

Aileen Webb
W.K. Kellogg Foundation
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Dear Aileen:

According to the Michigan Department of Health & Human Services there were 2.277 million people with disabilities in the state of Michigan during the year 2015. Of this number it is estimated that 15.5% are from the age of 18-44. And a poll from 2005-2007 showed that in Michigan alone there were 1,447,990 children ages 5 and older who had a disability. Through providing excellent live orchestral music experiences to children and adults with disabilities the Grand Rapids Symphony seeks a grant of \$15,000 to help pay for the rental of the Salvation Army Kroc Center and Personnel needs for two additional Access to Music Concerts held in November.

As the W.K. Kellogg Foundation seeks to advance children's best interests through educating them and providing them with cultural opportunities, we believe the program would be a great fit for funding to broadening The Grand Rapids Symphony's Access to Music Concert Series. Currently the DeVos family has donated \$200 for intern personnel expenses at the Access To Music Concert Series for the two-day performance run in November. We seek additional funding for rental, transportation, and personnel expenses.

Our Education Director has worked with the symphony for ten years and piloted the Access to Music Concert Series. She has extensive knowledge of the Salvation Army Kroc Center and experience with coordinating transportation for concerts with school districts in the area. The two-day performance schedule would be in November and deliver programming aimed at local retirement homes, adult day care centers, mental health centers, schools, and the MOKA disabilities centers throughout West Michigan.

Recognized as one of America's leading regional orchestras, the Grand Rapids Symphony annually serves approximately 100,000 attendees at a variety of performances. Founded in 1930, the symphony is in its 86th season and offers nine distinct concert series including: the Richard & Helen DeVos Classical, Fox Motors Pops, D&W Fresh Market Picnic Pops, Nestlé Gerber SymphonicBoom, PNC Lollipops, DTE Energy Foundation Family, Porter Hills Coffee Classics, Crowe Horwath Great Eras and Sacred Dimensions series, plus regional and community engagement performances. With nine distinct concert series the Grand Rapids Symphony also has a strong emphasis on education. Fourteen school music education and outreach programs serve children and families in the West Michigan area. These concerts and programs include: The PNC Lollipop Concerts, Third Grade Concerts, Fifth Grade Concerts, Nooks & Crannies tours, Artists-in-Residence (AIR), Student Passport, Upbeat, Education (Discovery) Ensembles, Music Education Scholarships and the John P. Varineau Outstanding Music Educator Award programs. The Access to Music Concert is just one of many educational outreach opportunities that the symphony provides.

The symphony requests a total of \$15,000 for additional Access to Music Concerts. The grant money will be used for rental of the Salvation Army Kroc center for the two-day performance schedule, school bus rental for transportation of guests to and from local health care homes, staffing /personnel, and mailers to advertise this program to local retirement homes, adult day care centers, schools, and mental health centers.

The Salvation Army Kroc Center is located just outside of the more populated downtown area. It has a Worship & Performing Arts Center that is 3,919 square feet and holds 350 people. With removable seating and fully compliant ADA accessible ramps to and from the parking lot it is an ideal location for the target audience this concert series caters to. Wheelchairs and walkers will be easily loaded and unloaded at the on-ramp and the Worship Center will have ample room for all audience members.

As a part of the Grand Rapids Symphony's educational and accessible concerts these performances utilize fully ADA compliant venues to broaden engagement with community and build audiences to improve upon the symphony's goals of inclusion and accessibility. The Education Director, oversees all details regarding the Access to Music Concert. Many volunteers will be required to direct patrons to their seats and help with transportation from parking lot to venue. Local bus transportation rental will provide adult day care centers with transportation to and from the venue.

School Bus rental for the two days will need to be obtained for transporting those from health centers. The concerts will utilize key staff members for a total of 75 total working hours. The Education Director, Operations Manager, Program Assistant, and Travel Coordinator will be on site during the performances and in planning and logistical implementation.

Allowing children and adults that may be unable to attend or access a traditional concert, the Access to Music Series will open up continued cultural exposure to many. Your contribution will provide the symphony with the means to allow this population to be reached with a live classical music experience who may have never had the chance to before. We thank you immensely for your consideration and previous funding! Please contact Larissa Fall, the director of development, for any further questions regarding this program.

Sincerely,

Larissa Fall, Director of Development

_____, Executive Director

_____, Board Chair