



WITH OUR  
**MUSIC,**  
KIDS  
**CAN!**

# 2022-2023 IMPACT REPORT

KidLinks music gives kids a healthy, safe, and positive way to connect with their emotions.



# PROGRAMS

## KIDLINKS PROGRAM HIGHLIGHTS

2022 was a pivotal and transitional year for KidLinks as we returned fully to in-person services in our therapeutic music entertainment (TME) and music therapy (MT) programs. Our commitment to championing healing, hope, and happiness for children and families remained steadfast and strong. We grew our MT clinic locations to provide more therapy access for kids across North Texas, developed new partnerships, and focused our efforts on providing quality therapeutic music on KidLinks.org.

Therapeutic Music Entertainer, Jim Newton, performs for children at Bryan's House.

Gina G. Glidewell, MT-BC, and prior MT client, Hayden Rogers, performing at Hugapalooza! Sing-Along Concert.



## MISSION MOMENT

"I had a very touching experience this week during my visit at Children's Health in Plano. I went to a room with a little boy who was lying on his side. His mother told me he was awake, so I went on to ask if he would like a song. I heard his little voice say yes. He could not turn to look at me because of the machine he was connected to, but as I started playing, I saw his foot start to move to the beat of the song. Then I heard him say "yay" as I continued to play. His mom laughed and stated he was smiling. He continued to say "yay" until the song was over. I was very moved by this experience since I could see he was really struggling to move. However, in that moment he was no longer worried about the pain he might have been in and was simply enjoying the music."

— Maria Beltran, KidLinks TME



Children dancing & enjoying Hugapalooza! Sing-Along Concert at Rosewood Center for Family Arts.

## THERAPEUTIC MUSIC ENTERTAINMENT (TME)

- **DFW In-Person Direct Services** – monthly and semimonthly performances at Children’s Health Dallas and Plano, Bryan’s House, Safe Haven Arlington and Fort Worth, Scottish Rite for Children, and Cook Children’s Medical Center.
- **7th Annual Hugapalooza!** – our annual sing-along concert brought families and friends together on Saturday, August 20, 2022 in the Studio Theater at Rosewood Center for Family Arts.
- **Special Events** – including live performances at community events hosted by Metrocare Services, Mommies in Need, Belong Disability Ministry, Dallas Children’s Theater and AUsome Moms.



## MISSION MOMENT

*“Hearing the joy in your voices made me feel like there is still love and happiness in today’s world. The small gesture of your music gave me peace today. I struggle with depression among other issues...I forgot about those problems while listening to you. Thank you for all that you do. May you all keep sharing the love.” – Debbie, TME Participant*

## TME PROGRAMMING

\*documented viewers

### # of Kids, Adults & Staff Reached



## MEET OUR NEWEST THERAPEUTIC MUSIC ENTERTAINERS!

In 2022, we welcomed two new Therapeutic Music Entertainers, Andy Sperandeo and Jasmyne Marshall to the team! Andy is accomplished in jazz, classical, rock, pop, and r&b, as well as other styles of music. He performs regularly with several jazz groups, along with a classical string ensemble, and original groups around the DFW area. In addition to his expansive background as a performer, Andy has also written, arranged, produced, and recorded for a variety of artists over the years. Jasmyne is an experienced music therapist who takes pride in providing quality music therapy services to populations with limited voices. She holds a Bachelor of Science degree in Music Therapy from TWU and assisted in growing an exemplary music therapy internship program at VNA Texas Hospice and Palliative Care. She’s currently completing her counseling and pre-med studies and also works with several other nonprofits providing MT services to children migrating to the United States and in the foster care system.



# PROGRAMS

## MUSIC THERAPY (MT)

At the start of 2022, clients were only seen virtually due to the pandemic. Currently, we have four music therapy clinic locations to offer our music therapy families: two home practices in Arlington and Fort Worth, J.W. Brown Music Therapist-in-Residence program at Southern Methodist University, and Bridges Training Foundation in Midlothian. In addition, we continue to provide telehealth sessions to families who are unable to travel to one of our physical locations. Prior to the pandemic, we only had one clinic location at First United Methodist Church in Hurst. This expansion into other areas of DFW and Ellis County provides added access to families who need free to low-cost music therapy services.

Every week, our four Board-Certified Music Therapists provide essential one-on-one sessions with children with special needs ranging from autism and ADHD to hearing and vision impairments.

## MEET OUR NEWEST MUSIC THERAPISTS!

In May 2022, we welcomed a new Music Therapist, Cora Lansdowne! Cora has a Bachelor of Music in Applied Flute from Baylor University and a Masters of Music Education/Music Therapy Endorsement from University of Kansas. A Board-Certified Music Therapist and a long time member of AMTA, Cora has been practicing music therapy for more than 15 years. She manages a private music therapy practice in Ellis and southern Tarrant Counties and is also a Certified Music Together Director and Teacher.

We also welcomed Board-Certified Music Therapist, Debbie Dacus, to the team in July 2022. Debbie received her B. S. and M. A. degrees in Music Therapy from TWU. She has served a variety of faculty positions at TWU throughout the years, most recently as Clinical Training Coordinator. Debbie has also provided contract music therapy services to area school districts and facilitated in-services and workshops throughout the U.S. Debbie serves as KidLinks' Fort Worth area MT and sees clients at her home practice.

## MT STATS

- ♥ In-person MT – 22 clients
- ★ Telehealth MT – 10 clients
- 🎵 904 hours of music therapy services provided



Cora Lansdowne, MME, MT-BC, conducts a music therapy session at Bridges Training Foundation.



Sara Chigani,  
MA, MT-BC, conducts  
a music therapy  
session at SMU  
MT Clinic.



## NEW ADDITIONS TO OUR KIDLINKS.ORG MT RESOURCES

24

New music  
therapy blog posts/  
articles

7

NEW  
SONGS

19

Therapy videos and  
graphic charts/boom  
cards for music therapy  
professionals

## KIDLINKS.ORG

KidLinks.org contains a vast amount of TME and MT resources and is accessible and mobile-friendly to families, child life specialists, music therapists, and other early childhood professionals. Whether logging on from the hospital, a clinic, or at home, over 200 free songs, animations, instrumental tracks & videos are available 24-7!

## SOCIAL-EMOTIONAL SKILLS (S-ES) DEVELOPMENT ENHANCEMENT RESOURCE:



We also celebrated a three-year partnership with Metrocare Services on S-ES resources in 2022. Clinicians and families use customized digital applications—therapeutic music, animations, and guidebooks—in clinical sessions and as part of their client homework assignments. Continual use of the resources have resulted in significant impact on the wellbeing of children in the program.



In July 2022,  
KidLinks welcomed  
an additional partner,  
My Health My

Resources of Tarrant County, a local governmental entity and community mental health and intellectual and developmental disability center.





# PROGRAMS

## CNM Certified

Since 2020, we have utilized CNM-Pact to analyze impact trends and direct programming goals and outreach strategies and to support grant submissions. In 2022, we were re-approved for CNM certification which demonstrates our commitment to employing an effective methodology for collecting, analyzing, and reporting program outcomes, making data-driven decisions, improving program performance, and engaging stakeholders in impactful ways.

As a CNM-Certified nonprofit, KidLinks was invited to be a part of the Communities Foundation of Texas' Resilience Capacity Building Series, a four-hour interactive workshop focused on "Building Lasting Resilience Through Data". The workshop included interactive presentations and hands-on activities, co-led by CNM evaluators and nonprofit leaders. KidLinks' Co-Executive Director, Leigh Trevino, co-led a session on "Pursuing Useful Data" and presented key findings from KidLinks' own evaluation practices, significance of having a logic model, building stakeholder diversity, and choosing the right indicators (ex. interesting metrics vs. actionable metrics) to strengthen programs and the organization overall.



Because of our successful use of the application and implementing the information to help with all aspects of KidLinks, we were an award finalist for CNM's 2022 A Night of Light Nonprofit Awards of Excellence!

## MISSION MOMENT

*"This addition of a Board-Certified Music Therapist in residence working at the clinic has exponentially increased the value of the clinic space, the music therapy program, and benefits to the community. We are meeting the needs of many youth members on the waiting list for services at the clinic. We look forward to more interactions between Meadows and the community, as well as the opportunities to showcase music therapy and promote research using music as a therapeutic tool." – Daniel Tague, PhD, MT-BC, SMU Assistant Professor and Chair of Music Therapy*

# PROGRAMS

## 2023 KIDLINKS HIGHLIGHTS (JANUARY-JUNE) :

With KidLinks' new shared leadership and a dedicated team of staff, music therapists, therapeutic music entertainers, volunteers, partner organizations, and supporters, we are more collaborative, creative, and intentional in the ways we engage and deliver services to North Texas children and youth and their families.

Beginning with a beloved KidLinks classic "I Can Be the Best I Can Be," we are refreshing old songs and writing new songs to further strengthen our library of music and media. In addition, KidLinks has a new partnership with Klyde Warren Park which introduced a new weekly Therapeutic Music and Movement series for children ages 2-6 years old. Thus far, our client capacity grew from 28 to 31 children served per week through our subsidized music therapy program.

In March, we welcomed a new Marketing Communications Specialist, Laura Ingram, and a new Therapeutic Music Entertainer, Joshua Ingram, to the team! Laura is a graduate of Texas Christian University with a Bachelor's of Music Education, vocal emphasis, and previously taught music for six years on the elementary level in Keller ISD. Joshua is a working singer/songwriter who enjoys an opportunity to bring music to kids, especially in musical service to children with special challenges. From oncology camps to group sessions in hospitals to individual room visits, Joshua offers a unique experience to each listener.



### MISSION MOMENT

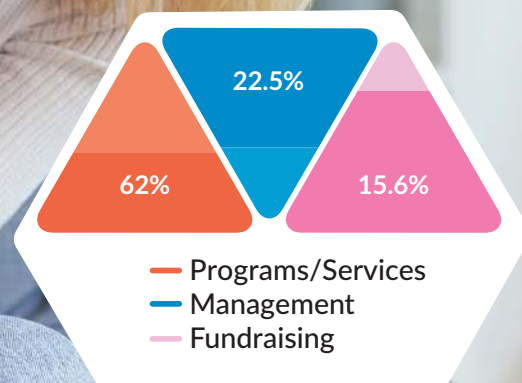
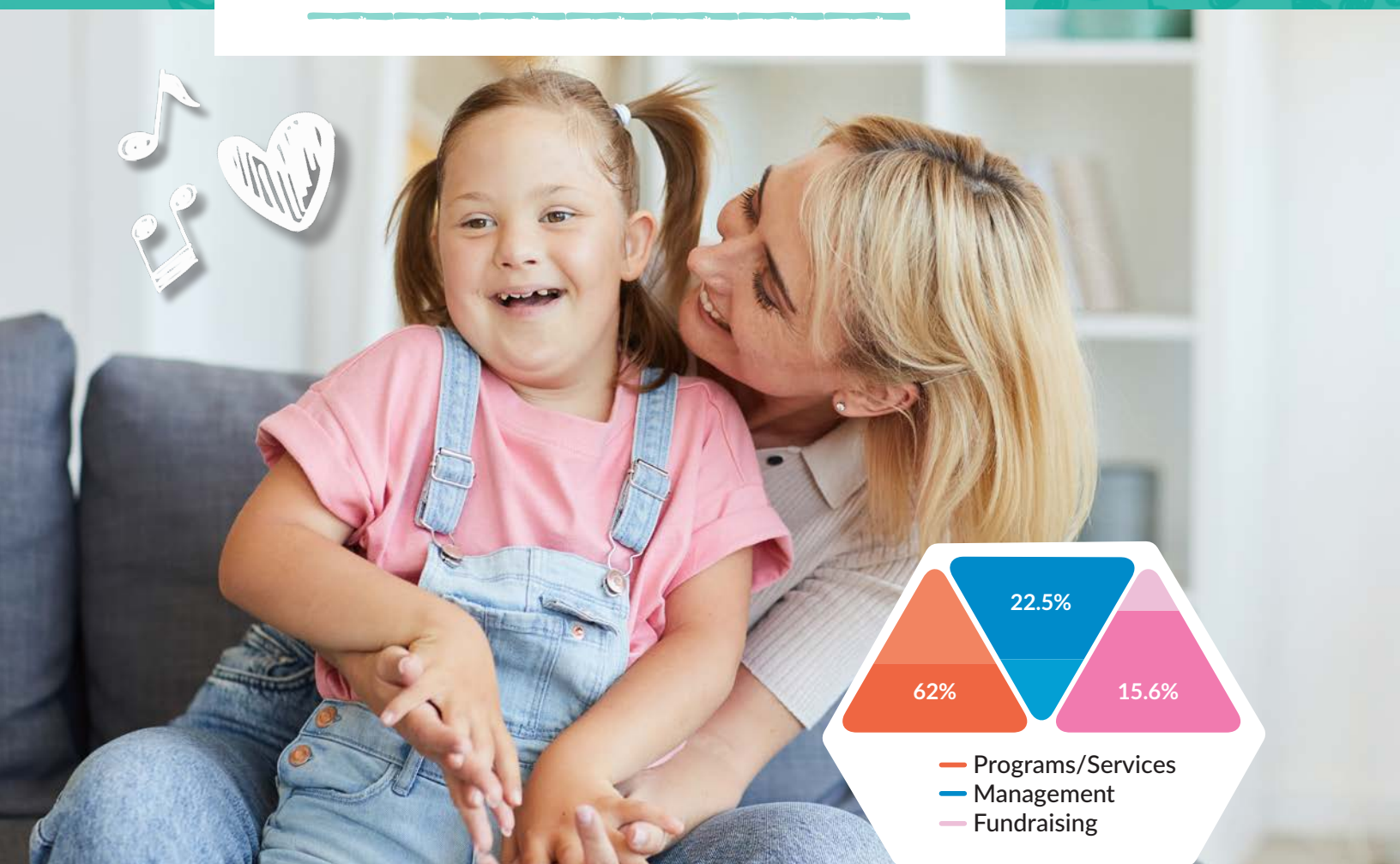
*"Chloe has really benefited from music therapy, and it has helped her in her discipline, her sensory to noise, and most of all has really helped her in stimulating her speech. She looks forward to meeting with her KidLinks music therapist every session and is thrilled and ready to participate in the session. Thank you so much for allowing us to continue to be part of this great program."*

*— Mother of MT Client*





# FINANCIAL



## 2022 Revenue \$582,182\*

COVID-related decreases occurred in individual giving, client direct service and in-hospital performance revenues.

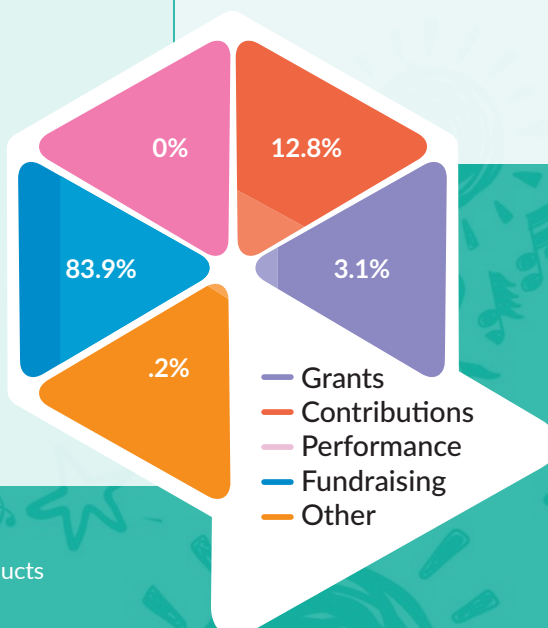
### Includes:

- \$18,125 from Grant Awards including:
  - \$9,300 from John R McCune Trust
  - \$8,325 from North Texas Giving Day
  - \$500 from the Rees-Jones Foundation
- \$2,250 in Restricted Funding for Kidlinks History Book
- \$13,100 in Restricted Funding for JWBrown Resident Program
- \$9,500 from KidLinks online platform partnerships
  - Metrocare Services

## 2022 Expenses \$538,112

### Includes:

- Decrease in wages and marketing/public relations expenses due to employee retirement and organizational restructure





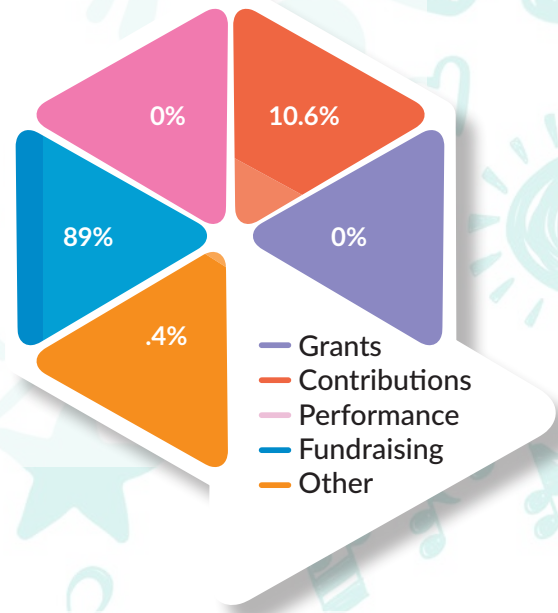
# FINANCIAL

## January – June 2023 Revenue **\$227,688**

COVID-related decreases occurred in individual giving, client direct service and in-hospital performance revenues.

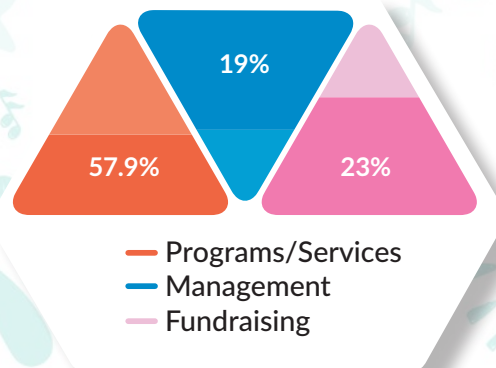
### Includes:

- \$9,500 from KidLinks online platform partnerships
  - Metrocare Services



## January – June 2023 Expenses **\$321,366**

Expenses exceeding revenue included strategic investments to support future growth and excellence of our mission.



# WAYS TO GIVE



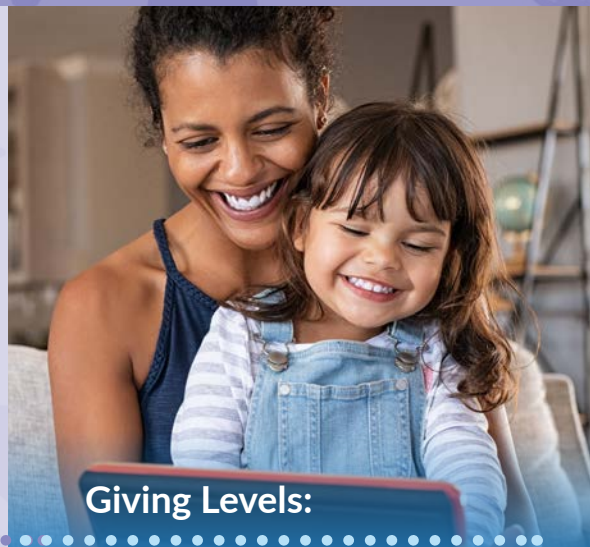
Through the generosity of our friends and supporters, KidLinks has served over 420,000 children and caregivers in the last 40 years. Now is your chance to be a part of the next 40 years! There are many ways to give, and your gift will have far-reaching effects. Connect with us today and learn how we can create a plan that is right for you!

## HARMONIZE WITH US: Make a one-time gift to “fund-a-need” for KidLinks

- \$10 - Provides 3 child-size rhythm instruments for sing-alongs
- \$50 - Helps Fund 1 Therapeutic Music Entertainment performance
- \$250 - Covers 1 month of clinical Music Therapy for a child
- \$500 - Helps Fund the recording of a new therapeutic song
- \$1,000 - Sponsors a music festival at a special care center
- \$5,000 - Supports the creation of a new animated video

## KIDLINKS GIVING GUILD: Monthly & recurring gifts

Want an easy way to be a steadfast supporter? Join the KidLinks Giving Guild! You can choose your gift as a monthly, quarterly, or yearly contribution through [kidlinks.org/donate](https://kidlinks.org/donate). Your continual gift will make a significant impact in supporting the amazing work being done by our Therapeutic Music Entertainers and Music Therapists.



### Giving Levels:

- Soloist: \$5 per month
- Prodigy: \$10 per month
- Prima Donna: \$25 per month
- Concertmaster: \$100 per month
- Maestro: \$250 per month





# WAYS TO GIVE

## EVENTS:

**North Texas Giving Day - KidLinks:** Support KidLinks through the annual North Texas Giving Day! NTGD is the largest community-wide giving day in the country.

**Symphony of Chefs:** Symphony of Chefs is an evening of culinary composition benefitting KidLinks. Guests enjoy a prepared & interactive four-course dinner created tableside by one of DFW's most notable chefs alongside wine pairings from some of the world's best vineyards, a silent auction, and much more! Symphony of Chefs is typically held in February each year. Please contact us for more information on sponsorships and tables.

**Energy Golf Classic:** The annual KidLinks Energy Golf Classic tournament is one of the most effective energy-specific networking opportunities of the year! It provides companies within the energy field a way to make a difference in the community by supporting KidLinks and serves as a conduit for generating positive community awareness about the independent energy industry.

## Leave A Legacy: And the music played on!

Through planned giving, you can bestow a lasting gift to support the programming provided by KidLinks. Simply leave a bequest in your will to support KidLinks or name KidLinks as a co-beneficiary in a life insurance policy.

## OTHER WAYS TO GIVE: Every donation makes a difference!

- **Donor-Advised Fund (DAF):** Choose KidLinks as a recipient of your DAF.
- **Make a Qualified Charitable Distribution from your Retirement Account:** People 70.5 and older can donate funds from their IRA accounts directly to KidLinks. This type of gift is called a Qualified Charitable Distribution, or QCD. Making a donation as a QCD will count towards your Required Minimum Distribution or RMD, which can help save on your income tax.
- **Make a Honorarium or Memorial Gift:** Designate your gift to KidLinks to celebrate a birthday, anniversary, wedding, or graduation in honor of a special friend or family member! Memorial gifts may also be made in memory of your loved one. We will acknowledge your gift to the recipient.
- **Matching Gift:** Double your donation with a corporate matching gift program! Many companies offer matching gift programs for their employees. Check with your human resources department for more information on matching your donation to KidLinks.
- **Party with a Purpose:** Make KidLinks a beneficiary of your party by requesting donations for your birthday, anniversary, or "just because!" Hosting your own fundraising party for KidLinks is a fun way to make a huge impact!

# TIME & TALENT

KidLinks is grateful for our wonderful Board of Directors and the Time, Talent and Treasure they give!

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Co-Executive Director (Development)

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Director of Marketing & Partnerships

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Founder, Therapeutic Music Entertainer

Laura Ingram  
Marketing Communications Specialist

Dionne Davis  
Program & Grants Coordinator

Larry Dykstra  
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## Music Therapists

Sara Chigani, MA, MT-BC

Debbie Dacus, MA, MT-BC

Gina G. Glidewell, MT-BC

Cora Lansdowne, MME, MT-BC

## Therapeutic Music Entertainers

Maria Beltran, MT-BC

Josh Ingram

Rick Mang

Andrew Sperandeo

You can read more about our team on our Leadership page at [KidLinks.org](https://www.kidlinks.org)



# DONATIONS

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# HONOR & MEMORY

## In Honor of

J.W. Brown  
Diana Crawford  
Diana Crawford  
Benjamin Fisk  
Maggie Fisk  
Gail and Paul G. Hill  
Jim Newton and Paul G. Hill  
Dave Huett  
Lynn Johnson  
Linda and Alan Keenum  
Mark Lambertsen  
Melissa Graham and Jim Newton  
Stuart Sides  
Stuart Sides  
Noel Paul Stookey  
Nancy Welton

## Given By

Lauren and George Schuchart  
Communities Foundation of Texas  
Sandy Skinner  
Janice and Phil Luebbehusen  
Janice and Phil Luebbehusen  
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Kay S. Johnson  
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Lynn Johnson  
Paul Lambertsen  
Shirley Struchen  
  
Holmes Family Charitable Fund  
Christa Sanford  
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## In Memory of

Dr. Paul H. Boyer, MC  
Cambron E. Fisk  
Kyle Hampton Jack  
Glenn Knight  
Nancy Persinger  
Bettye Schmettekopf  
Ron Wells  
Ron Wells  
Ron Wells  
Joanne Whetstone  
Joanne Whetstone

## Given By

LaVonne Boyer  
Janice and Phil Luebbehusen  
Lauran G. and W. Andrew Jack  
Joyce S. Knight  
Darlus Schoonover  
Linda and Alan Keenum  
Dana and Ly Tran  
Darsha and Tim Blair  
Louise and Fred  
Lynn Johnson  
Ruth Lane





# LEADING THE WAY

## **M. Adam Hall,** President & Chairman of the Board



With so many health-related, economic, and global events occurring in 2022, never has there been a time where therapeutic services were in such high demand; and KidLinks responded! The impact we're making to kids we serve through our TME, MT and S-ES programs is in high demand and gaining recognition in hospitals, schools districts, state and federal institutions, and other organizations that want therapeutic services built from quality, vetted music and media. I believe KidLinks is well-positioned to take on the highly-anticipated increase in demand for these services and we are excited about delivering on the challenges ahead.

A big thanks goes to the dedicated KidLinks staff members, sponsors, and partners in 2022. It was another successful year largely supported by our two anchor fundraising events: the 12th Annual Symphony of Chefs and the 22nd Annual Energy Golf Classic. The SoC event raised meaningful funds led by our co-Chairs and newest board members, Chase (and Jill) Sanders and Stuart (and Lisa) Sides. Our all-volunteer Energy Golf Classic Tournament Committee, chaired by Patrick Halpin, set a new revenue record for KidLinks and we are tremendously thankful for the quality of the event Patrick, the committee and the Dallas Athletic Club assembled.

Lastly, in 2022 KidLinks worked through the departure of a handful of longtime staff members; most notably was the retirement of our friend and dedicated KidLinks TME, Paul G. Hill, and the resignation of our terrific CEO, Diana Crawford. While it's always challenging to lose talented staff members at these levels, the board and remaining staff members were quite excited to announce the promotion of Leigh Treviño as Co-Executive Director and Director of Programs. Additionally, the KidLinks board approved the hiring of Courtney Kraft to service as Co-Executive Director and Director of Development, and the hiring of Kimberly Ballard-Madison as the new Director of Marketing and Partnerships. Finally, KidLinks also welcomed three new board members which brings the board of directors total to twelve talented leaders committed to the success of KidLinks.

Each new staff and board member has already made a noticeable, positive impact and I am thrilled with the new structure and team we have in place. As chairman of the board, I could not be more proud of how the staff and board worked through various challenges and accomplishments in 2022 and am excited about the initiatives we've put in place for 2023!

*Adam Hall*



# Leigh Treviño and Courtney Kraft,

Co-Executive Directors



We are so proud of our work together! At KidLinks, 2022 was a year of growth, transformation, and connection. Not only did our team grow in numbers, strengths, and perspectives, we also expanded our programs and impact while deepening our connections with our communities — from program partners to client families to funding collaborators. Our work was made possible by you: our generous, committed community who showed up for KidLinks and our mission to link kids to healing, hope, and happiness through music and media. Thank you!

It is with deep gratitude for our collaborative team — administrative staff, therapeutic music entertainers, music therapists, review team, volunteers, and board of directors — that we, as an organization, continue to thrive. Our work this past year is a testament to the brilliance, love, and perseverance of our communities, and yet there is much more to do. Thank you for being a part of this work and thank you for believing in KidLinks' mission.



With gratitude,

*Leigh and Courtney*

# Kimberly Ballard-Madison,

Director of Marketing & Partnerships



Many hands make light work. We are grateful for so many supporters over the past 40 years who have helped us deliver healing, hope, and happiness to thousands of children and families. As we look back in awe of the great works, we also envision and ask ourselves, "How might we elevate the KidLinks brand over the next 40 years?"

Our current and future marketing strategy includes developing and maintaining effective communications across channels to increase brand awareness and engagement. We refreshed our website to enhance the user experience and re-evaluated how we share our mission and music in thoughtful and creative ways across social media platforms. We are looking at all the ways we can make an impact to serve a more diversified constituency of youth with special challenges, families, and communities. We hope you will partner with us as we strive to reach and build more relationships across the DFW metroplex.

*Kimberly*

To hear how it all began go to <https://vimeo.com/686424379>

# FOUNDER'S MESSAGE

## Jim Newton, Founder



This year on March 13, 2023, KidLinks celebrated our 40th birthday in serving children and families with special needs. So many staff & board members, therapeutic music entertainers & Board-Certified music therapists, volunteers, donors and grantors have been faithful supporters over the many years. Together, we have now completed 4 decades of service and our commitment to KidLinks' mission remains unwavering.

As we begin our second 40 years, our newly staffed and energized team is hard at work, both continuing our current programs and moving forward with new therapeutic initiatives. I am and will be forever grateful to all who continue to help us help the kids!

Keep a Song in Your Heart,

*Jim*





# VOLUNTEERS

## BIG THANKS to our 2022 volunteers

David Artzerounian

Dana Blaugrund

Wes Butler

Crystal Carel

Brett Crawford

Ginny Denmark

Laney Duncan

Darren Fisk

George Fisk

David Hahn

Madison Jaeger

Cameron Lopez

Ashley Lonon

Lauren Massing

Lu Presley

Thad Toups

Jill VanGorden

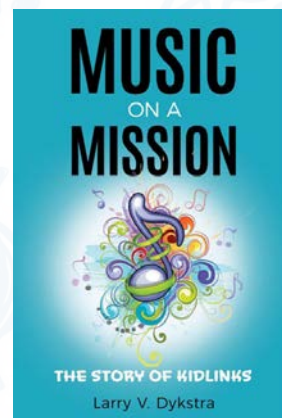
Larry Whitaker

## VOLUNTEER OF THE YEAR!

KidLinks would like to thank Larry Dykstra, who began volunteering with our nonprofit over a decade ago! He has shared his talent, energy, and support in so many ways—as our Lead Therapeutic Music Entertainer (TME) Volunteer at DFW area hospitals, as creator of our TME Training Program & Guide, as a composer of songs featured on KidLinks.org, and as a marketing consultant for KidLinks. Larry is also a published author, whose first book was entitled, *Musical Hugs: Succeeding Through Serving, One Song At A Time* (Inspire On Purpose Publishing).



In 2022, Larry also authored the book *Music on a Mission*, which details the inspirational story and work of KidLinks. *Music on a Mission* inspires as it entertains, showing how KidLinks emerged out of unexpected origins and overcame countless challenges to provide the power of music for children in need. It is a story of how the passionate pursuit of a clearly defined purpose has the power to make a life-changing difference in the lives KidLinks has served for 40 years and counting. Larry's book is available to purchase [HERE](https://www.amazon.com/Music-Mission-KidLinks-Larry-Dykstra/dp/1948903717)\*. The majority of the proceeds from sales of *Music on a Mission* will be used to support KidLinks' programs.



\*<https://www.amazon.com/Music-Mission-KidLinks-Larry-Dykstra/dp/1948903717>



KidLinks music gives kids a healthy, safe, and positive way to connect with their emotions. Through our TME and MT direct services, KidLinks.org online resources, and S-ES partnerships—generously supported by donors and grantors—KidLinks is positively impacting the lives of specially-challenged kids every day!

[www.KidLinks.org](http://www.KidLinks.org)



***Make a Donation to Support KidLinks:***

[KidLinks.org/donate](http://KidLinks.org/donate)

**Connect With Us**

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