



2022

BARBERSHOP HARMONY SOCIETY

IMPACT REPORT

Our Mission

To bring people together in harmony
and fellowship to enrich lives through singing.

Our Vision

Everyone in Harmony

A NOTE FROM SOCIETY CEO, MARTY MONSON



What a difference a year makes! Comparing the data in this 2022 Annual Report with the year before, we see an entirely different landscape.

In 2021 (and 2020), we linked arms and responded with resiliency in the face of a global pandemic.

In 2022, we saw the resurgence of the Barbershop Harmony Society. We have reconnected, renewed and rededicated ourselves to all the things that make barbershop great. There is our wonderful music, of course, but more deeply, our abiding friendships.

Maybe these things are all made a bit sweeter by our gratitude for one another, which held us together in the most challenging times. Just like the joyous sensation when we ring one of those beautiful barbershop chords. Our Society mission and vision reflect the life and activity of the BHS chapters, choruses, clubs, quartets, brigades, districts and all types of singing communities. The combined impact we make on the entire world is the sum of all of our communities.

These cumulative impacts are measurable year over year (see previous editions at barbershop.org/annual-reports). Our goal is to be consistent, so that over time, we can retrace our journey together and tell the world of the impact we are making in our backyards.

We as a Society — a collection of unique, wonderful communities — have collectively **grown in membership engagement, satisfaction, count of singing groups, and members**. Read further for rich examples of how we are growing in all dimensions.

The Society Board of Directors, in collaboration with the BHS staff, and a vast network of volunteer leaders, hold themselves accountable to our shared community, and vision. We're humbled to earn that trust anew each year and celebrate the impact you're making to bring more joy and happiness to a world in need of more joy, fun and happiness. I hope that as you page through this Impact Report, you will rejoice on the possibilities realized, and dream of the new possibilities it suggests.

A handwritten signature in black ink, appearing to read 'Marty Monson'.

*Large gatherings
returned in 2022 with the
Pasadena Midwinter and
Charlotte International
Conventions.*

See page 7 for details.





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 ART FORM

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

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 VISION

OUR MISSION

To bring people together in harmony and fellowship to enrich lives through singing.

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.

Youth

Singing Communities

Music Education

Preservation



HOW WE DO IT



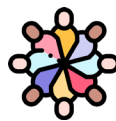
BHS connects thousands of groups to provide accessible singing around the world.



Preservation of the barbershop style impacts multiple generations of singers.



BHS invites diverse voices into a beautiful unified barbershop 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.



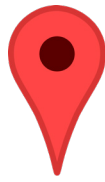
The BHS culture of deep friendships and musical achievement binds people together, even after long hiatuses.



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



738 Choruses

Women's
12

All
Voices
124

Men's
602



774 Quartets

W
30

AV
103

M
641

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)



5 Clubs

4 Geographic, 1 Educational

125 Requests for more information on how to start a barbershop group

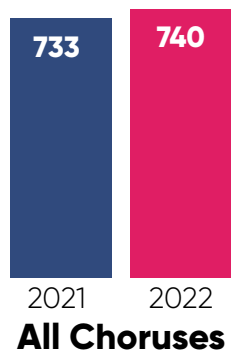
↑ 27% Increase

During the pandemic, the number of BHS groups that felt like they were able to positively affect their community dropped to 47%. In 2022, that rose to pre-pandemic levels at 76%.

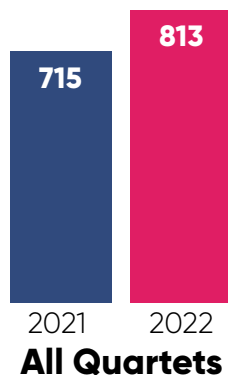
DIVERSE GROWTH

While many groups were impacted deeply by the pandemic, there have been positive trends across the Society in many of our singing communities who adapted, regrouped, and came back with plans for musical and membership growth.

7 New Choruses formed in 2022



14% Increase in registered quartets



The Men's Chorus experience



Men's Choruses

BHS supports the safe spaces that can be created in men's singing groups. The all-male experience is seen as *most* valuable by middle school and high school youth, and men over 45.*

This data suggests the importance of encouraging and supporting the all-male experience in BHS activities.

*Survey data from third-party resource Elevate Consulting, 2018



The Charlotte International convention introduced the first Open Contest which opened the door for qualifying choruses and quartets to compete regardless of gender. While the majority of singers represented men's groups, the inaugural women's and all-voice groups enhanced an already exciting contest.



22 out of **118** total performing groups (**19%**) represented the Women's and All-Voice experience in all the Charlotte contests and the Festival.

Diverse representation benefits all

BHS was grateful for participation of all groups at the International Convention. Having diverse representation means the thousands of resulting YouTube performances helped cast an even wider net to more singers to discover us online and become interested in singing barbershop!

This exposure creates engagement with more communities through regional events, helps develop global partnerships with other choral organizations, and encourages even more barbershop repertoire in more voicings to be added to an evergrowing catalog of barbershop music.



CULTURE OF DEEP FRIENDSHIP AND MUSIC

By 2022, barbershoppers were building more friendships than they did even before the pandemic. The Barbershop Harmony Society is a place where music and deep friendships are critical to our mission, and after several years of cancelled in-person events and isolation, we will never take those for granted.

86%
of BHS Singing
Communities built
new friendships in
2022

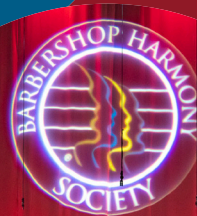


January 2022 was our first opportunity to “dip our toes” into the post-pandemic waters at the Midwinter Convention in Pasadena, with all attendees required to wear a mask and follow strict Covid protocols. While attendance was lower than previous Midwinters, it was a breath of fresh air for those who were eager to return to in-person barbershop.

Charlotte International was a convention of firsts:

- First major convention in nearly 3 years
- First Quartet and Chorus Festival
- First Open Contest for quartets, choruses, and NextGen Varsity quartets
- First non-male quartet medalist (GQ)
- First 3-time gold medalist on 3 different voice parts (Gary Lewis with Quorum)

Relive the Charlotte Quartet Finals!



670
Pasadena attendees

4,843
Charlotte attendees



NURTURING FUTURE SINGERS



**NEXT
GENERATION**
BARBERSHOP



85% of the youth participants in the Next Generation Barbershop Program in Pasadena, California plan to continue singing barbershop after high school.

85%
plan to keep
singing

3 NextGen choruses attended Pasadena

1 NextGen chorus hosted a local workshop with Vocal Spectrum

1 NextGen chorus came to Nashville for a hosted workshop with Steve Scott and performed at Vanderbilt University.

**Despite the challenges of Covid-19,
Next Generation Barbershop
impacted over 170 youth**

Jim Kline's announcement of 139th Street Quartet Prize will be providing a financial award of \$10k to the highest scoring quartet with two new members over the next 5 years.

For the first time ever, youth participants at Harmony University were so inspired, they're paying it forward to help bring more youth to share their life-changing experience.

NSAI
NASHVILLE
SONGWRITERS
ASSOCIATION
INTERNATIONAL
Est. 1967 | It all begins with a song

**Songwriter
Partnership
Program**



Scan the QR code for free Music Educator resources

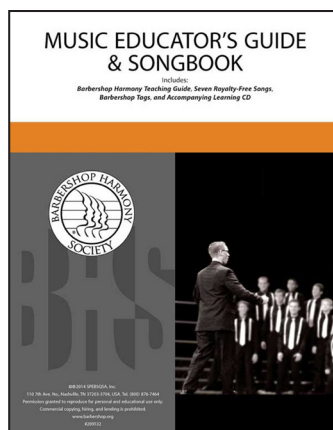
More free music and resources for music educators and their classrooms were created in 2022.



The Songwriter Partnership pilot program with the Nashville Songwriters Association International (NSAI) that began in 2020 was finally realized in 2022, with original songs written by Alex Ruwe, arranged by Wayne Grimmer, and performed at the Pasadena Midwinter convention by the NextGen chorus Anna Coyotes. Watch these performances on our YouTube channel.



The Barbershop Harmony Society and the National Association for Music Educators (NAfME) awarded **Katy Dane Music Educator of the year**, surprising her in Texas and encouraging Katy and other music educators like Katy about the impact and need of their work.



To date, Spanish Music Educator Guides have been provided for FREE for 30 music educators and practitioners of barbershop. This guide is a short but comprehensive introduction to barbershop music intended for music teachers, including easy and free tags, songs, and associated learning tracks in multiple voicings.



PRESERVATION IMPACTS MULTIPLE GENERATIONS OF SINGERS

As we returned to major events in 2022, the work continued to help breathe life into much of our content, both old and new.



In 2022, we:

Released 50 **Way Back Whens-day** series of restored legendary barbershop performances from our archives, including from our reel-to-reel collection, and a vast array of older media types including video tapes and cassettes.

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.

Digitized and transferred hundreds of hours of footage from a variety of formats including VHS, SVHS, and DVCAM formats.

View our archives:

Photos

Videos



YouTube

flickr



Special thanks to Society staff and volunteers Doug Gordon, Eddie Holt, Drake Pugh, David Murphree, and Jeremy Gover for their work in bringing this priceless content to life.



INSPIRING DIVERSE SINGING COMMUNITIES

HARMONY UNIVERSITY NOTABLES



Harmony University continued to provide professional development and continuing education.

42 Scholarships were awarded to HU attendees.

We received buy-in with Districts who helped provide scholarships. Districts provided scholarships to their music directors to support their local communities.

BHS staff members and Board leadership visited the New Orleans Center for the Creative Arts (NOCCA) - a magnet high school to do a master class with their ensembles with special guest quartet **Signature**, our 2019 International Quartet Champion.



BHS met with the New Orleans Jazz Association and Hal Leonard at TMEA (Texas Music Educators Association) to explore future opportunities for barbershop in the classroom.



YouTube Grew in 2022

With the return of major in-person events and new content being added, our reach online continued to grow and extend outwards, with **13,400 new subscribers** to our ever-expanding YouTube channel.

In 2022, we had just over **8.6 million** video views. For yet another year, our most popular video continues to be Main Street's Pop Songs Medley which has now garnered **7.7 million** views since being uploaded in 2015.

Oops, they did it yet again.

FINANCIALS

\$5,297,000

total Society revenue

**Society Services
and other activities**

\$2,478,000

Harmony Marketplace **\$486,000**
Harmony Foundation Support **\$23,000**
Outreach Activities **\$24,000**
Harmony University **\$276,000**
Charitable Contributions **\$495,000**
Contributed (Volunteer) Services **\$489,000**
Chapter Services **\$149,000**
PPP/Investment Income/Other **\$570,000**

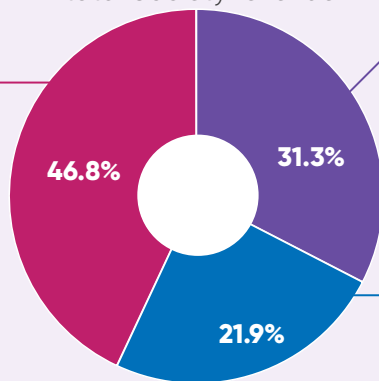
Membership dues

\$1,658,000

Events

Midwinter and International

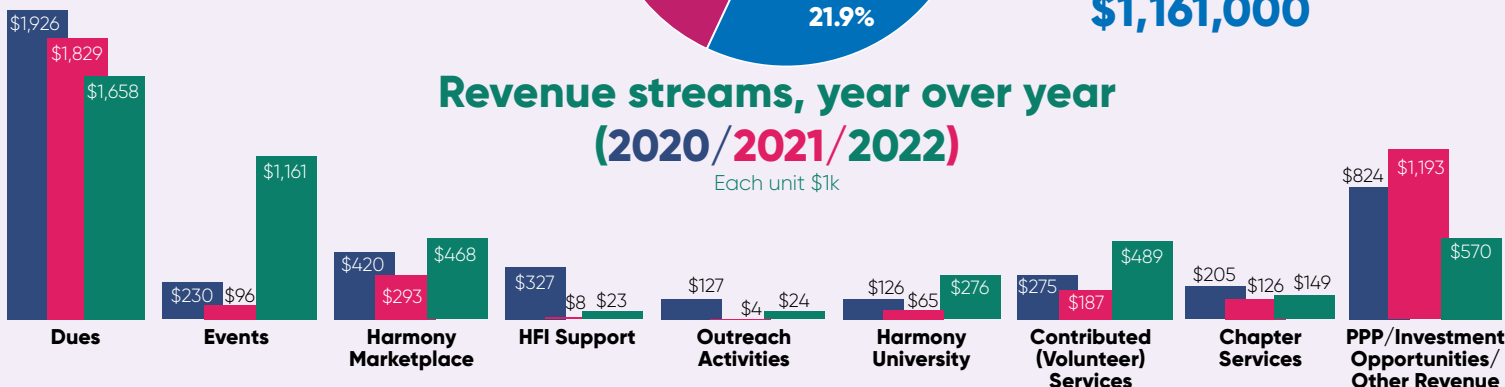
\$1,161,000



Revenue streams, year over year

(2020/2021/2022)

Each unit \$1k



For full financial statements, visit barbershop.org/2022

THANK YOU

The Barbershop Harmony Society is grateful to our supporters who made a financial investment in 2022 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 www.harmonyfoundation.org to learn more.

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Diamond Level

Mike and Sheila Deputy
Rafi Hasib
Harvey and Janet Kiser
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Ben Porter

Gold Level

Joseph Berger
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Terence Reynolds

Roger Ross

Silver Level

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Society Board President
2023



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2021-2023



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(non-voting)



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2020-2023



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2022-2023



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2021-2023



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Board Member at-Large
2022-2024



Zachary Materne
Board Member at-Large
2022-2024



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Board Member at-Large
2023-2025



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Board Member at-large
2023-2025

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