



Non-Profit Organisation

**KMA**

*igniting the spirit*

# Kronendal Music Academy

Funder Report as of 31 December 2020

# Music is Healing



“We need the grit of anchoring values as well as growth mindsets of positivity. Learning has to be reinforced in a positive emotional learning environment. Emotions play a key role in putting adolescent learners in a proper frame of mind to absorb new knowledge and pick up new skills.” - UNICEF

It is widely accepted that music helps reduce heart rate, lowers blood pressure and cortisol in the body, eases anxiety and improves mood.

A Stanford study shows that music engages areas of the brain which are involved with paying attention, making predictions and updating events in our memory.

Young children who take music lessons show increased brain development and improved memory over the course of a year.

Rhythm exercises synchronise the left and right brain hemispheres and increase alpha brain waves, making children calmer.

All children should be afforded a safe place where they feel nurtured, and where they can explore their creativity and gain in confidence.

# Metamorphosis Through Music

Children who are exposed to trauma or loss, fight-or-flight experiences and broken relationships on a daily basis, develop negative beliefs about themselves that lead to negative behaviours, compromise opportunities for a happy, successful future and erode the fabric of culture and community.

At KMA



we provide a stable, safe and nurturing afternoon environment



where the magic of music tuition develops children's self-confidence



leading to enhanced cognitive, emotional and social skills



helping our children grow into future-fit, resilient individuals



whilst advancing and preserving South African musical culture.

Despite the disruptions caused by Covid-19, KMA remained committed to supporting our pupils, by thinking creatively and developing innovative ways to continue providing the critically important benefits of music education by means of WhatsApp and Online lessons. Group activities took a back seat, whilst pupil support came to the fore.

	2019	2020
Individual Music Lessons	1800	1700
Group Lessons	468	112
Ensemble Practises	180	48
Music Assessments	220	80
Pupil Exposure	8	4
Pupil Performances	46	23
External Gradings	5	0
Certificates	120	80
Tertiary Preparation	0	1
High School Facilitation	2	3
Annual attrition rate	14%	10%

# Resilience and Grit



During the Covid-19 pandemic we created partnerships that strengthened networks and collaborations.

“Sharing Music 4 Change” is a new collaboration between KMA and 3 other music organisations. We collect second-hand instruments, to distribute to music projects across the Province.

“Thought.Africa” has partnered with KMA to introduce our pupils to Fourth Industrial Revolution thinking and creative innovation.

- ◆ From April 2020 all external performances ceased.
- ◆ Social distancing prohibited ensemble practice and pupil soirees for the rest of the year.
- ◆ International Grading bodies ceased their operations, but in November KMA was able to fit in one in-house assessment for each pupil.
- ◆ In July we held our first ever online performance, celebrating Mandela Day.
- ◆ Level 3 meant we could finally continue with lunchtime concerts at the KMA house.
- ◆ We were able to support one of our oldest pupils, Leighton Tillings, with his audition for UCT; he has been accepted into the Jazz Diploma programme in 2021.
- ◆ Level 2 allowed for us to hold our end-of-year concert which was combined with our annual prize-giving.
- ◆ Despite only having had 1 month of lessons before lockdown, 100% of our 2020 beginners continued tuition once we returned to the KMA house in June.

# We Are Family



“In forty years of medical practice, I have found only two types of non-pharmaceutical ‘therapy’ to be vitally important for patients with chronic neurological diseases: music and gardens.” - Dr Oliver Sacks

## In 2020 KMA

- ◆ Provided 12800 meals at KMA to our pupils
- ◆ Provided 7480 masks and hand sanitisers to our KMA families
- ◆ Distributed 7040 food packs to 150 families
- ◆ Provided 24 eye-tests and 19 pairs of glasses
- ◆ Facilitated 5 community and psycho-social interventions during hard lockdown
- ◆ Created a mentor group of older pupils who kept in touch regularly with the younger children

The Covid-19 pandemic and lockdown pivoted KMA into a greater role in the community, as our children and their families were left vulnerable and feeling afraid.

*“Thank you for all your hard work during the time my daughter spent with you guys. We as her parents really appreciate it. Just letting you know that she is going to continue music at her new school. Keep on doing what you do in helping Hout Bay kids. You guys are amazing”*

*- KMA Parent*

*“You have made my dream brighter than it has ever been. Thank you for helping me believe that music is life and can take me far. ”*

*- KMA Pupil*

*“I am away all day at work, from 5.30 in the morning. Knowing my child is somewhere safe in the afternoons makes my heart calm. Thank you KMA”*

*- KMA Parent*

*“Sometimes I see my pupil arrives for their lesson with the whole world on their shoulders and I know I can't change that. But then we focus on the small things, like the notes on the page, and I see their mind forgets for those 45 minutes.”*

*- KMA Teacher*

*“I love music because it keeps me away from bad things. Through music I hide.”*

*- KMA Pupil*

*“My son always plays his instrument before school. It's like it is his best friend. I have seen a change in him since he started playing the music. He is peaceful when he is practising.”*

*- KMA Parent*

*“What your organisation does is nothing short of amazing. KMA is clearly an inspiration to many children and others and has made a huge difference to many lives. It is great to know that one is contributing in a small way to all of what you do.”*

*- Hout Bay Resident*

*“Well done to the KMA team on rising to the challenges of 2020 so admirably, with their usual courage, tenacity, innovation and absolute love for the children.”*

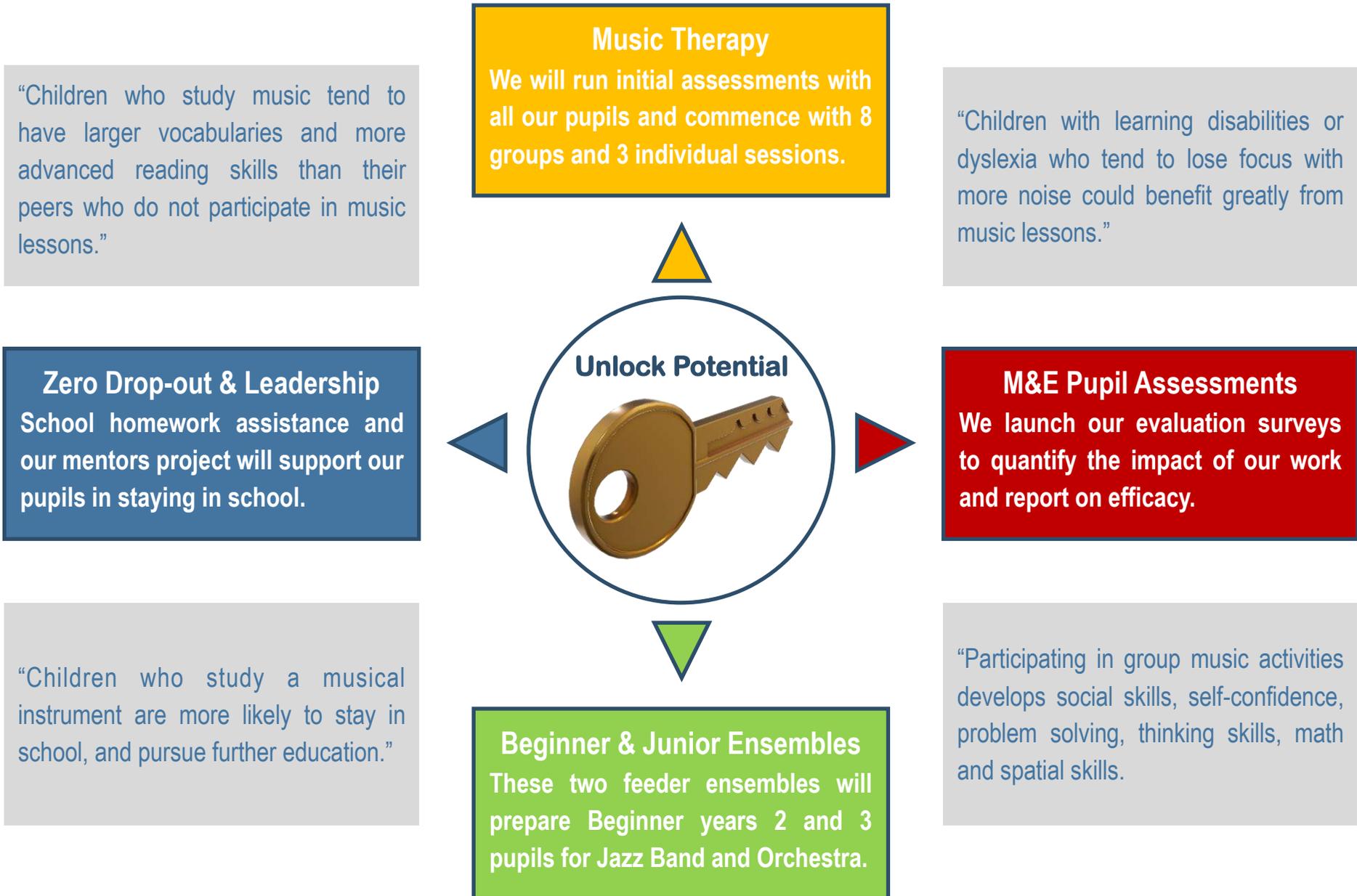
*- KMA Supporter*

*“What is your favourite thing at KMA?”*

*“Food!”*

*- KMA Pupil*

# What's New In 2021?



Quoted from Arte Music Academy, Cyprus, “Statistical benefits of music in education.”

# Collaboration and Sustainability



(1) The Balance Small Business (2) Global Philanthropic (3) Nation Builder (4) Impact Capital Africa

# A Brighter Future



Leighton, we have watched you grow into a gracious, strong and determined young man. As you start your musical journey, KMA wishes you fulfilment and joy. We will be with you every step of the way.

KMA was ignited 14 years ago by the spirit of 'paying-it-forward'.

Covid-19 presented KMA with an opportunity to embrace that concept like never before.

We believe that our children are our greatest assets, as they inherit the land we walk on now and the seeds we plant now in hearts and minds.

We thank our funding partners from the bottom of our hearts for believing in us and for keeping the home fires burning in 2020.

We are proud to be the 'paying-it-forward' custodians of your investment in the future.

KMA is committed to improving the fabric of our South African society by turning creative potential into assets to reduce despair and build bridges.