



**CANALES
PROJECT**
CREATING CONNECTIONS
THROUGH CULTURE

2020 ANNUAL REPORT

January 1 - December 31, 2020

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MESSAGE FROM THE FOUNDER AND DIRECTOR

In 2020, as the world came together to face the devastating effects of COVID-19, we at TCP have used this time to examine how we can utilize the power of the arts to help uplift and inspire in this challenging time.

*With this in mind, we have shifted our programming toward creating **virtual content** that allows our projects and artists to **connect with new, global audiences**. We have also focused on **educational programming** through our **V-Pals initiative** which allows us to **connect children in four continents**. Finally, we have sought to address the social tensions around issue of race and identity by hosting **conversations that address these issues through the lens of culture**.*

This has not been an easy year, but I am hopeful that much can be learned from the challenges we have faced together to create a brighter future. We are immensely thankful to our supporters and friends, and we look forward to new possibilities in 2021!




CARLA D.
CANALES

Vision

To give voice to issues of identity and culture through music and conversation



Mission

Through partnerships worldwide, TCP employs artist-advocates to enhance messages and concepts relevant to social change

ADAPTING TO COVID-19

Creating virtual content & recordings that allows our projects and artists to connect with new, global audiences



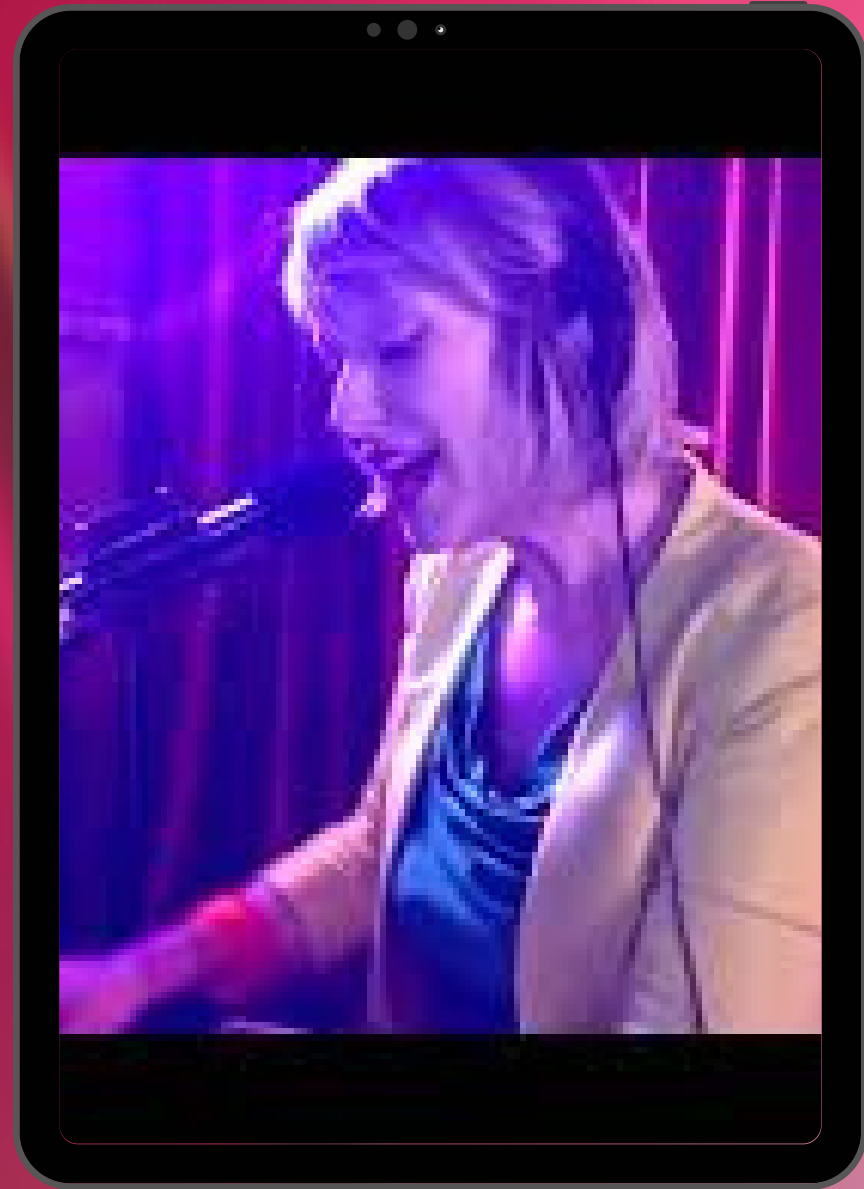
Advocacy



Cultural Exchange



Education



Performance

February 2: El Sistema USA Symposium



Over 200 attendees from around the country joined the 2020 El Sistema USA National Symposium & Seminario in Durham, NC, featuring TCP founder/director Carla Canales as the keynote speaker. The session closed with a performance of "Hear Our Song" - the theme song for our gender equality advocacy project, Hear Her Song. The work was specifically arranged for the 80 students from the Mid-Atlantic & Southeast region.

March 27: Hear Her Song on Joe's Pub Live

In response to the pandemic-induced theatre closures in New York, Joe's Pub at The Public Theater launched a series of free-streaming concerts featuring performances of songs from Hear Her Song.



July 1 - 31: Arts Envoy Program with U.S. Embassy in Honduras



Originally created for a program hosted by the U.S. Embassy in Honduras in July 2020, called "Campo de Valores," through which Carla Canales served as an Arts Envoy for the U.S. Department of State. The program sought to teach the participants about the following values: citizenship, diligence, kindness, and integrity, and the songs were written by Joshua Boronkay and translated into Spanish by Carla Canales.

October 31: UCLA Tune-In Festival

Tune In is a four-day convening of artists, bands, ensembles and soloists performing together in a grand gesture of cross-cultural solidarity that shares the time-honored tradition of music and poetry as a wellspring of resilience, resistance and inspiration. Every generation and era that ushers forth major change has an anthem or verse that call people to stand up. The Tune In Festival was chock full of song lines and rhymes from some of our most revered voices who speak from the rousing perspective of activating truth.

November 14: Alexandria Office of the Arts

"Arts at Home"

TCP founder/director Carla Canales and pianist Manuel Bagorro perform selections from Hear Her Song, presented as part of Alexandria Office of the Arts "Arts at Home" series





PROJECT DEVELOPMENTS: HEAR HER SONG

Launched in response to the rise of the #metoo movement in 2017, [Hear Her Song](#) honors [distinguished female leaders](#) through [new songs](#) written by female composers and songwriters [across the globe](#). Each artist connects with an honoree, and then uses her words and stories directly to create a song amplifying [messages of women's leadership and challenges they face in contemporary culture](#). It is both a musical [commemoration of women's achievements](#), and a [call to action](#) to advocate for gender equality.

In 2020, we embarked on producing Hear Her Song's [album debut](#) set to launch on March 2021, aligning with Women's History Month. This album represents our [continuation to further promote advocacy efforts](#) for gender equality, allowing for women's leadership and musicianship to be heard at the [highest possible platforms](#).



+40
Songs
Commissioned

+38
Leaders
Honored

+65
Artists
Employed

+10
Partner
Organizations

+11
Countries
Involved

HEAR HER SONG PARTNERS



MAESTRA



Artist-Advocacy



“There's multiplicities in all of us, and being an artist is a big part of it, it's expressing those through your art form...and not feel that you have to perform whatever version of Latinidad you think others might want.”



Arts Envoy Program

PROJECT DEVELOPMENTS: V-PALS

Video-Pals (V-Pals) is a virtual pen pal program that connects youth from around the world with musical instruction, insight and stories from professional musicians. Through a digital space, students received free and exemplary insight into musical training and cultural education. Celebrating its first year of operation, V-Pals was an adept program as the pandemic threw the world into the virtual landscape.

This year, we included an Artist Advocacy series featuring diverse artists in commemoration of monthly cultural heritage observances including Hispanic Heritage Month, Disability Employment Awareness Month, Native American Heritage Month and more.

We also participated in the U.S. Embassy in Honduras' program "Campo de Valores" through which Founder Carla Canales served as an Arts Envoy for the U.S. Department of State. The program sought to teach the participants about the following values: citizenship, diligence, kindness, and integrity, and the songs were written by Joshua Boronkay and translated into Spanish by Carla Canales.

V-PALS PARTNERS



Afghan Institute of Learning



Nyaka - Uganda



Lake Forest Elementary.



U.S. Embassy in Honduras



Yidzat il kay Choir - Yucatán, Mexico

BOARD OF DIRECTORS

- *Carla Dirlikov Canales, Founder/Director*
- *David Rothkopf, CEO, The Rothkopf Group*
- *Burton Goldstein, CPA*
- *Fabian Koss, Co-Founder of KC Social Impact Lab*
- *Deborah Kattler Kupetz, Indépendant Consultant/Event Planner*
- *Gina Lazaro, Chief Marketing Officer*

ADVISORY BOARD

- *Alexander Bernstein, President, Bernstein Family Foundation*
- *Dr. Sarah Browne, Head of the School of Performing Arts, University of Wolverhampton*
- *Nora Halpern, Vice President of Leadership Alliances, Americans for the Arts*
- *Kerry Adams-Hapner, Director of Cultural Affairs & Deputy Director of Economic Development, City of San José*
- *Vijay Gupta, Los Angeles Philharmonic and Founder, Street Symphony*
- *Robert L. Lynch, President and CEO, Americans for the Arts*
- *Janice Maffei, Writer/Owner, VisionFirst*
- *Elaine Martone, Grammy-winning Producer*
- *Wende Persons, NYU Faculty, Arts Marketing*
- *Stanford Thompson, Founder and Executive Director, Play on Philly!*
- *Georgia Stitt, Composer/Conductor and Founder, Maestra Music*
- *Gaynor Strachan Chun, Independent Arts Consultant*

WHERE WE'RE HEADED

We remain committed to advancing advocacy efforts for various social issues and cultural education. In 2021, we are excited to develop both new and existing initiatives addressing issues to cultural identity and social change

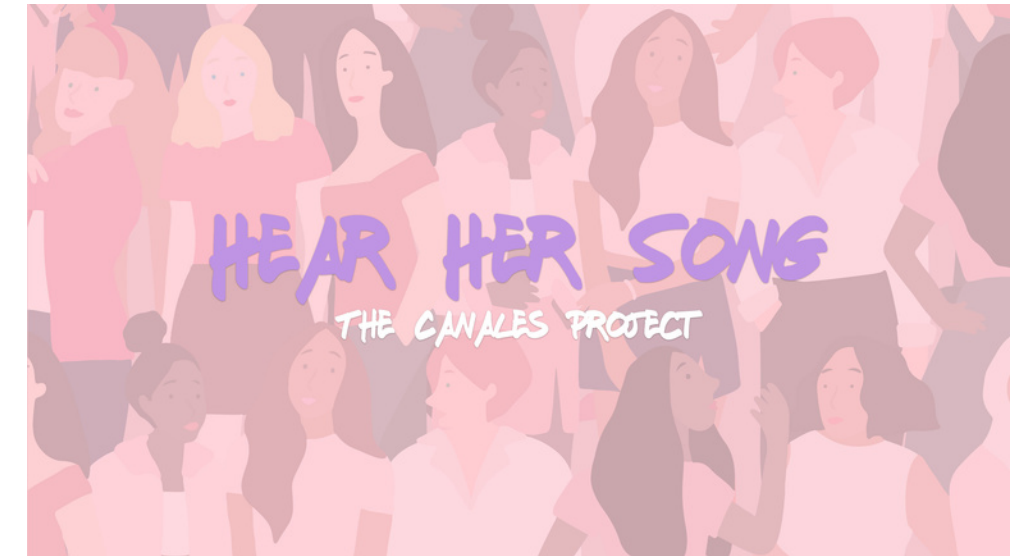
The Future of Cultural Diplomacy



Launched in 2021, co-sponsored by [The Future of Diplomacy at the Harvard Kennedy School](#), the [Future of Cultural Diplomacy](#) is a new seminar series that seeks to address an important yet often overlooked angle of culture in policy and diplomacy. This series was conceptualized by Founder Carla Canales as a current [Fellow at Harvard University's Advanced Leadership Initiative](#).

Hear Her Song Album Debut & Future Round

On March 26th 2021, TCP will proudly launch [Hear Her Song's album debut](#) featuring composers and honorees from Australia, Bangladesh, China, India, Nigeria, South Korea, South Sudan, United Kingdom, United States, Vietnam and Zimbabwe. We are also excited to develop a new round of [Hear Her Song](#) featuring new honorees and composers to be published in 2022.



Grant from the National Endowment for the Arts in Partnership with El Sistema USA®



We are delighted to share that TCP has been selected by the [National Endowment for the Arts](#) for a \$15,000 Grants for Arts Project award to support a collaborative project in partnership with [El Sistema USA®](#)! This project will commission composers from our Hear Her Song initiative to arrange their songs for ESUSA-affiliate youth orchestra, bands and choirs.





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*Giving voice to issues of identity and culture
through music and conversation*

