



25 YEARS

HAPCO

MUSIC YOUTH 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
42,000+
 YOUNG PEOPLE
 EDUCATED AND INSPIRED

OVER 75%
 MINORITIES

LIVING BELOW
POVERTY LEVEL

\$150,000+
 PAID LIVE PERFORMANCES

\$112,000
 COMMUNITY CITIZENS
 ENTERTAINED AND UNITED



Ocoee Mayor
 Rusty Johnson



HAPCO | 25 YEARS

MUSIC YOUTH ARTS

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

Poverty & Education Level Average Potential Annual Incomes¹

\$33,000	2026 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

HAPCO Music Foundation

Joseph P McMullen | info@hapcopromo.org | 800.409.6133 | HAPCOpromo.org



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.

Master Chef Class

Wed, May 27 | 3-4:30 pm

Chef "Big Country" Courtney Lanier will be the Guest Chef of the Month for Healthy West Orange's cooking series. He will be showing children ages 6-12 fun ways to create tasty, affordable and healthy foods.

Miami Football Weekend Jazz Night

Sat, Sep 5, 8-10 pm

Red Phone Booth | 1010 Brickell Ave | Suite 105 Miami. Football. Food. Cocktails. Cigars. Live Jazz. Experience 1920s speakeasy elegance and mystery at Red Phone Booth Brickell with the HAPCO family, kicking off a weekend of football fun. Music from Luigi Arredondo.



Photo by Brandon Albright / SnowDesertProductions.com



GERALD ALBRIGHT
Preston Rupert Quartet
Ocoee High School Jazz Band

HAPCO Jazz Fest Ocoee 2027

Fri, Mar 19, 2027 | 6-10 pm

Ocoee Lakeshore Center | 125 N Lakeshore Dr

Free General Seating

VIP Tickets: Wine & Dine, Reserved concert seating.

\$60 thru 06.30; \$75 after

Gerald Albright | Preston Rupert Quartet

Ocoee High School Jazz Band

Food trucks and marketplace. Hotel preferred rates.

Presented by HAPCO and the City of Ocoee.



HAPCO Sessions

Fri, Oct 2 | 7 pm

Orlando

A night of music past, present and future.

Celebrating 25 years.

Live jazz. Light bites. Dancing. Laughter.

HAPCO presents

International Jazz Day Apopka

Sat, Apr 18 | 5-8 pm | Free Show

Apopka Amphitheater

3710 Jason Dwelley Parkway | Apopka, FL

City of Apopka Saturday Sounds Series



International Jazz Day

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EVENTS 2026

HAPCO | 25 YEARS

MUSIC YOUTH ARTS

ONGOING

HAPCO LIVE: Public performances by HAPCO musicians.

JAZZ MASTER CLASSES

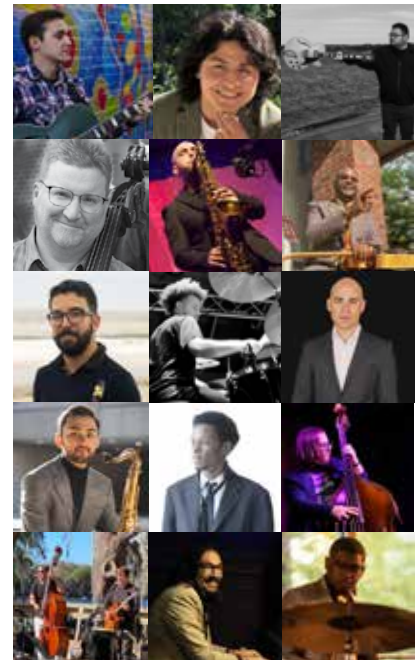
Industry pro in-depth education for students and educators.

CULINARY ARTS

Student programs. Free nutrition and cooking classes for seniors.



A little change can spark big changes in the lives of the young musicians and artists we serve. When shopping on Walmart.com, round up your change on your total and donate it to HAPCO. Just select HAPCO as your preferred charity through their SparkGood program.



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 \$150,000 collectively, helping many young people fund their university studies or pursue their pro career.

Photo by Brandon Albright / SnowDesertProductions.com



GERALD ALBRIGHT

Preston Rupert Quartet

Ocoee High School
Jazz Band

Friday
March 19
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Ocoee Lakeshore Center
125 N Lakeshore Dr

Free General Seating

VIP Experience
Wine & Dine
Concert seating w wine service
\$60 thru 06.30; \$75 after

Food trucks and marketplace.
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Presented by
HAPCO and the City of Ocoee.

HAPCOpromo.org



HAPCO
JAZZ
FEST
2027





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



Schelvin Robinson
Graduate TA
Florida State University



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





HAPCO HEALTH

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.



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Creative Rx

Music, nature and socialization all support physical and mental health. They

- Improve mood,
- Reduce stress and depression
- Boost cognitive performance
- Strengthen the immune system
- Improve heart health
- Lower the risk of chronic diseases including dementia, stroke and cancer

The Power of Music

Whether listening or performing, music has a powerful effect on the brain, activating areas involved in thinking, movement, sensation and emotion. Music can improve and even enhance movement, mobility and balance.

The Power of Nature

Spending time in nature lowers 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%.

The Power of Socialization

Socializing reduces the risk of premature death by up to 29%. It can also lead to better lifestyle habits and improved sleep, all contributing to a longer, healthier life.

Presenting Partner





Focus on Lifestyle and Nutrition for All Ages

HAPCO Health educators use the goal of long-term good health as the foundation of their classes for all ages. They focus on the management and prevention of chronic disease through lifestyle behaviors and nutrition, taking into account family lifestyle, culture and community.

Educators emphasize food cultures that are familiar, relevant and accessible to our students. They show students basic cooking techniques for budget-friendly and nutritious meals that taste great. With culinary arts students, they dive deeper into career choices and entrepreneurship.



A holistic doctor, **Dr. Charlie Ware** practices functional medicine, acupuncture, herbal therapeutics and epigenetics. 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.



Ashley Carter, RD, LDN, is co-founder of Eat Well Exchange, a nonprofit that works to end the generational cycle of negative health outcomes in low-income communities through nutrition education. She is a Registered Dietitian Nutritionist.



Through Big Country's Kitchen, **Chef Courtney Lanier** delivers farm-to-table flavor that blends Southern comfort with international flair. He's dedicated to mentoring youth, inspiring them to make choices that shape a brighter future.

Presenting Partner



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HAPCO HEALTH

HEALTHSPAN

Why Maximizing Health Every Day Matters

Chronic Disease

Chronic health conditions last over a year, require ongoing medical attention and/or limit daily activities. They often result from a combination of genetic, physiological, environmental and behavioral factors. They typically begin slowly and develop gradually over time. Some can be managed, but not cured, with medication.

Many chronic conditions are influenced by modifiable lifestyle risk factors — alcohol and 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).

Chronic Inflammation

Chronic inflammation increases the risk for developing chronic diseases including cancer, heart disease, Type 2 diabetes and kidney disease.

Individuals living with both chronic inflammation and poverty had a 127% increased risk for dying from heart disease and a 196% increased risk for dying from cancer. People living with chronic inflammation or poverty, but not both factors, had about a 50% increase in mortality risk over the same period.

HAPCOpromo.org

Obesity & Chronic Disease

US Adults

40.3% are obese

71.6% are overweight or obese

Extreme obesity contributes to chronic diseases, decreasing lifespan by an average of 14 years

Obese Adults

58% have high blood pressure

23% have diabetes

Diabetes

11.6%

38.4 million Americans have diabetes

- 90-95% have type 2 diabetes
- 1.2 million new diagnoses every year

Prediabetes

38%

97.6 million US adults

32.7%

8.4 million US children, 12-17 years old

2026 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.



See next page for partnership level benefits.

Community Concerts

Receive high brand engagement at our two largest annual events in Ocoee and Apopka, plus all annual benefits.

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 shows
Presenting status for HAPCO community free music shows 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 Student musicians performing live, adding sizzle to your special event or pep to your office celebration.

Life Bites HAPCO Health edutainment for your team at your business. Options:

- Chef cooking demo
- Fast-paced, fact-filled and fun Doc Chats



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.



Photo by Brandon Albright / SnowDesertProductions.com

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

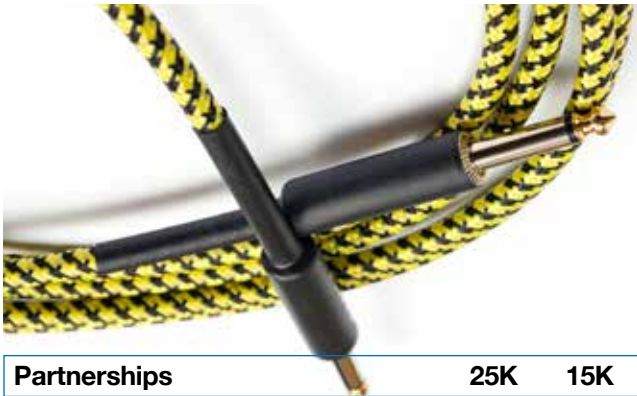
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2026 COMMUNITY PARTNERSHIPS

BENEFITS OVERVIEW



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

Jazz Fest Ocoee

VIP tickets (inc. Wine & Dine)	12	8	6	4	2
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VIP table	✓	✓			
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Presenting Partner status option	✓	✓			
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International Jazz Day Apopka

Presenting Partner status option	✓	✓			
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The HAPpy Beat community show	✓	✓	✓		
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Education Presenter status

(Up to 4 each, non-competes)

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

Sound Bites show	✓				
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Life Bites class	✓	✓			
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Event volunteer opportunities	✓	✓	✓	✓	✓
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ENGAGEMENT / BRANDING

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

Gerald Albright
Preston Rupert Quartet
Ocoee High School Jazz Band
Friday, March 19 6-10 pm
 Ocoee Lakeshore Center



International Jazz Day

HAPCO presents
International Jazz Day 2027
Apopka
 Musicians TBA
Saturday, April (TBA) 5-8 pm
 Apopka Amphitheater



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