
REPORT AND ACCOUNTS

FOR THE YEAR ENDED 31 DECEMBER 2020

KEYS OF CHANGE CIO

KEYS OF CHANGE USA

EIN: 82-0614802

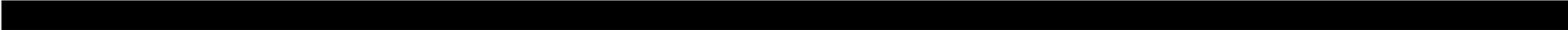


TABLE OF CONTENTS

TRUSTEES' ANNUAL REPORT SUMMARY	3
A WORD FROM THE MANAGING TRUSTEE	4
A WORD FROM THE CHAIR	5
FUKUSHIMA, JAPAN	6
QUITO, ECUADOR	7
ACCRA, OAXACA, CHENNAI	8
WORLD YOUTH SINFONIETTA	9
LOOKING AHEAD	10
FINANCIALS	11



TRUSTEES' ANNUAL REPORT SUMMARY

YEAR ENDED 31 DECEMBER 2020

REFERENCE AND ADMINISTRATIVE DETAILS

Address	39515 Glenn Glade Chapel Hill, NC 27517
Trustees:	
Chair	J. R. Thornton
Other trustees	A. Mullins P. Karan
Bankers	50001 Governors Dr Chapel Hill, NC 27517

STRUCTURE, MANAGEMENT AND GOVERNANCE

Governing Document

Keys of Change USA ("the Charity") is a charity, governed by a trust deed adopted 20th November 2015. An analogous organization is registered as a charity in England and Wales.

Trustees

Trustees are recruited from people who have an interest in advancing musical education internationally. They are appointed by vote of existing trustees.

Organisational Structure

Trustees meet regularly and are responsible for the strategic direction and policy of the Charity.

OBJECTS, AIMS AND ACTIVITIES

The trustees confirm that they have referred to the government's general guidance on public benefit when reviewing the Trust's aims and objectives and in planning future activities. In particular, the trustees consider how planned activities will contribute to the aims and objectives they have set.

Objects

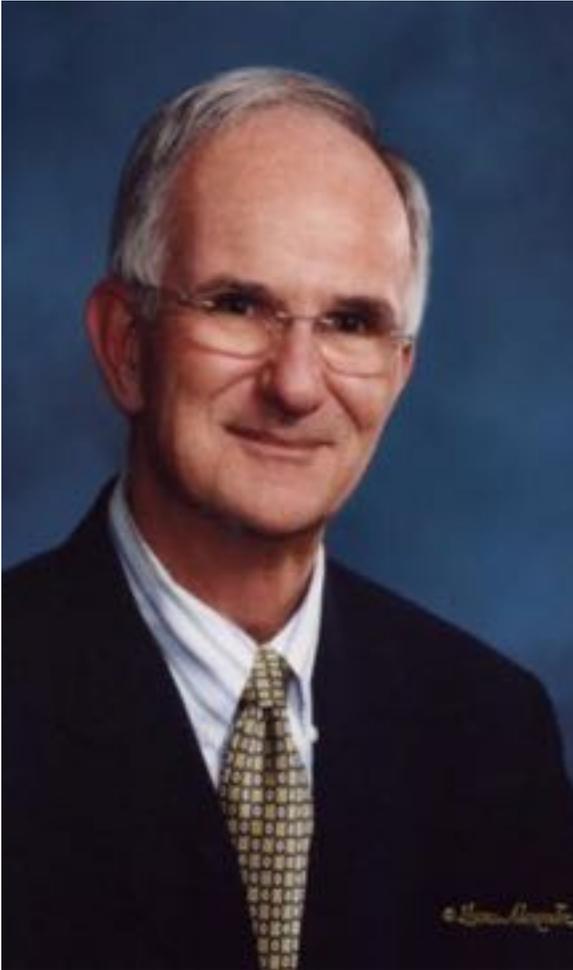
The object of the Charity is:

- the advancement of the arts, in particular music, for young people living in poverty or in difficult circumstances anywhere in the world by providing musical instruments and access to musical tuition and by providing opportunities to perform in public and listen to live performances. In addition to poverty, the context of "difficult" includes suffering due to illness, the aftermath of a natural disaster, conflict or an epidemic).

Activities

During 2020, Keys of Change USA was engaged in a number of musical education projects, including in Ecuador, Mexico, Serbia, Japan, Ghana and India.

A WORD FROM THE MANAGING TRUSTEE



Our world is in a very different place as compared with the last time I communicated with you. Please join me in expressing our

deepest gratitude to Panos for his amazing sensitivity to the needs of the disadvantaged around the globe. Equally impressive has been the innovative ways he has developed to address these needs during these difficult times.

Panos creatively leveraged technology to provide continued learning and joy for the young people. Everything from individualized music lessons via Skype to an actual 50-person orchestra performance simultaneously being beamed from all parts of the world to become a composite presentation. You can view this video [here](#).

While we might well have anticipated his hard work and creativity to keep music alive with the youth, what Panos understood, which I did not, was the plight of music teachers in these same disadvantaged locations. Their historical means for making a living had completely disappeared with the advent of the global pandemic.

Panos was not to be deterred. He developed innovative ways for the teachers to continue teaching, which allowed Keys of Change USA to continue financially supporting them for their work.

For those who do not know Panos on a personal basis, let me tell you - these actions are so indicative of the person I have learned to know and love. He is sensitive, caring, compassionate, super intelligent, all bundled with his amazing artistic talents. We are so fortunate to have Panos as the founder of Keys of Change providing us with very effective means for reaching out to help others.

If you have not experienced "Bach Around the World", I encourage you to go to these two links sequentially [here](#) and [here](#).

You will see that Panos is also continues to care about you and me with his development of these educational, soothing opportunities for a respite. If you watch one, I bet you end up watching all 24 videos.

Stay healthy, stay safe and be in good spirits. Remember Keys USA is continuing to develop very effective means for helping others who do not share your and my good fortune.

Stay healthy, stay safe and be in good spirits. Remember Keys USA is continuing to develop very effective means for helping others who do not share your and my good fortune.

Roy Thornton

A WORD FROM PANOS

All around world the theatres went dark, and live musical activities came to a complete stop. Yet this was the year that we needed music more than ever. From Accra to Quito, we kept the musical flame lit.

When I started Keys of Change in 2011, my main motivation was to use music as a powerful tool to inspire, motivate, and change lives, and the world, for the better. Almost ten years later, at the end of 2020, many of us, including myself, need this change and would like to be inspired, motivated and encouraged by the sense of a new beginning.

It would have been inconceivable to think of a time when all music would have to stop. Yet if we learned one thing in 2020 it is how important music is. We heard it from the balconies and the gardens during lockdowns, we heard it live through online sessions, we heard it in the form of virtual orchestras. Musicians all over the world united their voices and spirit to share with the world that now, more than ever, music can change the world. They shared hope and encouragement in this difficult time.

We are an organisation that depends on people coming together for rehearsals and concerts, as well as on international exchanges. Without being able to

engage in either, like everyone else we had to adapt. Most of our activities continued online, from music lessons in Accra and Mexico, to online rehearsals in India. These activities became a lifeline for our young students who are facing hardships in life, as well as the music teachers around the world, whose livelihood disappeared overnight.

I am particularly proud of our Keys of Change World Youth Sinfonietta, where young musicians from five distinct corners of the world, most of whom have never met each other before, come together in a positive and creative spirit, to use music and music learning to improve themselves and share with the world something that would have never otherwise been expected from them: unity, determination, hope.

On behalf of all of us at Keys of Change, I would like to express my sincere gratitude to all our friends, supporters, musicians and volunteers for the support received through the years, and particularly during this difficult year.



F U K U S H I M A , J A P A N

Our only live event for 2020 took place in Fukushima, Japan, the home of the Fukushima Youth Sinfonietta.

**In collaboration with
Keys of Change CIO
and NPO Fukushima Youth Sinfonietta**

In January 2020, Keys of Change was in Fukushima, Japan, to work together with the Fukushima Youth Sinfonietta (FYS). Made up mostly of middle and high school age musicians from the greater Fukushima area, the January 2020 concert was meant to be the opening of a new cycle for the orchestra, inviting many new young members to join. Taking to the stage in Fukushima City, the fifty-member ensemble, originally founded by Keys of Change in 2014 in the aftermath of the tsunami, performed Beethoven, Sibelius and Strauss to share with their community the sense of hope and unity that is a unique aspect of this orchestra. Particularly the new young members, many as young as 12 years old, were thrilled to be part of this concert, while looking ahead to the future activities that unfortunately could not be completed.

Following the advice of the Japanese government and the Fukushima Board of Education, all orchestral activities came to a halt from March 2020 onwards. We look forward to resuming our rehearsals as soon as it is safe to do so.



QUITO, ECUADOR

**In collaboration with Keys of Change CIO,
Condor Trust for Education
and Honrar la Vida**

In the country where we started teaching music in 2011, our music programme is continuing and provides music opportunities to more than 100 children.

Keys of Change has been working in Ecuador since 2011, and our music activities in Quito form our longest running programme. Since the beginning, with our partner the Condor Trust for Education, we have provided guitar, violin, singing, percussion and dance classes to hundreds of children.

Ecuador was very badly affected by the Covid-19 pandemic, with a very high death toll, and severe consequences to everyday life. Schools remained closed for months, and families lost their livelihoods. With the help of the Condor Trust for Education, we were able to continue providing weekly guitar classes online. Our guitar and violin classes resumed in person after June, with all the necessary precautions. In a time where everything seemed to have disappeared in their lives, our students were able to safely express themselves through music and feel joy and safety, if only for a few brief moments each week.

For 2021, we are planning to expand our musical activities in Ecuador by helping a community in the Andes, called Santa Rosa, to form a youth band.



ACCRA, OAXACA, CHENNAI

The Covid-19 pandemic, and the global restrictions and lockdowns, did not stop us from continuing our work with some of the most vulnerable children around the world.

Our mission of using music to improve the lives of young people in Mexico, Ghana and India, continued uninterrupted during 2020. While we were not able to send musicians and music teachers to our projects worldwide, we were able to provide music lessons and activities through the internet. Our music teachers around the world intensified their support with daily music classes, both individual and group.

In the case of Accra, Ghana, with the collaboration of our local partner, Kinder Paradise, we provided violin, cello and flute classes to children living under the care of Kinder Paradise. In Oaxaca, Mexico, working together with La Banda de La Música, we continued our daily violin, viola and cello classes. And in the case of Chennai, we were able to provide individual violin and viola classes, as well as weekly group rehearsals, with each of the participants joining from their home through Zoom.

A music lesson, or a musical activity, has at its core human contact. Because of the national lockdowns and restrictions, our face-to-face activities could not take place as we had envisioned. However, the participation of our students in online activities continued unaltered throughout the year. Adjusting to the realities of this difficult year allowed us to provide musical education, relying entirely on internet technology.

Aside from the children who continued learning music, being able to continue these musical activities and offer music classes online was a life-line of financial support for our global network of music teachers, all of whom lost their livelihoods because of the pandemic.

**In collaboration with Keys of Change
CIO, Kinder Paradise, La Banda de la
Música, Musée Musical**



WORLD YOUTH SINFONIETTA

Our dream of connecting young people around the world through music remained alive with the establishment of the Keys of Change World Youth Sinfonietta.

In collaboration with Keys of Change CIO and our young musicians all around the world

We have long used music to connect young people around the world, and give life-changing opportunities through music exchanges. It has long been our dream to create a global youth orchestra that captures this message. In 2020, despite the challenges the arts and live music faced, we were able to take the first step towards this direction, with the establishment of the Keys of Change World Youth Sinfonietta. With the help of technology, we were able to bring together young musicians from Mexico, Ghana, India, Peru and Fukushima to create their own rendition of Ode to Joy from Symphony No. 9 by Beethoven. This was a unique opportunity for more than 50 young people living in extraordinary circumstances because of the Covid-19 pandemic, to have their voices united and heard. Playing music is about people coming together, and even during a time when music stopped in theatres and concert halls around the world, our Keys of Change musicians were able to be part of a unique international musical collaboration.



Click on the image above to view the video.

LOOKING AHEAD

At the core of Keys of Change is its message “music can change the world”. In 2022, we plan to make our aim of bringing together young musicians from different parts of the world a more concrete reality.

At the time of writing (August 2021), it is clear that 2022 will be another difficult year for Keys of Change, as for so many people and organisations around the world, due to the devastating effects of Covid-19. This is likely to affect all the cities where we are working, all the young musicians who we support, as well as the organisation itself and our methods of raising funds, one of the most important of which is live concerts. We are currently working to minimise the adverse effects, but some disruption is inevitable.

**Strengthening our partnerships,
expanding our teaching programme,
sustaining our youth orchestras.**

Our overall aims for 2022 are:

- To focus on the six projects already underway: youth orchestras in Mexico, Japan, Ghana and India, and instrument teaching in Ecuador and Serbia;
- To develop a new music band in the mountains of Ecuador in the Santa Rosa community;
- To ensure continuity of teaching, even when face-to-face tuition is impossible, by increasing the number of lessons Keys of Change musicians give via skype;
- Once mobility restrictions are lifted, to organise two-week music camps with each of the Youth Sinfoniettas, culminating in local concerts;
- When feasible, to encourage more local performance opportunities for all the orchestras and music groups;
- To strengthen Keys of Change’s links with local organisations, and to work to increase the participation of the young musicians within each project;
- To enlarge our network of tutors, and our provision of musical instruments.

At the core of Keys of Change is its message “music can change the world”. In 2022, we plan to make our aim of bringing together young musicians from different parts of the world a more concrete reality.

Keys of Change will continue to work to support the UN's Sustainable Development Goals, to build a better world for people and our planet by 2030. The goals most closely connected with our activities are:



Keys of Change USA
Income Statement Calendar Year 2020

<u>Beginning Bank Balance</u> (12/31/20)		\$10,055.77
<u>Revenue</u> (1/1 thru 12/31/20)		
Contributions	\$64,562.23	
<u>Expenses</u>		
Projects:		
Belgrade, Serbia	\$1,804.38	
Quito, Ecuador	\$2,100.00	
Fukushima, Japan	\$5,392.39	
Chennai, India	\$511.58	
Oaxaca, Mexico	\$10,199.04	
Fund Raising Expenses	\$3,860.18	
Fees for Credit Card Donations	\$218.34	
ATM Fees	\$10.00	
Bank Charges	\$31.00	
Business Admin Costs	\$120.00	
Total Expenses	\$24,246.91	
<u>Net Income</u>		\$40,315.32
Adjust -\$100.00 for 2020 Contribution deposited Jan 4, 2021		
Adjust +\$400.00 for 2019 Contribution deposited Jan 7, 2020		\$300.00
<u>Ending Bank Balance</u> (12/31/20)		\$50,671.09