances at The Royal Festival Hall alongside musicians such as Julian Joseph and Cleveland Watkiss.

Primary and Secondary School: prior to studying at the Academy, many of our students have never picked up an instrument before, yet achieve amazing results in a short space of time. In 2013, students taking music examinations in Grades 1 – 8 achieved a 100% pass rate and 97.5% of these were awarded a merit or distinction.

University: in 2014, six of our students attained places at renowned institutions for the arts – Birmingham Conservatoire at Birmingham City University, Cambridge University, Guildhall School of Music & Drama, Royal Academy of Music, Royal Welsh College of Music & Drama and Trinity Laban Conservatoire for Music & Dance.

Employment: there are 2,770 creative industry organisations based in Wandsworth, yet there are 4,000 unemployed 16 to 24 year olds in the borough. Only 9% of young people in this age group are employed by the local creative sector. The Academy nurtures young people's aspirations and ambitions, supporting

them to pursue further study and/or to seek fulfilling employment. 97% of our students aged 18-19 years are now in further education or have an apprenticeship.

Inclusion & Diversity: the Academy can demonstrate a strong track record of inclusion, engaging a diverse range of people and enabling them to participate in the arts. 65% of our participants are from a minority background and 70% from low income households. Through learning and engaging with a wide range of music genres, students learn to respect, admire and understand different cultures and traditions and this promotes community cohesion and integration.

develop

"World Heart Beat gives young people somewhere to go – to learn to play music, to read music, and to meet people who care about music. It benefits them simply by being there actually."

Julian Joseph, virtuoso pianist, composer and broadcaster



A Timeless Partnership

In 2012, Gucci Timepieces & Jewellery launched its Music Fund alongside The Recording Academy, organiser of the prestigious Grammy Awards. Gucci chose the World Heart Beat Music Academy as its first and exclusive UK music partner.

The partnership was formally launched in March 2013 by the best-selling recording artist and award-winning singer/songwriter Emeli Sandé

The Academy's top two Gucci scholars attended the Grammy Camp in Los Angeles, USA in July 2013 and 2014.

All ten scholars performed at a major Gucci event in Florence, Italy in January 2014.

A Performance Partnership

Joe Macari, High Performance Cars have provided a number of scholarships giving young people access to a full comprehensive cover for their music education at the World Heart Beat Music Academy, including valuable performance opportunities.

support



"When we hear of our scholars' achievements, it motivates us more and more each day to pursue and continue to give plenty of energy in this project!"

Gucci Timepieces



Play your part and change lives

Every child is born with an inalienable connection to music which begins with that most essential rhythm of life – the heart beat. This connection is a potential source of joy, vitality, purpose and relationship through the childhood years and into adulthood. It can develop into a language which expresses the value of each individual and bridges cultural and social divides.

Learning and playing music with others enables young people to feel that they are a part of something,

that nobody can take away from them. This confidence translates to other areas of their life, giving them the freedom to make choices and to be happy and successful adults.

Through the generosity of our donors, we are able to provide programmes which transform the lives of our students.

There are many opportunities to support the World Heart Beat Music Academy and play a part in changing the lives of aspiring young people.

Regular giving

We welcome monthly donations at any level.

Making a monthly donation provides regular support that we can count on to ensure any child or young person interested in learning to play an instrument can take a place on our programmes and benefit from playing and performing music.

Learning and performing music and mentoring others helps our students develop skills that will stay with them their whole lives. By supporting our programmes, you will ensure we can continue to provide these opportunities and reach out to our local community.

At what level do you give?

World Heart Beat operates at many different levels.

At top level is our need to acquire a significantly larger building, which includes a performance space. This will enable us to help and provide for many more young people.

At mid-level, our core activities demand substantial annual revenues. Supporting these programmes will allow us to diversify our music portfolio.

At a lower level, funding supports specific projects such as concerts and bursaries for individual students.

Here are some examples of our funding needs:

£325,000

Covers our 5 core projects for 5 years, which will enable us to develop and concentrate on other developments.

£195,000

Covers our five core projects for 3 years which will enable us to develop and concentrate on building our academy numbers

£65,000

Covers our 5 core projects for a year.

£20,000

A bursary for 10 children to learn and join our 51st State Band.

£20,000

To provide a scholarship programme for 10 talented youngsters.

£12,500

To sponsor one of the core projects – Jazz School, Asian School, Celtic School or Little/Middle/High School for a year.

£12,500

For the Stardust Jazz Improvising Choir to become self-funding.

£6,000

For a series of vocal classes with a recording artist.

£2,000

To provide a bursary for one child to learn an instrument.

Investment

If you would like to make a considerable investment, or form a dynamic partnership as part of your corporate social responsibility program, then we would be delighted to discuss the numerous opportunities with you and how you can be recognised for your gift.

Contact

Sahana Gero - Founder & Artistic Director

0208 870 3042 (07973 631 203)

James Gero - Development & Operations Director

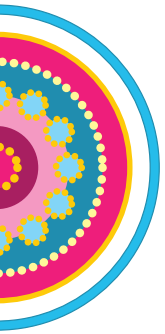
0208 870 3042 (0777 355 6831)

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Registered Charity in England & Wales no.1139579

“Music is an enriching and valuable academic subject. Research evidence shows us that a quality music education can improve self-confidence, behaviour and social skills, as well as improve academic attainment in areas such as numeracy, literacy and language. This is why it is vital that a quality music education is available to all children and young people. It must not become the preserve of those children whose families can afford to pay for tuition and ensemble opportunities.”

The Government response to Darren Henley's review of music education



feel the pulse