



## INVESTMENT OPPORTUNITY: TUNING INTO CHANGE (2025–2028)

"We are not simply supporting artists; we are empowering them as social entrepreneurs, capable of addressing the issues of our time through their craft." - **Noel Paul Stookey & Liz Stookey Sunde, Founders**

### The Vision: A Legacy Reimagined

For decades, music has been the indispensable voice of justice. Today, **Music to Life (MtL)**—founded by Noel Paul Stookey (Peter, Paul & Mary) and Elizabeth Stookey Sunde—is revolutionizing that legacy. We are moving the artist from a lone voice on a stage to a self-sustaining architect of community health. Through our **\$1.5 million sustainability campaign, *Tuning into Change***, we are equipping musicians with the entrepreneurial tools to solve the most pressing issues of our time while supporting themselves and their craft.

### The Challenge: Untapped Potential

While music has the unique power to bridge divides, the artists themselves are often sidelined. **70% of independent artists in the U.S. earn less than \$10,000 annually from their music careers.** This isn't just an economic crisis for artists; it's a missed opportunity for our communities. Without investment, we lose the leaders best equipped to drive creative solutions for racial justice, youth empowerment, and public health.

### The Proof: Where Art Meets ROI

Music to Life views musicians as **entrepreneurial changemakers**. Our model is not just about performance; it's about **measurable social investment**.

- **300% Financial Return:** For every **\$10,000** MtL invests in an artist's training and stipends, that artist raises an average of **\$30,000** for their social change projects within their first year of graduation, supporting both their community and their artistry.
- **100% Success Rate:** Every graduate of our MCA Academy secures initial funding for their vision.

### Impact in Action: The Changemakers

Our network of **460+ Juried Artists** is already proving that music-driven solutions work:

- **Andreína Maldonado (San Francisco, CA):** Through her project *Raíces y Voces*, Andreína uses music to uplift immigrant workers. Within a year of graduation from the MCA Academy, she had launched a **13-member worker choir**, engaged 500+ community members, and raised **\$50,000** in sustainable funding for the program.
- **Saxon Kincy (Denver, CO):** A hip-hop artist addressing the staggering mortality rate of youth in his community. His project, *Healing Futures*, uses songwriting to build emotional resilience. Post-program, **87% of his students** reported envisioning a significantly longer, more positive life span.
- **Bo Shimmin (Tucson, AZ):** An indigenous operatic tenor bringing music education to tribal communities. Through MtL's MCA Workshop 'bootcamp', Bo developed strategies to connect with tribal leaders and is now producing projects that bring classical music to reservations across Arizona.

## The Strategic Goal: \$1.5M for the Future

To meet the rising demand for bridge-building in a divided world, MTL is scaling its reach. Our **2026–2028 roadmap** focuses on:

- **Expanding the Network:** Growing our artist base and the benefits available to musician changemakers.
- **Deepening Sustainability:** Scaling programs through national and strategic partnerships.
- **National Amplification:** Elevating Music to Life's brand awareness on national platforms.

## The Partnership

We are at a pivotal moment where the power of music is needed more than ever to unify and heal. Through the Tuning Into Change campaign, Music to Life will bridge the gap between artistic vision and community reality. We invite you to join us in equipping the next generation of musical changemakers to lead the way toward a more just and vibrant world. Whether as a **Maestro (\$50K+)** helping us build a legacy or a **Composer (\$5K+)** fueling individual artist projects, your investment ensures that when musicians lead, communities heal.