



Impact Report 2022





**Welcome to the
J.P. Morgan Chase & Co.
2022 Community Icons**

Music Changing Lives

Not-For-Profit

Music Changing Lives (MCL) is a 501(c)(3) nonprofit organization dedicated to providing music, art, and tutoring programs in America's public schools and community centers while raising awareness about the importance of enrichment programs as part of each child's comprehensive education and lifestyle.

MCL began in 1996 when CEO and Founder, Josiah Bruny, created a studio in his home in Moreno Valley, CA, where he taught young musicians how to record and copyright their own music. Mr. Bruny worked for some of the greatest stars in the music industry such as Master P and Ice Cube and learned the "ins and outs" of business in order to develop MCL into the organization it is today.

Mr. Bruny was determined to open the way for independent artists within our communities. He pulled youth who were at risk of dropping out of school and exposed to gang violence, drugs, and crime off the streets and taught them the power of music. By also providing them with pathways to entrepreneurial success, these students were able to change their lives and become wonderful and independent leaders.

Mr. Bruny also provided opportunities for developing emotional maturity through the creative arts. What started as a one-room studio inside his home garage has today grown into a robust after school program, serving more than 300 youth in three community centers and four schools throughout Riverside and San Bernardino County.

In addition, MCL built an Urban Community Garden in San Bernardino where there was a large piece of land overcome by weeds and trash. Every 3rd Sunday they gather, work the Community Garden, have performances from the Youth, and Chase will be participating with Financial Health Workshops.




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What is MCL?

MCL began in 1998 when CEO and Founder, Josiah Bruny, created a music studio in his home in Moreno Valley, CA. After working for some of the greatest stars in the music industry like Master P, Ice Cube and learning the “ins and outs” of the business, Bruny was determined to open the way for the independent artists within our communities. He taught youth who were at-risk of dropping out of school, gang violence, drugs, and crime how to record and copyright their own music and offered those students pathways to entrepreneurial success. Mr. Bruny offered all this in addition to providing opportunities for developing emotional maturity through the creative arts.

What started as a one-room studio inside Bruny’s home has grown to now serve thousands of students throughout the Redlands community center, the Moreno Valley School District, and virtually. In this space of creativity, mentorship, leadership, and business skill acquisition, MCL helps students develop into emotionally and culturally mature men and women through musical and artistic outlets.



“I was tired of seeing artists getting robbed of their intellectual properties for simply not knowing how to negotiate their contracts properly. And now we’re this robust afterschool provider focused on uplifting our most impoverished communities.”
-Josiah Bruny

A Letter from the President

Music Changing Lives has embraced a tricounty initiative to reduce our communities' dropout rates through music and art.

When we began 24 years ago, we were ecstatic to have a few supporters and a little space to share our programs with the youth in my home. This year, however, with the addition of our college student volunteers and many supporters, we have grown into a robust after-school experience, servicing the multiple intelligences of our youth. While COVID-19 has forced other organizations to rethink their mission or stop operations in these challenging economic times, we've continued to grow.

We find this very encouraging!

Although we still face challenges, as do many small charitable organizations. One of our biggest challenges is replicating the program throughout our region and then one day our nation while planning through a pandemic.

With your help, and the help of many others like you, this dream has become a reality, just as Music Changing Lives has.

The broad-based initiatives unveiled by our board and advisors have shown great promise. As a result, I believe we have overcome the "tipping point."

For example, we've challenged the idea that we should only operate within Community Centers as a rather exclusive "club," and now, with the support of our sponsors, we're expanding to a dual-county competition. This is our 11th year testing this concept of the "Changing Lives Showcase" through a pilot program that started at Vista Del Lago High School in Moreno Valley in 2011, and we're now designing a replication model to distribute throughout the region and, eventually, the nation thanks to a sponsorship between

the Shein Group and The California Arts Council. We realize success will require more hard work and a redoubling of our commitment to service and collaboration in the spirit of Music Changing Lives core values, with the intent to expand those values into a larger, more united community.

I whole heartily commend the staff and volunteers who have helped bring this year's success, and humbly thank all the members, contributors, and patrons for their support in helping Music Changing Lives do just that "Change Lives."

Now, let's continue Changing Lives through Music & Art Together!

Shout-out to our donors:

Teamsters 1932

California Arts Council

CatchAFire

Catalyst Cares

Institute for Public Strategies

Valenzuela Foundation

IEHP

California Endowment

Annenberg Foundation

UC Riverside

The City of Redlands

Shein

Goliath Graffix

And most importantly, my staff, volunteers, and board without you our mission would be nearly impossible!



Our Mission

The mission of Music Changing Lives is to offer the highest quality music and art enrichment programs to underprivileged and at-risk youth, between the ages of 5-19, helping them improve their chances of achieving a positive and successful future.

We believe music and art are fundamental components of human culture and behavior. Many students living in underserved communities have little or no access to the arts due to reductions in funding. The knowledge of the arts is very important to know because it is a great means of self-expression and helps students understand individuals in different ways. There is a dire need to empower minority and low-income youth through arts education by going beyond an integrated classroom approach.

Our Accomplishments

We have grown multiple programs throughout the Inland Empire that have been successful in helping our communities come together for great causes and giving participants ownership in building a brighter future. Listed are the many programs that we provide.



Urban Garden

We turned the largest public dumping site in San Bernardino County into a beautiful Urban Garden led by the community. It creates a safe haven to teach health, wealth, fitness and self actualizations, and, most importantly, sustainability.

Lights On After-School

We joined the after school alliance in the 2000's. Lights On After-School is the only nationwide event celebrating after school programs and their important role in the lives of children, families, and communities. The effort has become a hallmark of the afterschool movement and generates media coverage across the country each year.

Random Act of Kindness

15 years ago, we started this initiative to provide low-income families with a little bit of joy during the Christmas season; to date, we have blessed over 500,000 kids.

Music Changing Lives Headquarters

We offer mentorship opportunities for underprivileged and neglected children as well as international students with a goal of turning our headquarters into a multi-use facility from 9am to 1pm our office staff and interns use the facility after 1pm we are looking into using the facility as a community center known as the new age Boys and Girls club for arts and music.

Redlands Community Center

2008 Music Changing Lives has worked to bring change within the borders of San Bernardino and Riverside counties. This is the first-ever community center studio in the Inland Empire.

Luv For Haiti

This program was built to provide a brighter future for the children of Haiti after the devastating earthquake that hit on January 12, 2010. We provided families with food, clean water, clothes, medical supplies, and other essential items.

Ball For A Cause

A fundraiser we created to uplift grassroots organizations through celebrity basketball games of friendly competition that brings awareness and funds to both organizations involved.



State of The Youth Conference

We created SOTY to lift up the voices of the next generation of leaders addressing the racial, economic and social issues of today.

Hunger Relief Program

This was created at the peak of the pandemic. After we sent out a survey asking families 5 top priorities they needed, and found that food and security were the top responses. To date, we have distributed over 5,000,000 lbs since March of 2020.



Super Hero Me

We collaborated with IPS-East County and TURN to host Super Hero Me, a drug-free concert with the focus of educating youth and parents about the dangers of drugs and how avoiding them can lead to an improved life. The concert was held alongside giveaways, and hosted a Trunk or Treat for attending families.

Changing Lives Showcase

In 2011, Music Changing Lives hosted its first Changing Lives Showcase in the Moreno Valley School District. The Changing Lives Showcase is a 21-week program and offers students an opportunity to discover and express their creative talents. The program focuses on increasing the district's graduation rates while providing a venue where students can develop their artistic talents and career plans.

Know Justice Know Peace Mural Tour

The Know Justice Know Peace Mural Tour was established to address social injustice, polarization, and exclusion. Through the Know Justice Know Peace Mural Tour, we are endeavoring to build a culture of people working together to create meaningful and beautiful works of art throughout our region and beyond. The "Know Justice Know Peace Mural Tour" has revitalized numerous cities including, San Bernardino, Riverside, Rialto, Fontana, Thousand Palms, Redlands, Rancho Cucamonga, Moreno Valley, Victorville, Colton, Perris, El Monte, Pomona, and Pasadena.



Our History

A timeline of our journey as an organization and a community leader.



1998

Music Changing Lives first started at Fontana High with a school tour and pep rally/talent showcase.

1999

Started touring and selling CD's to raise the funds for the MCL album called Verbal Biography, under Higher Ground Records.



2000-06

Launched the Ignorance Stops Here School Tour and bought the first MCL house in 2006.

2007

Dropped the next mixtape, Verbal Biography Vol. 2, and started another tour.



2008

Went into negotiation to buy the Redlands EDD building with money raised from the touring. The director learned what it was for and she taught us how to become independent contractors for the city. This birthed the relationship with Redlands Community Center and MCL.

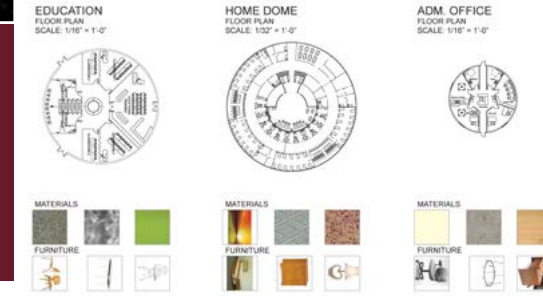
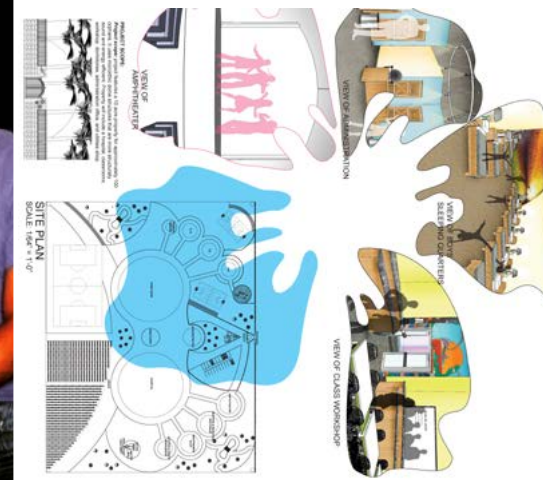
2009

MCL's first community center music studio opened, and MCL painted our first mural highlighting musicians like Michael Jackson, Minnie Riperton, Eazy-E, Elvis, and more.

Launched our Random Act of Kindness Toy Drive where we drove around blessing kids with toys.

Featured in "Exit Strategies-Pt. 3," a documentary talking about how ex-gang members made it out of their situations.

Launched the Ignorance Stops Here campaign to bring awareness to our communities' dropout rates.

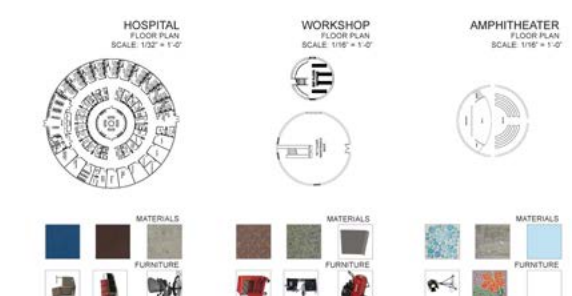
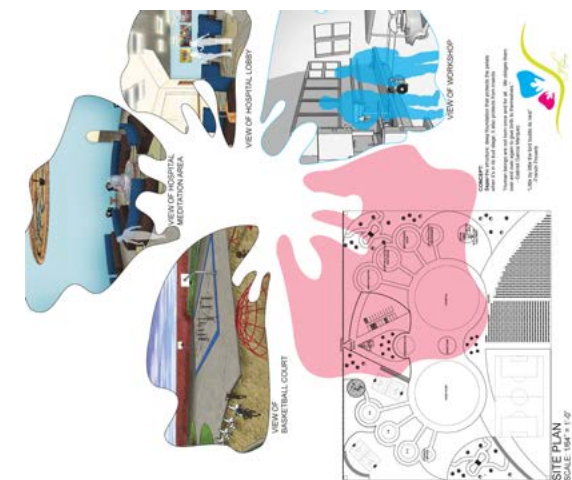


2010

Expanded after-school programs, reaching 400-500 students. Bambi Tran collaborated with the Art Institute of San Bernardino to begin designing what Music Changing Lives facilities should look like.

Earthquake strikes Haiti and MCL shipped four 40-foot containers of essential items to Haiti. Our CEO went personally to ensure the items were delivered. After witnessing the devastation he returned to the States and collaborated with the Art Institute to create dome homes for Haiti.

Former student, now turned program manager, Elizabeth created the arrowhead design for MCL.



2011

Partnered with Denis Davis, created a college course at Johnston University, and studied programs like Boys and Girls Club, YMCA, TOMS, and Redcross to see how to structure and organize MCL. That set the tempo for community centers and school sites.

2012

Launched the Changing Lives Showcase in the Moreno Valley Unified School District.



2013

Learned how to financially sustain Music Changing Lives at the Kravis Center in the Claremont Colleges.

Toured Brazil with Intel for Campus Party to promote the possibility of expanding MCL.

Our Redlands vocal student won the PTA National Reflections Award for singing.



2014-15

MCL took classes on grassroots organizing from 2014- 2015 learning how to raise and sustain money for MCL.



2016

MCL brought Christmas to Haiti with free toys and food for the children we support there.

MCL hosted a skate deck design campaign that reignited the conversation for the youth in Redlands to get a skate park and it actually got built.

Collaborated with Julio Figueroa and AT&T to start exposing at-promise youth to sporting events. WWE was our first venture. Since then, we've started Sports Changing Lives and most recently took 12 children to the Chargers home games.

2017

Started touring car shows with our student artist and developed our first pop up concerts for upcoming artists to gain support and visibility.

2018

Received the National Guild LifeTime Achievement award.

Met Dolores Huerta, and notified her we painted a mural of her in Redlands.

MCL students got to shoot a video for The California Endowment 2018 holiday e-greeting. Reflecting on 2018, we were reminded of the continued effort to RISE UP and DEMAND CHANGE.



2019

MCL expanded services to Sacramento by opening a studio island, hosting our first Random Act Of Kindness Toydrive in town.



California Endowment granted us funds to start recording episodes of our student where we take viewers through a personal journey of upcoming rising stars who placed at the Changing Lives Showcase.



2020

Assembly Member Jose Medina awarded Music Changing Lives Non-Profit of the Year.

San Manuel sponsored MCL with all of their AV Audio equipment, allowing us to have enough gear to host "Coachella style" events.

The pandemic hits and we're shut out of all the community centers and school sites we built; we vowed to never let that happen again. We began strategizing to find ways to continue serving our families as essential community workers.

MCL launched One Inland Empire, a coalition of organizations working together to create solutions to solve our communities' issues. Which is now known as Arts For IE.

Our Hunger Relief Program IE was birthed. To date we distributed over 5 million pounds of fresh organic produce.

2021

Catalyst Cares sponsored MCL with our 1st Headquarters in Thousand Palms CA.

Awarded Nonprofit of the Year by Senator Roth.

Rotarian Cheab Elewar sponsored MCL a building to use until it was to be purchased by the city for a street widening project. Established the Know Justice Know Peace Mural Tour to address social injustice, polarization, and exclusion. Through the Know Justice Know Peace Mural Tour, we are endeavoring to build a culture of people working together to create meaningful and beautiful works of art throughout our region and beyond. The "Know Justice Know Peace Mural Tour" has revitalized numerous cities including, San Bernardino, Riverside, Rialto, Fontana, Thousand Palms, Redlands, Rancho Cucamonga, Moreno Valley, Victorville, Colton, Perris, El Monte, Pomona, and Pasadena.



2022

Awarded Nonprofit Impact Award from Chase Bank.

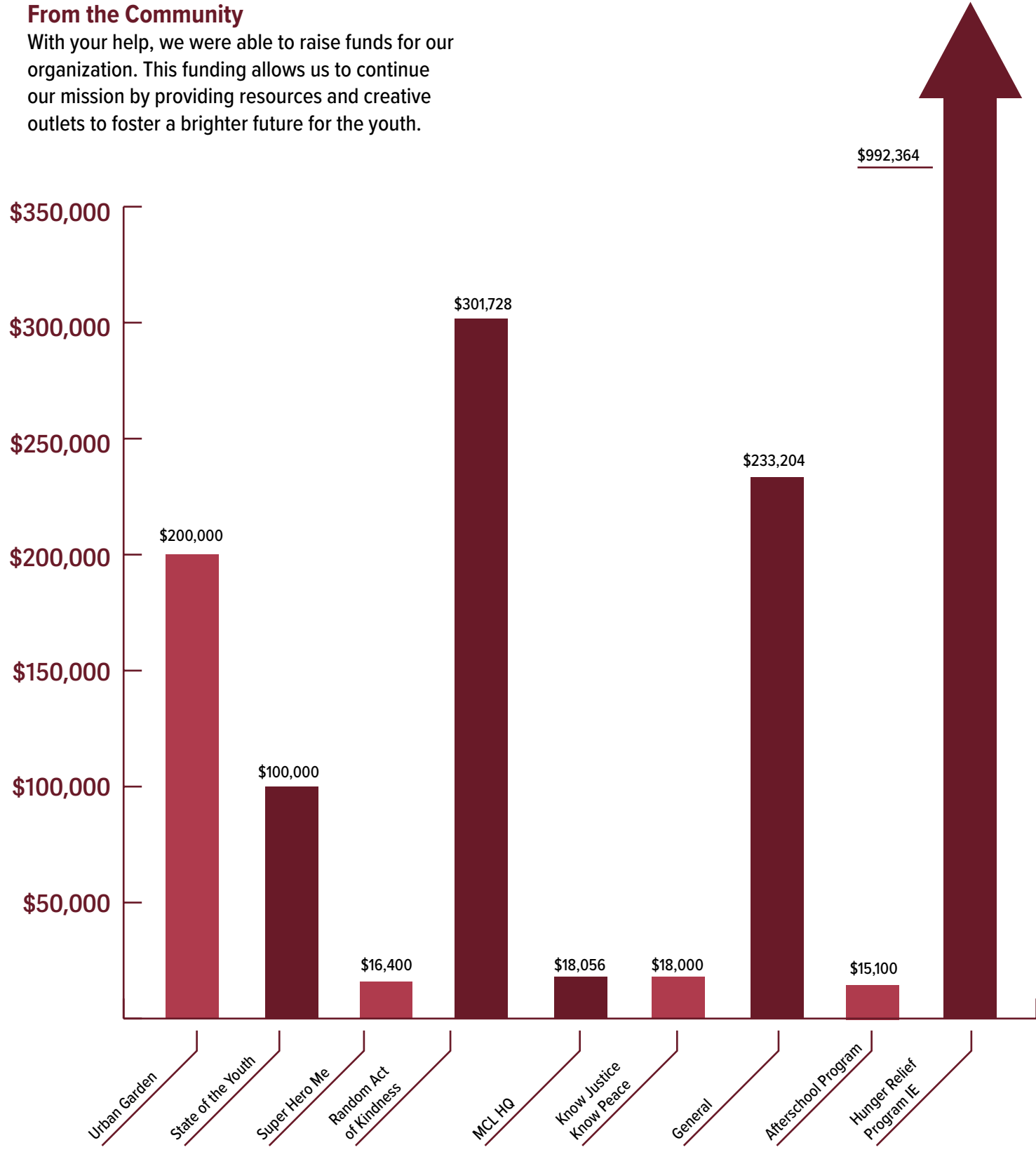
Awarded Innovative Nonprofit of the Year by IPS.

Selected by California Endowment in their California campaign to uplift grassroots organizers to make the point every person belongs, no matter race, gender, immigration status, religion or culture. California residents shared how "belonging" is created in communities and neighborhoods throughout the state. They also shared their personal stories of "belonging" in California. Thank you so much to California Endowment for continuously uplifting our efforts.

With Your Support

From the Community

With your help, we were able to raise funds for our organization. This funding allows us to continue our mission by providing resources and creative outlets to foster a brighter future for the youth.



Our 2022 Year and Beyond

In 2022, we did multiple pop-ups in different communities from Long Beach, Pomona, Pasadena, Thousand Palms and most notably San Bernardino. Come 2023, we will be doing our pop-ups at San Bernardino Valley College every third Saturday of the month. It will be a night market and economic empowerment concert.





Life After MCL Survey

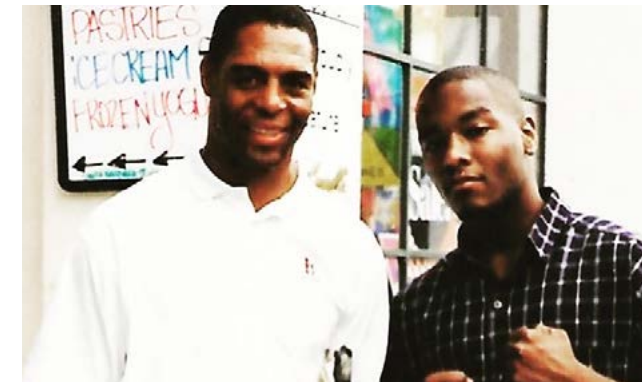
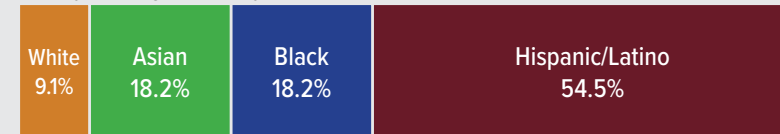
The following data was gathered from participants in Music Changing Lives.

- 82% of respondents graduated high school.
 - 18% of respondents were under 18 and are likely still in high school.
- 73% were motivated by MCL to attend college.
- 55% have a degree or are currently obtaining one, degrees include:
 - Civil Engineering
 - Music Engineering
 - Graphic Design
 - Music
- 64% are currently pursuing a career in music or art.
- 91% said MCL increased their interest in music and art.
- 55% have already made money in music or art.

Survey Demographics by Age



Survey Demographics by Race



MCL Student Survey

Students participating in Music Changing Lives discovered the organization through:

- Friends
- Family
- Redlands Community Center
- School Fliers
- School Presentations
- Google Search

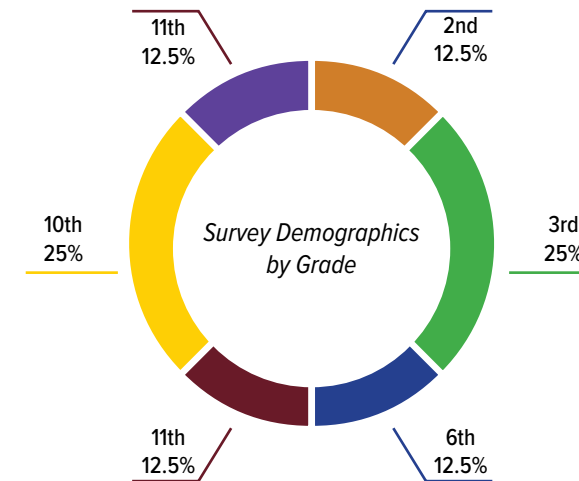
Students stayed from 2 months to 5 years; most on average stayed for 2-3 years.

Students gained the following experiences from their time with Music Changing Lives:

- The experience and the connections
- Enjoying art and music after school
- A better life and improved friendships
- Confidence, consistence, and boldness
- Greater appreciation about music and art
- More comfort and confidence performing
- Self-confidence

Students look forward to seeing MCL expand :

- Across the country and worldwide
- To more schools and music festivals
- To Yucaipa
- Canyon Springs High School
- As far as they can go and then further!



From Our Students!

“It made school fun”

“My grades improved and I got help when I was struggling with certain classes”

“It helped me focus more”

“My grades and behavior improved”

“They exposed to new environments and new experiences. They took me to hollywood to the movie studios in a limo. It was amazing!”

87.5% said MCL helped them stay focused and motivated!

100% of kids agree...

Agreed that we lived up to our mission statement

Agreed that MCL improved their confidence and self-esteem

Said MCL improved their overall education

Said there is no other program like MCL in their community

Said they would recommend MCL to a friend



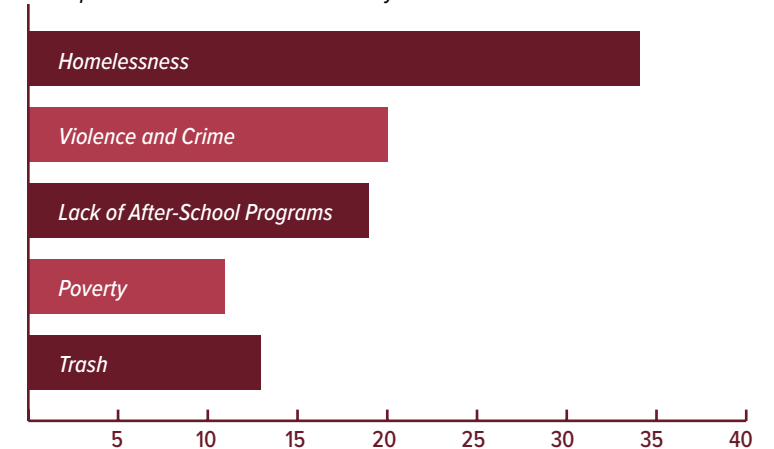
Inland Empire Education Policy Survey

Proposed Solutions to Community Issues

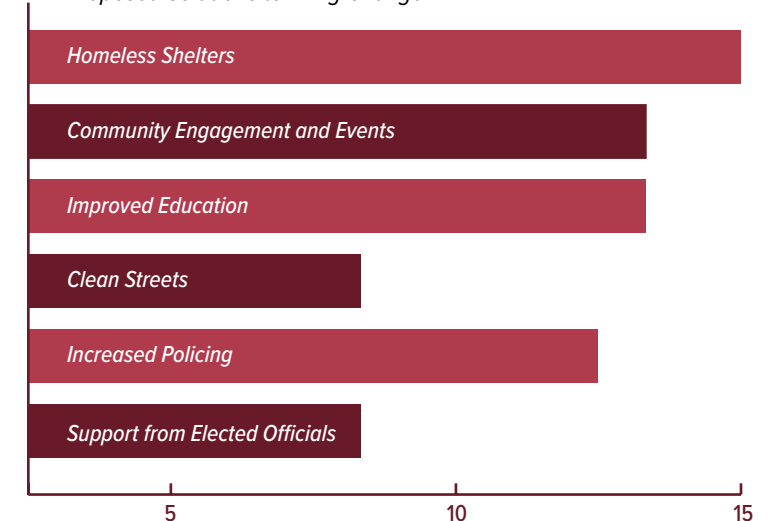
The following statements are suggestions from the community towards local representatives regarding ongoing problems in the Inland Empire.

- More creativity and art funding to create outlets for those who are struggling to find beauty, to explore ideas, and to participate.
- Build a strong community through art.
- Implementation of ways to help homeless individuals receive jobs and find housing.
- Rehabilitation programs that help homeless families restart their lives
- Maintain an accurate count of homeless population and create a transparent budget with plan to solve it
- Involve the children in community efforts because they are the future.
- Unite schools, parks, and communities to promote and create awareness.
- Find ways to encourage everyone to live a healthy, drug-free lifestyle.
- Improve education and sustainability
- Added emphasis on stopping bullying.

Top 5 Problems in the Community



Proposed Solutions to Bring Change



A Special Thanks!

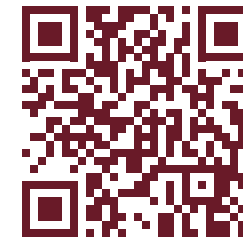
Thank you to our donors for another year of success. We are grateful for your ongoing support!



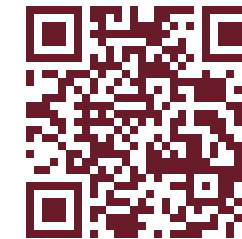
More From Us!

For more information and reports about Music Changing Lives, scan the following codes!

MCL Showcase



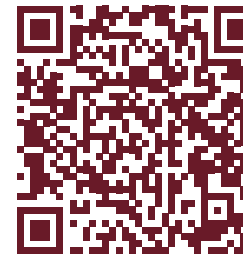
State of the Youth



Activity Sign-Ups



20 Years of MCL



Our Eventbrite



Donate to MCL



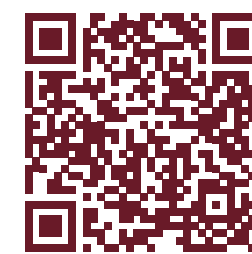
MCL Christmas



On The News!



Mini-Grant Awardee Spotlight



Changing Lives Showcase



Arts for I.E



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- [@MusicChangingLivesIE](https://www.facebook.com/MusicChangingLivesIE)
- [@MusicChanging](https://twitter.com/MusicChanging)

