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## Our Purpose

We believe all young people are innately gifted and through creativity we connect with disconnected youth, empowering them to discover their own potential and thrive in our communities.

Crescendo believes in disrupting the negative loop that sees young people as a problem to be fixed. Instead of looking for what is wrong, we look for what is right. By partnering with some of our most successful professional creatives, we find and build on the gifts and talents of every single young person who enters our program.



## **Our Mission**

CRESCENDO TRUST OF AOTEAROA: To engage rangatahi through creativity, creating healthy and positive futures in our communities.

CRESCENDO STUDIO: To create exceptional music and sound design projects while empowering rangatahi through vocational pathways.

## **Our Vision**

To empower all young people to have the self-confidence and ownership to carve their own meaningful pathway in the world.

Crescendo believes that all rangatahi have the self-confidence and agency to carve their own meaningful path in the world. We go on the journey with rangatahi to empower them to navigate their own waka.



# Message from our CEO

Five years ago we set an ambitious goal to secure our own premises. A place that youth could call their own, where they'd have purpose-built space to learn, grow, connect with themselves, their peers and find connections to a meaningful future. I'm so proud to say that WE DID IT!

In May 2025 we moved into our new Studio in Henderson! We couldn't have done this without the amazing support from our funders and community; a big NGĀ MIHI NUI to all that helped make this happen!

Amidst the disruption of a move, including 8 months in temporary space, the team still managed to deliver programmes and still received outstanding feedback from participants and their supporters.

Crescendo is excited by the opportunity that abounds in our new kainga/home at Te Puna Creative Hub, an initiative by Tātaki Auckland Unlimited and local iwi, Te Kawerau ā Maki. The hub is a shared space with other creative tech organisations, individuals and agencies. This partnership allows our creative youth to explore more facets of their creativity, to be inspired by the businesses and enterprises around them and to support their network building, work experience and future pathways.

With the move done, we are now focused on supporting more youth into further education, creative careers and employment pathways. We can't do this alone. Look how far we've gone together! We need your support to achieve our next ambitious goal: to disrupt the current creative industry by promoting and supporting even more marginalised voices into creative futures.

Ngā manaakitanga,

Cat Percy
Crescendo CEO



Cat Percy Crescendo CEO

# Our Kawa/Values

Our kawa, or our values, are what anchor us. They are the constant that define Crescendo and remind us of who and what we are and always want to be.



## Manaakitanga

A fundamental principle of tikanga Māori, manaakitanga is about respecting the mana of others through care, nurturing and fostering positive relationships.

## Whanaungatanga

In this context, whanaungatanga is the state of being or becoming a family unit and speaks to the interconnectedness and sense of belonging that comes with that and there is a big emphasis on building these relationships.





# Āhurutanga

Āhurutanga is the act of providing a safe, supportive and nurturing environment, creating a sense of belonging and security. It links in with both whanaungatanga and manaakitanga in that manaakitanga enables āhurutanga to happen, which in turn creates a safe environment where whanaungatanga is able to take place.

# Message from our Chair

At Crescendo, we've not just weathered the storm — we've turned it into a soundtrack of resilience, creativity and impact. Through economic uncertainty, shifting political landscapes and the ever-competitive funding environment, Crescendo has remained steadfast in our mission: empowering rangatahi through music and creativity.



**Liz Fraser** Crescendo Chair

This year marked a bold new chapter as we moved into our new kainga in Henderson — a vibrant, purpose-built space where young people come first. With more room, better equipment, and a stronger foundation, we're unlocking new commercial opportunities that directly fuel more youth programmes and amplify our impact in the community.

Despite the challenges, we've reached over 115 young people, hosted four powerful events, and deepened our roots across multiple communities. Demand for our services continues to grow — we have a waitlist of eager rangatahi and ongoing requests from agencies wanting to bring our proven mentoring model to their youth.

The message is clear: the need is real and Crescendo is delivering.

But to meet this growing demand, we need your continued support. Whether through funding, partnerships, or in-kind contributions — your generosity powers our purpose. When Crescendo thrives, our youth thrive.

Thank you for standing with us over the past 13 years. Together, let's build a future where every young person has the tools, confidence and creativity to rise — and where strong communities are the chorus behind their success.

Kia ora rawa atu,

Liz Fraser

Crescendo Chair of Board

# Our Challenge

We bring young people together who are passionate about music but are disconnected in other areas of their life. They might be out of school and on the benefit and don't know where to turn.

In fact, we prioritise rangatahi who have fallen through the gaps. Those who are on parole, struggling with mental health, or are neurodiverse and don't know where they fit. These are the young people we are most passionate about reaching.

When rangatahi enter our programmes, many are failing at school, from broken homes, experiencing poverty and even homelessness. Some rangatahi are referred from Youth Justice or Oranga Tamariki, and the vast majority are suffering from identity issues and lacking positive role models.

Crescendo Trust was founded in 2012 by Marcus Powell following the success of his award-winning band Blindspott. The Crescendo team have since mentored over 3,500 rangatahi and supported their pathways into further education, employment or internships.



Marcus Powell
Crescendo Founder

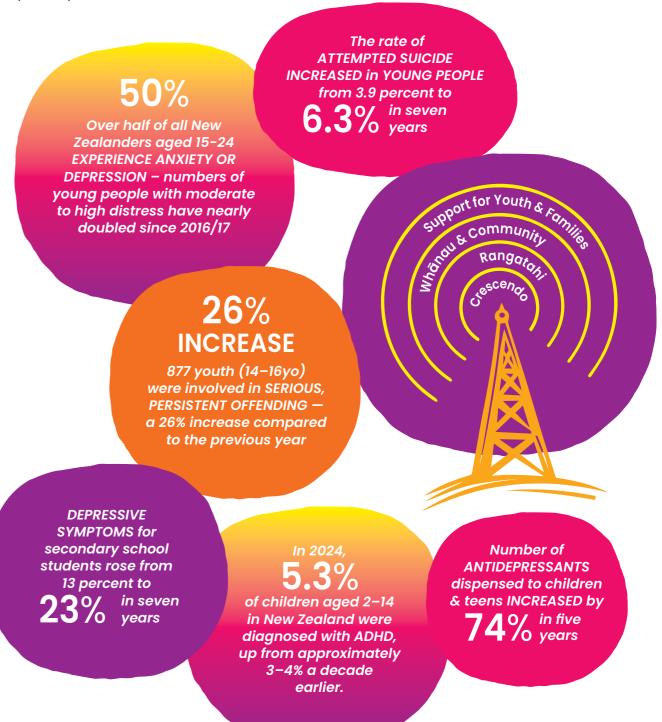
Music is a powerful medium in which we creatively express ourselves as individuals. It is a universal language that binds us all. At Crescendo, we are privileged to be part of a community that recognises this and is available to create pathways for our young people to expand confidently into employment, further training and education. We are in the presence of our future leaders.

Through our free music production and wellbeing programmes, we connect with youth from all walks of life, empowering them to reach their full potential. Our programmes equip students with hands-on skills and industry knowledge in music, audio engineering, songwriting, live sound, and performance, while also focusing on health and wellbeing.

More than skills development, our music mentoring connects rangatahi with creative industry professionals, inspiring them to develop their talents and pursue positive pathways in education, employment and internships.

## The need is greater than ever!

We are proud of the difference we make in the lives of the young people we engage through our programmes. But the rangatahi we reach are just the tip of the iceberg. With anxiety, depression and youth suicide at an all time high, the need is greater than ever, and young people need our help - and your help - more than ever!



# Our Challenge cont.

#### Left behind in the mainstream system.

Unfortunately, Māori and Pasifika youth are disproportionately represented in the negative statistics. With Māori and Pasifika rangatahi representing over 50% of our programme participants, the vast majority of those we serve are being left behind in the mainstream system. Research also shows that the number of young people not in employment or training is on the rise – and once again, Māori and Pasifika youth are hit the hardest by this reality.

By bringing rangatahi together over a shared love of music and providing opportunities for creative expression, we can help turn this reality around. And you can be part of it!

Those aged 15 to 24 years currently have an UNEMPLOYMENT RATE OF 12.4% compared to the national

rate of 4.31

In June 2021,

17.6% of Māori youth

6% of Pasifica youth

were not in NEET, which is almost double the rate of Pākehā (8.8%) and above the national rate of 10.8% <sup>2</sup>

A UK study shows that young men who are NEET are

## 3X MORE LIKELY

to suffer from depression than their peers and that 11% of 16-25 year-olds who had been unemployed said that they had "turned to drugs or alcohol" as a result of their unemployment

82,000

OF YOUTH NOT IN EDUCATION, EMPLOYMENT OR TRAINING (NEET) IN 2024

marking an increase of 12,000 from the previous year

## Our Youth

## Youth are asking for:



## FREE PROGRAMMES

 the accessibility of Crescendo's music programmes is a huge draw card for youth

IN-DEPTH high quality music programmes that show them the ins and outs of the music industry, from marketing and distribution to the construction of a song from scratch

MORE SPACE for more rangatahi!
They experience the positive impacts and want more rangatahi to have the same opportunity

## **PAYMENT / HOURLY RATE**

for their work experience internships so they can stay focused on making this their career and forgo other work opportunities during their internship hours

# Challenges our youth are facing:

**FOOD** - some youth are coming to class hungry

**SICKNESS** - another barrier is physical health especially around flu season

ADDICTION

GANG AFFILIATIONS

SEXUAL VIOLENCE

## **ACCESS TO TRANSPORT**

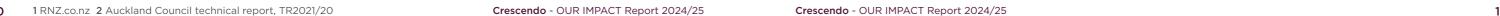
 distance to travel and cost of travel has been a barrier to youth attending our programmes

## MENTAL HEALTH / ANXIETY

We're seeing a rise in presentations of anxiety among youth to the point where anxiety can become a barrier to attending or completing a course

## **NEURODIVERGENCE**

We have a high number of neurodiverse youth accessing our programmes



# Our Impact

With the support of our funders and partners, we make a life-changing impact by engaging rangatahi/young people through sound to inspire creative expression and engagement in goal-setting to help shape brighter futures in our communities. This is made possible through donations from generous Kiwis, philanthropic businesses, corporate sponsors and our social enterprise arm: Crescendo Studio.

## **Our Impact**

OF RANGATAHI have learned NEW SKILLS for the future

**OF RANGATAHI have IMPROVED WELLBEING** 

**OF RANGATAHI** understand and have confidence to CHOOSE **MEANINGFUL CAREER PATHWAYS** 

## **New Life Skills**

COMMUNICATION

**TEAMWORK &** COLLABORATION

**SELF-AWARENESS** & EXPRESSION

**GOAL-SETTING** 

SELF-CARE & WELLBEING

## **Youth Pathways**

of rangatahi PURSUE THEIR CREATIVE PASSIONS

RETURN TO EDUCATION/ finish school

transition to PAID EMPLOYMENT/internship

> transition to ANOTHER CRESCENDO PROGRAMME

# Communities

**PASIFIKA** 

**NEW MIGRANTS** 

NEURODIVERGENT

## Number of Rangatahi reached

#### **MUSIC ACADEMY:**

Te Urunga = 30 Te Ara = 34 One Voice = 14 AIR = 23Internships = 12

CREATIVE ACADEMY (PILOT):

Internships = 4

**TOTAL RANGATAHI REACHED = 117** 

# 13 years in numbers

3,500 Rangatahi served

64,350 Mentoring hours

130 Community gigs

**Demos recorded** 

**Mastered songs** 

**Paid Internships** 

**Unpaid Internships** 

# Age of Rangatahi

18-24 YEAR OLDS (post school age)

Many youth are often insecure about their abilities, but I would encourage them to start with Te Urunga, as Crescendo is a judgement-free zone.

> - Devon Kyle Dreyer, Te Urunga participant 2024/25



**UNDER 18** (school age)

Crescendo - OUR IMPACT Report 2024/25 Crescendo - OUR IMPACT Report 2024/25

# Youth Programmes

## **Music Programmes:**

FOUNDATIONAL PROGRAMME

# Te Urunga The Entrance

No prior experience is necessary to join our Foundational programme. It is designed for youth that have an interest in making music, making beats, writing songs or lyrics

INTERMEDIATE PROGRAMME

Te Ara - The Way

This programme is for youth who have completed a Foundational programme or are already writing songs or producing music

**ADVANCED PROGRAMMES** 

## Te Taumata

## AUDIO ENGINEERING INTERNSHIP

This is a paid internship programme for youth who want to gain hands-on experience on real-world projects.

## ARTIST/PRODUCER IN RESIDENCE

This programme is for artists or producers who have completed our Intermediate programme or an alternative music production or audio engineering course



I learned so much from other people and about myself, just being able to collaborate with others musically is a dream. - Ennia Zigon, Te Urunga participant 2024/25

Crescendo's free music mentoring and wellbeing programmes are designed for rangatahi aged 15 – 24. All our programmes are 10 weeks in length to coincide with school terms; at the end of the 10 weeks, there is a graduation concert where youth have the chance to showcase a song or music piece they have been working on over the term.

Designed for young people who are disengaged with traditional learning environments, Crescendo's programmes offer small class sizes and an informal learning environment. All programmes combine both technical skills like practical learning, and 'power skills' such as communication and resilience.



## **Creative Programmes:**

Crescendo delivers Creative Programmes for Te Puna Creative Academy. See page 21 for more information on Te Puna.

The new Content Creation, Social Media, Film/Photography and Digital Storytelling Programmes are based on Crescendo's successful music mentoring model, but focussed on emerging creative pathways. The Creative Programmes are funded via a three year service delivery contract with Auckland Council.

Crescendo's Content Creation Programme is a 10-week programme designed to equip rangatahi Māori with content creation, podcast and videography skills while developing essential employability skills.

## THE PROGRAMME IS INTENDED TO

- Provide practical skills in content creation, podcasting and video production
- Support employability development through integrating core employability skills
- Create a culturally responsive learning environment rooted in Te Ao Māori
- Facilitate pathways into the creative industries and entrepreneurship

I love that Crescendo is about helping the youth that wouldn't usually get it or have access to it. Growing up in South Auckland I knew a lot of kids that could use a place like this.

– Loyal Henwood Rangatahi participant 2024/25

By integrating industry insights and mentoring, the programme empowers ākonga to develop a strong creative identity while gaining the technical and professional competencies needed for future opportunities in the creative industries.

Crescendo - OUR IMPACT Report 2024/25 Crescendo - OUR IMPACT Report 2024/25

# Wellbeing

Music is a lot more than we first see it, when you dive below the surface and find the vast ocean of sound, it can be daunting. Crescendo essentially does one hell of a job at showing you the artist you want to be and how to make your sound, with nothing but loving encouragement and nurturing from some of the best in the local scenes.

- Ember, Te Ara participant 2024

Our programmes focus on building confidence and communication skills as the foundational pillars to success for our young creatives.

Our programmes are founded in a Te Ao Māori hauora health model which incorporates Te Whare Tapa Whā. The model describes health and wellbeing as a wharenui/meeting house with four walls. These four walls represent taha wairua (spiritual wellbeing), taha hinengaro (mental and emotional wellbeing), taha tinana (physical wellbeing) and taha whānau (family and social wellbeing). When one or more of these is out of balance, wellbeing is impacted, but when all things are in balance, we thrive.

Through our programmes, our mentors share and model these four pillars with our rangatahi/young people, because we believe the foundation to successfully building a positive future is positive mental health and wellbeing.

## **Wellbeing Wins**

89% OF RANGATAHI feel comfortable and confident using their new wellbeing skills

70% OF RANGATAHI have an improved relationship with themselves

30% OF RANGATAHI have an improved relationship with others

% OF RANGATAHI feel part of a supportive community



I just wanted to say a quick
Thank you, and ngā mihi aroha to
the team at Crescendo. My daughter
attended one of your Rangatahi courses
last year. When she joined, she was
highly anxious, struggling to find a
direction, and challenged by mental
health issues that prevented her from
being in full-time training or employment. Crescendo gave her confidence,
connection, and community; she's still
in touch with her cohort.

We couldn't believe it when she said she wanted to audition for Toi Whakaari NZ Drama school – this is a kid I couldn't even leave alone to browse in a store because her anxiety levels were so high! Between part-time work at Te Pou Theatre and the wonderful development that the Crescendo programme provided, she was empowered to audition. She was accepted into the three-year degree programme in Acting. We're all still amazed by the transformation she underwent to reach this point. She has just completed her first semester at Toi Whakaari, and I wanted to reach out and say thank you to all the tutors and administrative staff who took her under their wing and gave her the strength and self-esteem to find her dream and pursue it.

With eternal gratitude,

Poata Alvie McKree
Parent of Rangatahi participant 2024/25



# Artist Profile Monique Pari Te Urunga Programme

## Crescendo brought me back to life!

Monique is a young artist whose journey reflects strength, soul, and the power of music to uplift. Raised across Te Tai Tokerau before moving to Tāmaki Makaurau at age 10, Monique's musical roots run deep through her whānau. Inspired by her older siblings, she developed a deep love for waiata and a strong connection to old-school hip hop and R&B — genres that continue to shape her sound today.

Before joining Crescendo's Te Urunga programme, Monique had stepped away from school, feeling unmotivated and disconnected. With the support of her mum and the encouragement of a social worker, she found her way to Crescendo-where her confidence began to return and her creativity reignited. Under the guidance of mentors like Jazo and Kevin, Monique has flourished, finding a safe, encouraging space to explore music and rediscover herself.

Now crafting soulful R&B and acoustic sounds, Monique is motivated by the simple yet powerful goal of making someone smile through her music. Her journey is a testament to the courage it takes to start again—and the magic that happens when someone believes in you.



# Artist / Producer Profile Loyal Henwood Audio Internship Programme

There's no failing at Crescendo. As long as you have you will succeed!

Loyal is an emerging audio professional whose journey into music began long bwfore he touched a mixing desk. Born and raised in South Auckland, Loyal is of Samoan and Pākehā heritage and credits his family — especially his late grandfather Fa — as the foundation for his work ethic, creative drive, and love of music. From early ukulele strumming and worship choirs to school bands and Pro Tools productions, music has always been part of his world.

After graduating with a Bachelor of Audio Production from SAE Auckland, Loyal found himself at a crossroads. Despite the degree, he struggled to find his direction—until he discovered Crescendo's Internship programme. What began as curiosity (sparked by the words "paid internship") became a turning point. Under the mentorship of David Atai, Loyal rediscovered his confidence, sharpened his technical skills, and embraced a growth mindset. Dave's mentorship was transformative, offering not just professional knowledge but a powerful reminder: real pros never stop learning.

Loyal's creative focus lies in electronic dance music, ranging from house and techno to hardgroove and UKG. He brings a thoughtful, detail-oriented approach to every track and aims to work with local and Pasifika artists to bring their visions to life.

Now, with renewed confidence and clarity, Loyal is setting his sights on building a full-time audio career — and eventually, giving back by mentoring others just as Crescendo has mentored him.



# Artist / Producer Profile Peyton Morete Audio Internship Programme

If you're an artist or just someone wanting to increase your sound engineering skills etc, this was an awesome way. I really felt cared for by everyone while also learning these skills. I'm able to now put into action all these new skills and apply to future jobs as well. I improved so much and feel so confident in talking about how I mix and master now. I would especially vouch for young wāhine, who feel intimidated by a male dominated industry but want to get into this side of the industry.

Peyton Morete, a 22-year-old singer-songwriter from Wellington, found herself struggling after moving to Auckland. Isolated from her family and unsure of her next steps after completing a degree in Commercial Music, she experienced feelings of confusion and depression. However, her journey took a positive turn when she discovered Crescendo's Internship Programme, which offered her a much needed sense of direction.

Under the mentorship of Dave, Peyton immersed herself in sound engineering, learning essential skills in mixing, mastering and production. Crescendo's hands-on approach allowed her to grow at her own pace while working on her own music, creating a supportive environment where she felt free to make mistakes and learn from them.

Through the programme, Peyton found not only a new purpose but also a renewed passion for music. Her experience at Crescendo reignited her creative spark, leading her to pursue new opportunities in the industry. She's now applying her skills to both her personal projects and client work, with future goals of mentoring other wahine in sound engineering and breaking barriers for women in the industry.



## Our Move & Te Puna

May 2025, Crescendo moved to a new home: Te Puna Creative Hub, located in the heart of Te Kōpua Henderson, Tāmaki Makaurau Auckland.

Building on the area's existing creative industries, Te Puna Creative Hub is an initiative by Tātaki Auckland Unlimited and in partnership with local lwi, Te Kawerau ā Maki. The aim is for Te Puna Creative Hub to become a world-class hub for high-tech creative professionals to practice and display their creativity and innovation.

The innovative space is a perfect fit for Crescendo and is proving to be instrumental in exposing our young people to pathways in the creative industries, not only through our unique programmes, but through Te Puna Creative Hub initiatives and direct engagement with industry professionals working from the Hub. Ultimately, this move will help us reach more rangatahi, expand their career horizons and provide countless opportunities to enhance our impact, including launching our new Creative Programmes (see page 15).

In the 2024/25 financial year, Crescendo raised \$481,649 towards the relocation and fit-out (CAPEX) project. With thanks to the following organisations for financial and in-kind support - Lottery Community Facilities Fund, Trillian Trust, Auckland Council (Tātaki Auckland Unlimited), Foundation North, Autex Acoustics, ONE Foundation, Creative Henderson-Massey & The Trusts Community Foundation.



## Our Social Enterprise

Crescendo is a social enterprise incorporating Crescendo Trust of Aotearoa (a registered charity mentoring youth) and Crescendo Studio (Crescendo's profit-for-purpose side) which employs rangathi from the programmes and directs all Studio profit to fund our youth mentoring programmes.

Both aspects of Crescendo work together to achieve a shared vision: to empower all young people to have the self-confidence and ownership to carve their own meaningful pathway in the world.

We work with a range of clients from community for-purpose organisations to some of Aotearoa's largest media brands. Our commercial projects provide young people with the opportunity to gain hands-on work experience through audio engineering internships and direct employment in the Studio.

By using our studio services, organisations benefit from a highly professional service, while supporting our youth mentoring programmes. Our commercial services include:

- Audiobook Recording
- Music Recording & Production
- Sound Design

- Podcast Recording & Production
- Voice Overs and Audio
- Studio Hire

## **Crescendo Trust** of Aotearoa

 Music & Creative Programmes 85% Transition to further **Education, Training & Employment**  Income generated by Grants, **Sponsorship & Philanthropy** 

## Crescendo Studio

- Commercial Studio Work
- Vocational Skills Training (Youth Apprenticeships)
- Revenue generated donated to Crescendo Trust

We have been impressed with Crescendo's professionalism in producing BusinessDesk Today (an NZME publication) and the Pieces of Silver podcast. Crescendo has been reliable in maintaining a roster to meet our changing needs for our daily work, and we are impressed by the quality of the production.

- Victoria Young, Investigations Editor, BusinessDesk

# Pathway to Employment Bradley Booysen Contracted Audio Engineer

Bradley Booysen first connected with Crescendo in 2024 after completing his Bachelor of Music Production at SAE (School of Audio Engineering). Eager to gain hands-on industry experience, he joined Crescendo's Audio Engineering Internship programme—a move that proved pivotal in shaping his professional journey. Under the mentorship of David Atai, Brad deepened his technical skills, refined his editing workflow, and gained new confidence using Logic Pro, a platform he hadn't worked with before.

Motivated by a desire to grow professionally and to give back, Brad was drawn to Crescendo's mission of providing free creative education and pathways for rangatahi. "Dave did a guest lecture at SAE," Brad recalls, "and he sold me on the studio and the youth programmes. I was impressed something like this existed in New Zealand—I wanted to be part of that team."

Originally from South Africa, Brad moved to New Zealand with his whānau in 2016, but now lives here independently, with the Crescendo team offering a strong sense of connection and belonging. "All my family are in Australia, so Crescendo feels like a family."

After completing the internship, Brad was offered a contract role as an Audio Engineer with Crescendo Studio - an example of how Crescendo's internship pathway supports rangatahi into paid employment within its social enterprise model. He is currently editing a national podcast series for music

educators in Aotearoa, while also continuing his work as a practising artist and freelance producer with a background in Afro-house, amapiano, techno, and hip hop.

Brad's biggest takeaway from Crescendo? "Your community is everything. Without the support of your community, there is no YOU." His future goals include working across Australia and the globe, recording artists and possibly getting into live gigs. His advice to others considering Crescendo?

Give it a try — you'll always learn something!



# **Community Collaboration**

We believe in a holistic approach to working and fostering authentic long-term relationships with people and organisations that share our kaupapa.

We believe in aligning outcomes in the name of impact and actively engage in community events that not only provide our rangatahi/young people with opportunities to showcase their new skills and talents, but also provide them and their whānau with a sense of pride and belonging.

Crescendo is honoured to collaborate with some amazing community partners throughout the year, here's some of our highlights.



## **SMOKEFREE TANGATA BEATS**

This is a live, original music, nationwide, youth event that recognises and reflects the unique cultural identity of Aotearoa New Zealand.

Crescendo partnered with Tāngata Beats at the 2024 Auckland Finals, providing a judge and support crew for the performers.

DO NOT

## **PLAY IT STRANGE**

This organisation supports and encourages young New Zealand songwriters to write, record and perform their own songs.

Crescendo ran a promotion with Play It Strange to give away a 'Day In the Studio' for a young person to record an original song. Congrats to Grace McVey who recorded her song 'Whatchumacallit'



# Yh Ne / se del you the jud wir & h

## YMCA NEW FOUND SOUND

New Found Sound is a song competition / series of concerts organised and delivered by young talent from YMCA youth programmes. Crescendo sponsor the finals event annually and provide a judge as well as recording prizes for the winners. Congrats to winners Marcelline & New Generation.

## **PRESS PLAY**

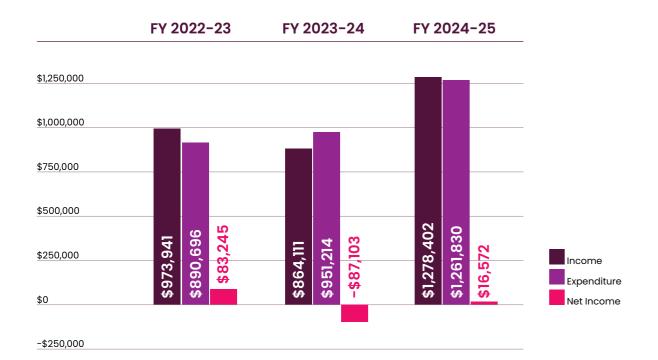
Press Play was a free youth showcase event and panel talk for young artists from Play It Strange, BIG FAN and Crescendo. The event was organised by youth interns from Big Fan with sound engineering by Crescendo interns.

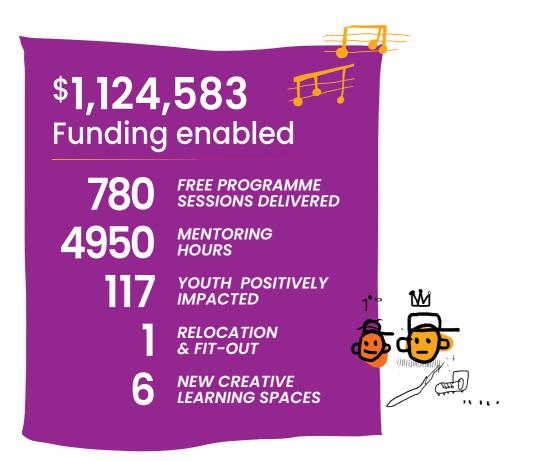
This collaboration on the 'Press Play' event arose from talks between our three charities about how we can work together to showcase youth creativity and provide hands-on experience and education for young people starting out in the industry.

– Play It Strange CEO, Stephanie Brown



## Crescendo Financials





## How You Can Support

Aotearoa's track record when it comes to youth wellbeing is not acceptable. It includes high rates of anxiety, depression and youth suicide. But young people are not problems to be fixed. They simply need someone to believe in them.

At Crescendo, we believe all youth are innately gifted and have unlimited potential. Our mission is to draw out that potential by bringing them together over a shared passion: music and creativity.

Over the last decade, we have empowered thousands of young people to create the future they desire through our free music production and wellbeing programmes. The young people we serve are passionate about music but are disconnected in other areas of their life. In fact, we prioritise rangatahi who have fallen through the gaps.

Without our community of generous supporters and funders, our mahi wouldn't be possible. But with the funding landscape changing, we are urgently exploring other opportunities for support. A large portion of our grant funding will be coming to an end shortly, in particular for our team who are responsible for delivering our youth programmes. That's why we need the support of generous philanthropic partners so we can continue making a real difference in the lives of young people.

Beyond addressing this current gap, we want to increase our mahi to meet the growing demand for our programmes. With increased support, we could double our impact from 120 to 240 young people every year.

And right now, we have the perfect opportunity to reach more rangatahi through our new space at Te Puna Creative Hub.

A joint initiative between Tātaki Auckland Unlimited and local Iwi, Te Kawerau ā Maki, this modern facility has opened doors to new and exciting pathways for our mission. Although music still remains our foundation, we now have the ability to go beyond music and sound and expand to other areas of creativity such as digital content creation. But we need the help of generous partners like you to maximise this unique opportunity.

Together, we can connect and empower youth to discover their potential and create positive futures for themselves and the wider community. Because when young people are strong, the community thrives – and Aotearoa thrives.

## Will you join us?

Jump online to see ways you can give: crescendo.org.nz/support-us-donate



# Special Thanks

#### To our Funders:

Alexander Harold Watson Charitable Trust

Auckland Council COGS Auckland

COGS Waitakere

Creative Henderson-Massey

**Ethnic Communities Development Fund** 

**Foundation North** 

Henderson-Massey Local Board

John Illott Charitable Trust

**Lottery Auckland Community** 

MusicHelps

**ONE foundation** 

Tātaki Auckland Unlimited

Te Rau Ora Limited

The Tindall Foundation

The Trusts West (Support Fund)

The Trusts Community Foundation

Trillian Trust

We Care Community Trust

Waitakere Ranges Local Board

Whau Local Board

### To our Sponsors & Giving In-Kind:

Apra / Amcos

Aurecon

**Autex Acoustics** 

Carlos Nicholls of The Nicholls Group

Jeremy Clark of Clark & Co

National Mini Storage

**Rubber Monkey** 

Simpson Grierson

The Akina Foundation via Russell McVeagh

Trusts West Sponsorship

Warner Music New Zealand

To our Studio Projects & Partners - An extra special thanks to our clients that supported us while we were working from external studios over the past year.

Age Concern Auckland

Audiobooks NZ

**Big Mouth Voices** 

Bolinda Publishing

Fetal Alcohol Spectrum Disorder - Care Action

Network (FASD-CAN)

Immunisation Advisory Centre

Māoriland Charitable Trust

Music Education New Zealand Australia (MENZA)

Ocean Star Dance Academy

Pacific Kids Learning

Simon & Schuster Australia

Voyce - Whakarongo Mai

Wavesound

Whāraurau

Works For Everyone

YMCA Northern



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