



**July 2017 Newsletter**

## Letter from the Executive Director

Welcome Board Members, Media representatives, supporters, partnering organizations, family and friends. This is Music for the Mission's first Newsletter, and I am happy to share with you some of our accomplishments this year.

First, I would like to share our ***Mission statement:***

“To support humble, Central New York-based nonprofit organizations that provide direct services to homeless and hungry populations. We raise fund for our Mini-grants, which are awarded annually to select nonprofits, by hosting and promoting local musical and fundraising events.”

In a nutshell, we give a voice to the voiceless, we give a soap box to present from, we give cents that work to make sense of homelessness and hunger in our community. Whether that means building homes, funding shelters, buying food, creating food sources, growing produce, and working to ease the burden of food insecurity for families, children and individuals.

How do we do this and why do we do this?

**Anyway we can. Everyway we can. Because we can.**

Our previous mini-grant winners have taken these donations and turned them into fuel for their projects and mission. \$1 dollar was a packet of seed for Syracuse Grows. \$5 dollars helped to send a family of five to a Watertown Urban Mission Dollar Dinner night. \$10 dollars provided A Tiny Home For Good building materials for their tiny-home bike shelter. \$20 dollars not only assisted Luther Social Services with useful funds, it also was put towards the grants for next year, and the projects that will follow. 100% of donations stay in CNY, helps CNY and will remain in CNY. We are dedicated to making change in your backyard, our backyard.

In this Newsletter you will hear from Jason Veley, a media representative from Cumulus Media in Syracuse. We'll walk through a short Mini-grant Update, events to look forward to, what has yet to come and our latest press release.

Thank you for your support and dedication to Music for the Mission. We couldn't do it without you.

## Message from a Media Representative

Jason Veley  
Cumulus Media (Syracuse)  
Senior Account Manager

“After moving to Syracuse, I settled nicely into media sales. I love the fast-paced environment, the people I get to work with and for, and love that the company I am part of encourages community involvement, which is how I am afforded the luxury of being part of Music for the Mission. I feel proud to be part of the M4M movement and look forward to watching this foundation grow and give back to our community for years to come.”

## Mini-Grant Update

On July 16<sup>th</sup> 93Q will be airing their “Street Talk” show featuring Music for the Mission. You can also hear it at this website - <http://www.93q.com/street-talk/>

There you will hear from this year’s mini-grant recipients:

### **Community Action Partnership for Madison County.**

Jessica Gunney is the Housing Program Manager and Sandra Bain is the Housing Coordinator.

<http://capmadco.org>

Rick Rarick is the Farm Manager for the **Matthew 25 Farm**, the next Music for the Mission mini grant recipient.

<http://matthew25farm.com>

Lastly, the next Music for the Mission mini grant recipients come from the **PTO at Nate Perry Elementary in Liverpool**. Pamela Morgan is Co-Vice President and a Kindergarten teacher there. Dena D’Onfrio is the Co-President.

The Mini-grantees will be finishing up their programs and projects in the next few weeks and will be receiving their grant checks. Stay tuned for their final reports and updates on Facebook, and on our website.

## What's About to Happen?

Music for the Mission will be a vendor at the Central New York Jazz Arts Foundation, Northeast Jazz and Wine Festival. We will be collecting can foods and non-perishables to donate to a local food pantry. If you participate in this you will receive one coupon, per can (5 coupon max), which will give you \$1 off, per coupon, at the festival's merchandise tent.

Also, we will be raffling off gifts and prizes! Winners will be selected at the event and contacted by phone number.

Winners must collect their prizes within 10 days of being notified.

Prizes can be picked up at the front desk at Joe Stanley Law Offices.

About CNY Jazz:

Mission – “CNY Jazz’s broader goals are to present jazz as an art form using the finest local, regional, and national artists available. Jazz, and our efforts to promote it, are by nature a uniquely American multicultural endeavor.”

[www.CNYJazz.org](http://www.CNYJazz.org)

Proceeds from this event will go directly to our funds for the 2018 batch of Mini-Grants, projects and events.

### **WE NEED VOLUNTEERS FOR THIS EVENT!**

If you would like to be on our volunteer list, or if you're looking to get involved with our Board of Directors please contact us at [MusicForMission@gmail.com](mailto:MusicForMission@gmail.com).

**More events to come – Stay Tuned for some exciting partnerships, events, promotions and fundraisers!**

## What's Happening?

### **“Press Release** *(Produced by NALA)*

Music for the Mission Raising Funds on Facebook for the Homeless and Hungry Syracuse, NY (June 2017) -- Syracuse attorney Joe Stanley, of The Stanley Law Offices, LLP, and Melissa Bassett launch Summer Facebook Fundraiser for Music for the Mission.

Attorney Joe Stanley, founder of Music for the Mission, and Melissa Bassett, its executive director, recently launched a Summer Facebook Fundraiser to help the homeless and hungry. “All funds raised either go to Music for the Mission’s mini-grant program, an annual grant awarded to grassroots organizations who run projects that help the hungry and the homeless, or to partnerships that fit our mission,” said Bassett.

Music for the Mission organizes and sponsors local events to benefit homeless and hungry populations throughout central New York. Fundraised dollars are redirected to nonprofit organizations engaged in critical service provision to those in need of nutritious food and safe shelter.

Those who donate on Facebook will have a chance to win the naming rights for one of Music for the Mission’s 2018 mini-grants. Naming rights donations will be accepted until July 30, 2017, and the winners will be notified on July 31. Music for the Mission will be accepting applications for grants until December 15, 2017, and the award winners will be notified by the end of January 2018.

“Grants are usually at most \$1,500 and our fundraising goal for the summer Facebook fundraiser is \$2,000,” noted Stanley. “The person who donates the most will gain naming rights to one of our 2018 mini-grants. It will be the Music for the Mission ‘Winner's Last Name’ mini-grant. Please donate before July 31 11:59 p.m. EST.”

To enter the naming rights fundraiser, all donations must be done through Facebook at <https://www.facebook.com/donate/10156257730194942/10212924908581738/>. To donate directly to Music for the Mission, please visit [www.musicforthemission.org/donate/](http://www.musicforthemission.org/donate/).

### About The Stanley Law Offices, LLP

The Stanley Law Offices, LLP has five offices located in central New York and northern Pennsylvania, including Syracuse, Binghamton, Watertown and Rochester, NY, as well as Montrose, PA. The firm focuses on personal injury law, workers’

compensation and accident-related law. For more information, please call 1-800-608-3333, or visit [www.stanleylawoffices.com](http://www.stanleylawoffices.com).

### About the NALA™

The NALA offers small and medium-sized businesses effective ways to reach customers through new media. As a single-agency source, the NALA helps businesses flourish in their local community. The NALA's mission is to promote a business' relevant and newsworthy events and achievements, both online and through traditional media. The information and content in this article are not in conjunction with the views of the NALA. For media inquiries, please call 805.650.6121, ext. 361."

### Closings

In closing, I want to thank all our partners, volunteers, friends, and supporters. We fulfil our mission with your help.

This will be the first, and last Newsletter written by me, Melissa Bassett. At the end of July, I will be stepping down as Executive Director of Music for the Mission. I am moving to Washington, D.C and starting my second Master's degree in Social Enterprise and International Relations at American University's School of International Service. I am excited to take the skills I've learned while working for M4M, and develop them in the DMV area.

I am sad to leave my home of 25 years, but I am hopeful and optimistic for the trajectory of my career, of this organization and the development of the city. With the help of Music for the Mission, and our work the past year and a half, we have seen an increase in brand development, fundraising efforts, and name recognition. We our fulfilling our mission, and I feel lucky to have been able to be a part of this organization, and its' humble mission.

Now, I would like to introduce our new Executive Director, Christina Cole. Christina has been involved with Music for the Mission since the beginning and with her experience in the community, the media and the performing arts scene, I am happy to pass the baton to her. She will work to reach our goals, build the organization and increase fundraising efforts. Please welcome her warmly!

Again, thank you for the opportunity to help and assist our community through creativity, music and networking.

Melissa A. Bassett



Executive Director