



RAINEY INSTITUTE
Where the arts change lives

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OVERVIEW

Rainey Institute is dedicated to positive growth for Cleveland's youth through education and participation in the performing and visual arts. We offer programs in music, dance, drama, and visual arts to children of all ages through an afterschool program, group classes and private lessons, performing groups, preschool programs, a teen leadership group, and a summer camp. Founded in 1904 as a settlement house providing social services to immigrants in Cleveland's Hough neighborhood, Rainey has remained an anchor in this community for more than a century.

OPPORTUNITY FOR SOCIAL IMPACT

Rainey Institute is located in Hough, one of Cleveland's poorest neighborhoods, where vibrant and talented children live alongside drug dealers, sexual predators, and violence-prone gang members. More than half of the children in and around the Hough neighborhood live below the poverty level. Most come from single parent homes. Juvenile crime is rampant, and based on past statistics, half of the kids in this neighborhood won't graduate high school. We serve those who, based on socio-economic circumstances, most need our programs and services. Rainey is a safe haven for urban youth, offering engaging, structured arts activities and academic and social enrichment in a safe, caring environment. Our programs enable parents to maintain full-time jobs, knowing their children are safe. Rainey Institute serves around 1,800 students, ages 1-18, both onsite at our main campus and at outreach locations in Cleveland.

NEED FOR CHANGE

Research confirms what we see every day at Rainey – the arts change lives. This is especially true for urban youth. Learning through the arts helps to “level the playing field.” Low-income students who participate in the arts are twice as likely to earn associate degrees, and three times as likely to earn bachelor and advanced degrees. They reach higher levels of achievement through their engagement with the arts. Arts education has a profound impact on brain development, reasoning, and communication skills. Middle and high school students involved in instrumental music show significantly higher math proficiency. Sustained involvement in theater arts has been shown to improve reading proficiency. A 2009 study in the Journal of Neuroscience stated that after 15 months of music lessons, “students' brains grew larger in the areas that control fine motor skills and hearing.” Participation in the arts engages students in learning, builds self-confidence, and promotes positive social interactions. Yet, urban schools continue to struggle with cutbacks in funding for arts programs. Rainey's goal is to fill that gap and support our inner-city kids by providing them with a variety of high-quality visual and performing arts education opportunities – regardless of their ability to pay.

SOCIAL INNOVATION IN ACTION

Since opening our new 23,000 sq. ft. community arts center in 2011, annual enrollment has more than doubled from 650 to 1,800! Several new initiatives have been implemented to meet increased demand:

- We launched El Sistema@Rainey, a mastery-based orchestra program for Cleveland students in grades 2-8. This after-school program is based on the Venezuelan “El Sistema” model of music education. Students receive 90 minutes of instruction 5-days-a-week in violin, viola, cello and bass. Instruments are provided by the Cleveland Orchestra and its Education Partners.
- We added new community partners to our weekday Preschool Arts Program. The number of children served has more than doubled, from 60 to 260 each week.
- We launched new off-site programs to serve more children, including an El Sistema@Rainey program at Campus International School, in partnership with CSU; and summer camp and after school arts programming for East Cleveland Schools.
- Rainey was selected as the Community Wraparound School Lead Agency for Case Investment School in Cleveland, providing critical wraparound services to both students and families.
- This summer, we hosted 220 campers and 20 Teen Leaders at our 6-week Summer Camp – but had to turn away another 100+ families who were on the waiting list!
- Rainey launched a new weekday Arts Enrichment program for homeschooled children.

FINANCES

From 2010-2015, Rainey Institute participated in the *Strengthening Arts Facilities Effectively (SAFE) Initiative*, a Kresge Foundation/Nonprofit Finance Fund partnership. SAFE participants receive in-depth financial analysis and consultation designed to preserve facilities and improve overall capitalization as a means of ensuring stronger programs and sustained impact.

- In FY2013 and FY2014, Rainey achieved pre-depreciation surpluses equal to 7% and 10% of operating expenses (\$65K & \$105K). Operating expenses grew 29% over the two-year period, totaling \$1.1M at FYE2014. Revenue tracked closely, growing 33% to \$1.2M.
- Rainey manages a diverse revenue pipeline inclusive of government and foundation grants, contributions, and contracts, collectively accounting for 73% and 71% of total operating revenue in FY2013 and 2014 respectively.
- Rainey is making an intentional effort to bring services to where kids are located by expanding partnerships with local schools. This strategy increases our reach without having to invest in additional or expanded facilities, and has resulted in an increase in contract funding from \$3K in FY2013 to \$76K in FY2014.
- Rainey's board-designated endowment grew to over \$2M in unrestricted funds at FYE2014.

GOALS & PERFORMANCE

Rainey has experienced significant growth since moving into our new facility in 2011. We serve 1,800 students annually, up from 650 in 2010. Rainey's Strategic Goals are to:

- Serve more kids every year with a focus on those who most need our programs and services.
- Increase the impact of our programming.
- Increase and diversify our revenues to achieve long-term sustainability.
- Strengthen our organizational structure and governance.

We utilize pre-and-post-tests to evaluate student learning across all disciplines, and administer the Search Institute's Developmental Assets Profile to assess their internal strengths and external supports. Outcomes have been consistently positive. For the past 111 years, Rainey Institute has been serving Cleveland families. Rainey's longevity sets it apart, and is a testament to the dedication and passion we have for the families in Cleveland – and the high quality of our programs and services. El Sistema@Rainey is the premier El Sistema program in Greater Cleveland and the only program directly tied in with a CMSD school, Campus International. In 2014, we were awarded the third highest score of 57 organizations in the Cuyahoga Arts and Culture semi-annual review process conducted by an independent panel of arts professionals.

INVEST

Your philanthropic investment in Rainey Institute will enable us to serve more kids. Supporters provide Rainey Kids with high-quality arts, music, dance and theater instruction; safe, affordable, and enriching After School and Summer Camp programs; engaging early childhood and pre-school classes; caring teachers and mentors; and a place to grow, to create, to learn, and to love.

FINANCIAL

- **\$100** will sponsor a child for two weeks in Rainey's After School Arts Enrichment program.
- **\$1,000** will provide a scholarship for one child to attend Rainey's six-week summer camp.
- **\$2,500** will sponsor a child for one year in Rainey Institute's El Sistema@Rainey youth orchestra program.

IN-KIND

- **Online marketing and web design services** to improve our online registration and donation vehicles will help us to reach and serve more kids.
- **20-30 violins, violas and cellos** for students are needed to launch an El Sistema@Rainey program at a second CMSD elementary school.
- **Printing and design services** for our annual report, program brochures, newsletter, and other communications.