



Our first year . . .

2019-2020 Supporter Report

Kelly Music for Life, Inc.

501c3 non profit public charity

4 E. Eagle Road, Havertown, PA 19083

KellyMusicForLife@gmail.com

<https://kellymusicforlife.org/>

<https://kellycenter.org/>





What a year!

September 2019 to August 2020 including COVID-19 shutdown

Kelly Music for Life Board of Directors



Tom Kelly



Sheri Kelly



Susan Kelly



Paul Kelly



Rob Trumbull



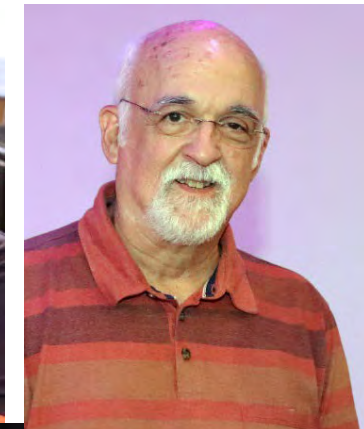
Don Kelly



John Bassani



Over 120 **Volunteers** make Kelly Music events possible - and more fun!



Quick Stats at a Glance



Kelly Center Audiences

Grand Opening September 2019 to Pandemic Closure March 2020

FREE Concerts and Events = 80

Ticketed Live Music, Comedy, Poetry, Drama Events = 30

Average Ticketed Audience Size = 77

Paid Attendees = 2,308+

Average Revenue per Ticketed Event including BYOB = \$648

LIVE Stream from Home Audiences

Post Pandemic March 2020 to August 2020

FREE Live Music, Comedy Events = 12

Total Views Facebook + YouTube = 21,489

Average Views per Event = 1,791

Average Donation Revenue per Streamed Event = \$613



New Avenue Café

At the Kelly Center for Music, Arts and Community

New Avenue Café Numbers

Customers served = 7000+

Paid jobs created = 11

Total hours of operation = 1800+

Volunteer positions = 9

Opportunities for individuals with disabilities = 2 or 3 per day
plus visitors from Haverford High School transition program,
CADES, Kaleidoscope Family Solutions and Emmaus Home.



GRAND OPENING WEEK
LINEUP SAT sept 21 SAT sept 28
 To celebrate our 5&10 roots, tickets are \$5, \$10 or FREE!



SUN | Jazz



EDDIE BRUCE & DEAN SCHNEIDER
 Sept. 22 3:00 PM

MON | Celtic



TIMMY TRAHEY & ROBBIE FURLONG
 Sept. 23 7:30 PM

TUE | Poetry



POETRY SLAM hosted by
 KATCH CAMPBELL
 Sept. 24 7:30 PM

WED | Funk



LISA CHAVOUS
 Sept. 25 7:30 PM

THU | Jazz



DIRK QUINN
 Sept. 26 7:30 PM

FRI | Hip Hop



KUF KNOTZ & CHRISTINE ELISE
 Sept. 27 7:30 PM

OPEN MIC
 for TEENS w/
 AMANDA WESSEL
 Sept. 28 3:00 PM

OPEN MIC
 RISING STARS
 TEEN TALENT ONLY

SAT
OPEN MIC

OPEN MIC
 COMEDY NIGHT

STAND-UP
 OPEN MIC w/
 MARK LIPSKEY
 Sept. 28 7:30 PM

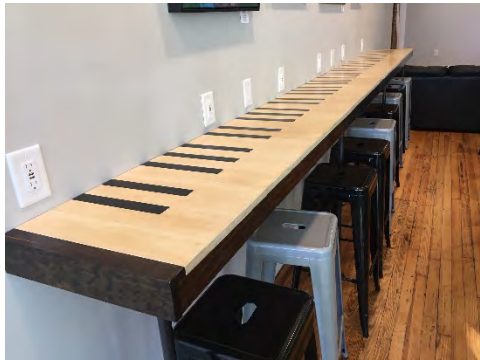
Promise, Adversity, Survival, Recovery

Our first year at the Kelly Center for Music, Arts and Community began with **Promise**. Our multi-year fundraising campaign delivered contributions from music festivals, individuals, organizations and foundations. Kelly Music for Life raised enough money to buy and renovate a deteriorating building in Havertown. We celebrated with a Grand Opening in September 2019.





Community Support
The community rallied around us enjoying our earth-friendly design and many of the historic building's original architectural characteristics.





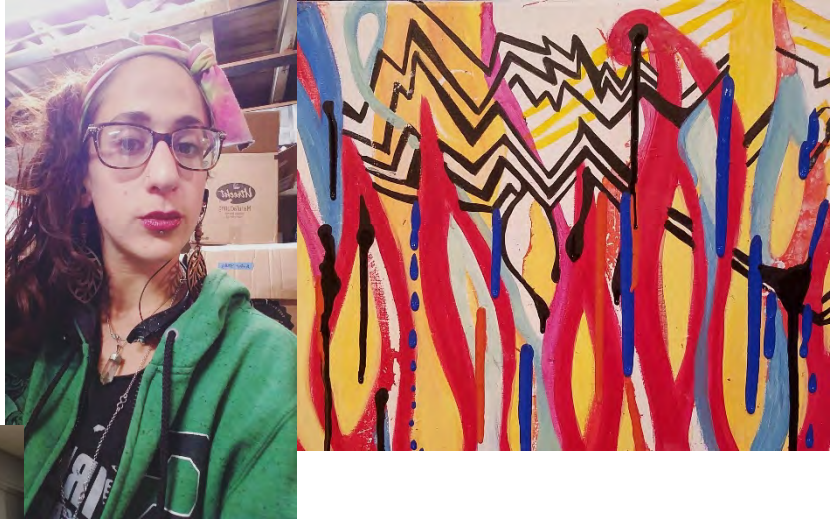
All Abilities Welcome

The New Avenue Café bustled energetically during the day creating work opportunities for people with disabilities. Daytime activities featured Storytime for Children, Book Club meetings, Mahjong Club and cooperative events with the Haverford Township Library. Our Café quickly became a meet-up spot among friends who shared conversation, coffee, healthy juices and snacks.



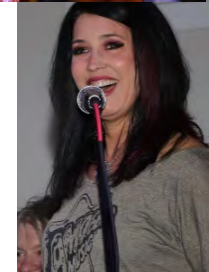
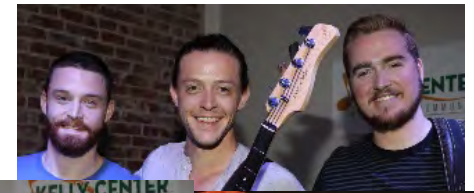


Art Gallery
The walls of the Kelly Center display visual art by students and local artisans in rotation featuring our Artist of the Month.



Musical Diversity

Evening concerts showcased local and touring musicians representing many genres – Folk, Rock, Jazz, Blues, Classical, Hip-Hop, Latin and more.



Music Education

The Kelly Center stage was home to Teen Talent Searches and Coffee Houses.





Arts Education

The Kelly Center hosted several High School Drama Club and Middle School Glee Club Showcases.



Spoken Word Art

The Kelly Center hosted a Poetry Night featuring readings by local writers and poets.





Open Mic
For beginners and novices, or for experienced performers working out a new song, the Kelly Center created stage opportunities during Sunday brunch and evening hours.



For Children

Daytime and Holiday arts and activities were presented at the Kelly Center for children, caregivers and parents.





Art of Humor

The Kelly Center was home to several very successful Comedy Nights featuring local and touring comics as well as first time open mic stand-ups.



Community Support

Full houses became commonplace for our diverse programming schedule. Children, Teens, Adults and Seniors found connection and a comfortable place to gather and enjoy the Arts.



Adversity

In early March 2020 our world changed with the COVID-19 pandemic. We were forced to cancel all events and close the Café. Our 2020 major outdoor fundraising festivals, Spring Fest, Irish Festival, Summer Fun Jam, Italian Festival and Harvest, all cancelled. With revenue streams interrupted in our very first year, our future was threatened.



Survival

We quickly negotiated with lenders and vendors. We applied for every grant and form of financial assistance available. We reached out to supporters.

Pivot

The Kelly Center immediately embraced LIVE Stream from Home shows broadcast on our Facebook and YouTube pages. Performers were delighted to learn of a new way to connect with audiences from home during the pandemic. Viewers contributed and supported our efforts. The revenue does not add up to lost festival income, but it helps.



KELLY MUSIC *for life*
presents
LIVE Stream from Home

Scott McClatchy
with Grace Ricci and Pammie Cobaugh

Friday, April 10, 2020
Starts at 7:30pm



**15
Minutes**
Until Showtime

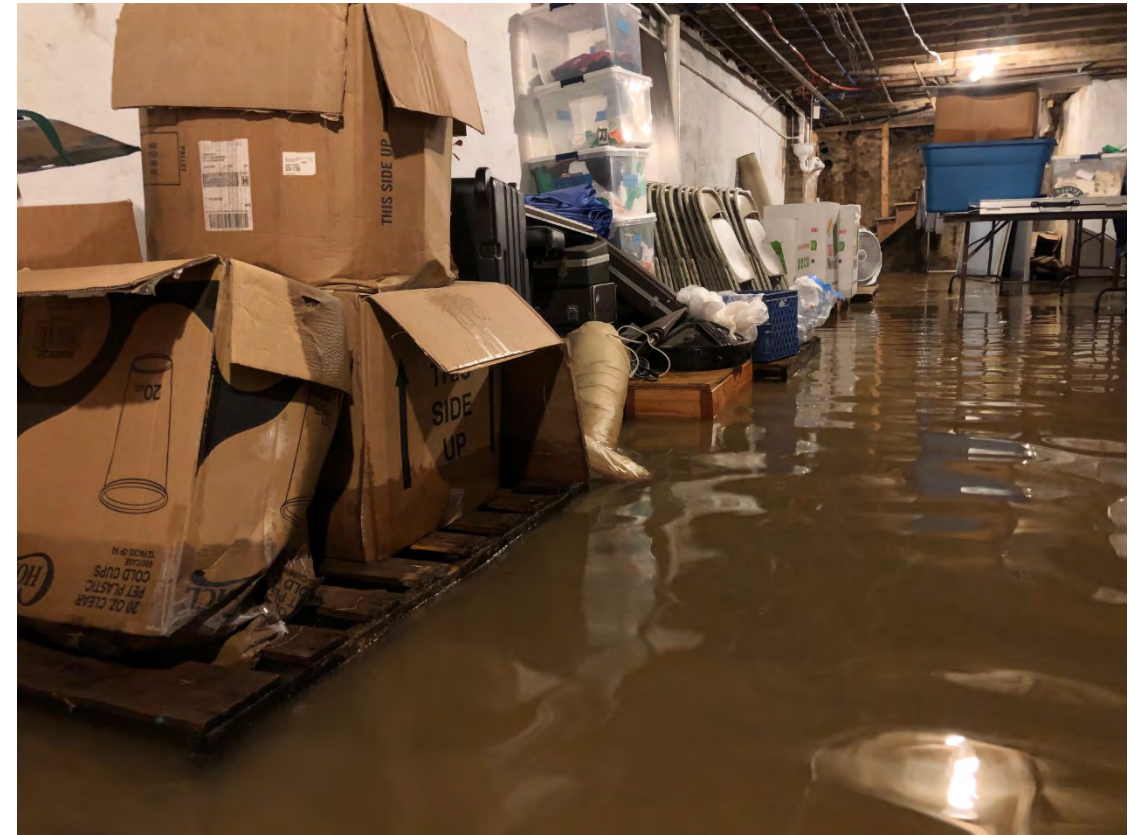
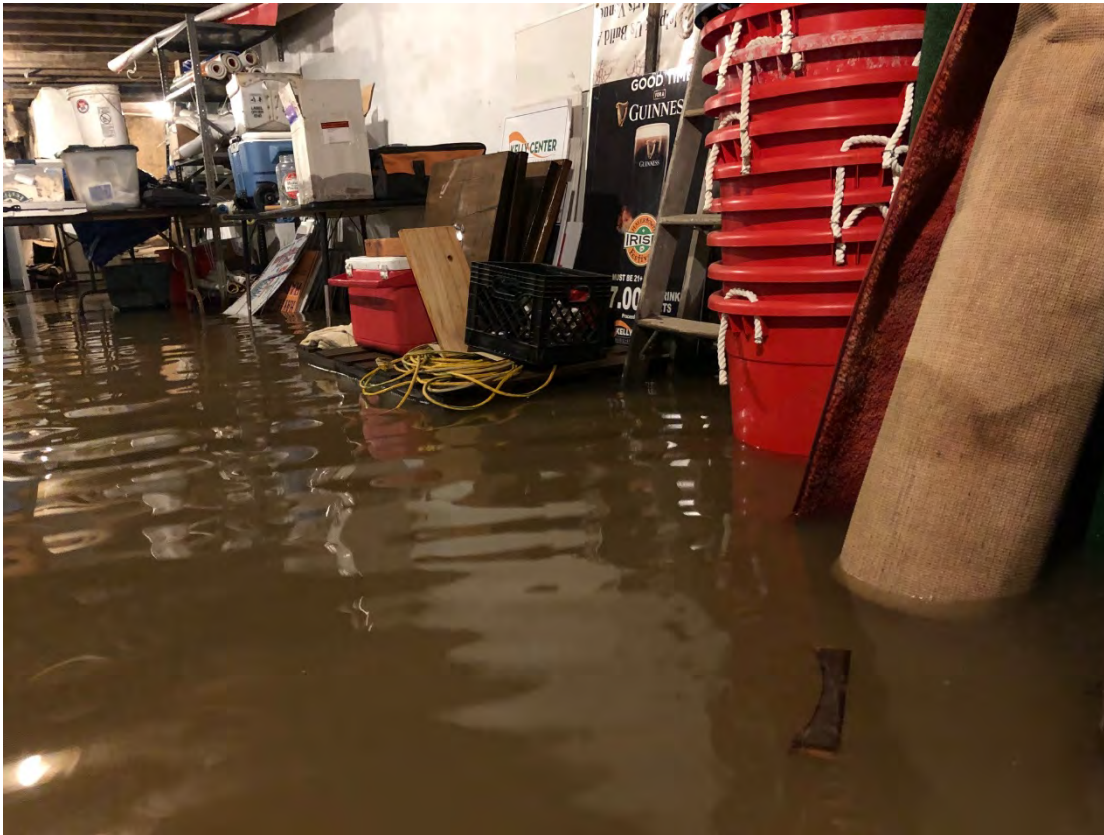
KELLY MUSIC *for life*
presents
LIVE Stream from Home

Don Lee Van Winkle
feat. Major Van Winkle
with Virginia Sherno Jennings

Saturday, April 25, 2020
Starts at 7:30pm

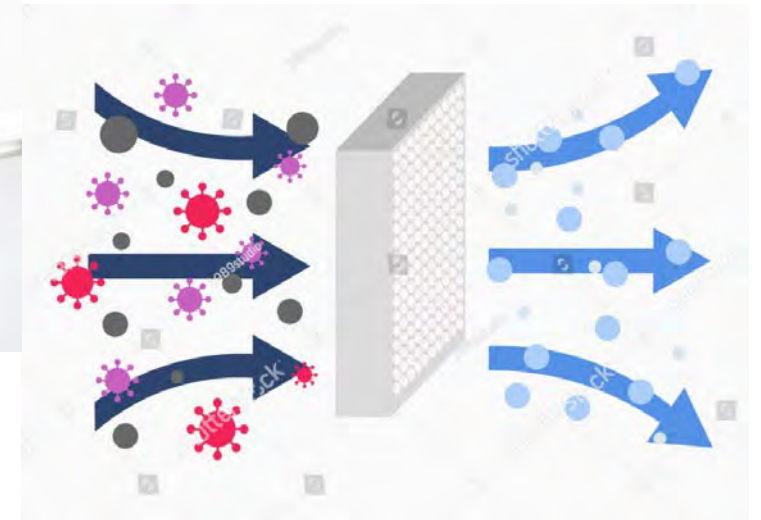
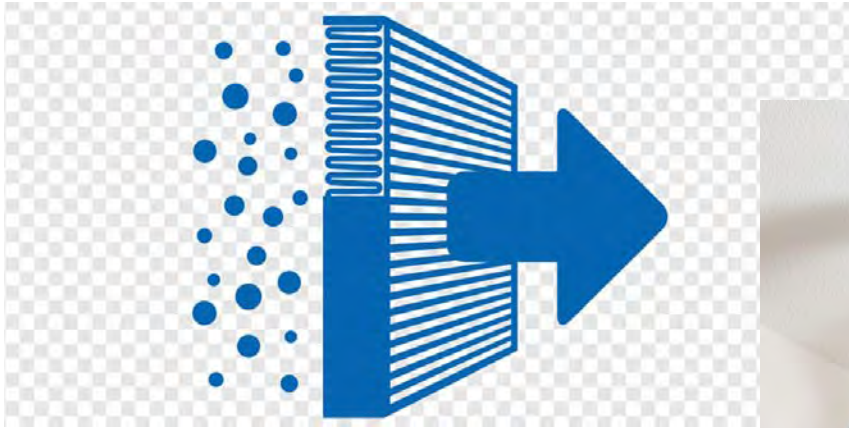
Flood Waters

On August 4, 2020 the Kelly Center was victimized by the flood waters of Hurricane Isaias. The Kelly Center is not in a flood zone and does not carry flood insurance. The storm's unprecedented fury left over 12 inches of water in our basement and storage area. We are gathering bids from contractors to install French drains, sump pumps and other measures to repair the damage and prevent or minimize future losses.



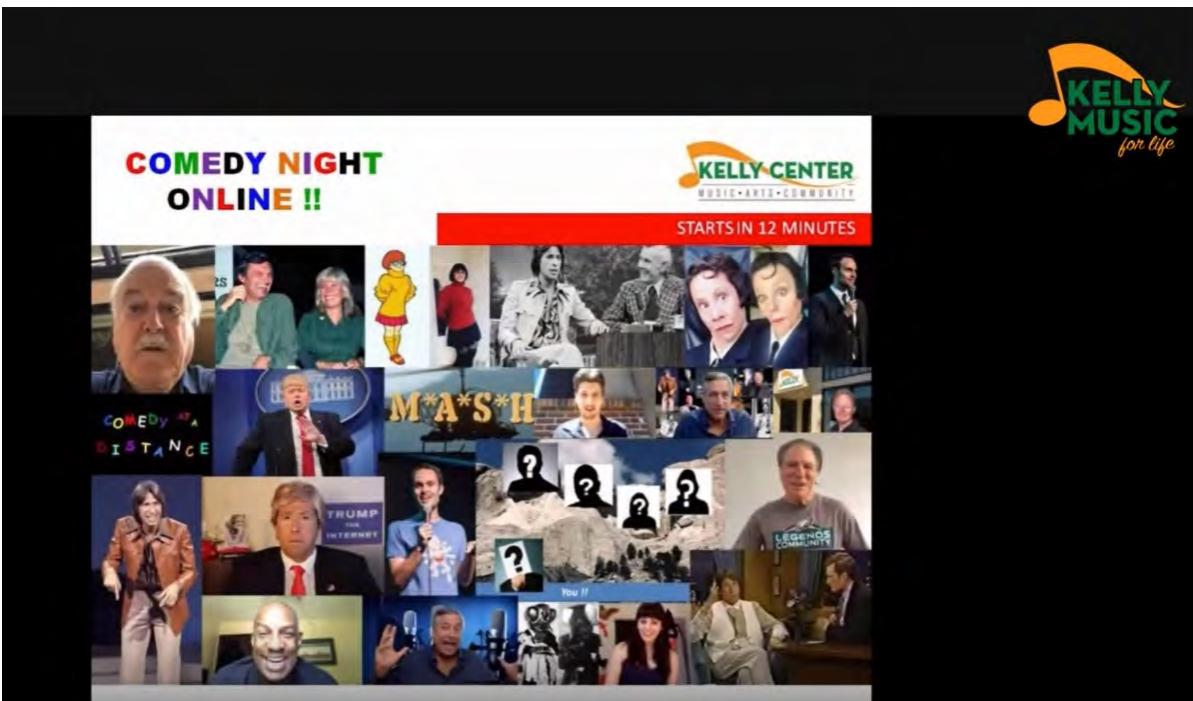
Safer, Cleaner, Comfort

As we get back on our feet and welcome a new age of normalcy, we are focusing on SAFETY. We have improved air filtration inside the Kelly Center for the safety of Customers, Staff and Performers. We have upgraded to Hospital Grade HEPA air filtration, Negative Air Ion filters and Apple Catechin filters with antiviral and antibacterial properties. These upgrades trap and deactivate microscopic bacteria and viruses, and can diminish or prevent the spread of diseases.



Read and React

We are still reacting to changing conditions as we write this. To survive in unpredictable times like these, we understand it is necessary to make course corrections along the way. With our new Virtual Live Stream platform, we can expand our audience beyond our walls. Like many schools, the Kelly Center is positioned to take a hybrid approach to our programming – in person and on line. We are finding new ways to fulfill our mission to deliver Music and Arts to Community.





Recovery

The Kelly Center will face limitations on occupancy, and other obstacles along the way. We will apply for more grants. We will rely on generous support from contributors and foundations who believe in our work. We will create downsized outdoor fundraising events as permitted.

Kelly Music for Life has a smart, experienced, business savvy Board of Directors and a dedicated Event Board who are on a mission.

We will overcome **Adversity**.
We will discover new ways of **Survival**.
And we will focus on the road to **Recovery**.
We **Promise**.



Donor Wall

The Donor Wall at the Kelly Center recognizes major contributions from the earliest believers in our mission. We strive to make them proud of their support for the Kelly Center. We hope for their continued generosity and encourage others to support our work.





Please help us continue our work.

Make a tax deductible contribution of any size.

<https://www.paypal.com/paypalme/kellymusicforlife>

Here is what people are saying...

Ben Arnold, Musician

"The Kelly Center has been exceptionally welcoming since I first stepped in the door. They take care of the artists who play there and while retaining a pretty clear social mission, it has the feel of a real neighborhood family business."





Kevin McCloskey, Haverford Township Commissioner

"The Kelly Center quickly became an integral part of our community's fabric. Its support of the arts, music and education provide a valuable and needed resource to young and old. Simply put, its presence makes our community better. The Kelly Center provides neighborhood vibrancy and energy through music and the arts. This service is critical during times of struggle and will be during our return to some semblance of normalcy. I am proud to have the Kelly Center in Haverford Township and look forward to many years of successful performances."



Scott McClatchy, Musician

“Havertown found a voice for local music when the Kelly Center opened. Every town needs a room where music can be given a chance to be heard, and artists can have the freedom to grow. By supporting the Kelly Center, you are supporting not only its current musical vision, but also the vision of those to come in the years ahead.”

Jim Wurster, President – New Avenue Foundation

“We provide opportunities for various special needs organizations to bring their young adults for training and skill building and for socialization. Since opening, we have connected with many in Havertown and beyond who have individuals with different abilities in their family. Just connecting and talking with them is a plus. By sharing information and knowledge, we learn. The café has been visited by many in the community - Mom’s groups, play groups, work from home, business meetings, and just meeting your neighbor have happened at the café. We have had birthday parties and spontaneous parties. We get encouraging comments about what we are doing and how we are helping. This leads me to believe that we have been successful in the community.”





Mark Lipsky, Comedy Director

"What an amazing year! Thanks for bringing LIVE COMEDY to Havertown and creating space for comedians – and would-be comedians – to take the stage in front of welcoming and appreciative audiences. The pros who've headlined our comedy nights agree – the shows are electric and the Kelly Center, as a venue for comedy, is magic."



Lauren Hart, Musician

"The Kelly Center is a true gift right in our own backyard. The Center unites us in love speaking the language that brings us ALL together, music. The energy and spirit inside those walls is truly special and I adore singing there. I am counting the days until I'm back at the Kelly Center doing what I love most!"

Jeff Miller, President - Haverford Township Civic Council

“The Kelly Center has been a wonderful addition to Haverford Township. It's provided a vibrant venue for residents, artists, musicians and all things local. Even during the pandemic, online events provided entertainment for the community. With positive determination like that, the public flourishes. I expect we will all gain from their efforts going forward.”



John Flynn, Musician

“The Kelly Center is an oasis. A place that helps repair the tattered threads of community in a time when we need them desperately. I can’t wait to climb back up on their stage.”





"Grateful" Rob Simpson, Musician

"The Kelly Center has provided an amazing venue for local performers, patrons of the arts, and those seeking community bonds with friends and neighbors. We are blessed to have such a resource here in Havertown! The Center is a space that allows audience and performer to engage like no other in our area. Kudos to all who helped make this dream become a reality! I look forward to playing here again soon. I say to all... Thank You, for a real good time!"



John Ondik, President - Haverford Partnership for Economic Development (HPED)

“For those of us working to revitalize our business districts and improve quality of life in the township, the arrival of The Kelly Center has been a dramatic boost. The Kelly Center transformed an underutilized storefront in a prominent location into an attractive establishment that brings new energy and vitality to the Oakmont Village business district and the Haverford Township community. It is a popular entertainment venue that provides opportunities for aspiring and established talents and has become a hub for community meetings and events. The Kelly Center for Music, Arts and Community is a valuable asset that will continue to bring value and visibility to our community.”

John Byrne, Musician

"The Kelly Center is a wonderful community space. They have created a room that seamlessly functions as a coffee shop, a place to learn, a place to listen, a place to play and a place to call home. As a venue it is one of the most welcoming rooms I have ever performed in. They've even gone so far as to allow my band to practice there at the last minute when our regular spot became unavailable. I feel very fortunate to live in a place where the Kelly Center and the folks who are the heart of the Kelly Center exist."



Kim Zeoli, WHHS-FM Haverford H.S. Faculty Advisor

“The Kelly Center has allowed our teens to express themselves and display their musical talents. They have created a welcoming environment for everyone to gather and enjoy each other's talents.”





Matt Santry, Musician

"The Kelly Center is a great sounding listening room, which is much needed for artists like myself in the Philadelphia area! The Kelly Music organization is extremely focused on community building and it shows. Every event feels like a family get together with awesome live music!"



Marianne Lerro, Visual Artist

"It is wonderful having this charming local venue that showcases local musicians and visual artists, and is of support to the community in so many other ways as well."

Katie Barbato, Musician

"The Kelly Center is one of my favorite venues to play and is also a beautiful, warm, and friendly place to take in a show. The Kelly's mission is just what our world needs now. They are all about fostering community and connection through the love of music and the arts. Their love and support has meant the world to me. Every town should have a Kelly Center. A place where everyone can meet and share in the healing power of music. A place that seeks to uplift the community, those in need of a helping hand, or simply looking to be inspired."





**Mary Bear Shannon, Reference Librarian
Haverford Township Free Library**

"The Haverford Township Free Library is pleased to be able to partner with the Kelly Center on programs for kids and adults. From Storytimes at the Center to Drumming Circles in the park, Kelly Music for Life helps us realize our vision to be a community hub for life-long learning, creativity, and culture."



Dennis Selfridge, Musician

"From the moment I first heard about the Kelly Center, I knew I wanted to figure out a way to get involved. My experience with Tom Kelly and the entire staff certainly did not disappoint. The venue is such a positive contribution to the community. The event we had there in October was terrific. The feedback I got from friends and fans was unanimous: a great venue! I look forward to returning in the future."

Kelly Music for Life Event Board

Jeanette DiLuco

Peggy Murr

Cindi Rooney

Amanda Wessel

Will Walsh

Chloe Calamaro

Paul Kelly

Susan Kelly

Sheri Kelly

Tom Kelly

Images by



<http://www.joelperlish.com/>



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Make a tax deductible contribution of any size.

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For more information, contact Tom Kelly

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<https://kellymusicforlife.org/>

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