



# ulture for Life



# In Harmony

**In Harmony's mission is to transform the lives of children and young people in deprived communities through orchestral music-making. It raises the expectations and improves the life chances of children through high quality musical education. In Harmony seeks to engage all children in the school or community in which a project operates, and it is open to all.**

One of the key objectives of In Harmony is to address disadvantage in terms of children's life chances, by raising children's and parents' aspirations and enhancing children's motivations for learning. Culture opens new perspectives. In Harmony projects use the power of music-making to enthuse and motivate 'at-risk' children, families and communities so that:

- children improve their skills, attainment and 'life-chances' ;
- families improve their well-being;
- communities improve their cohesion and mutual respect.

The project is led by a partnership consortium of Telford & Wrekin Music, City of Birmingham Symphony Orchestra, Old Park Primary School (Telford), Heron Cross Primary School (Stoke on Trent) and Manchester Camerata. Our In Harmony programme is based on the famous El Sistema approach from Venezuela which produced the world famous Simon Bolivar Orchestra and is credited with steering young people away from drugs and crime.

## **Benefits of working in partnership with us**

Corporate Partnerships can come in all shapes and sizes – your company could sponsor an event, a musical commission, an education project, work experience opportunities supporting the next generation or a community event.

We create branding opportunities, large scale events, online presence, help you reach target audiences, partner us with our international work and are pleased to help you deliver your corporate social responsibility strategies to help you make a real lasting difference in the communities we work with.

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## How we can work together

- **Cause related marketing** Place your company at the heart of a great cause to shape brand image and help drive sales.
- **Corporate donation** Your company can support us by making a simple donation which will make a huge difference to our work. Talk to us about ways to support specific geographical areas or projects that could benefit.
- **Payroll Giving** Help your staff make simple and tax-efficient contributions to support reaching children and young people
- **Volunteering** Use your skills to help us gain new ones, by providing pro bono expertise. Working with us will build your reputation as a company that is passionate about helping people achieve their full potential, whatever their circumstances.

## Our corporate partnerships

We are proud of the successful relationships we have already developed, but we are always looking to find new ways of helping more young people through the partnerships we create. By working together we can agree a package of support that would cover one or more of the packages below:-

- **£2,500** would fund 10 Music Scholarships for disadvantage young pupils to have music lessons and an instrument for a year through our In Harmony programme.
- **£5,000** would allow us to take pupils and their parents to hear live for the first time an orchestral concert with the CBSO or Manchester Camerata as part of our In Harmony programme
- **£5,000** would fund a year's worth of In Harmony breakfast clubs providing a healthy meal to start the day and a musical experience with professional musicians for 12 months for our young people support their academic achievement and attendance at school.
- **£3,000** would support our apprenticeship programme supporting 5 young musicians on their first career step through work experience, mentoring, peer to peer support and training.
- **£2,500** would support our In Harmony summer holiday programme.
- **£1,500** would support our In Harmony after school music club offer providing access to range of after school provision, music ensembles, working towards a qualification such as the Arts Award developing team work skills, confidence and self esteem in our young people.
- **£150** would pay for 6 sessions in an early years setting for 0 to 5 year olds and their parents.
- **£10,000** major headline sponsor with a tailored bespoke package of benefits based around your needs and priorities.
- Sponsorship of pupil music awards, apprenticeships, prizes or of a particular choir, orchestra or ensemble.
- In-kind Sponsorship such as instruments for In Harmony and venue hire for concerts.



## Contact Us

To discuss how you can get involved with us, contact Richard Shrewsbury, In Harmony Project Manager email [info@inharmonytelfordstoke.org](mailto:info@inharmonytelfordstoke.org)

Visit [www.inharmonytelfordstoke.org](http://www.inharmonytelfordstoke.org) for more information

