



*"Changing children's lives one note at a time."*



The People's Music School was founded in 1976 by Dr. Rita Simo with only \$625, a donated piano and a dream to make the world a better place. For the last 35 years, the People's Music School has reached approximately 10,000 students. The vast majority of these students are children from low-income families who would not otherwise have access to formal musical training. Not only are they taught music, but our students also learn teamwork and responsibility, which leads to greater self-esteem and personal happiness. In this way, we use music as a means to change lives and to create tomorrow's thought leaders today. The number of children we reach is completely dependent on the generosity of people like you.



## YOURS PROJECT

YOURS is a program of the People's Music School designed to extend our impact beyond our physical location in Uptown, Chicago. The YOURS Project is modeled after the El Sistema program developed by Venezuelan economist and professional musician José Antonio Abreu that uses orchestral music to create social justice. In partnership with the Ravinia Festival, the first YOURS Project "nucleo" was created in Albany Park's Hibbard Elementary School and consists of 160 kids playing in three different levels of orchestras. Based on what has become one of the most successful El Sistema initiatives in the U.S., we want to create a YOURS nucleo in every public school in Chicago. *Will you help us make this happen?*

*"As I started high school, I became more serious in my studies, and my life started coming together. It's hard to say definitely if the violin spurred my academic studies, or if my academic studies spurred my violin playing; rather, it seems to me that both aspects of my life affected each other equally — they grew together, and now, they go hand-in-hand. In learning violin, I also learned diligence and dedication, discipline and commitment, and finally, pride and passion. My instrument became more than a piece of wood; it was something beautiful that could create something wonderful, and this discovery would not have been possible without the People's Music School."*  
--Melissa Luu, Stanford University, Class of 2012



## HOW YOU CAN HELP

With devastating cuts to school arts programs, thousands of children are being denied access to a musical education. The People's Music School exists solely to fill this gap, but demand is overwhelming. Each Fall, lines form days in advance of our annual registration, as parents try to secure access to this invaluable education for their children. Space is limited and we have to turn away hundreds of families due to a lack of funding. With your help, we can maximize enrollment and provide a music education for up to 500 children at the school and reach thousands more through the YOURS Project. Here's what your generous donation can make possible:



First Chair	\$1,500	One year scholarship for a child
Conductor	\$7,500	One year scholarship for five children
Maestro	\$10,000	Annual sponsorship of Performathon or Harvest of Talent
Benefactor	\$25,000	Title sponsorship of Performathon or Harvest of Talent
Advocate	\$50,000	Annual anniversary title sponsor
YOURS Partner	\$100,000	Creation of another YOURS orchestra for 75 children
Honorary Founder	\$225,000	One year scholarship for 150 children—to fill the school
Guardian Angel	\$5,000,000	Guarantee the school's continued existence through a trust



### Event sponsorship includes

(Maestro and above):

- Logo and name prominently displayed on all event materials
- Up to 12 reserved tickets to each event
- Prominent mention in the event press release
- Podium recognition at the event
- Special recognition (feature story and photos) in our newsletter and on our website
- Special invitation to concerts and events throughout the year and recognition at events
- Ad in event program – half page for Maestro and full-page for Symphony and above
- Symphony and above: option to book private performances or speaking engagements by students/faculty at organizational events

## WHY MUSIC EDUCATION IS IMPORTANT\*

- Music is a universal language, cutting across racial, cultural, social, educational, and economic barriers and enhances cultural appreciation and awareness
- Music leads to developing higher order thinking skills including analysis, synthesis, evaluation, and problem solving
- Music improves academic achievement-- enhancing test scores, attitudes, social skills, critical and creative thinking
- Music provides opportunities for self-expression, bringing the inner world into the outer world of concrete reality
- Music makes it possible to use personal strengths in meaningful ways and to bridge into understanding sometimes difficult abstractions through these strengths
- Music integrates mind, body, and spirit
- Music leads to both independence and collaboration
- Music provides immediate feedback and opportunities for reflection
- Music merges the learning of process and content
- Musical symbols are as important as letters and numbers

*\* Adapted from Dee Dickinson's article "Music and the Mind" (1993)*

### The People's Music School

*Executive Director*

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