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ROSIE'S HOUSE TOPS \$30,000 SPRING CHALLENGE CAMPAIGN; ENDS FISCAL YEAR IN THE BLACK; ENSURES FALL CLASSES FOR STUDENTS

PHOENIX, Ariz. (July 30, 2010): With a final boost of more than \$40,000 from a special Spring Challenge Campaign, Rosie's House: A Music Academy for Children, ensured that funding would be in place for students entering the free music education program for inner city youth this fall. Rosie's House celebrates its 15th anniversary in 2010-11.

The special fund drive exceeded its stated goal of \$30,000. The campaign, which ran from May 1 through June 30, represented 12 percent of the organization's annual operating budget.

"As we looked at our budget for the coming year and anticipated student growth of another 5 percent, we knew we had to take extraordinary steps to ensure that the children we serve would continue receiving these incredibly valuable arts education experiences," said Board President Alicia Funkhouser. "The community stepped up in an equally extraordinary manner."

With challenges totaling \$15,000 from community leaders Joanne Caudill, Hazel Hare, Marcia Fine and Dr. Skip Feinstein, Dr. Rudolph Bustamante, the R&M Clark Foundation and Babette and Richard Burns. "The community generously responded by helping us raise \$10,000 more than we expected to," said Rosie's House Executive Director Becky Bell.

New funding for 2010-2011 includes a \$25,000 grant from the National Endowment for the Arts as well as grants from SRP, Phoenix Suns Charities and the Children in Need Foundation.

Funding for Fiscal Year 2009-2010 included support from the S.L. Gimbel Foundation, Nina Mason Pulliam Charitable Trust Fund, and the Phoenix Community

Development Block Grant Program. A list of business, community and individual donors is available at www.rosieshouse.org.

The 501 (c) 3 nonprofit Rosie's House, which provides underserved youth in Greater Phoenix with free instruments and music lessons, finished Fiscal Year 2009-2010 on the plus side of the ledger for the second consecutive year, but it wasn't without sacrifices.

Executive staff took voluntary salary cuts and brought several management processes in house to cut expenses.

"Over the last two years, we have made strategic management decisions to reduce costs while seeing our enrollment increase by 10 percent," Bell said. "During our 15th Anniversary School Year we plan to raise additional funds to enable us to teach over 10,000 music lessons in 2011. We are so grateful for the continued community support in making this goal attainable."

For more information about Rosie's House or to make a donation, visit www.rosieshouse.org.