

Music Art Project

MAP:
EL SISTEMA
SERBIA

Rehearsing in Cuprija with Bruno Campo
Photo by Milica Djerić



How Philanthropy Helps Economies Thrive

The human connection between funders and participants is a vital part of the giving cycle.

Philanthropists, both private and foundational, play a big part in helping charity organizations begin their programming. In the case of education-based NGOs, such as MAP, this programming has the potential to interrupt the cycle of poverty while participants are still young and provide communities with a return on their investment in the form of a safer, more stable, happier society. In December 2014, the Organization for Economic Cooperation and Development (OECD) had this to say about investment in education for future financial stability: "By empowering poor households to take a long-term view of education and health, financial inclusion complements government policy. It

also helps reap the demographic dividend by ensuring healthier and educated young people raise productivity and attract further investments in the real economy."

Music improves cognitive function and assists development, group learning increases social skills and confidence, arts education increases a young person's ability to problem solve creatively, all of which will contribute to a knowledge-based economy. But an education has more than just financial benefit, it is a gateway to freedom of thought and gives an individual more opportunities to participate in society. A well-rounded education is a cornerstone to a full life of literature, art, history, and our personal favorite, music.

Philanthropic giving helps fill the gap between the market and government funding for art-based NGOs of all sizes. According to Arjo Klamer, professor of economics in the arts and culture at the Erasmus University School of History, this type of funding depends on relationships as much as

it does on monetary support. The human connection between funders and the participants of a project is a vital aspect of the giving cycle because the return is not a dividend deposited into a bank account, but increased empathy, shared experience, emotional connection and compassion. This is why we encourage you to take an active role in Music Art Project and witness the life-changing effects of music. Change a cycle of poverty into a cycle of joy.

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Our vision is to encourage and build creative leaders who will motivate others in the future, regardless of whether they become professional musicians, successful executives or entrepreneurs. We will be recognized by our peers and our community as an association that strives for the highest standards of excellence. We will provide long-term development to the community and society through accessible music education. We achieve our vision in classrooms with students and teachers by providing vocational training to anyone willing to improve their individual progress and the community.



In Cuprija with Bruno Campo
Photo by Milica Djerić

Building from the Bottom Up: El Sistema Serbia's achievements so far...

In the last two years, El Sistema Serbia has built a program using local resources, such as local teachers, city resources, volunteers, and in-kind donations. This is evidence that not only is our organization committed to the participating children's education, but also to the professional development of local teachers, and the sustainability of our project. The majority of our time and funding has concentrated on training teachers who've committed to using El Sistema methodology in their teaching, as well as building our base of students. Internationally renowned musicians have traveled to Serbia, such as Francisco Pachó Flores, Bruno Campo, Marijana Miljanović, Luis Gonazalez, and Rustem Saikulov as well as many others

to conduct master classes, teach children, and hold concerts. These international connections are vital to raise awareness about the program and create bonds that act as a gateway for participating children to perform abroad, as well as to expose local teachers to new teaching techniques.

We rely on volunteerism, but we are at a point in our growth where we must demand more time and expertise from our organizers. This requires us to seek funds not just for projects, but for general operating costs.

Your part in all this

Your support does more than just impress, it shows the participants that the international community is willing to set aside time to help

Serbia build a better future by supporting local people. There are a number of ways you can help us, but we'd like to share some ideas to get the ball rolling.

1) Introduce us to your business sector. Introductions are always best when they are personal, so instead of sending us a list of emails introduce us personally to a few of your best contacts with a quick message and us in the CC section of an email.

2) Invite our musicians to your event. This activity benefits the students by giving them an audience for their hard work, the organization gains exposure, and you get to enjoy exceptional classical music.

3) Recommend grant opportunities. We are always actively seeking new grants and support to diversify our financial backing. Any recommendations are most welcome.

4) Organize a charity event for MAP El Sistema Serbia. We know firsthand how much work goes into organizing events. We also know that you spend much of your time attending them, but we're willing to help you organize an event by providing musicians, volunteers, and cultural managers. All you have to do is send out the invites.

5) Participate in MAP conferences and events. On the next page you'll learn more about our plans for 2015. As a board member, you are invited to take part in any of our events, including speaking at conferences. We will notify you of upcoming collaborations with SIPRU and other partners.

As a supporter of music education, you are the beginning of a cycle of joy. Your engagement is essential to the growth of our programming.

"Music gives a soul to the universe,
wings to the mind, flight to the
imagination and life to everything."
-Plato

What the kids are saying:

We love to hear from
our participants. This is
what some of them
have to say...

"As well as being a very good
time, I learned a lot. I learned
that we should have faith in
ourselves and overcome stage
fright, nothing should scare me."

Milja Knežević, 6th grade

"We got a big round of applause
which gave us the confidence and
desire for further work. For me,
this event has left a strong
impression and I feel that I'm
doing all this, with the orchestra
in my music school, and it leads
to my goal ... My time with the
orchestra gives me confidence
and leads me to my chosen
career, to play the violin
professionally. "

Andjela Ivanović, 5th grade

"From all hours of orchestra
practice, I pulled the lesson that
one should never give up and to
always go forward."

Anastasija Blagojević, 4th grade

Music for My Future

Music is a key to the spiritual and emotional. It is a gateway to empathy as well as achievement. By accessing these fundamental aspects of the human condition El Sistema participants realize their potential. From the moment a child learns to play an instrument, he or she is no longer poor - the richness of life becomes manifest in the first twang of a string or bang of a drum. El Sistema helps children and young people achieve their full potential and acquire values for personal development that have a positive impact on society.

Music for the Future: What MAP has planned for 2015 and beyond

We'd like to share a few of our goals for the next year. Transparency is an important part of MAP El Sistema Serbia's activity planning and reporting.

Educational Program

1

Increase the number of teachers using El Sistema methodology in the classroom - at after school programs, and in El Sistema "nucleos".

2

Add schools and cities to the program so that we can involve more children, particularly children from disadvantaged backgrounds. Our ultimate goal is ten Serbian cities and an outreach of over 2,000 children.

3

Build a youth orchestra that plays at a professional level. Raise funds for this orchestra to travel abroad to represent Serbia in competitions and concerts.

MAP Core Team

1

Continue to build our team with enthusiastic, dedicated, and skilled individuals.

2

Raise funds to provide some income and reimbursement to our staff who currently work on a voluntary basis. Providing income allows our core organizers to devote more time to our program and puts value on their important skills. It is also a step toward organizational sustainability.

3

Increase cooperation with our partners to better serve the children in our educational program. Closer cooperation will raise awareness and provide extra support for participating children.

Public Presentation

1

Increase the number of public presentations, including events and conferences organized by MAP.

2

Increase activity on online forums, social media, press outlets, and other platforms. Improve SEO performance and learn about how to best use new technologies in service of our beneficiaries, not just create information waste.

3

Perform research on our program that can be published and shared. This will help us gather feedback about our work, but will also help other growing NGOs.

