



Re: Opportunity to Support Local Youth through Musical Education via Pennsylvania's Educational Improvement Tax Credit Program

Dear Friend of the Johnstown Symphony Orchestra,

I am writing to invite you to be part of the powerful impact that Johnstown Symphony Orchestra's education programming has on our local youth. Your support will help break down barriers that keep many of our local students from the opportunity to explore their musical passion and talent and introduce all students to musical experiences they may not get at home or in school.

We have seen the joy and sense of accomplishment that our musical programs bring to our student participants and the benefits don't stop there. Studies have shown that kids who participate in musical education perform better on average in their other areas of schooling. Our programming leads not only to a more musical local youth, but a more engaged and successful community.

Here are some more specific ways your partnership impacts our community through music:

- At our **Young People's Concerts**, we welcome nearly 2000 children to the Pasquerilla Performing Arts Center annually, and we are committed to keeping these experiences available at no cost to our school districts. *These experiences are often a child's first introduction to live orchestral music.* Annual cost to produce: ~ \$15,500
- Our **Share the Music** program works closely with public school music teachers to identify promising students with limited resources to connect them with low cost private lessons and instruments. *This gives students opportunities who would otherwise be left behind.* Annual cost to produce ~ \$2,000
- For children that choose singing as their form of expression, we offer our youth chorus, **Inclined to Sing**, for ages 5-15. Inclined to Sing provides children with a comprehensive musical experience and the opportunity to sing with the orchestra as well as at community events such as Tomahawks games and the annual tree-lighting in Central Park. *These experiences expose students to new forms of music, teach them how to practice at a skill, and work with others in addition to giving them live performance experience.* Annual cost to produce: ~ \$8,000

- The **Johnstown Symphony Youth Orchestra** is an ensemble of our region's most promising young musicians, *molding them into citizens who learn to listen to each other, develop discipline, and collaborate as close-knit community.*
Annual cost to produce: ~ \$22,000

- **How The Music Gets Made** – our newest education initiative, focused on the students of the Greater Johnstown School District, is an all access pass for highschool students to experience a day in the life of a professional musician. Students are invited to attend a JSO rehearsal and are gifted free tickets to see the performance of the pieces they heard being rehearsed. *We also follow-up with each student, offering mentorship and insight into the business of being a musician.* Annual cost to produce: ~ \$3,000

We would be thrilled if you would consider partnership via the EITC program maximizing your impact on our local youth at a minimal cost to you. Additionally, you would be listed with your logo as an education sponsor recognized in all regular season and education programs as well as our website.

If you have questions regarding our engagement with the youth of our community, please don't hesitate to contact our Director of Fundraising and Audience Development, Jo Novelli-Blasko.

Thank you for your time and consideration to invest through EITC to connect our youth to the incredible, world-expanding musical programming of the JSO.

Sincerely,

A handwritten signature in black ink, appearing to read "Jessica Satava". The signature is fluid and cursive, with the first name "Jessica" written in a larger, more prominent script than the last name "Satava".

Jessica Satava

Executive Director, Johnstown Symphony Orchestra