

# Education Through Music



*Sounds wonderful, doesn't it?*



## About Education Through Music, Inc.

Education Through Music (ETM) is a non-profit organization founded in 1991 that promotes and supports music instruction in disadvantaged schools to enhance students' academic performance and general development. ETM partners with elementary and middle schools serving at-risk populations and ensures that every child, regardless of talent or ability and including those in special education, has quality music instruction at least once a week. **ETM currently serves over 11,000 students in 22 elementary and middle public and parochial schools in New York City, and our affiliates in L.A. and the Oakland/Bay Areas serve another 3,000 and 2,000 students, respectively.** In addition to partnering directly with inner-city schools, ETM also provides professional development and advisory services to schools and organizations across the country.



## Operating Budget

ETM currently runs on an operating budget of \$1.7 million. **Over 85% of every dollar raised goes directly to our music education programming. Charity Navigator has rated ETM a Four-Star Charity three years in a row and counting. Less than 13% of all charities ever receive three consecutive four-star ratings, indicating that ETM outperforms the majority of non-profits in America with respect to fiscal responsibility.**

## Awards/Accolades/Press

In 2005, ETM was one of 14 recipients nationwide to be awarded a **three-year grant under the U.S. Department of Education's "Arts in Education Model Development and Dissemination Grants Program"**. Over the years, ETM has been recognized with support from nationally renowned institutions, including the National Endowment for the Arts, the GE Foundation, the Ford Foundation and The NY State Music Fund.



**ETM has garnered widespread on-air and print media coverage in national and local outlets, including ABC News, Billboard Magazine, CBS News, The Chronicle of Philanthropy, Daily Candy, Good Day New York, Huffington Post, The New York Times, NY Daily News, NY1, Oprah Magazine, PBS Nightly Business Report, People Magazine, and other media outlets.**

## Partnership Opportunities

In supporting ETM's mission to make music education a reality for thousands of underprivileged children, **your company will receive exposure through a customized partnership program that is specifically targeted to meet your brand goals, and can include:**

- Acknowledgment and potential commercial time at the event
- Category Exclusivity (depending on giving level)
- VIP tickets to the event
- Recognition on all promotional materials, including press releases, promotional campaigns, newsletters, Annual Report, event signage and the invitation, which will be seen by thousands of affluent, philanthropic-minded supporters in the NYC area.
- Inclusion in all event-related email blasts, sent to a database of over 2,000 supporters.
- Recognition on ETM's websites: ETMonline.org, which receives on average 11,000 pageviews/month, our Facebook Pages, which have over 5,500 members and our Twitter Page.
- Volunteer Opportunities for employees at ETM events and partner schools.

**Contact Emily Estock at 212.972.4788 or [estock@ETMonline.org](mailto:estock@ETMonline.org) for more information.**



## Facts on Cause-Related Marketing

Recent research shows 87 percent of Americans are likely to switch from one product to another, price and quality being equal, if the other product is associated with a good cause.

*- According to a 2008 Cone Study*

50% of consumers agreed that they would feel more positively towards a company, brand, product or service in the future if they were involved in a Cause Related Marketing program

*-Business in the Community Cause Related Marketing Brand Benefits Survey, 2003*

Young people 19-24 and woman are most likely to buy a product or a service connected to cause-related marketing.

*-American Marketing Association 2007 Survey*

