

1. Why music?

Music education improves language, reasoning, math, and listening skills; promotes teamwork and creativity; encourages empathy and respect for diversity; develops discipline and a sense of accomplishment; builds community.

Right now, given kids' continued distance learning and isolation at home, music will bring joy into the day while helping them connect with each other, express themselves, and stay engaged in learning. Music will have a positive impact on their overall mental and emotional health during an especially challenging time in their lives.

Here's the story of Leila, one of our students who lives in a small house in San Jose with 22 of her relatives. She is starting 2nd grade, on her cell phone, trying hard to focus in the midst of chaos. All of the adults are home 24/7 and stress levels are high. Before the pandemic, Leila's mother worked as a home health aide and has since lost her job; others worked in fast food restaurants and are now on reduced or no hours. All of the kids are home full-time, ranging from infants to high schoolers. There is constant arguing and aggravation as being cooped up together for months has frayed nerves. Physical abuse is common as everyone deals with the anxiety and frustration of their circumstances.

Leila misses school and the daily escape to a quiet and safe place. Online music lessons will bring some fun and happiness into her day and make a real difference in Leila's life. Her mental and emotional health will be uplifted and strengthened through MFM's music lessons – so critical to helping her through this hard time.

2. Why Music for Minors?

- Proven track record of 44 years as a trusted partner with schools and school districts throughout the Bay Area.
- Our curriculum is the gold standard in music education; expertise in elementary years.
- Innovative technology used in program delivery.
- Responsive to changing needs over the years.
- We change lives, and in some cases, we save lives.

3. How has MFM pivoted during the pandemic?

As of March 2020: MFM quickly pivoted service so that students continued to receive music education -- directly in their homes. Our passion and determination have driven us to further adapt the curriculum and prepare a menu of options--including live-stream and pre-recorded online lessons--to fit with varying school needs this fall. The music plays on!

4. Why support MFM now?

School districts are heavily impacted by the prolonged effects of COVID-19, placing additional strain on already fragile school budgets. They are having to re-allocate their limited resources this fall to provide basic needs (even food for students) and cover a range of new costs related to the uptick in technology required to deliver education remotely (equipment, IT support, etc.).

MFM has an obligation to support these communities with whom we have been working for decades. As schools struggle to adjust, MFM has focused on finding workable solutions to help

students retain a well-rounded education, especially in socioeconomically challenged areas with little to no access to the arts outside of school.

5. How can you help?

You can help by providing funds to support MFM's reach to children like Leila -- from the most disadvantaged neighborhoods. It is necessary for MFM to take on more of the financial responsibility this year -- to provide music to these deserving kids and we need you to be a part of the equation. MFM is a highly-valued community resource that needs to survive!

Donations will directly support music education for kids – subsidizing ongoing provision of live-stream lessons to our current partner schools. Once this commitment of \$200,000 is fulfilled, every additional \$500 will fund a new program for children in high-poverty schools.

There is also an opportunity to invest in MFM's key strategic initiatives (through major gifts):

- Teachers1st: Developing Teacher Recruitment and Retention
- MusicWorks: Strengthening Partnerships with Schools and Communities
- NextGen: Advancing Curriculum and Technology

6. What do programs look like now?

Given current conditions, MFM is at 55 percent of our past year's service level. Many schools have been forced to take a gap year, but some who are not able to provide music this fall are hoping to be able to include music beginning in spring 2021.

While we have offered a broad menu of program delivery options to participating schools, all on our current roster have opted for remote real-time music education. MFM staff has demonstrated exceptional dedication and determination, working six and seven days each week, to ensure that kids will be receiving a top-notch program. We have adapted our curriculum, teaching resources and music teacher training, while still retaining the high educational value for which MFM is known.

Virtual lessons are successfully underway, reaching 500 classes each week. MFM teachers are brilliantly managing in this new online environment and thousands of children are actively participating in musical learning every day – singing, dancing, keeping the beat, playing recorder and other instruments, etc.

7. What is MFM most known for?

Resilience! No matter what, MFM comes up with a solution. We have a history of quickly and successfully responding to challenges. In numerous instances MFM has also served as a model for others.

8. What are people saying about MFM?

- Sample testimonials from donors and partners:
 - *Like most nonprofits, I'm sure this is a challenging time to have fundraisers canceled while also having to find creative new ways to deliver services. I've been impressed by the job that Sonja and her team are doing, however, and decided to **double the amount I gave last year.** (MFM donor)*
 - *Because my grandfather died at an early age, my father taught piano lessons and played at venues while he was still an adolescent as a means to be keep the family out of poverty. In turn, he impressed the importance of music upon his own children - not just striving for technical excellence but as a means of expression*

and enjoyment. I have found music leading me to profoundly deeper human connections, beyond what language has to offer, whether it is playing with a band or singing with a group. Music also helped me through the healing process after losing my mother to cancer, a time when words alone often failed me.

(Community partner)

- Sample testimonials from classroom teachers and principals:
 - *Although students are not physically in the classroom with the music teacher it feels as if they are. The lessons are authentic and engaging and I sing along as well!*
 - *Thank you for what you and your staff are doing in order to keep music in the lives of our children at home. My students and their parents definitely appreciate it!*
 - *This is fabulous! We all could use a little more music in our lives, especially now!*
- Sample testimonials from MFM music teachers:
 - *I really appreciate all of MFM's hard work and that the teachers can depend on the organization financially. It goes a long way in easing the stress of the time.*
 - *I have always been proud of being part of MFM. I enjoy every single time I am in the classroom with the children... Because of your generous heart, I am able to have a place to live and am able to pay my rent, which is critical. Because of your generous heart, I am able to have money to buy my groceries and have a decent meal. Anytime I have to pay a bill or buy an item I remember you and pray for you.*

9. Organization Overview, Program Description, Impact

The Organization: Founded in 1976, MFM is a key provider and thought leader in elementary education, with the core belief that music education transforms lives and creates success for children, schools and communities. We work in partnership with schools and districts to create sustainable and comprehensive music programs.

The Program:

- Sequential foundational music education presented in weekly 30-minute lessons. MFM's gold-standard curriculum integrates state and national standards and offers a culturally-diverse repertoire of songs and activities. Includes hands-on participation in singing, movement, theory, dance, musical games, and the use of rhythm instruments. For a deeper dive into the curriculum, take a look at this preview of the adapted 1st grade curriculum developed for the San Mateo-Foster City School District: <https://mfm.org/wp/wp-content/uploads/2020/09/Grade-1-Preview.pdf>. Other grade levels available on request.
- New as of 2019-2020 School Year: Instrumental music program -- 1,200 5th graders in San Mateo-Foster City School District (clarinet, flute, trumpet, violin, voice).

Community Impact -- 2019-2020 School Year:

- 25,000 Students every week -- 50% from economically disadvantaged schools
- 900 Classes
- 67 Schools
- 15 Districts
- 8 Grade levels – transitional kindergarten through 6th grade

Note – Three-fold growth in number of students served since 2013.

Community Impact – Current School Year:

- 12,000 Students every week – 36% from economically disadvantaged schools
- 500 Classes
- 30 Schools
- 7 Districts
- 8 Grade levels – transitional kindergarten through 6th grade

10/30/2020