



S.O.U.L.S. Youth Choir

QUARTERLY REPORT.

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|---------|---|
| QUARTER | 4th Quarter (October 2024 -December 2024) |
| YEAR | 2024 |

Performance Metrics–S.O.U.L.S. Youth Choir

| KEY PERFORMANCE INDICATOR (KPI) | OUTCOMES (SUCSESSES AND CHALLENGES) |
|---|--|
| Student Recruitment | 5 new students added in this quarter |
| Student Retention | 100 % student retention rate |
| Social Media Marketing of S.O.U.L.S. Mission to the East TN Region and beyond | 77 new followers on social media to help champion the mission and help recruit students at various churches and schools |
| Community Collaborations this quarter | <ul style="list-style-type: none">• Collaboration with Maryville High School Choral Director for Recruiting at First Baptist Maryville 10/2/24• Collaboration with Callahan Road Baptist Church for their Ladies’ Spa Day Mother/Daughter Event and Worship Service on 10/6/24• Collaboration with Chris Blue, Winner of the Voice, and Gaither Music Recording Artist at East TN History Center on 11/20/24• Collaboration with Light the World Missions Event planners, Hallerin Hilton Hill, and Kari Kai on 11/20/24• Collaboration with East TN Vocal Association with three selected S.O.U.L.S. singers at Lee University (recruitment event for new students as well) 10/23/24• Collaboration with Knoxville Stake Choir in Farragut for Christmas Devotional Music Program on 12/8/24• Collaboration with Carson Newman Music Department on 12/9/24• Collaboration with Carson Newman Dr. Backlin on recruiting S.O.U.L.S. singers to apply for voice scholarships 12/11/24 |
| Media/Print | Centerfold two-page article in <i>The Tennessee Baptist and Reflector</i> Statewide Newspaper celebrating the work of Dr. Hobby and the Missions Centered Choir. This publication is in print as well as on Baptist and Reflector Facebook. This was reshared across many East TN Churches and the feedback was positive and a Baptist Church in Rogersville, TN has booked us already for a Baptist Missions Dinner in December 2025. (We posted this article on www.soulschoir.org and pushed it out on social media.) |

Revenue 2024–Fourth Quarter (Donations/Interest)

| Month | October | November | December |
|----------------------|----------|----------|----------|
| APEX Bank Interest | \$0.88 | \$0.74 | \$0.70 |
| Individual Donations | \$400.00 | \$200.00 | \$200.00 |

Expenses 2024–Fourth Quarter

| | | |
|--------------------------|--|------------|
| Music Notes | Music | \$4.76 |
| Maryville High School | Tickets to S.O.U.L.S. students' concerts | \$40.00 |
| Music Notes | Music | \$13.11 |
| WIX | Web Domain | \$26.22 |
| Office Max | Copies | \$19.01 |
| Office Max | Supplies | \$76.45 |
| Bradley's | Snacks | \$8.63 |
| Walgreens | Copies | \$46.30 |
| Office Max | Supplies | \$17.72 |
| Praise Charts Publishing | Music | \$7.06 |
| Praise Charts Publishing | Music | \$20.79 |
| Brentwood Music | Music | \$94.33 |
| Chris Justice Web | Web Domain, Webpage, Software | \$1,510.00 |
| Kroger | Snacks | \$9.88 |

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|------------------|-------------------------------------|------------|
| WIX | Web Domain | \$26.22 |
| Walmart | Snacks | \$12.00 |
| Panera Bread | Snacks for students after rehearsal | \$22.99 |
| Walgreens | Copies | \$36.68 |
| Kroger | Snacks | \$9.55 |
| Food City | Snacks | \$19.62 |
| Kroger | Snacks | \$12.00 |
| Aimee Williamson | Accompanist Fee | \$40.00 |
| Publix | Snacks | \$25.11 |
| Kroger | Snacks/Gift for Dr. Backlin | \$24.68 |
| WIX | Web Domain | \$26.22 |
| Kroger | Snacks | \$17.33 |
| USPS | Postage | \$10.90 |
| Aimee Williamson | Accompanist Fee | \$20.00 |
| USPS | Postage | \$0.73 |
| | | \$2,198.29 |

Categorized Key Spending Areas [Feb. 2024–Dec. 2024]

| | |
|---|------------|
| Professional Fees to Independent Contractors For Web and Social Media, Marketing, and Accompanists | \$3,586.77 |
| Postage, Printing, Shipping, Publications | \$1,376.53 |
| Other Larger Expenses (Uniforms, Snacks, Insurance, State Filing Fees, & Music) | \$3,667.00 |

Year End 2024 Financial Overview

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|----------------------|--------------|------------|
| Revenues | Unrestricted | Total |
| Individual Donations | \$8,944.28 | \$8,944.28 |
| Grants | \$0 | \$0 |
| Interest Earned | \$ 109.72 | \$ 109.72 |
| Total Revenues | \$9,054.00 | \$9,054.00 |
| Total Expenses | \$8,631.73 | \$8,631.73 |
| Ending Balance | \$ 422.27 | \$ 422.27 |

Goals and Plans for 2025

- Strengthen the younger voices with education in proper vocal techniques
- Increase harmony singing ability across the group on Monday night rehearsals
- Increase marketing efforts through the Live Radio Interview on Praise 96.3 with host Laura Paul on 1/20/25
- Network with more worship pastors and music teachers to reach more altos, tenors, and basses.
- Continue to strengthen partnerships with Carson Newman Music Students and Faculty and seek to form an alliance with CNU's Bonner Scholars Department.
- Continue to choose music that stretches their abilities.
- Continue to allow students to be mentors and leaders to the younger students.
- Plan and Execute a Spring youth leadership team building retreat in April at Ancient Lore Village.
- Plan and Execute a Summer youth leadership and worship music retreat in July in Townsend.
- Continue the Center for English Collaboration in May 2025-July 2025.
- Continue to strengthen partnerships with Knox International Network.
- Continue to reach out to Bridge, UTK International Program Leaders, and ELL teachers in the area.
- Continue to teach praise and worship music for the Glory of God!

Projected Operational Budget for 2025

\$20,000

Dr. Jill Hobby, December 30, 2024
Philip F. Meyette December 30, 2024
Martin Ammons December 30, 2024