

# Shelter Music Boston



**FOUNDED:**

2010

**CURRENT ORGANIZATION**

**BUDGET:**

\$42,000

**CONTACT:**

Julie Leven, Founder,  
Executive and Artistic Director

**PHONE:**

781.492.5771

**EMAIL:**

julie@sheltermusicboston.org

**WEB**

www.sheltermusicboston.org

Shelter Music Boston presents classical chamber music concerts of the highest artistic standards in Boston homeless shelters. Current research documents the positive effects of music on physical and mental health and supports its use as a complementary tool in social service delivery; live concerts in shelters enhance the effectiveness of traditional interventions. For the homeless, an interactive, respectful concert bringing the therapeutic power of classical music directly into the shelter can provide hope, a sense of self-worth, and renewed energy to address the challenges of homelessness. Just as others work to shelter and feed homeless citizens, Shelter Music Boston feeds their souls.

- Shelter Music Boston audience members report feelings of hope and empowerment, and inspiration to improve their personal life conditions.
- Shelter Music Boston concerts improve shelter environments, enabling smoother operations and better service delivery to shelter guests.

Shelter Music Boston envisions a world where all people have access to the transformative power of live classical music, whether or not they have a home.

## INVESTMENT OPPORTUNITY

Shelter Music Boston seeks investment of \$190,000 over the next two years to expand its program to 10 Boston area homeless shelters.

Through its innovative programs, Shelter Music Boston transforms the lives of homeless people and engages professional musicians to use their art for social change.

## TWO-YEAR PLANS

- Increase the number of shelters served, including family, domestic violence, and young adult shelters
- Recruit and train additional chamber music ensembles to perform in shelters
- Provide downloadable recordings to shelter audiences
- Hire two part-time staff members to increase organizational capacity

## WAYS TO INVEST

### FINANCIAL

- \$25,000: Executive/artistic director compensation for one year
- \$7,500: Production costs for one Shelter Music Boston recording made available to shelter guests via free download
- \$1,000: One shelter concert

### IN-KIND

- Website upgrade
- IT/database
- CPA services
- HR consulting
- Recording studio, sound engineering, and production services

## LEADERSHIP & GOVERNANCE

Founder, Executive and Artistic Director Julie Leven has been a member of orchestras in Denmark and Israel, is a member of the Handel & Haydn Society Orchestra, and has toured extensively with the Boston Pops Esplanade Orchestra.

In addition to holding degrees from Oberlin College and Conservatory, Julie is a 2012 graduate of the Institute of Nonprofit Management and Leadership of the Boston University School of Management.

### Shelter Music Boston Board of Directors

- Pamela Hill, *environmental lawyer*
- Judith Leich, *Architect*
- Barbara Payne, *Director, Utah Medical Products, Inc.*

## The Shelter Music Boston Model



“

When you play I know it ain't over; the music gives me hope. Your playing makes me feel alive.

### SHATTUCK SHELTER GUEST

”

### SHELTER PARTNERS

- BOSTON HEALTHCARE FOR THE HOMELESS
- CRITTENTON WOMEN'S UNION – HASTINGS HOUSE
- DIMOCK CENTER
- KITTY DUKAKIS TREATMENT CENTER
- PINE STREET INN
- ROSIE'S PLACE
- SHATTUCK SHELTER

## Innovative Intervention for the Homeless

Dedicated teams of two to three professional musicians visit partner shelters every month and perform one-hour interactive chamber music concerts. Dressed casually, Shelter Music Boston musicians perform in shelter common areas and engage audience members in conversations about composers, instruments, and ideas during the performance. According to national statistics, shelter guests average 60-day stays in emergency shelters, and 16 percent of those in shelters are chronically homeless. The consistent return of the same professional musicians to the same shelters each month builds relationships of trust with shelter audiences and staff.

Shelter guests experience respect and community, and begin to recover lost dignity and hope as they listen to and talk about classical music. The intellectual and emotional complexity of classical music stimulates self-reflection and inspiration to address painful and troubling emotions. Shelter guests are soothed, energized, and their humanity is restored.

Urban homeless shelters serve citizens struggling with multiple problems: unemployment, recent incarceration, mental and/or physical disability, alcohol or drug dependency, and the experience of abuse. Major research centers including the Cleveland Clinic have found that listening to classical music has significant therapeutic effects, including reducing depression, anxiety, and insomnia. Harvard Medical School's Music and Neuroimaging Lab has discovered that music can modulate behavior, mood, and cognition.

Shelter audiences and staff report that Shelter Music Boston concerts have effects similar to those seen in controlled studies: the concerts bring calm to an often chaotic environment, reduce conflict in the shelters, and help shelter guests get better sleep.

“

Our women struggle mightily with feeling—they use substances to kill their shame, despair, and trauma. The music helps to release their feelings in a safe and manageable way. It offers them a sense of peace. The performers always ask the women what they think of the pieces and this gives the women an opportunity to reflect on what they have heard and actually use ‘feeling’ words. It gives them a sense of calm and focus that is unusual for them.

**Allen Spivack**  
 DIRECTOR, WOMEN’S RESIDENTIAL SERVICES, DIMOCK CENTER

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**KEY INVESTORS**

- ELLA LYMAN CABOT TRUST
- JOHNSON STRING INSTRUMENT, INC.
- MARGARET STEWART LINDSAY FOUNDATION
- OPEN MEADOWS FOUNDATION
- SEAR FAMILY FOUNDATION
- TUFTS HEALTH PLAN FOUNDATION

**A New Model for the Classical Music Industry**

Shelter Music Boston expands the audience for classical music by taking concerts directly to an audience with little or no access to the arts. Shelter audiences are financially constrained and also would have to give up a night’s shelter in order to attend even a free evening performance. While many cultural organizations struggle to remain relevant and accessible in their communities, Shelter Music Boston turns concerts into a vital social service tool.

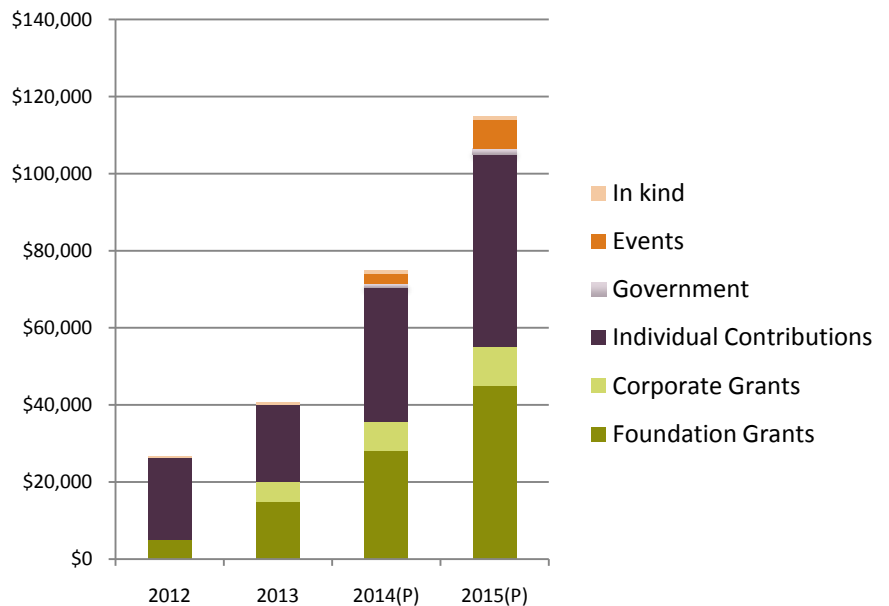
Shelter Music Boston reduces concert production costs by performing in a nontraditional venue, eliminating the need for overhead expenses including ticketing, concert hall staff, and technical and staging equipment. As a result, Shelter Music Boston uses more of its revenue for program delivery than conventional performing arts organizations.

The classical music industry requires innovation to evolve and survive in the 21st century. Performing in environments of great need is a natural evolution of the role classical music should fill in modern society.

**Financial Sustainability**

Shelter Music Boston receives funding from individual contributions and corporate and foundation grants. During the next two years, Shelter Music Boston will diversify its revenue mix to include corporate sponsorship, events, and government support.

**FIGURE 1: Revenue by Source**



### SUCCESS STORY: KYLE

Kyle, a shelter guest whose severe mental health problems significantly limited his interactions with others, gradually began to converse with Shelter Music Boston musicians during shelter concerts. His repeated interaction with the music and the musicians ignited his desire to hear a live concert in Boston’s Symphony Hall.

As a result of his participation in the shelter concerts, Kyle gained the confidence and determination to negotiate logistics normally too daunting for him. To the amazement of shelter staff, he called a relative in Michigan, acquired \$25 to purchase a ticket, arranged to return to the shelter after curfew, and attended a sold-out performance of the Mozart Requiem at Symphony Hall. Kyle engaged with society in ways not possible before his interaction with Shelter Music Boston.



## Program Performance and Organizational Health

Below is a summary of the key measures Shelter Music Boston will track to demonstrate progress, capture lessons learned, and make course corrections. Note: Fiscal year is January 1–December 31.

	FY 2013	FY 2014 (P)	FY 2015 (P)
<b>PROGRAM PERFORMANCE</b>			
Increase number of annual concerts	48	50	90
Increase audience size	150 per month	160 per month	300 per month
Increase number and type of shelters served annually	5	5	10
Improve measurement of outcomes	Revise and enhance survey	Track and analyze data	Evaluate measurement system
Create audio recording	Secure funding and production team	Complete recording sessions and post production	Recordings available for free download by shelter guests
<b>ORGANIZATIONAL CAPACITY</b>			
Compensate executive/artistic director	\$4,000	\$12,500	\$25,000
Hire part-time operations manager	Search and hire	Quarter-time	Half-time
Recruit, train, and employ additional chamber music ensemble to perform in shelters	Design training program	Recruit and train musicians	Add second ensemble
Total revenue	\$42,000	\$75,000	\$115,000

## Social Impact

Shelter Music Boston distributes written audience surveys to shelter guests at each shelter concert, and shelter staff members are polled as well. Shelter security and other staff regularly report a calmer shelter environment, less conflict, and better sleep for shelter guests following Shelter Music Boston concerts:

“I’ve seen the Shattuck Shelter so utterly chaotic, hectic, and all the guests disconnected. The music was completely transformative in here. The people are sitting together, calmly, and I can see they feel happiness. This is remarkable to see in this place.” -Shattuck Shelter staff member

The table below includes data collected from concerts performed in 2010–2012.

PERCENT OF SURVEY RESPONDENTS FOLLOWING SHELTER MUSIC BOSTON CONCERTS WHO:	
Report positive response to concerts	99%
Report attitude transformation	68%
Provide unprompted written statements of gratitude and appreciation for the music and musicians	54%