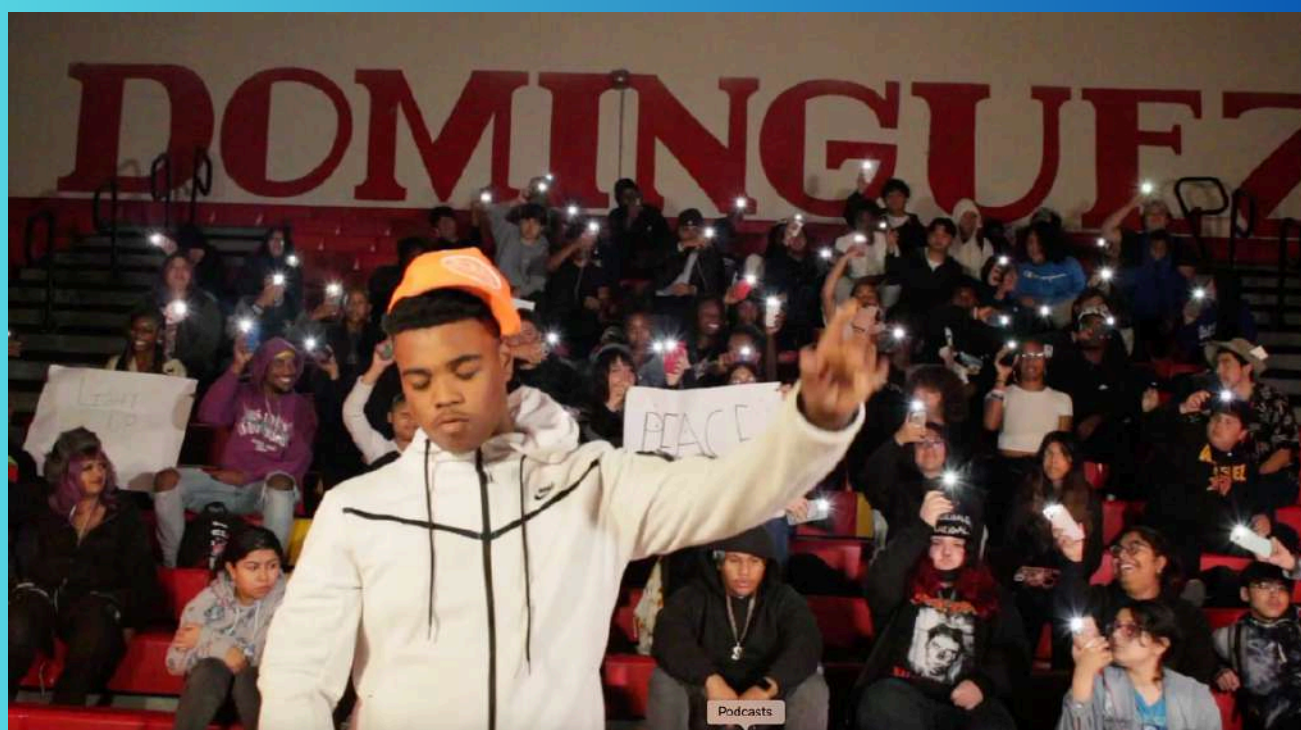


ANNUAL

IMPACT REPORT



2023



**BLUE
GUITAR
PROJECT**

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REIMAGINING OUR WORLD THROUGH MUSIC

The 'Rise Up Campaign' is a global initiative spearheaded by Blue Guitar Charity to inspire and empower young minds through music. The campaign aims to harness the power of music to foster a sense of unity, creativity, and positive change among students worldwide. By participating in this campaign, students have the opportunity to collaborate, create, and share their musical talents, culminating in the creation of a global anthem and music video that embodies love, unity, and harmony.

“ Youth everywhere deserve access to inspiring music experiences to dream big, reimagine their world and discover the limitless possibilities all around them. ”

- **Roxy Lee, Founder**



4

Countries - USA, UK, Australia, Japan participated in the Rise Up Music Lab

100

Students from 5 schools experienced the 1st Blue Guitar music lab of this kind

15

Music artists kicked off the social media Blue Guitar pass

2.3M

Followers reached between all 15 music artists



BLUE GUITAR “RISE UP” MUSIC LAB PROGRAM



PROJECT BREAKDOWN & OUTCOMES

The Rise Up Campaign's global virtual music lab consisted of four 30-minute sessions over four weeks, ensuring students had time to complete their recordings. Each session guided them through their contributions to the overall project, featuring inspiring guest stars and offering insights into the entire music creation process.

COMPONENT	DETAILS	OUTCOME
Rise Up Anthem Creation	International collaboration to create a global anthem with students contributing vocals.	Created a global anthem with contributions from students in Australia, USA, UK, and Japan.
Songwriting Process	Sessions focused on songwriting techniques and deconstructing the anthem creation process.	Enhanced understanding of songwriting and creative collaboration.
Recording and Production	Practical lessons on recording vocals, music production, and capturing video footage.	Students gained hands-on experience in music recording and video production.
Guest Star Sessions	Inspirational talks and lessons from international music artists.	Students were inspired by professional musicians' stories and experiences.
Breathing Techniques and Vocal Care	Specialist-led sessions on correct breathing techniques for vocal care and stress reduction.	Improved students' vocal performance, stress management, and overall well-being.



USA
AUSTRALIA
JAPAN
UK

THE 'YEAR 0' IN REVIEW



Year 0 marked a significant milestone for Blue Guitar Charity as we focused on creating the anthem "Rise Up" for the music lab, enabling students worldwide to collaborate on the project. Many of these students initially faced daunting challenges –lack of hope, resources, role models, and know-how. Through our initiative, we provided them with a platform to channel their creativity and talents, turning their aspirations into reality.

Our music lab was successfully integrated into high school curricula, empowering students to contribute their vocals and produce a music video for "Rise Up."

This experience not only nurtured the students' artistic abilities but also instilled a sense of purpose and renewed hope in their futures. We are excited about our plans for 2024, which include welcoming new students and contributions from choirs, orchestras, and major music artists to help shape the final global release of 'Rise Up.' This final version will showcase a global collaboration of talents and is set for release in December 2024. Our efforts have also extended to various sponsorships, events, and partnerships, all aimed at expanding the impact and reach of our programs.



THE BLUE GUITAR



THE BLUE GUITAR REPRESENTS THE FREEDOM TO DREAM AND INSPIRES UNITY, EQUALITY, FREEDOM, JUSTICE AND LOVE

- **Candy Stripe Neck:** Represents our harmony with the Earth, reminding us of unity, respect, and interconnectedness passed down through generations.
- **Declaration of the Rights of the Child Back Plate:** Represents children's right to dream.
- **Neck Plate with '1924':** Represents the year the Declaration of the Rights of the Child was drafted, ensuring children have the opportunity to pursue their dreams while safeguarding them from exploitation. It also emphasizes raising children with the understanding that their talents should be used to benefit and serve others.
- **'Wild Horses Run Free' on the Body:** Embodies the belief that every child should have the freedom to chase their dreams.
- **Blackheart Tuning Pegs & Painted Love Hearts on Neck:** Symbolize the love that unites all of us.
- **Blue Guitar Body:** Represents the limitless possibilities for dreams and how they sometimes come true out of the blue.
- **New York Name Plate:** Embodies the energy of a place where dreams can come true, inspiring hope and opportunity worldwide.
- **'F' Stands for Freedom:** The 'F' boldly declares 'Freedom,' a fundamental right that fuels our mission to ensure every child can dream and thrive.
- **'We are all created equal' Inscribed on the Back of the Neck:** Everyone is equally entitled to pursue their dreams as everyone else.
- **The Black Pickguard:** Acts as the shield of justice, honoring children's rights. Inscribed on it are our values of unity, equality, and freedom.

THE BLUE GUITAR ARTIST'S PASS

The Blue Guitar Pass

The Blue Guitar Pass is a coinciding social media initiative where our blue guitar is passed from artist to artist to help show their support of the youth, and to spread awareness of the project. Each artist shares a message of inspiration to the youth on their social media, tagging #blueguitarproject #riseup, jamming the world with positive hope and inspiration for the younger generation. There are seven blue guitar replicas and the original positioned around the world: two in Los Angeles, one in Nashville, two in the UK, one in Germany, one in Japan, and one in Australia. Artists can also play the blue guitar for one song in their performances to raise awareness if they choose or just hold the blue guitar for Instagram and share a message. This initiative was kicked off by 15 artists, reaching a combined following of 2.3 million people, and continues to inspire, starting "Reimagining Our World."



THE YEAR 'O' HIGHLIGHTS

SPONSORSHIPS AND EVENTS

KJLH Radio in Los Angeles Proven Achievers Luncheon: Blue Guitar sponsored students to attend this event, with Columbus Short as the celebrity guest at our table.

NAMM Attendance: Compton, USA students attended NAMM for exposure to leaders in global music, sound, and technology communities.



ART INTEGRATION

Album Cover Competition: Japanese elementary students competed to draw the album cover for "Rise Up," which also became the face of our merchandise. The winner was a third grader, highlighting the incredible talent and creativity of young students.



REMIX COLLABORATION

A high school budding producer from Compton will remix Japan's version of "Rise Up," showcasing the talent and collaborative spirit of the lab.

PARTNERSHIPS

Kansai Music Conference: Blue Guitar is partnered with Kansai Music Conference in Osaka, Japan, for Team Expo 2025, promoting the United Nations' Sustainable Development Goals (SDGs) 4 (Quality Education), 8 (Decent Work and Economic Growth), 10 (Reduced Inequality), and 17 (Partnerships for the Goals), with 28 million attendees expected.

MUSIC PUBLISHING LABEL & RECORD LABEL

Self-Sustainable Future: Established a music publishing model and set up a record label to support young talents, release the "Rise Up" song, and create a self-sustainable model for future projects.

IMPACT - USA

“ This opportunity gave Compton students direct connections with students from Australia, London, and Japan in a way that has shaped their mindsets that would never have existed without the support of The Blue Guitar Music Lab.

THROUGHOUT OUR 10 YEARS OF SUCCESS IN THE MUSIC INDUSTRY, WE HAVE NEVER SEEN THE TYPE OF IMPACT THAT BLUE GUITAR IS ABLE TO PROVIDE TO UNDERSERVED YOUTH USING CROSS COUNTRY INITIATIVE BEFORE.

Beyond Average Sound is in full support of the Blue Guitar Music Lab and truly this organization will be a pillar in reshaping the future of Arts, Media and Entertainment.

- Raj Will, Beyond Average Sound (USA)

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IMPACT - UK

“ The Blue Guitar Project was so empowering for our young people, all of them have gone on to do work in music in some way. When the girls first started, not one of them had done singing before and no one knew each other, but now they are the best of friends. If one cried they all cried and empowered each other.

EVEN THE SCHOOLS FOUND OUT THEY WERE STUDYING MORE, EACH AND EVERYONE OF THEM HAD A PURPOSE AND EACH WEEK THEY ADDED MORE OF THEMSELVES TO THE PROJECT; TO THE FACT THAT MORE YOUNG PEOPLE WANT TO GET INVOLVED.

For myself, I loved the project and when it was brought to me I said yes start right away. I didn't know what it was about but knew I needed to get involved and every day I learnt so much myself and was empowered. When I did the Women's Conference for instance, the Leader of the Council came and could not believe it and was astonished by the project - the volunteers came each week and they too were impressed by the young people's progress.

- **Marie Hanson, MBE, BA Business Management, Community Leader & UPF Ambassador for Peace
Director and Founder of S.T.O.R.M Family Centre (former Councillor for Queenstown Ward, Battersea UK)**



IMPACT - JPN

“ For Kansai Music Conference (KMC), introducing Blue Guitar Project in Japan has opened many doors that otherwise may not have been available. For example, KMC is now planning a day of music and culture in several elementary schools where musicians from overseas will perform and introduce their culture. Several organizations have shown interest in the project and would like to share the concept with their members and associated partners.

Moreover, Blue Guitar Project in Japan has brought out Maaya, a 9-year-old talented vocalist and rising musician. After attending a Blue Guitar Project event in February, Maaya is now positioned to perform on stage at the TEAM EXPO Pavilion of the World Expo 2025 Osaka, Kansai, Japan.

This project has great potential to reach and influence youngsters in Japan, and KMC will continue to showcase this potential to individuals, businesses, and organizations whenever possible.

- **Duane Levi, Executive Director, Kansai Music Conference (JAPAN)**



HOW TO GET INVOLVED



Funding Needs

Financial Support: To cover the projected costs of the music lab, including instructional services, contractual services, operating expenses, administration, and participant resources.

Equipment Donations: High-quality equipment for recording and production to ensure our students have access to the best tools available.

Product Giveaways: Donations of merchandise and products for our students to enhance their learning experience and reward their achievements.

Blue Guitar Pass: Funding to support the logistics and shipping of the Blue Guitar Pass initiative, ensuring that the guitars can reach artists worldwide without delays.

Collaboration with Industry Professionals: Partnerships with music producers, sound engineers, and other industry professionals to provide mentorship and hands-on experience for our students.



**"BEING PART OF THE BLUE GUITAR MUSIC LAB CHANGED MY LIFE. I NEVER IMAGINED I COULD CREATE MUSIC WITH STUDENTS FROM AROUND THE WORLD AND BE HEARD GLOBALLY."
- STUDENT, COMPTON, USA**

How You Can Help

Donations and Sponsorships: Your financial contributions can directly impact the lives of young artists, providing them with the resources they need to succeed.

Volunteer Your Time and Expertise: Offer your skills in music production, marketing, event planning, or any other relevant field to help us deliver high-quality programs and experiences.

Partner with Us: Collaborate with Blue Guitar Charity to create unique opportunities for our students, whether through hosting workshops, providing internships, or featuring them in your projects.

MESSAGE FROM THE FOUNDER

“At Blue Guitar Charity, we believe in the transformative power of music to inspire and empower without limits. Music is the only medium that can harmonize 193 countries and 8 billion people with just 4 chords. Through our initiatives, we are committed to providing opportunities for young artists everywhere to rise above challenges and realize their full potential, reimagining the possibilities to take themselves to the place they want to be.

We are dedicated to jamming a positive vibration into the world, aiming to give the younger generation hope, inspiration, and a voice through music. We believe that the release of our inaugural music lab song, 'Rise Up,' in 2024 will have a significant impact on our world, especially in the current landscape. This anthem represents not only the creative collaboration of students across borders but also embodies hope, love, and unity for all of humanity. Join us in making a difference.”

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