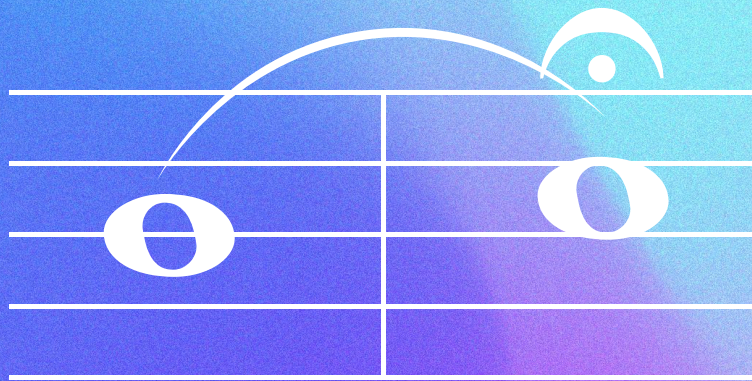


BARBERSHOP HARMONY SOCIETY 2021 IMPACT REPORT



“Sometimes we need a bridge and sometimes we are the bridge. No one has escaped troubled waters, rough seas, and challenging, scary days. There are times in our lives when we could use a little help, and other times when we are given the chance to be that help for someone else. What matters most is that we remember we are stronger together, and taking a hand is as important as offering one.”

Paul Boynton, author of *Begin with Yes*



A NOTE FROM SOCIETY CEO, MARTY MONSON



Endurance. Perseverance. Grit. These aren't words we'd ever needed to use to describe barbershop harmony, until ... well, you know.

But the Barbershop Harmony Society community has proven to be resilient. In the pursuit

of being together in harmony, chapters large and small, singers old and young, found new ways to connect and make music.

Throughout BHS, “forced innovation” has brought us surprising results:

- Necessity drove many groups to stage shows online and release ambitious virtual choir projects — and now there's a new way for barbershop artists to bring their music to the world.
- Three years ago, who would have imagined a virtual convention world filled with BHS history, fellowship and avatars?
- We probably wouldn't have guessed that one effect of holding Virtual Harmony University would be to expand the diversity of faculty — something we had already moved toward, but were able to amplify to great success.

Even while buffeted by challenges brought by the pandemic, we've continued to advance our strategic plan, through inclusion webinars that help BHS welcome more singers, broader engagement with BHS singing communities and districts, and innovative programming for youth. We've managed through this despite budget challenges, legal issues, and staff reductions — because our staff and Board leadership have stayed true to our overall vision of more people singing more barbershop in more ways.

Again and again, throughout this Impact Report, you'll see the resilience that sustained us — and that will bring us to a new world in the years to come.

Onward!

Marty Monson

CEO/Executive Director, Barbershop Harmony Society



***“The greater
the obstacle, the
more glory in
overcoming it.”***

Molière

ABOUT US

Founded in 1938 as the Society for the Preservation and Encouragement of Barber Shop Quartet Singing in America, Inc. (SPEBSQSA), the Barbershop Harmony Society (BHS) preserves and extends the reach of a uniquely American close harmony musical art form whose roots lie in African-American improvisation and European harmony traditions.

Headquartered in Nashville, Tennessee since 2007, our nonprofit organization provides active programs and resources in music education, publishing, performance, and community outreach.

A truly
American
artform,
barbershop
harmony is
music for all
people

OUR VISION

The gift of harmony is too wonderful for us to keep to ourselves. We need to share it with young and old, with people of every color and every strata, with city people and country people and everyone in between, because the world needs what we have.

Harmony compels us to blend, to cooperate, to create beauty. Indeed, to love each other. It's time to think of the gift of harmony not just as a treasure for our own enjoyment, but as a tool for direct social impact.

This is *Everyone in Harmony*.

OUR MISSION

Our mission: to bring people together in harmony and fellowship to enrich lives through singing.

Where it all started, on a rooftop in Tulsa in 1938.

WHAT WE DO

BHS programs, products, and services are designed to help people sing together as an enriching lifelong endeavor and help singing groups thrive musically and administratively. The entire BHS community does this by focusing on four major impact areas.

Energize Young Singers

BHS energizes young people of every background with amazing events, scholarships, music, and performances that help them in the here-and-now, while kindling a lifelong love of singing.



Build Thriving Singing Communities

We build and strengthen nearly 3,300 barbershop communities, from our original all-male groups to the diverse communities that have flourished since we welcomed all people as members in 2018.



Preserve Barbershop

We leverage our vast historic archives to preserve the past — while creating the future — for every generation of singers.



Support Music Education

BHS supports the success of music educators through scholarships, destination events, free music, and curricula.



HOW WE DO IT



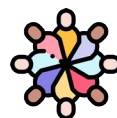
BHS connects thousands of groups to provide accessible singing around the world.



Preservation impacts multiple generations of singers.



Barbershop harmony blends diverse voices into a beautiful unified sound, from the changing adolescent voice to the aging voice.



BHS inspires diverse singing communities through regional events, global partnerships with other choral organizations, a vast catalog of music, and thousands of YouTube performances.



The barbershop culture of deep friendships and musical achievement binds people together, even after long hiatuses.



BHS training programs for directors, music educators, and leaders lay foundations for thriving singing communities.



BHS nurtures an ongoing pipeline of future singers by working with music educators and their students.

CONNECTING THOUSANDS OF GROUPS AROUND THE WORLD



733 Choruses

Men's
604

Women's
13

All
Voices
116



715 Quartets

M
605

W
24

AV
86



3 Clubs



52% Increase

In-person singing jumped from
28% in 2020 to 80% in 2021.

17 Districts

Cardinal
Central States
Dixie
Evergreen
Far Western
Illinois

Johnny Appleseed
Land O' Lakes
Mid-Atlantic
Northeastern
Carolinas
Ontario

Pioneer
Rocky Mountain
Seneca Land
Sunshine
Southwestern



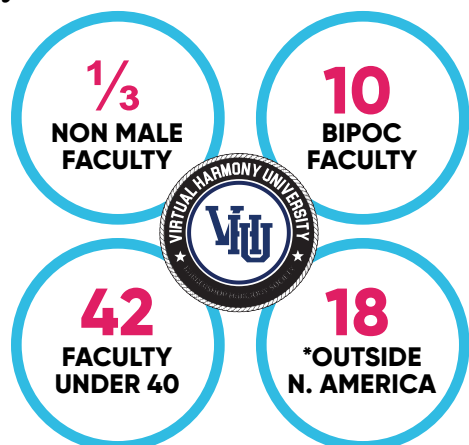
12 Alliances

British Association of Barbershop Singers (BABS)
Barbershop Harmony Australia (BHA)
Barbershop Harmony New Zealand (BHNZ)
Barbershop in Germany (BinG!)
Finnish Association of Barbershop Singers (FABS)
Dutch Association of Barbershop Singers (Holland Harmony)
Irish Association of Barbershop Singers (IABS)
Ladies Association of British Barbershop Singers (LABBS)
Mixed Barbershop Harmony Association (MBHA)
Spanish Association of Barbershop Singers (SABS)
Society of Nordic Barbershoppers (SNOBS)
Southern Part of Africa Tonsorial Singers (SPATS)

BLENDS DIVERSE VOICES

Despite all major events being cancelled in 2021, through BHS virtual events we continued to promote and inspire diversity through educational efforts, featured performances, and helping BHS singing communities begin post-pandemic preparations for continued musical and membership growth.

We promoted diversity across education through Virtual Harmony University faculty members:



*REPRESENTED WAS BABS, BHA, BHNZ, BING!, HOLLAND HARMONY, LABBS, SABS, AND SNOBS

The Inclusion in Barbershop Webinar Series, produced in 2020 and streamed via our YouTube channel, continued to provide valuable resources to our singing communities throughout 2021.

1,026
UNIQUE REGISTRANTS

Inclusion in Barbershop Series

Barbershop Harmony Society - 5 / 6



- 1 Inclusion in Barbershop Series: Gender Identity, LGBTQ+ and...
Barbershop Harmony Society
1:25:44
- 2 The Background of Music: History, Research, and...
Barbershop Harmony Society
1:33:45
- 3 How to Build Rapport and Trust with New Audiences
Barbershop Harmony Society
1:07:26
- 4 Next Generation Barbershop: Embracing a Different...
Barbershop Harmony Society
1:07:56
- 5 Signature Quartet's Experience on the Road to Inclusion
Barbershop Harmony Society
1:27:23
- 6 Ableism, Neuroatypical Variances, and Physical...
Barbershop Harmony Society
1:12:35



#barbershop #singing #quartet

2021 VHU Virtual Chorus - ABC (Jackson 5 cover)

3,641 views Premiered Sep 16, 2021 SUPPORT BARBERSHOP! If you enjoyed this video, your gift can help us continue to support music educators, transform young lives, promote singing c...more



Barbershop Harmony Society
177K subscribers

SUBSCRIBED



Comments
9



Add a comment...



126



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CULTURE OF DEEP FRIENDSHIP AND MUSIC

Deep friendships were maintained and musical achievements were made possible through BHS Virtual Midwinter and Virtual International events. In a year of surreal moments, BHS virtual events were perhaps the most surreal as we explored new and innovative ways to stay connected.



VIRTUAL MIDWINTER JANUARY 2021

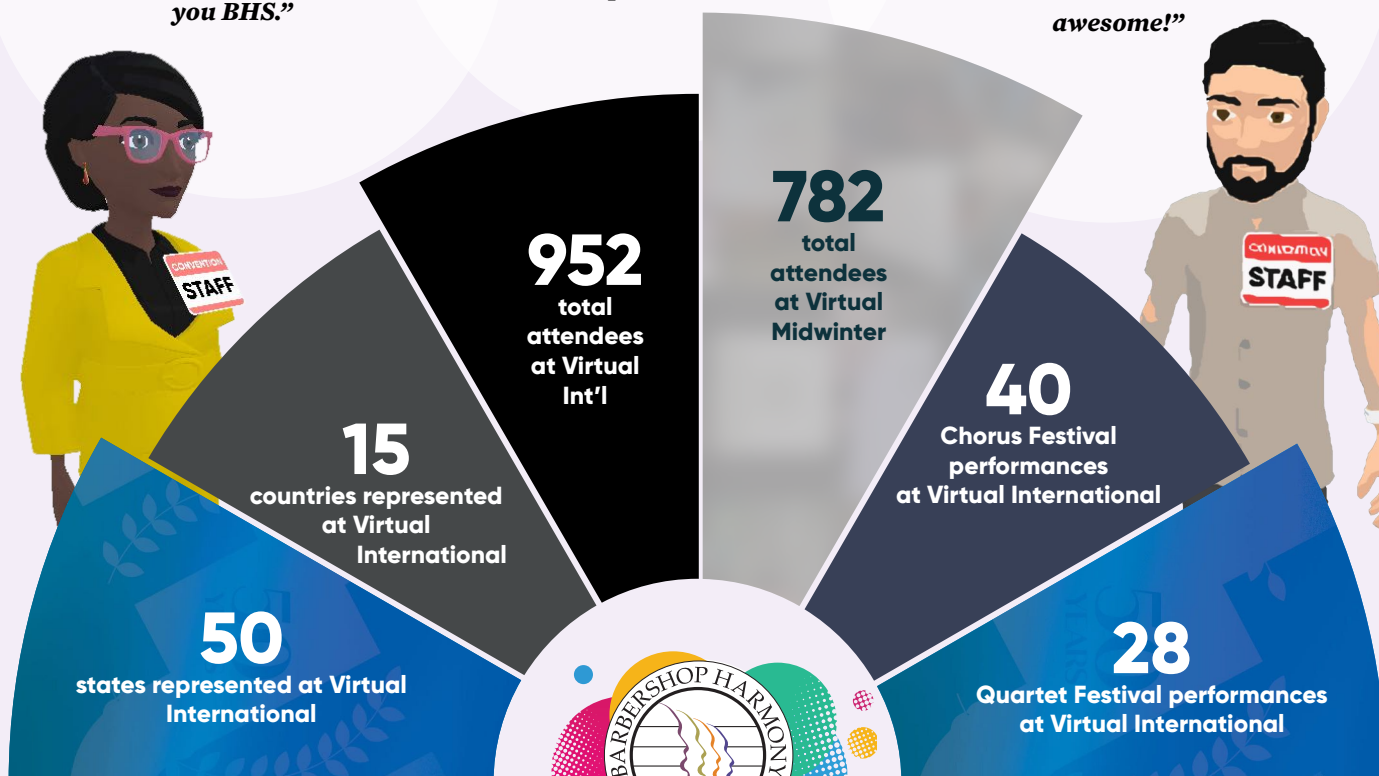
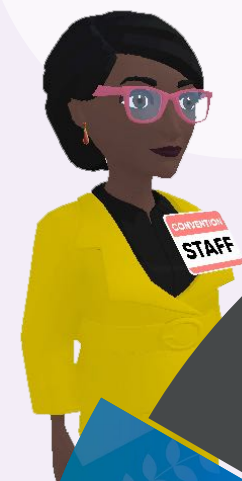
"The staff must have worked very hard to make the entire experience so wonderful and entertaining! Thank you BHS."

"There were highlights to each show/festival session. It was especially fun to chat with other attendees during the performances, something that just can't happen in person."



VIRTUAL INTERNATIONAL 2021

"I interacted with more people at virtual international, especially via the public chat during shows and festivals, than I did at live international. That was awesome!"





NURTURING FUTURE SINGERS

Virtual Junior Quartet Contest



In October 2020, the Barbershop Harmony Society introduced a brand new event in the a cappella world: the Virtual Junior Quartet Challenge! With the reimagining of the Midwinter Convention,

the Barbershop Harmony Society offered an alternative singing opportunity for junior quartets (18 & under), while also providing music educators with the option to include this in their virtual classrooms.

We highly encouraged physically distant singing and creative fun. This FREE event was open to ALL quartets of any gender with members aged 18 and under.

With no way to know how many quartets would participate, we were delighted to welcome 17 quartets - many of whom had never before participated in any Barbershop Harmony Society event!

Category 4 Barbershop, hailing from Liberty High School in Bethlehem, PA, emerged at the top, with favorites selected by more than 8,600 fans!

Songwriter Collaboration

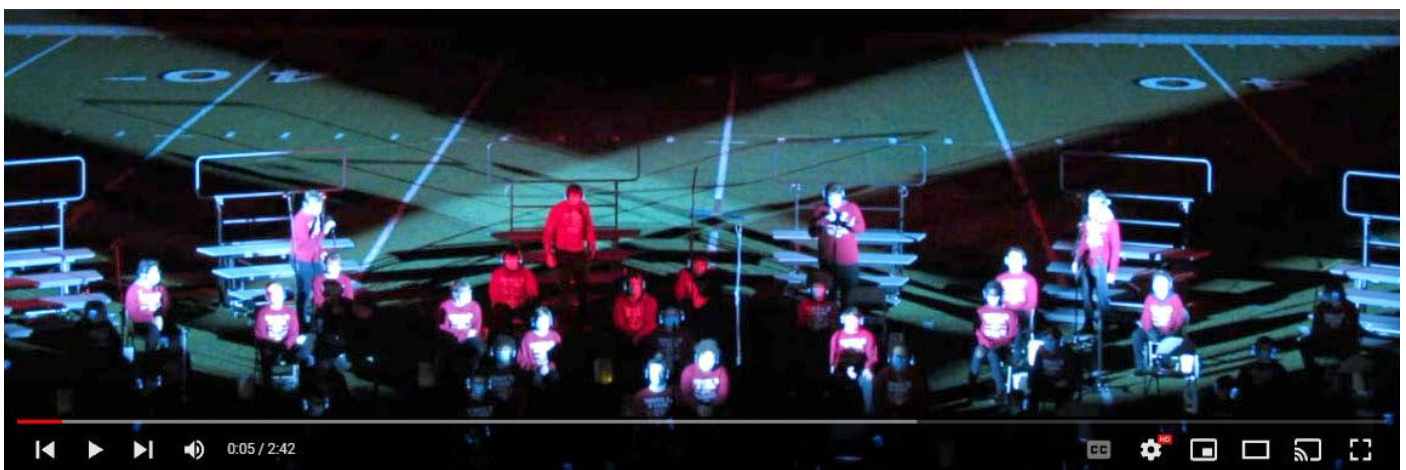


Back in December of 2020 we launched our "Songwriter Collaboration" pilot program with the

Nashville Songwriters Association International (NSAI). We invited Junior Choruses who were planning on participating in our Junior Chorus Invitational at our 2021 Midwinter convention in New York to participate in this pilot by working with an NSAI songwriter, a barbershop arranger, and have learning tracks created for their chorus to premiere these original songs at our Midwinter convention in Pasadena.

Three groups agreed to compete: Anna Coyotes (Anna, TX), Here Comes Treble (Burlington, WI), and Columbus High School (Columbus, NE).

The Songwriter Collaboration pilot was not only an opportunity to continue our connection with Junior choruses, but it was also needed, maybe even more so, to pass the preservation of Barbershop harmony into the hands of these young singers. It's through these unique Next Generation Barbershop opportunities that we can educate and inspire our future barbershoppers.



Liberty HS Category 4 Barbershop ~ Java Jive

1,845 views Nov 17, 2020 Liberty High School Category 4 Barbershop performing Java Jive (arr. Bluegrass Student Union) at the Thankful To Be Singing Holiday Concert. ...more

34 Dislike Share Download Clip Save ...



PRESERVATION IMPACTS

MULTIPLE GENERATIONS OF SINGERS

Though events in 2021 were cancelled across all our singing communities' calendars, the work continued to help breathe life into much of our content, both old and new.

In 2021, we:

Cataloged CDs from the late BHS historian **Grady Kerr Collection** and other sources.

Digitized **tens of thousands** of photographs from multiple sources, including curated binders of already-developed photos, collections of film negatives from past major conventions dating back to the 1950s, and quartet and chorus portraits from convention scrapbooks.

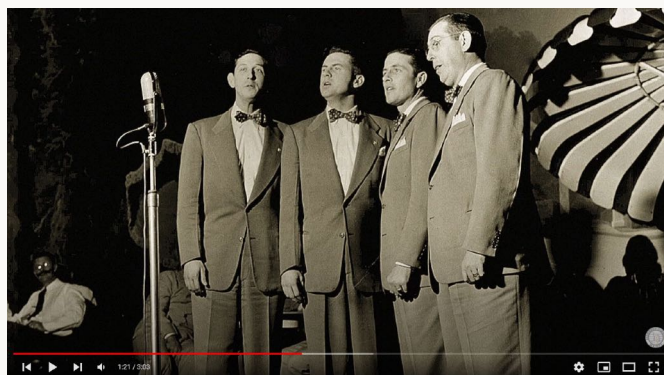
Digitized **several hundred** Quartet and Chorus 78 and 33-1/3 phonorecords.

Established files for printed material and ephemera from International Conventions 1995 to the present.

Assimilated Grady Kerr's historical files into BHS files.

Sent the Society's **Victrola and Edison Cylinder Phonographs** out to *Music City Clocks* to be serviced and restored to top-level playing condition.

Released 49 videos in our Wayback Wednesdays series of restored legendary barbershop performances from our archives, including from our reel-to-reel collection.



INSPIRING DIVERSE SINGING COMMUNITIES

Dollars Driving Local Impact

The Barbershop Harmony Society received over **\$321,000** towards philanthropic programs in 2021 from generous BHS donors. This total was an **80%**



increase over 2020 giving amounts. 85% of a donor's gift can be designated to its District or Chapter. In 2021, 128 singing

communities received donations totaling **\$70,608.**

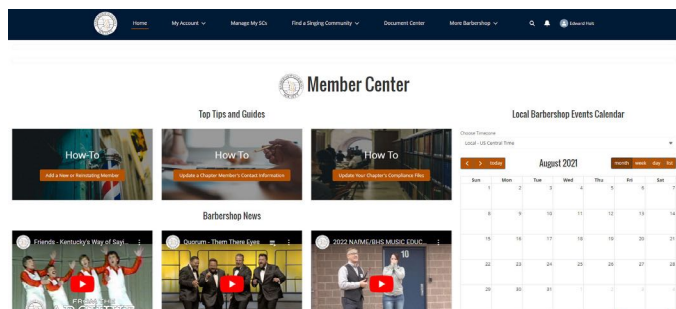
The BHS Development team worked in 2021 to increase fundraising support to more singing communities by specifically working with over a dozen chapter direct fundraising pilots (to be fully launched in 2022). Working with chapter leadership, we will:

- Assess the chapter's fundraising activities
- Assist in setting a goal and develop a fundraising plan
- Build a fundraising web page for donation, &
- Provide tools for maximum success

If you want to be a part of supporting Barbershop Harmony Society's successful barbershop programs at the international level or in your own barbershop backyard, go to give.barbershop.org. You can also reach out directly to development@barbershop.org.

Member Center

Launched in 2020, we continued to work through the migration to the new Member Center in 2021. We recognized the challenges we faced and continue to face with creating a better experience for our members and singing community leaders, and we see the amazing potential moving to a widely used, scalable, technology platform has to help us grow and provide new innovative ways to serve and connect our singing communities.



Barbershop Live @ Home

Feeling good, making harmony, discovering something new, and laughing together were the core tenets of the Barbershop Live @ Home virtual chapter meetings held during 2021. The goals for this recurring event were member retention, singing community growth, and provide value-adding alternative programming to keep members engaged.



Reach continues to expand

Despite all major in-person Society events being cancelled, our reach online continues to grow and extend outwards, with **30,000 new subscribers** to our ever-expanding YouTube channel.

In 2021 we had just over **21 million** video views representing a growth of **27%** over 2020. Our most popular video continues to be Main Street's Pop Songs Medley which has now garnered **7.2 million** views since being uploaded in 2015.

Oops, they did it again.

FINANCIALS

\$4,123,000

total Society revenue

**Society Services
and other activities**

\$2,198,000

Harmony Marketplace \$293,000
Harmony Foundation Support \$8,000
Outreach Activities \$4,000
Harmony University \$65,000
Charitable Contributions \$321,000
Contributed (Volunteer) Services \$187,000
Chapter Services \$126,000
PPP/Investment Income/Other \$1,193,000

Membership dues

\$1,829,000

Events

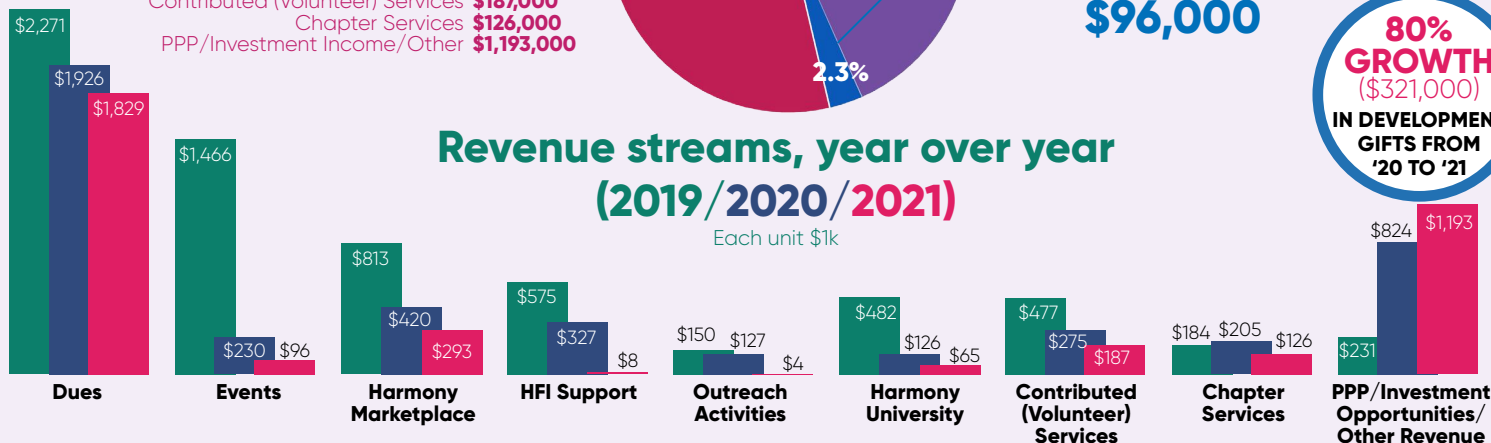
Virtual Midwinter and International

\$96,000

**80%
GROWTH**
(\$321,000)
IN DEVELOPMENT
GIFTS FROM
'20 TO '21

Revenue streams, year over year (2019/2020/2021)

Each unit \$1k



For full financial statements, visit barbershop.org/2021

THANK YOU

The Barbershop Harmony Society is grateful to our supporters who made a financial investment in 2021 to support local singing communities and the BHS programs they love. Please join us in celebrating the generosity of these donors and consider joining this group. Visit Give.Barbershop.org to learn more.

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Rafi Hasib
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Gold Level

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Susan Adent
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Jeremy Gover	Carol LaPolice	F Graham and Trish Poehler	Lisa Watson
Norma Graff	James Lawrence	Natalie Ponte	Jane-Page Watson
Steve Graham and Vicky Kelly	Karen Lee	Boyd and Joan Post	Jill Watson
Pierre-Eric Greaves	Blake Lewis	Charles and Jeanne Preuss	Terry and Shay Weisbrich
Connie Greendonner	Noreen Liebrock	Bruce and Judy Prince	Damaris Wescott
Alison Griffin	Marietta Loehrlein and Ron Green	Mark and Karen Pritchard	Vicky Westley
Daniel and Patricia Griffin	Joanna Lombardozzi	Daniel and Rebecca Pritchard	John Paul and Carol Weston
Edward Grimes and Annette Henry	Maryann Lonergan	Lynda Ramey	Patricia White
John and Susan Gross	Geraldine Lucas	John A. Richards, Jr. and Wendy	Mary Ellen Wildman
Bryan Grover	Janna Luebben	Richards	John Wilkinson and Pauline Marie
James Guinness	Eugene and Susan Lutz	Jack Ritzi	Kathleen Williams
Shonna Haas	Brian Lynch	Shannon Robertson	Nancy Willis
Elanor Haas	Thomas Lynch	James Ewan Robertson	James Windak and Dawn Swartz
John and Amber Hadigan	Sharalee Lyons	Robert Robinson	James Witt
Thomas and Barbara Hadley	Leslie MacDonald	Robert and Diane Robson	Curt Wood and Bonnie Wood, III
Cecilia Hall	Sarah Machowicz	Joseph and Betty Lou Rocklein	Burrton Woodruff
Chad Hall and Josh Anderson	Gail Mackey	Steven and Peggy Rollins	Jennifer Woodward
John Halloran	Ronald and Margaret Madill	Beverly Root	Cal and Cal Wrathall
Lylah F Hannon	Connor Madison	Michael Root	David and Sandi Wright
Keith and Becky Hanthorn	Thomas Madison	Donald and Amy Rose	Chad Wulf and Tiffany Parker
AMY Harker	AJ and Carol Manker	Charles and Vicki Rose	Susan and Vince Yinger
David Hazleton	Robert and Nancy Martinson	Geoffrey and Andrea Ross	Barbara Yost
Kelly Heath	Zach Materne	Chris Roth	Mark Yung
Timothy Heller	William May	Judith Rousseau	
Ulrich and Alice Hermann	K McAlexander	Barbara Rule-Mispel	
Richard Hochsprung	Kevin McCarthy	Brian and Mandie Sadosky	
Brian Hogan	Kevin McCauley	Douglas and Lyn Salyers	
Laura Holder	Cathy L. McDonough	Jacqueline Saydlowski	
Roswitha Holland	Rod McKenzie and	Gregory Scheiwe	
Terry Holland and Judy Hancock	Raylene Mulrooney	John and Wendy Schoonover	
Alice Holloway	Steven and Beth McPherson	Linda D Schuessler	

SOCIETY BOARD



John Donehower
Society Board President
2021-2022



Steve Denino
Executive Vice President
2021-2023



John Santora
Society Treasurer, 2018-2022
Society Board President, 2023



Dick Powell
Immediate Past President
2021-2022



Dwayne Cooper
Society Treasurer
2023



Zachary Materne
Board Member at-Large
2022-2024



Maria Christian
Board Member at-Large
2022-2024



Tim Myers
Board Member at-large
2023-2025



Blair Brown
Board Member at-large
2020-2023



Joe McDonald
Board Member at-Large
2023-2025



Jeremy Brann
Board Member at-large
2020-2023



Larry Bomback
Board Member at-Large
2022-2023



Christian Hunter
Board Member at-Large
2021-2023



Marty Monson
CEO • Board Secretary
(non-voting)

SOCIETY STAFF



Marty Monson
CEO / Executive
Director



Robyn Chancey
Executive Assistant
to the CEO



Janice Bane
Senior Manager,
Copyright



Luke Davis
Community Care Team Lead/
Data Integrity Specialist



Sean Lubbers
Community Care
Coordinator



Doug Gordon
Receptionist/Building
Maintenance



Carmel Tuttle
Community Care
Coordinator



Kelli Vitt
Community Care
Coordinator



Katie Macdonald
Relationship Manager/
Donor Manager



Mark Morgan
Community Fundraising
Manager/Director of
Merchandise



Bryan Mullican
Development
Operations Manager



Dusty Schleier
Director of Events &
Conventions



Chad Bennett
Show Production
Manager



Erik Dove
Chief Financial Officer &
Chief Operating Officer



Jama Clinard
Controller & HR
Manager



Nick Anello
Finance
Administrator



Justin Gray
Warehouse
Manager



Devin Anna Bradford
Director of Marketing
& Communications



Jeremy Gover
Video Production
Manager



Eddie Holt
Digital Media
Manager



Brian Lynch
Public Relations
Manager



Steve Scott
Director of Harmony University
& Education Services



Brent Suver
Music Educator
Relationship Manager



Cassi Costoulas
Director of Fulfillment &
Strategic Initiatives



Sam Hoover
IT Manager



Rich Smith
Salesforce
Administrator



Erin Harris
Chief Program
Officer



Joe Cerutti
Director of Relationship
Management



Danny Becker
Relationship Manager/
Quartet Manager



Dan Rohovit
Program
Administrator



BARBERSHOP HARMONY SOCIETY

110 7th Ave. N, Nashville, TN 37203
(800) 876-SING barbershop.org