



HAPCO MUSICYOUTHARTS

Our students show through their work the beauty of the spirit of unity and the power of music and the arts.

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 free of charge and are designed to empower growth and development in creative fields. Through our Kenneth R. Tolbert Scholarship Fund, we award scholarships to disadvantaged students.

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.

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

OVER 75%
MINORITIES

LESS THAN
\$32,150
ANNUAL HOUSEHOLD INCOME
(US POVERTY LEVEL, FAMILY OF 4)

\$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

\$32,150	2025 US Federal Poverty Level, annual household income, family of 4
\$41,800	High school
\$66,600	Bachelor's degree
\$80,200	Master's or higher degree

A bachelor's degree increases an individual's potential earnings by 59%. 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.

46% households below the ALICE threshold.

Orange, Seminole and Osceola Counties²

113,666	Poverty level or below
185,861	ALICE, unable to afford basic needs
299,527	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 US Census Bureau, census.gov ² 2024 ALICE Report produced by United for ALICE, United Way ³ US Dept of Education, nces.ed.gov, May 2024

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.

Florida Classic Weekend Kickoff

Friday, Nov 21 | 8-10 pm

Blue Bamboo Center for the Arts

460 E New England Ave, Winter Park, FL

\$25 General Admission

\$35 VIP Priority Seating

It's big band energy from **Josephine Swing**, blending traditional sounds and innovative approaches. Spotighting the talents of alum from the Orlando Youth Chamber Ensembles, the big band livens the soundscape with signature swing sounds. Santiago J. Parra-Romero, band director.



Florida Music Education Association's Annual Conference

Music Education for Collective Impact

Jan 14-17, 2026 | Tampa Convention Center

We will join 10,000+ music students, educators and administrators for a weekend of learning, concerts and All-State Ensemble performances.

HAPCO Winter Jazz Clinic

Sat, Jan 24, 2026

9:30 am - 3:30 pm

Ocoee High School | 1925 Ocoee Crown Point Pky

Lead Clinician Jeff Rupert, UCF director of jazz studies, and other educators will help middle and high school jazz band students and directors take their music to the next level. Free. Includes band performance critiques, instrument breakout sessions, master classes, college insights and lunch.



International Jazz Day

2 Show Celebration Ocoee & Apopka

HAPCO Jazz Fest Ocoee

Wine & Dine for the Arts

Fri, Mar 20 | 6-10 pm

Ocoee Lakeshore Center | 125 N Lakeshore Dr

Free General Seating

Wine & Dine Tickets \$60 thru 01.31.26; \$75 after

Ocoee will be lively with the high energy sounds of bebop, funk and swing from **Scott Wilson & the UF Jazz All Stars**.

Free outdoor concert presented by HAPCO and the City of Ocoee. Musician, composer, producer and educator Scott Wilson is a powerhouse performer on piano, trumpet and the Electronic Valve Instrument. He is the UF director of jazz studies.

Wine & Dine for the Arts: Classics from land and sea with a Caribbean flair by Sage's Kitchen with amazing wines from West Orange Creamery.



HAPCO Jazz Fest Apopka

April, TBA

Apopka Amphitheater | 3710 Jason Dweley Parkway

HAPCO and Steglich Ross & Associates Production

City of Apopka Saturday Sounds Series

Free General Admission

VIP \$75 first 500 tickets or Dec 3 early bird rate ends

\$100 After Dec 3 | \$150 Onsite

It's going to be EPIC! Big day of jazz, sounds from musicians, local shining stars and international sensations.



EVENTS 25/26

HAPCO

MUSIC YOUTH ARTS

HAPCO HEALTH

Thurs, Sep 25 | 9-11 am

Master Chef Class

NAF Academy of Culinary Arts at Miami Central Senior High School

Chef Darren Thompson,

Guest Chef of the Month

Chef Yolanda Washington,

Miami Central Senior High School

Chefs share techniques, nutrition and entrepreneurial experiences.



Through HAPCO LIVE, community businesses and organizations hire our musicians to perform at their events. This partnership gives our musicians valuable performance experience alongside great community connections. Since the program began, our musicians have earned over \$50,000 collectively, helping many young people fund their university studies or pursue their pro career.

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HAPCO Music Foundation | Florida | Texas | Georgia



HAPCO

MASTER CLASSES

MUSIC

HAPCO Clinicians, industry pros and university-level educators, teach free master classes for middle and high school band students. Content is developed in coordination with school band directors, ensuring alignment with each band program's ongoing curriculum.

Master classes provide students with hands-on learning in technique, improvisation, live performance, entrepreneurship, home studio skills, college preparation, and music-related careers. Beyond the classroom, students have the opportunity to grow their network of peers and mentors while sharpening the skills that can open doors to music scholarships and future academic opportunities.

Music education offers young people far more than technical ability on an instrument. It cultivates discipline, creativity, confidence, and collaboration – skills that benefit them both in and out of the classroom.



Jeff Rupert
Director of Jazz Studies
University of Central Florida



Brandon Robertson
Director of Jazz Studies
Florida Gulf Coast University



Dr. Nathan Mitchell
Contemporary Smooth
Jazz Artist, Composer &
Producer



Scott Wilson
Director of Jazz Studies
University of Florida



Michele Fernández
Conductor, Composer &
Performer



Giampietro Trifonov
Piano Instructor, Concert
Pianist & Entrepreneur



LeNard Rutledge
Vocalist & Musician



Wycliffe Gordon
Trombonist



Dr. Zach Bartholomew
Pianist, Composer & Music
Educator
Florida Memorial University



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



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



Joël C. Johnson
Associate Professor of
Music Industry & Modern
Guitar/Bass Studies
Albany State University



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



Dr. Alexander Pershounin
Asst Professor of Bass
University of Florida



Dr. Julian E. White
Retired Director of Bands
& Music Dept. Chair
FAMU



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



Brian Hall
Associate Professor of Music
Florida A&M University



Dr. Shelby Chipman
Professor of Music &
Director of Bands, FAMU



Healing Communities, Strengthening Futures

HAPCO Health provides education and services for residents of underserved neighborhoods. Our programs combine evidence-based traditional, lifestyle and functional medicine approaches to help people take control of their health.

We focus on long-term preventive strategies that improve how people feel and function every day, reducing chronic disease, improving nutrition and increasing overall resilience for families, especially those living in poverty.

Our programs serve all ages, supporting parents, caregivers and children. By removing health-related barriers, we help individuals improve their healthspans.

- Health education including nutrition, physical activity, stress management, sleep, risky substance avoidance and social connection
- Nutrition and cooking classes
- Creative “prescriptions” of nature, music, art and self-expression

Our goal is simple: build healthier communities by helping people prevent illness, make informed choices and thrive — for life.



Dr. Charlie Ware's practice includes functional medicine, herbal therapeutics, acupuncture and epigenetics. He is a leading holistic doctor in sickle cell disease, natural pain management and other chronic diseases. He is a Board Certified Diplomat of Oriental Medicine, a licensed Acupuncture Physician and a certified Epigenetic Coach.



Chef Sage provides free nutrition education and cooking classes to adults and seniors in underserved communities. Sage's Kitchen has created incredible cuisine for NFL and NBA athletes and businesses including Disney World.



Chef Darren Thompson's culinary philosophy revolves around the belief that food should be both delicious and a celebration of culture and community. His passion for sourcing local and sustainable ingredients shines through in every dish he creates.

The Power of Music

Music has a powerful effect on the brain, activating areas involved in thinking, movement, sensation and emotion. Whether listening or performing, music can support both physical and mental health. Research shows music can improve mood, reduce stress and depression, boost cognitive performance and even enhance movement, mobility and balance.

The Power of Nature

Spending time in nature can lower stress, improve mood, and reduce the risk of depression and anxiety. It also supports physical health by lowering blood pressure, heart rate and cortisol levels. Regular exposure to natural outdoor environments has been shown to improve overall health by up to 92% — and mental health by as much as 98%.

Life Expectancy

US adults in the top 1% of income live significantly longer than those in the bottom 1% — by 14.6 years for men and 10.1 years for women.

Chronic Disease

Many chronic conditions are influenced by modifiable lifestyle factors including alcohol/tobacco use, physical inactivity and poor nutrition. Common chronic diseases include cardiovascular diseases, cancer, diabetes, high blood pressure, obesity, sleep apnea, arthritis and nonalcoholic fatty liver disease (NAFLD).

Food Insecurity

In 2023, 13.5% of US households faced food insecurity. Limited access to nutritious, affordable food increases the risk of chronic disease.



HOW YOU CAN HELP

Connect. Engage. Amplify.

For 25 years, HAPCO has created opportunities for growth for young people working to improve their futures. The nonprofit also produces educational and community-building events and classes. Your support fuels our educational programs that:

- help students improve their musical, culinary and artistic talents, boosting their ability to obtain college scholarships
- provide easy-to-understand info to adults and seniors on health and lifestyle

Connect | [HAPCOpromo.org](https://hapcopromo.org)

HAPCO online: concerts and events, info, email opt-in, social media links

Amplify Our Buzz

On social media, follow, share, like, comment and tag us. #HAPCOMusic

Join Us at our community concert and events

Donate Instruments

HAPCO refurbishes unwanted or damaged instruments. We provide instruments to student musicians who cannot afford their own and donate them to community groups. To donate, contact us.

Round Up

A little change adds up! Select HAPCO as your preferred charity and donate spare change by automatically rounding up your [Walmart.com](https://www.walmart.com) orders to the nearest dollar at checkout.

Individual Patron Support

One-Time Donations: Any amount, always appreciated!

Recurring Monthly Donations: Any amount, pause/cancel at any time

Optional inclusion in online Patron recognition:

- **Swing Players:** \$10/month recurring or \$120/annual donation
- **Groove Ensemble:** \$25/month recurring or \$300/annual donation
- **Jam All-Stars:** \$50/month recurring or \$600/annual donation

Community Partners

Individual or business annual partnerships.

Benefits available on separate page or online.



[HAPCOpromo.org](https://hapcopromo.org)



@HAPCOMusic



@Joseph Patrick McMullen



2025/26 COMMUNITY PARTNERSHIPS

Building Better Communities, Together

For 25 years, HAPCO has amplified individual opportunity and emphasized local interaction through the power of music, the arts and health. Partner benefits make your business part of our mission, presenting your brand as a community-building leader. Thank you for being part of our story.

New this year! Jazzed up partner benefits, giving you higher visibility and increased engagement. As always, if you have an idea for a class, event or promotion, let Joseph P. McMullen know: give him a call or drop him an email. Our programs thrive on innovative and creative ways to help people.

See next page for partnership level benefits.

Jazz Fest Presenting Partnerships for our Spring 2026 Jazz Fests in Ocoee and Apopka. You receive high brand engagement at our two largest annual events, plus all annual benefits. 4 available. \$25,000. See second page for details.

Education Presenters

Music education at middle and high schools. Seniors/adult health education at community events and facilities. Classes are typically 30-75 students.

- Music Master Classes
- Jazz Clinic Ocoee
- HAPCO Health Classes

The HAPpy Beat

Co-branded Community Concerts

Presenting status for HAPCO community free music concerts by student musicians at local events and facilities serving disadvantaged people, including seniors facilities and community centers. Happy music to make people smile.

Team Engagement

Sound Bites

At your special company event, adding sizzle

At your offices, adding team kudos and pep

- Student musician performance, grazing tapas for up to 50 people
- Beverage options: mocktails, artisanal coffees/teas, juices and water.
- Alcoholic beverages and service available (fee-based).

Life Bites

HAPCO Health edutainment for your team at your business. Food and beverage available. Options include:

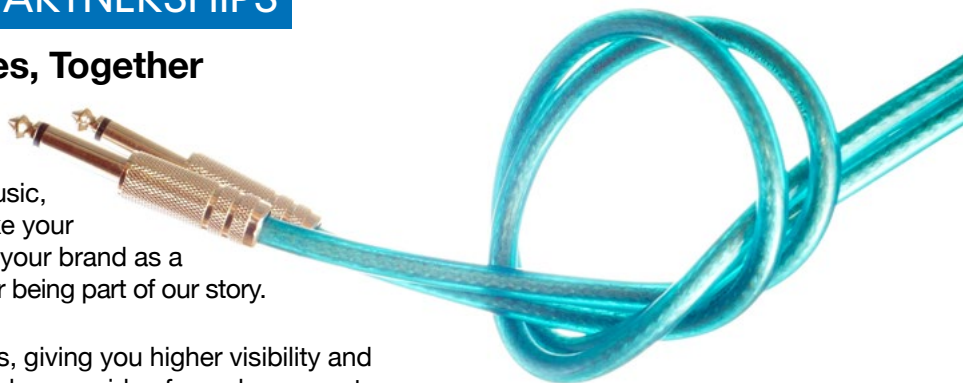
- Chef cooking demo (dinner in 20, gourmet on a budget, old school dinner party, casual on the patio, etc.)
- Fast-paced, fact-filled and fun Doc Chats. Specific health topics, lifestyle best practices, healthy aging, condition deep dives, etc.)
- Drum circles or painting for stress relief

Community Partner benefits are annual, beginning with partnership payment.

Payment | hapcopromo.org | Checks (to HAPCO Music Foundation):

complete online partner form and mail check to
HAPCO, PO Box 78481, Winter Garden, FL 34778

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.



1

EDUCATION

Students improve their talents, helping them to fund their college education or to pursue pro careers.

Community adults learn about healthy lifestyle and combatting chronic disease.

2

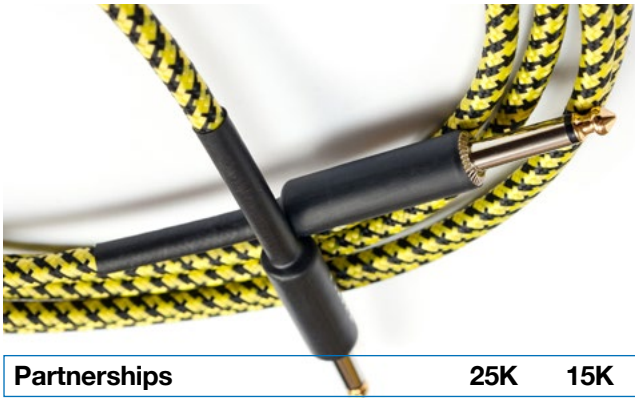
COMMUNITY

Free concerts that unite locals.



HAPCO
MUSICYOUTHARTS

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2025/26 COMMUNITY PARTNERSHIPS

BENEFITS OVERVIEW

Partnerships	25K	15K	10K	5K	2.5K
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EVENTS

Tickets, Jazz Fests

Ocoee & Apopka, each	12	8	6	4	2
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The HAPpy Beat community concert	✓	✓	✓		
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Education Presenter status

(Up to 4 each, non-competes)

Jazz Clinic Ocoee	RESERVED				
Music or Health Master Class	6	4	3	2	1

TEAM

Sound Bites show	✓				
Life Bites class	✓	✓			
Event volunteer opportunities	✓	✓	✓	✓	✓

ENGAGEMENT / BRANDING

Stage show speaker/presenter	✓				
Media interview participation	✓				
Spotlight story: concert	✓				
Video Podcast Feature	✓	✓			
Concert booth/takeaways	✓	✓			
Class speaker on business	✓	✓	✓		
Website feature, video + backlinks	✓	✓	✓		
Spotlight story: email/social	✓	✓	✓	✓	
Social & Email: posts, shares, tags	✓	✓	✓	✓	✓
Logo: On-site events	✓	✓	✓		
Logo: brand collateral	✓	✓	✓	✓	
Logo: website with backlink	✓	✓	✓	✓	✓



International Jazz Day



Jazz Fest Presenting Partners

\$25,000

4 available, 2 each at Jazz Fest

Ocoee and Jazz Fest Apopka

(industry non-competes).

Free concerts with top student and pro musicians

- Jazz Fest Ocoee, March 20, includes annual Wine & Dine
- Jazz Fest Apopka, April TBD, includes VIP tickets with food, beverage and reserved seating

VIP Backstage Access Passes

Included with comp tickets, both shows: Exclusive show mixer with event featured musicians and attending dignitaries

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