



CAPITAL CAMPAIGN BENEFITING ASHEVILLE **MUSIC** SCHOOL



Music is a vital piece of our humanity. It benefits us emotionally, physically, mentally, and socially. In children, music education can have major positive impacts on growth and development, from enhanced language capabilities and mental processing to boosting self-esteem. Studying music also helps the adult brain by improving memory and delaying cognitive decline.

Through our Play it Forward capital campaign, **your support will help AMS better serve our community** as we secure the school's future at our **new home in West Asheville!**

**STRENGTHENING
COMMUNITIES
THROUGH MUSIC
EDUCATION AND
OUTREACH**

In addition to necessary upfits to our new space, we will be developing a music production studio, the **AMS Sound Lab**, in which students will learn to use modern music technology, equipment, and techniques. This new multi-use studio will allow us to offer group lessons, add additional programming with neighboring schools, and will serve as a rehearsal room with professional sound.

With your financial support, this new facility will enable us to expand our reach and to bring music education into the modern era.



OUR NEW HOME

10 Ridgelawn Rd. West Asheville



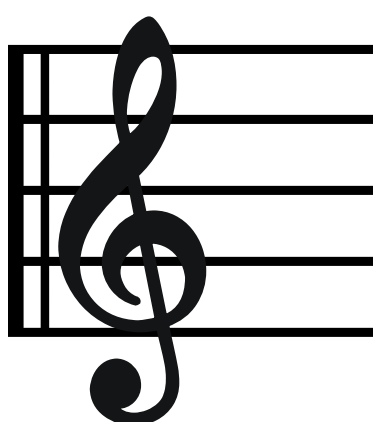
"This new facility is going to secure our future, and help our students thrive in new ways."

Ryan Reardon, AMS Executive Director

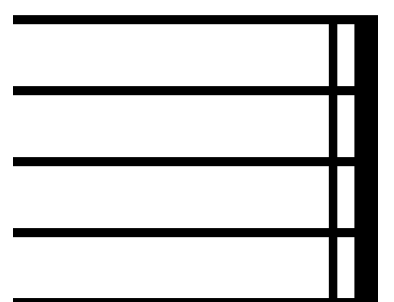
AMS has signed a long-term lease for a stand-alone building in a great West Asheville neighborhood, and we have... parking! We have the opportunity to renovate to our specifications and are working with Form & Function Architecture and Falcon Construction. We plan to be in the new facility in late Spring 2022.

We are seeking foundation, corporate, and individual donor support to help us secure the future of the school.

Funds are needed to help us pay for...



labor and building materials
soundproofing and acoustic treatment
computers and software
music gear and recording equipment
architectural design





WHO WE ARE

"We believe in the inherent power of music to transform lives."

Sally Sparks, AMS Board Chair

Asheville Music School is the largest nonprofit music school of its kind in Western North Carolina, serving over 300 students annually and providing sustainable and rewarding work for dozens of music educators. We offer private music lessons, band and ensemble classes, summer camps, master classes, and workshops for all ages and income levels. As a community school, our mission is to keep music education accessible to all, regardless of economic barriers. We accomplish our goals by offering need-based scholarships, an instrument-lending library, and by operating an outreach program that connects AMS students and teachers with the most vulnerable populations in our community.



**"MUSIC IS MY VOICE
AND MY PASSION. IT
HAS CHANGED MY LIFE
BY SHOWING ME
HARMONY IN A WORLD
FULL OF CHAOS."
LYDIA, AMS STUDENT**



PROGRAMS

Paul Thorpe Music Education Fund

Provides need-based scholarships for lessons, camps, and ensembles, and also funds our Sound Education Outreach program.

Sound Education Outreach

Teacher-led student bands that perform, free of charge, for under-represented communities.

Summer Camps

Day camps for many ages, skill levels, and music styles, in a team-oriented, collaborative environment.

Private Lessons

One-on-one lessons for all skill levels, styles, instruments and voices. We teach all ages, from 3 to 93!

programs in development

After-School Program

Group lessons, including guitar, piano, and ukulele; instrument lending library, and more.

Sound Lab

Teaching sound recording and production, engineering, mixing, beat-making, and scoring; enhancing, broadening, and modernizing all of the above programs.





OUR IMPACT

Since 2014...



AMS has taught more than **93,000** music lessons to over **1,000** students ranging in age from 4 to 80 years old.



Through our Paul Thorpe Music Education Fund, we've provided **\$84,000** in scholarship dollars to **145** students.



Our Sound Education Outreach Program has had **230** students participate, performing at 9 unique community sites.



AMS students & teachers have given **92** free performances and reached nearly **12,000** community members.

“Music has taught me skills I can use to work better as a team, and be comfortable with feeling vulnerable. It is an outlet, one that has not only helped me come out of my shell but also given me hope for my future.” Rory Moon, AMS student





DONATE

Join the AMS Chorus by becoming a Donor

\$10,000 AMS Sound Lab Benefactor (naming rights -- one available)

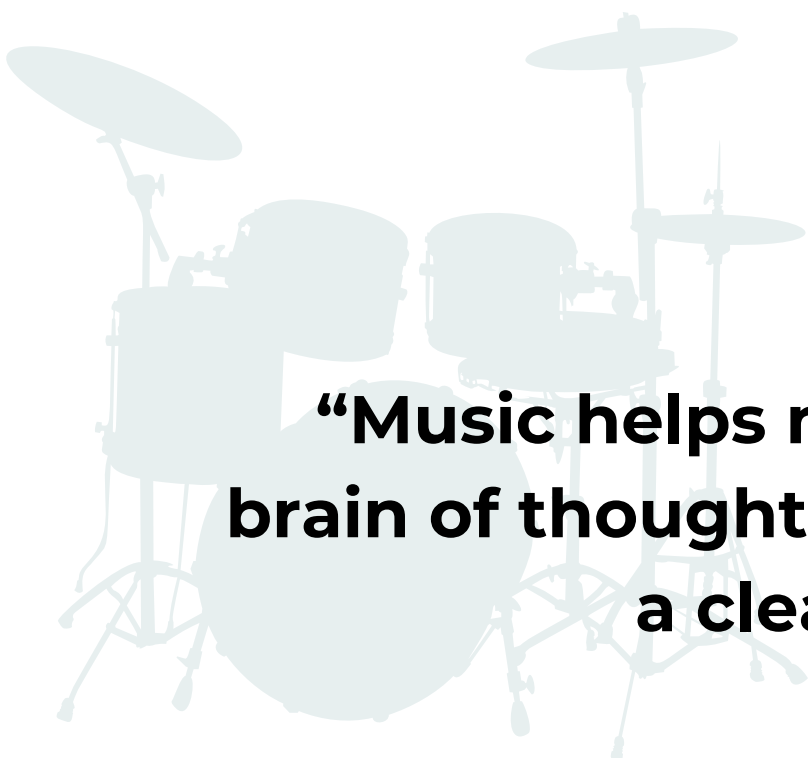
The brand new AMS Sound Lab will enable us to bring music education into the modern age with a professional space for students to learn about the technology, equipment, and techniques to create, engineer, and produce sound, beat-making, and recordings. Offering opportunities to learn digital composition will allow us to better serve our students by connecting the education to the contemporary music in their lives. We'll also be able to help students shine who may not be inclined to learn a traditional instrument. We are seeking the most generous sponsor who will help us build out this new studio and outfit it with the proper gear.

How we will return the love:

- Studio naming rights and signage
- Donor appreciation party
- Logo and feature about you or your local business in our newsletter (3,000 reach)
- Thank you and tag on social media
- 4 tickets to annual Sound Effects benefit concert in the spring
- Logo and link on AMS website
- AMS merch



“Music helps me to untangle the knot in my brain of thoughts and words. It puts them into a clear rhythm.” Maci, AMS student





DONATE

Sold!

\$7,000 Harmony Rehearsal Studio Benefactor (naming rights -- one available)

We are looking for one big-hearted supporter who is jazzed about getting the band back together, by helping fund our group rehearsal space. Learning music in a group setting, such as our Sound Effects Orchestra band program, has many advantages. Much like the benefits of playing sports, it takes great teamwork to learn or create a song—aspects which boost self confidence, self worth, and a sense of community. Our new multi-use rehearsal space will also enable us to create new programs, like the afterschool music program we are developing with Hall Fletcher Elementary, further expanding our ability to provide accessible music education in the community.

How we will return the love:

- Studio naming rights and signage
- Donor appreciation party
- Logo and feature about you or your local business in our newsletter (3,000 reach)
- Thank you and tag on social media
- 2 tickets to annual Sound Effects benefit concert in the spring
- Logo and link on AMS website
- AMS merch

Studying music has changed my life in so many ways. It raised my confidence to a new level, it introduced me to some of my best friends, it gave me a way to deal with the biggest struggles in my life..."

Harmony, AMS student

\$5,000 Wall of Fame (thank you plaque -- unlimited)

At our new facility, we are installing a Wall of Fame in our lobby where you or your business can be listed among dozens of music lovers and supporters. Each member of the AMS Wall of Fame will get their own plaque, to be displayed for decades to come.

How we will return the love:

- Named plaque hung in lobby
- Donor appreciation party
- Thank you recognition about you or your business in our newsletter (3,000 reach)
- Thank you and tag on social media
- Logo and link on AMS website
- AMS merch





DONATE

\$2,500 Instrument Lending Library Benefactor (naming rights -- one available)

Instruments can cost anywhere from \$100 for a ukulele to tens of thousands for a piano. We have been fortunate to have many instruments donated over the years, which we loan out to students who can't afford the investment or aren't quite ready to commit to the instrument with the costs associated with pianos that require tuning and instruments in need of maintenance. Additionally, we are always adding to our lending library. Your donation helps us keep our current instruments in playing condition, and also lets us update and modernize our instrument library.

Sold!

How we will return the love:

- Studio naming rights and signage
- Donor appreciation party
- Logo and feature about you or your business in our newsletter (3,000 reach)
- Thank you and tag on social media
- Logo and link on AMS website
- AMS merch

“Asheville Music School is helping to teach younger musicians not only the skills of music, but also teaching them that this is a viable career path that they can take.”

Jessica Tomasin, Echo Mountain Recording Studios

\$1,000 Studio Angels (naming rights -- 8 available)

Honor someone you love with naming rights to one of our 17 individual Teaching Studios where our one-on-one private lessons take place, servicing up to 400 students annually. This is where bonds are formed between teacher and student and a love for music flourishes through weekly lessons. By sponsoring a Teaching Studio, you'll be helping us do the necessary soundproofing required of a music school, where the cacophony of drums, horns, piano, voice lessons, and more happen simultaneously.

How we will return the love:

- Studio naming rights and signage
- Donor appreciation party
- Thank you recognition about you or your business in our newsletter (3,000 reach)
- Thank you and tag on social media
- Logo and link on AMS website
- AMS merch





DONATE

\$500 Green Room Sponsors (unlimited)

AMS is in need of furnishings such as lockers and cubbies, and we would really love to update the hand-me-down mix-match furniture in our waiting room (aka the Green Room). We will certainly accept in-kind donations of this nature, but for those willing to be Green Room Sponsors, your donation will help us in our goal of creating an appealing entry waiting space befitting of a modern music educational institution—a welcoming space that makes a great impression on everyone who enters.

How we will return the love:

- Inclusion on a thank you placard in the waiting room
- Thank you and tag on social media
- Recognition on AMS website
- AMS merch

\$250 Gear Head Patrons (unlimited)

PAs, microphones, cables, mesh drum heads, low-volume cymbals—we have an evolving need for musical and technology equipment. It aids in our ability to teach, lend instruments, and operate our outreach program. Gear Head Patrons will help us in our effort to keep the necessary gear and equipment on hand.

How we will return the love:

- Recognition on AMS website

\$100 Nuts & Bolts Backers (unlimited)

To properly upfit the new space will take tens of thousands of dollars, but every little bit helps. Our \$100 donors will help us cover everything down to the nuts and bolts.

How we will return the love:

- Recognition on AMS website

"(AMS) has been LIFE-changing for our boys! It has given each of them so much - their love of music, their interest in pursuing music, their individuality, and their growth in all aspects of their lives."

Lorie, AMS scholarship parent





BOARD + STAFF

AMS is run by a volunteer board of directors, a small staff, and many wonderful teachers.

Meet Our Board

Sally Sparks, Chair – Musician, Music Producer
John Barnard, Treasurer – Investing, Venture Asheville
Jim Bixby – 828 Design
Andre Cholmondeley – Musician, Technician
Douglas Haynes – Business Owner, DNA 1 Properties
Lockie Hunter – Writer
Linda Kendall Fields – Clinical Assistant Professor, UNC Chapel Hill
Danny McClinton – Venue Owner, Restaurateur
Jason Peltz – Principal, Worley-Peltz, PLLC
Kim Roney – Piano Teacher, community advocate
Tommy Seijo – Real Estate, former teacher
Chris Youngblood – VP/Relationship Mgr., Commercial Banking PNC Bank

Meet Our Staff

Ryan Reardon – Executive Director
Kylie Irvin – Summer Camp Manager
Charlotte Sommers – Business Manager
Matthew Larkin – Studio Manager
Jason Moore – Scholarship Manager

Meet Our Teachers

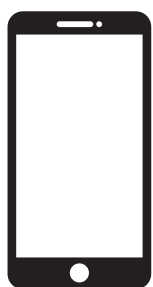
Alec Fehl – guitar, band leader
Alex Rodriguez – scoring, piano
Anastasia Yarbrough – viola, voice
Andy John – guitar, bass, uke, more
Ben Bjorlie – drums, bass
Bob Strain – piano
Delia Lytle Bailey – flute
Elisa Faires – voice, piano
Holley Ross – violin, viola, cello
Ivan Seng – piano
Jacob Klein – songwriting, voice, guitar
Jason McCoy – violin, viola, banjo
Jason Moore – saxophone
Jeff Hankin – drums, percussion
Jenny Bradley – piano, ukulele
Justin Watt – drums, percussion
Kylie Irvin – trombone, voice, band leader
Mar Perez-Albela – guitar, songwriting, ukulele, band leader
Michael Jefry Stevens – piano
Michael Sebastian – cello, voice
Paul Stroebel – violin, viola
Paul Templon – voice, piano
Phil Alley – guitar, mandolin
Rachel Hansbury – voice, piano
Ryan Kijanka – bass, more
Ryan Reardon – bass, cello, violin
Samuel Irvin – guitar, trumpet





HOW TO GIVE

Many ways to support AMS. Pledge forms also available



Text to Give:

Text AVLMusic to (202) 858-1233 and follow the prompts



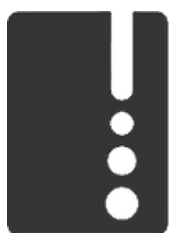
Online:

Visit us online at ashevillemusicschool.org/play-it-forward



By Mail:

Send us a check made out to AMS, with Play It Forward in the memo. We are at 126 College St., Asheville, NC 28801



Credit Card:

Safe, encrypted transactions via DipJar. Just pop the card in the jar. Feel free to double dip!



Scan:

Scan QR code with your phone's camera to donate online via our GiveButter campaign page

