

HAPCO's educational programs help disadvantaged young people in Florida, Georgia and Texas build their better futures. They use their musical, culinary and artistic talents to fund their college education or to pursue professional careers.

Programs are conducted in locations central to disadvantaged neighborhoods, connecting young people with industry professionals and giving them inroads into community networks. They encourage artistic expression, technique, business best practices and practical application. Our events are tailored to unite the communities we serve through the universal languages of music, food and art.

HAPCO programs are offered typically free of charge and are designed to empower growth and development in creative fields. Through our Kenneth R. Tolbert Scholarship Fund, we award scholarships for fee-based programs.

HAPCO emphasizes paying it forward – we give students real-world experience and mentoring from university-level educators and industry professionals who they can relate to and learn from. The majority of our instructors have overcome economic and social challenges to forge a path of personal success. They come from a full range of generations, including first generation Florida Highwaymen, and share their stories of how they creatively persevered through socially-turbulent times. Many young people who benefited from our programs in middle and high school have graduated college and now serve as educators and mentors.

SINCE 2001
30,000+
YOUNG PEOPLE
EDUCATED AND INSPIRED
1,250+ ANNUALLY

OVER 75% MINORITIES

LESS THAN
\$29,950
ANNUAL HOUSEHOLD INCOME
(US POVERTY LEVEL)

\$50,000+
PAID LIVE PERFORMANCES

\$2 MILLION PROGRAM INITIATIVES







































HAPCO

MUSICYOUTHARTS

HELPING YOUNG PEOPLE BUILD THEIR BETTER FUTURES THROUGH MUSIC AND THE ARTS

Poverty & Education Level Average Potential Annual Incomes¹

\$29,950 2023 US Federal Poverty Level, annual household income, family of 4

\$39,700 High school

\$61,600 Bachelor's degree

\$74,600 Master's or higher degree

A bachelor's degree increases an individual's potential earnings by 55%. The disparity in income between just a high school diploma and a bachelor's degree can be the difference in living paycheck-to-paycheck versus having financial security.

ALICE (Asset Limited, Income Constrained and Employed) individuals earn more than the Federal Poverty Level, but not enough for the cost of living where they live. They usually work two or three jobs to make ends meet. Their budgets are extremely tight, often not being able to afford basic necessities.

47% households below the ALICE threshold. Orange, Seminole and Osceola Counties²

110,250 Poverty level or below

275.827 ALICE, unable to afford basic needs

386.077 Total Households

Children in these households cannot afford the tools needed to pursue creative arts passions. They do not have the disposable income for private lessons, a musical instrument or painting supplies. They often have limited access to transportation.

Scholarships reduce student loan debt.

Students Graduating College with Student Loan Debt³

90% Black | 72% Latino | 66% White | 51% Asian-American

Education is the foundation of our young people building their better futures. Training in music, culinary and arts fields improves their skills, enhancing their talents to obtain creative arts scholarships in order to afford college.

HAPCO's vision is every child with the dream of graduating college has the opportunity to pursue that goal.

Sources 1 National Center for Education Statistics & US Census Bureau. Poverty in the US: 2022 2 2023 ALICE Report produced by United for ALICE, United Way 3 US Dept of Education

Joseph Patrick McMullen | info@hapcopromo.org | 800.409.6133 | HAPCOpromo.org HAPCO Music Foundation | Florida | Texas | Georgia



Kenneth Tolbert, HAPCO Founder Joseph McMullen's high school band director, opened a world of confidence for Joe with one sentence: "Son, you go to FAMU, and if your financial aid does not come through, call me, and I will take care of the situation."

"I became a pharmacist because I played baritone horn in my high school band." Joseph McMullen

In need of financial aid to attend college, he received a scholarship due to his musical talents. Attending the Florida A&M University College of Pharmacy, he was also a member of the Marching 100. He went on to obtain a Master's degree in health services administration from Florida International University. He is also a Commissioner for the Town of Oakland, Florida. And he pays it forward to new generations of young people through HAPCO.



UPCOMING EVENTS

Thursday, Feb 15, 2024 | 6-8 pm | Free

Black History Month Celebration Exhibit Opening Reception

Healthy West Orange Arts & Heritage Center | Town of Oakland | 126 W Petris Ave | Oakland, FL Harriet Tubman is an icon of freedom who acted, inspired and led as she fought for equality, justice and freedom in an era of slavery. Dr. Eurydice Stanley will discuss Tubman's contributions to the US including being the first woman to lead an armed military raid, Union spy, scout, nurse and conductor of the Underground Railroad. She will present *Chasing Harriet: Tracing the Footsteps of an Icon to Freedom*, her documentary film on Tubman. The exhibit includes art and spoken word poetry.



Saturday, Mar 9, 2024 | Free | 511 W South St, Orlando

Echoes Thru Time: Icons of the Black American Experience: Wells'built Museum UCF's Flying Horse Big Band, directed by Jeff Rupert, will entertain with music from Black jazz legends who performed at the South Street Casino in Orlando – and found welcoming hospitality at the Wells'Built Hotel.

The Business of Food: Culinary Arts for Music Students | Chef Sage

Evans High School | Oak Ridge High School | Ocoee High School In free culinary arts master classes, Chef Sage educates band program students on the culinary arts and entrepreneurial career opportunities in the culinary industry.

Saturday, Feb 3, 2024 | 6-10 pm | Free Concert

HAPCO Jazz Fest Ocoee

The Jazz Professors with DaVonda Simmons, ATTO Music Project & Ocoee High School Jazz Band

VIP Tickets (includes Wine & Dine): \$75; Early Bird \$60 through Dec 16, 2023 Lakeshore Center | 125 N Lakeshore Dr | Ocoee, FL

Saturday, Feb 3, 2024 | 9:30 am - 3:30 pm | Ocoee High School, FL

Winter Jazz Band Clinic | Jeff Rupert, Lead Clinician

At this free, non-competitive jazz clinic, band directors and students learn from professional clinicians who emphasize individual creativity, team spirit and real-world experience.

Thursday, Mar 14, 2024 | 5:30 - 7 pm

LeNard Rutledge & Friends: Jazz on the Ranch

Madison Middle School | 3400 NW 87th St | Miami, FL 33147

Saturday, Apr 27 | 5 - 7 pm | Free

Lenard Rutledge & Friends: International Jazz Day 2024 Celebration

Apopka Amphitheater | 3710 Jason Dwelley Parkway | Apopka, FL 32712 Part of the Apopka Saturday Sounds series.

Joseph Patrick McMullen | info@hapcopromo.org | 800.409.6133 | HAPCOpromo.org HAPCO Music Foundation | Florida | Texas | Georgia



HAPCO is proud to be a partner agency of the United Arts
Collaborative Campaign for the Arts.
This innovative fundraiser by over 60+ arts and cultural nonprofits infuses millions into the Central Florida community annually. With a goal of \$6 million, the campaign runs from Nov 20, 2023 - Apr 30, 2024 and supports arts, science and history organizations in Lake, Orange, Osceola and Seminole counties. Contributions are eligible for a 15% match by United Arts.

Donate at HAPCOpromo.org or text **HAPCO** to 41444

This campaign is for individual, private donations. Community Partnerships do not contribute toward this campaign.

ONGOING

HAPCO LIVE: Public performances by HAPCO musicians.

JAZZ MASTER CLASSES

Industry pro in-depth education for students and educators.

CULINARY ARTS

Student programs. Free nutrition and cooking classes for seniors.

EXHIBITS & PROGRAMS

Contributor to the Healthy West Orange Arts and Heritage Center at the Town of Oakland.



THE JAZZ PROFESSORS with DaVonda Simmons



COEE 2024





FREE SHOW Saturday, Feb 3, 2024 6-10 pm

125 N Lakeshore Dr | Ocoee, FL Free General Seating

VIP Tickets: \$75 @ HAPCOpromo.org

Join HAPCO Music Foundation and the City of Ocoee for an evening of incredible jazz at this free public outdoor concert.

The Jazz Professors & DaVonda Simmons Originals and lively jazz from across the decades

ATTO Music Project Latin, jazz and rock fusion

Kicking off the show: Ocoee High School Jazz Band

Bring a blanket or chairs. Pack your dinner or dine at a food truck. No alcoholic beverages permitted at the outdoor concert. VIP Tickets include HAPCO Wine & Dine and reserved outdoor concert seating.







































HAPCO Jazz Clinic Ocoee 2024

Saturday | February 3 | 9:30 am - 3:30 pm Ocoee High School | 1925 Ocoee Crown Point Pky | Ocoee, FL 34761

At this free, non-competitive jazz clinic, band directors and students learn from professional clinicians who emphasize individual creativity, team spirit and real-world experience. Includes clinician critique of performances. UCF's Director of Jazz Studies Jeff Rupert is lead clinician. Clinicians include UCF Jazz Studies professors and pro musicians. Middle and high school jazz bands and individual students. Register at HAPCOpromo.org.







In HAPCO master classes, middle and high school musicians learn from industry pros and university level educators, who emphasize technique, live performance, improv, entrepreneurship, college prep, home studio and careers. Students expand their networks of peers and mentors and improve their talents to help them pay for college through music scholarships.



Master Classes

- · Percussion | LeNard Rutledge | Madison Middle School, Miami
- · See the Sound | Mickey Smith, Jr. | Madison Middle School, Miami
- Performance & Improv | Jeff Rupert | Evans High School, Orlando
- The DeRosa Method for Music Educators | Rich DeRosa
 Plano West Senior High School, Texas; Oak Ridge High School, Orlando, Orange County
- Trombone Master Class | Derrick Harris
 The Texas Supremacy of Music & Arts Conservatory, Dallas
- Composer-in-Residence Experience | One Stop Rhythm Shop | Michele Fernández Ocoee High School, Ocoee
- Entrepreneurship & Home Studio | Dr. José Valentino & Derris Lee
- Band Clinics | Dr. Todd Williams
- The Business of Food: Culinary Arts for Music Students | Chef Sage
- · Music Education | Dr. Nathan Mitchell
- · Powerhouse Improv | Wycliffe Gordon
- Bandstand Rhythm Section | Brandon Robertson
- College: Auditions, Applications, Scholarships, Majors (and Minors!) | Scott Wilson



Jeff Rupert Director of Jazz Studies University of Central Florida



Scott Wilson Director of Jazz Studies University of Florida



LeNard Rutledge Vocalist & Musician



Rich DeRosa Director of Jazz Composition and Arranging, Univ of North Texas



Mickey Smith, Jr. Educator, Encourager & Musician The King's Academy



Derrick Harris Educator & Musician Trombonist, Dr. Phillips Jazz Orchestra



Dr. José Valentino Music Bus. & Entrepreneurship Head University of Florida



Brandon Robertson Director of Jazz Studies Florida Gulf Coast University



Michele Fernández Conductor, Composer & Performer



Derris Lee Instructor of Strategic Music Entrepreneurship Development, UF



Wycliffe Gordon



Dr. Todd Williams Associate Professor of Music Education Indiana Wesleyan University



Dr. Nathan Mitchell Contemporary Smooth Jazz Artist Grammy Nominated Composer & Producer

















Joseph Patrick McMullen | HAPCO info@hapcopromo.org | 800.409.6133 HAPCOpromo.org



Saturday | February 3, 2024 | 9:30 am - 3:30 pm Ocoee High School | 1925 Ocoee Crown Point Pky | Ocoee, FL 34761

At this free, non-competitive jazz clinic, band directors and students learn from professional clinicians who emphasize individual creativity, team spirit and real-world experience. Includes clinician critique of performances.

UCF's Director of Jazz Studies Jeff Rupert is lead clinician. Clinicians include UCF Jazz Studies professors and pro musicians.

Middle and high school jazz bands and individual students.

Register at HAPCOpromo.org.







































Saturday, Mar 9, 2024 | Time: Evening | Free Wells'built Museum

511 W South St, Orlando

Journey back to the Golden Age of Jazz – a century ago, when America's most unique art form was delighting people all over the world with its bold originality. UCF's Flying Horse Big Band, directed by Jeff Rupert, will entertain us with music from Black jazz legends who performed at the South Street Casino in Orlando – and found welcoming hospitality at the Wells'Built Hotel.

Join us for this free performance at the Wells'built Museum, celebrating Dr. Wells' vision and advocacy in the Holden-Parramore Historic District – and the power of community.

Echoes Thru Time: Icons of the Black American Experience celebrates the people who have championed initiatives that have nurtured the growth and success of generations of Black musicians and artists. For over a century, these advocates for equality and unity defied convention, building opportunity for others. They helped shape our culture and society, ensuring the Black American creative voice was heard.

Details: HAPCOpromo.org







The casino and hotel were built by Dr. William Monroe Wells, who dedicated his life to the well-being of both his patients and the Parramore community.



Photos: Wells'Built Museum





Chef Sage Sage's Kitchen, Central Florida

HAPCO Culinary Arts provides free training and mentoring to disadvantaged young people who are pursuing culinary arts careers. It also provides free nutrition education and cooking classes through in-person and online classes.

Through a 2023 Grassroots Grant from Central Florida Foundation (CFF), HAPCO Educator Chef Sage will introduce music program students at partner high schools in Orlando to entrepreneurial career opportunities available in the culinary industry. The master classes emphasize entrepreneurship; alternative business models including food trucks, catering and ghost kitchens; community networking; cuisine style techniques; nutrition; and hands-on training.

The community program emphasizes whole wellness for all ages to improve the health of our communities. Free educational classes are offered at community centers in Orlando, Jacksonville and Tallahassee for disadvantaged seniors.

Our chefs are well-versed in multi-cultural cuisine that appeal to the cultural diversity of communities served. They emphasize real-world solutions for people who have limited income and transportation resources. They tailor content for varying household compositions including people who live alone, families and multi-generational caregivers.

Chefs encourage students to take charge of their nutrition for sustained good health and chronic disease prevention. They incorporate practical skills including fact-based nutrition info; kitchen, shopping and food safety; prep demos; locally sourced ingredients; limited-ingredient healthy nutrition; and weight and chronic disease management.

CULINARY MENTORING & CAREERS

NUTRITION & COOKING EDUCATION

REAL-WORLD BUDGET-FRIENDLY **SOLUTIONS**

REDUCING OBESITY & CHRONIC DISEASE

FOOD SHOPPING & COOKING CONFIDENCE

FUNDING PROVIDED BY

















The Business of Food









HAPCO Founder Joe McMullen with Sage's Kitchen's Assistant Tyra and Chef Sage.

In culinary arts master classes, Chef Sage educates band program students at partner high schools on the culinary arts and entrepreneurial career opportunities available in the culinary industry. Content includes:

- emphasis on alternative careers: in-home chefs, catering, ghost kitchens and food trucks
- · insights into best business practices and career options
- · nutrition, food shopping and cooking basics
- introduction to distressed neighborhood food deserts, community partnerships and activism

The culinary industry is filled with entrepreneurial opportunities and, much like music, harnesses students' creativity, innovation and determination to succeed. Culinary work can help support students during university-level education or the pursuit of a professional musical career. Or it can be a student's passion to create their own business in the culinary industry.

The master classes include highly-interactive discussion of business fundamentals, food prep demos and food tastings. Guest university and industry pros also provide insights. Sessions will be available on HAPCO's YouTube channel.

Series 1 master classes are for the full band program, reaching 70-100 students per school. Classes include a cooking demo and meal service for the students, in conjunction with pre-game prep where possible.

In Series 2, highly-interested students attend deeper-dive master classes and are incorporated into community nutrition classes, providing hands-on training, public interaction and chef mentoring.

Evans High School | Mario L. Ford, Dir of Bands Oct 6 | Oak Ridge High School | Krystal Campbell-Adkins, Dir of Bands Ocoee High School | Bernie Hendricks, Dir of Bands

#HAPCOFoodBusiness

Growing up in a household of immigrant parents, Chef Sage saw the time and energy needed to prepare astonishing meals for everyone to enjoy. He spent most of his childhood watching his mother get up early to prepare and cook fresh, authentic Haitian cuisine before she would head off to complete a 10-hour work day.

That devotion and dedication sparked his interest in the culinary industry. He has worked for corporations including Landry's, Inc. Sage's Kitchen has created incredible cuisine for NFL and NBA athletes and businesses including Disney World.

This Culinary Arts Master Class series is made possible by a 2023 Grassroots Grant from Central Florida Foundation (CFF). This grant is a result of CFF's ongoing mission to assess community needs and support innovative solutions to complex social issues within the Central Florida region. Learn more at cffound.org.

FUNDING PROVIDED BY

CENTRAL FLORIDA FOUNDATION



In 2023, HAPCO delivered educational programs and community events that furthered the career goals of over 1,000 student musicians.

Our Students

Programs are conducted in locations central to disadvantaged neighborhoods, connecting young people with industry professionals and giving them inroads into community networks. Our targeted areas have an average annual household income less than \$29,950; typically, over 75% of their populations are minorities. These communities have limited physical and/or financial access to creative arts education services and resources.

Vision

HAPCO's programs help young people improve their talents, increasing their ability to obtain university-level scholarships and aid. Achieving a bachelor's degree increases an individual's potential earnings by 55%. With a median annual income of \$39,700, high school graduates face greater financial obstacles in life – the 2023 US Federal Poverty Level is \$29,950 annual household income for a family of four. This disparity in income can be the difference in living paycheck-to-paycheck versus financial security.

ALICE (Asset Limited, Income Constrained, and Employed) individuals earn more than the Federal Poverty Level, but not enough for the cost of living where they live. These individuals usually work two or three jobs to make ends meet (2023 ALICE Report, United for ALICE, United Way).

47% of Central Florida families are below the ALICE threshold – 386,077 households in Orange, Seminole and Osceola counties. 110,250 households live in poverty; 275,827 families are ALICE households unable to afford basic needs.

Programs

Our free programs provide the tools these students need to hone their creative talents, connect them with mentors and give them insights into applying for, paying for and succeeding at university level education.

- Educational programs help students improve their skills
- At community events, musicians gain live experience and income at paid performances
- Concerts by industry top performers inspire student musicians and enhance community spirit

Jazz Clinic: Over 700 middle and high school musicians attended this all-day program. Clinicians were UCF Jazz Studies professors and other music professionals. This free clinic serves the entire Central Florida area. With a focus on

the opportunities they have through their musical talents, this clinic fuels students' desires to attend college or pursue music as a career.

Master Classes: Conducted at Evans High School, Oak Ridge High School and Ocoee High School, these intense-focus classes add educational content to the schools' band program education. They enhance student performance abilities and have led to several seniors receiving college scholarship offers. An Ocoee master class included a recording session of a song created by clinician Michele Fernandez.

Community Concerts: Students are exposed to peer and professional musicians who inspire them to improve their own abilities. Free shows in Ocoee, Apopka, Oakland and Oak Ridge included Latin GRAMMY® nominated pianist Martin Bejerano and his Cuban American Trio; University of Florida Jazz Studies Director and multi-instrumentalist Scott Wilson; UCF's Flying Horse Big Band; Miami's LeNard Rutledge; and the US debut of Madrid pianist Guillermo Hernández Barrocal.

HAPCO LIVE: Our student musicians entertained live at over 35 Central Florida performances. Through this program, student musicians are connected with community businesses, venues and civic events for public performance. Performance fees are paid directly to our musicians, providing them income and performance experience; the majority of our performers are in college.

HAPCO Culinary Arts: Our free nutrition education and cooking classes emphasize whole wellness for all ages to improve the health of our communities. Through culturally-diverse cuisine, chefs emphasize real-world solutions for seniors and others who have limited income and transportation resources. We introduced our Business of Food master class series for music students, focused on entrepreneurial culinary career opportunities. It continues in 2024 at Oak Ridge High School, Evans High School and Ocoee High School. It emphasizes entrepreneurship; alternative business models including food trucks, catering and ghost kitchens; community networking; cuisine style techniques; nutrition; and hands-on training.

HAPCO will continue to expand our educational and performance programs to help more young people succeed. New programs include historical, social and cultural education. Already scheduled are a lecture and documentary film presentation on the contributions of Harriett Tubman to our country as well as an evening at the Wells'built Museum in Parramore, with a presentation by UCF Director of Jazz Studies Jeff Rupert. The Flying Horse Big Band will entertain with music from Black jazz legends who performed at the South Street Casino and stayed at the Wells'Built Hotel.

HAPCO Music Foundation Joseph Patrick McMullen, Chairman info@hapcopromo.org | 800.409.6133 HAPCOpromo.org





- See the Sound | Mickey Smith, Jr. | Madison Middle School, Miami Performance & Improv | Jeff Rupert | Evans High School, Orlando
- Ron Carter Trio | Oakland. Guitarist Russell Malone and pianist Donald Vega with Tuskegee Airman Lt Daniel Keel. Saxophonist Najee with Ron Carter (2022)











◆ US debut of Spanish pianist Guillermo Hernández Barrocal | Oakland

HAPCO MUSICYOUTHARTS

RECENT EVENTS

Joseph Patrick McMullen info@hapcopromo.org | 800.409.6133 HAPCOpromo.org **HAPCO Music Foundation** Florida | Texas | Georgia



Latin GRAMMY nominated pianist Martin Bejerano #CubanAmerican Trio, drummer Ludwig Afonso, bassist Edward Pérez | Oakland ▼ Ocoee Mayor Rusty Johnson, HAPCO 2023 Ambassador of the Year and Joseph McMullen. Ocoee Jazz Fest 2023, UCF Flying Horse Big Band, directed by Jeff Rupert. Student with Wycliffe Gordon, HAPCO Booth, Florida Music Educators Assn. Original Florida Highwaymen painter R.L. Lewis Jr. and Joseph McMullen, Florida League of Cities Annual Conference 2023, Orlando.



- Scott Wilson Quartet | Oakland
- LeNard Rutledge & Friends | Miami

HAPCO MUSICYOUTHARTS RECENT EVENTS

Joseph Patrick McMullen info@hapcopromo.org | 800.409.6133 HAPCOpromo.org **HAPCO Music Foundation** Florida | Texas | Georgia



from industry professionals. We are building futures through music, culinary and arts education in Florida, Georgia and Texas. We showcase our partners and share HAPCO's story via media, print and digital channels. Thank you for your support!

Partnerships	25K	15K	10K	7.5K	5K	2.5K
"Presented by" status						
• Event	\checkmark					
 Education Program 		\checkmark				
Event on-site promotion	✓	✓	✓			
VIP community events	✓	✓	✓	✓		
Logo inclusion, brand and event collateral/promotions	✓	✓	√	✓	✓	
Name inclusion, brand collateral						✓
Tickets, Wine & Dine	12	10	8	6	4	2

In middle school, James Adkins wanted to be a drummer. He had a great ear but did not know how to read music. He joined his school band and began learning how to be a complete percussionist. To excel, he knew he needed a drum kit at home so he could become a better player with practices while not in school, but he could not afford it.

James Adkins, Bob James, Michael Palazzolo

HAPCO gifted the 13-year-old with his first drums in 2014. In 2022, he sent us the ad for a show by multi-Grammy® winner and jazz legend Bob James. James was the drummer for the Bob James Trio at this show in Japan, as part of a world tour. He's known for his "boundary-pushing, eclectic style."

Our Community Partnership

company	\$
contact	phone
address	
email	website

Payment | check, to HAPCO Music Foundation | credit card, at hapcopromo.org

A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE (800-435-7352) WITHIN THE STATE. REGISTRATION DOES NOT IMPLY ENDORSEMENT, APPROVAL, OR RECOMMENDATION BY THE STATE. REGISTRATION #CH13323.

