

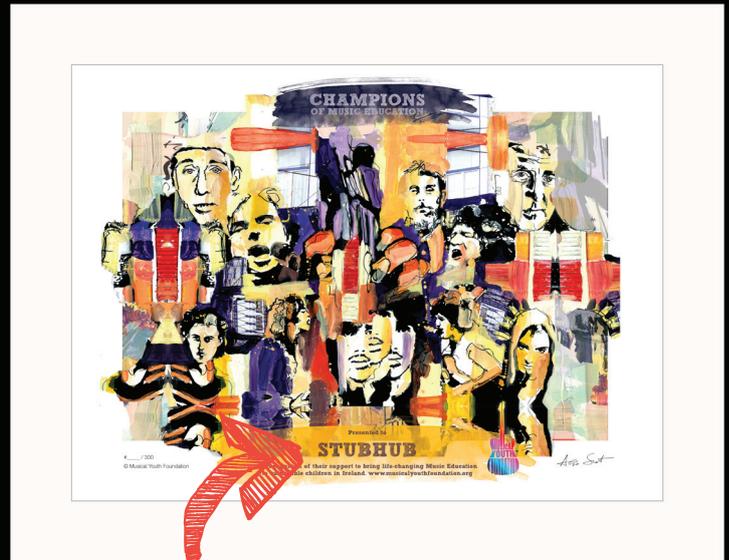


WANTED

Music Education Champions

Is your company a Music Education Champion?

The Musical Youth Foundation children's charity is searching for Ireland's Music Education Champions. Corporate or private individuals who understand that music education has the power to transform lives, ensuring vulnerable children remain engaged with the overall academic education process and have the opportunity to achieve a brighter future. Music is the very fabric of our society and together we can weave a wonderful tapestry where every child has access to education equality and the opportunity to reach their full potential.



Your Name Here

So how can you help?

We're looking for 300 Champions to donate just €500 each to help change the lives of vulnerable children throughout Ireland. Join the Musical Youth Foundation mission and become a Music Education Champion today and together we will impact the lives of hundreds and then thousands of children.

Credit where credit is due!

Support our mission and we'll recognise your donation by presenting you with a limited edition framed artwork created especially to honour Ireland's Music Education Champions by artist Aga Szot and personalised with your name or company name. This would hold pride of place in your office or company reception area and will be a real talking point for visitors.

And that's not all...we'll also provide you with an "Official Supporters" logo which you can include on your website and email signature so all your colleagues and clients can see that you are one of Ireland's exclusive Music Education Champions. In addition we'll credit you via one of our social media channels (Facebook, Twitter or LinkedIn) and include your logo on our website with a link back to your website.



And there's more... every quarter we'll send you an update including photos/video highlighting the progress of the young people whose lives you're helping to change for the better. You can then tell your staff, clients and business associates about the difference you are making to the youth of Ireland.

Donation Amount	Framed Music Education Champion Certificate	Official Champions Supporter Logo	Social Media Thank You	Logo & Link on our website	Quarterly Email Progress Updates
€500	✓	✓	✓	12 Months	✓

Next steps...

Call or email Chris on 087 603 1022 or chris@musicalyouthfoundation.org. Once your payment has been received the Musical Youth Foundation will set you up as a Music Education Champion, we will send you on your limited edition framed certificate, champion logo and provide you with a receipt of payment. You will continue to be a Music Education champion for 12 months.

Should you wish to get more involved with the Musical Youth Foundation please contact Chris directly to find out details on becoming one of our valued corporate partners.

About Musical Youth Foundation:

The Musical Youth Foundation is a registered children's charity (CHY18624), Revenue approved for donations under Section 848A Taxes Consolidation Act 1997. We are dedicated to improving the lives of disadvantaged children in Ireland by providing opportunities for them to succeed and excel through the proven power of music education.

Music education can ensure at-risk young people have the opportunity to achieve a brighter future. By working in partnership with local community centres, youth groups and schools the Musical Youth Foundation provide children with a safe place to go after school to grow, learn and play through the power of music education.

We currently operate 'Guitars for Kids' music education programmes in Cork, Dublin, Galway, Kilkenny, Mayo and Offaly. Providing over 200 children with access to life-changing weekly professional music lessons, instruments and workshops in singing, song-writing and live-performance.

Donation Options:

By cheque: Musical Youth Foundation. C/o 5 Ardbrough Road, Dalkey, Co. Dublin.

By EFT: Account Name: Musical Youth Foundation Bank: Bank: Allied Irish Banks (AIB)

National Sort Code: 93-36-00 Account Number: 10460-059

IBAN: IE73 AIBK 9336 0010 4600 59 **BIC:** AIBKIE2D

Online: www.musicalyouthfoundation.org/donate

Questions or queries? Please contact our Founder & CEO Chris Maher on 087 603 1022

E-mail: chris@musicalyouthfoundation.org

Music Changes Lives!

CONORS STORY

MYF IMPACT CASE STUDY

Conor (name/gender changed to respect privacy) was born in 1997 into a broken home environment in inner-city Dublin where domestic violence was a regular occurrence. Witnessing regular violent behaviour was perceived as *normal* for Conor. With little or no support structure due to his difficult family circumstances Conor quickly became isolated with no goals or ambitions and poor communication skills.

The impact of Conor's turbulent home environment could also be seen at school where his learned behaviour caused problems for him not just from an academic perspective but also in how he interacted with his peers. Conor's grades were poor, further compounding his low self-esteem.

It is often the case that young people who witness aggressive behaviour in the home become unwitting targets for bullies at school – this was the case for Conor who was regularly picked on by others.

Conor had no positive male role models in his life and was often in trouble for using bad language and displaying aggressive, disrespectful and sexist behaviour.

Try to imagine Conor's life story if his circumstances had remained unchallenged. Scary, isn't it?

MUSIC CHANGES LIVES...

Since joining our music education programme Conor's life has changed completely. No longer introverted with poor social skills and no creative outlet, Conor has truly flourished by being part of our guitar group. He no longer feels isolated, has grown socially, creatively and academically.

No longer the target of bullies, Conor's peers have also witnessed the change in him as his confidence, relationships and grades have improved respectively. With this new found confidence Conor has joined a band and even has a girlfriend - things that would have been impossible for him previously as he struggled with communication and relationship management due to the behaviour witnessed and learnt at home.

Before joining our programme Conor was a boy with no real drive or ambition who would retreat within himself. He is now a confident young man with a previously undiscovered natural flair for music. Conor is now determined to finish school and go on to further education where his ambition is to study music so that he can become a music teacher and help others as he has been helped.

The students involved in the guitar groups have developed better social skills and are more able to communicate their feelings. There are some in these groups who would have difficult enough life situations and for them I believe these classes are a little haven. The students have a great sense of achievement and 'try' without fearing failure. This has been a huge step for some. For children for whom there is a high risk of leaving school early, we have found the guitar lessons of particular benefit in keeping and re-engaging them in the education process – Aoife Kelly, Vice-Principal

