



Talking Points

The Problem: Music education has not kept pace with the cultural and technological developments of the past sixty years, thus making music education less accessible to a broad swath of today's youth, especially in marginalized communities. The time has come: not only to restore music programs rendered ineffective from reduced funding but also to expand and innovate music education opportunities in our schools.

Our Mission: Little Kids Rock transforms lives by restoring, expanding, and innovating music education in our schools.

What We Do: We partner with school districts across the country to build music programs as diverse as the children they serve. We have pioneered youth-centered, culturally relevant music programming on a national level and our work has helped redefine what a well-rounded music program looks like. Our program focuses on teaching kids to perform, improvise and compose the *popular music genres* that they already know and love, like rock, pop, hip-hop, country, reggae and R&B.

More Than Just Instruments: We go beyond donating free instruments like guitars, drums and keyboards; we provide an entire curriculum, community and the support needed to build sustainable music programs.

Play Music Before Reading It: Little Kids Rock empowers kids to play on day one by learning chord shapes, rather than learning to read and write standard notation and learn theory first.

Impact: Little Kids Rock has enriched the lives of more than 500,000 disadvantaged children in more than 1,800 schools nationwide.

Your Dollars Go A Long Way: \$25 helps Little Kids Rock give one kid a year's worth of music instruction and \$5,000 launches a lasting Modern Band music program in a school!

Music Education Facts and Figures:

- 2.1 million U.S. kids do not receive any music instruction at school.
- Schools with music programs have significantly higher graduation rates than those without (90.2% as compared to 72.9%).
- Kids who play a musical instrument are 52% more likely to go to college.
- Students in the arts are 3x more likely to earn a bachelor's degree.