

## Why Financially Support the Cumberland Valley School of Music?

The Cumberland Valley School of Music is a 501 (c) 3 nonprofit corporation which relies on contributions from area individuals, businesses, civic organizations and foundations to fund its numerous musical arts education and performance programs. The success of CVSM fund-raising campaigns is vital in ensuring that tuition fees and event attendance remain affordable to people at every income level within our local communities. Every person who participates in CVSM programming, whether taking lessons, attending a performance or involved in a summer camp, is subsidized at some level in order to keep our fees as low as possible. Our organizational mission is "to provide the highest quality and broadest possible music education to all students, regardless of race, age, ability, financial circumstance or ethnic origin." For over 19 years, CVSM has remained true to this mission and has provided music and arts opportunities to thousands of people - adding significantly to the quality of life here in the Cumberland Valley.

## Our 2008-2009 Fund-raising Goals

CVSM needs to raise nearly \$265,000 over and above tuition revenue to meet the needs and interest of Cumberland Valley residents and to cover annual operating expenses such as rent, administrative supplies, utilities, scholarships for low-income students, music accessories (audio equipment, music stands, etc.) and promotion of our programs and performances throughout the region.

## Why Does CVSM Need to Raise Funds When There is Continuous Cash-Flow Through Tuition Income?

Most of CVSM tuition income goes directly to the instructor, and in fact some programs, such as our ensembles and the CVSM Community Band and Symphonic Orchestra, are operated by necessity to just break even. Any remaining tuition revenue helps to cover our general operating expenses. With an average student base of over 600 students, 55 faculty members and 6 administrative staff to run the programs, and operating from six locations in the Cumberland Valley, CVSM expenses continue to grow - and with the recent economic downturn, our contributions have been fluctuating.

## Why Should You Invest in CVSM?

CVSM is an important regional arts organization which strives on a daily basis to improve the quality of life for the people who reside in the Cumberland Valley. There are a growing number of research studies that extol the many benefits experienced by people of all ages who participate in musical activities - from learning to play an instrument, making music with fellow musicians or appreciating works performed by others. To name a few:

- Exposure to music benefits a child's reading age, IQ and the development of certain areas of the brain;
- Music education teaches diligence, discipline and cooperation;
- Music is a form of creative self-expression - a way of communicating with others on a deeper level across culture, ethnicity, language and geography;
- Music makes us healthier - significantly reducing anxiety, depression and loneliness, thereby lowering stress and stimulating the immune system; and
- Whether performing, dancing or listening, music generates joy and enhances the quality of our lives.

With your partnership, CVSM programs can continue to educate & delight Cumberland Valley communities, and the students who require scholarship assistance can continue their music and arts study without significant hardship. Your financial contributions are so important and so greatly appreciated!

***You can make a difference - and we hope that you will.***  
***Contact CVSM today for more information at 717.261.1220.***



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