



® *The Academy of Saint Cecilia Youth Orchestra*
9700 New Church Street, Damascus, MD 20872

October 14, 2010

Dear The Academy of Saint Cecilia Youth Orchestra Families;

This year has gotten off to a great start! Our seasoned young musicians are already working hard and sounding better each week with our pieces for the winter concert series in both Chamber and Youth Orchestras and Concert Band. Our young beginners are also making progress in Prep Orchestra and Beginning Band. Please encourage family and friends to join us this December to enjoy the results of this hard work. Additionally, this marks a very special year for all of us as we plan and celebrate our ten year anniversary in January 2011! Thank you to all of the many volunteers who have already come forward to help with preparations for the concert series and the Gala. You are greatly appreciated!

As we continue our successful mission each year, and experience growth and changes, our budget continues to grow. We are in the second year of our current fee structure and we thank all those who have paid their membership dues to date. Please continue to submit payments at your earliest convenience. This year we'd like to give you a brief overview of the many fundraising opportunities that will be available to our ASCYO families. By providing you with this information, we are hopeful that it will help you in planning your participation and giving for the year. Please know that any amount of financial support you offer is truly appreciated.

On this year's calendar you will notice both fundraisers from the past that we will continue and the addition of some new ones we are trying for the first time. While our membership dues do not cover all of our many expenses, it remains our goal to keep the dues at a very low level so that families may access our many programs without incurring financial hardship. In order to realize that goal, we must increase our fundraising efforts to bridge the gap between our incoming dues and our expenses. If you have ideas for ways to generate additional revenue, please don't be shy. Send your ideas to our ASCYO Board of Directors, attention Lerna May-Frandsen, at talenthntr@aol.com.

Thank you for taking the time to review our fundraising plan and continuing your support of ASCYO!

Sincerely,

Leslie Mansfield

Leslie Mansfield
Board Member at Large

CALENDAR OF FUNDRAISING OPPORTUNITIES

October 19, 2010 - November 9, 2010 PAMPERED CHEF

Our Pampered Chef fundraiser has been a fall mainstay for several years. We are grateful to our Pampered Chef Director, Colleen Murphy, for her many years of support. In the past we have encouraged 100% participation and have distributed order materials to all members. We know how much our members love to purchase products for their own kitchens and that many of our members count on this fundraiser to assist them with their Christmas and holiday gift giving. This year, however, in order to reduce the cost of the fundraiser, we are not distributing materials to all ASCYO members. We are asking that our interested members contact **Colleen Murphy** at chefcoll@gmail.com or (603)421-1841 to receive a personalized package (either hard copy or electronic). Pampered Chef has a brand new catalog with over 35 new products! In order for any items to arrive in plenty of time for Christmas giving, **we will need to have orders in no later than November 9, 2010**. Another time saver Colleen has worked out for us – shipping directly to your address when you place your order. In addition to the fall fundraiser, Colleen will be offering ASCYO further incentives to honor our tenth anniversary! Colleen can be contacted at (603)421-1841 if you have questions about Pampered Chef products and opportunities.

October 19, 2010 – October 31, 2010

Practice-A-Thon Pledge Drive

November 1, 2010 – November 16, 2010 Practice-A-Thon PRACTICE!

November 17, 2010 – November 30, 2010 Collection of Practice-A-Thon Pledges

New this fall we are holding a Practice-A-Thon. We are hopeful that this event will be a **100% participation** event as we are relying on 100% of our musicians to practice. As we believe that our musicians generally give 100% to their practice efforts, from November 1, 2010, to November 16, 2010, we are asking them to step up their game and give 110% effort to their practicing in preparation for the winter concerts. Practice-A-Thon pledge forms and instructions will go home with members on October 19, 2010. We are certain that family members, friends, neighbors, music teachers, parents' co-workers, and many others will wish to support our musicians with this important fundraiser. Musicians will have two weeks to gather their pledges and then two weeks to impress their sponsors with the amount of time they can practice. This is a great way to get our young people involved. Musicians will be given a practice log for the two week event and each will log the number of minutes they practice their instrument or participate in an individual lesson. Musicians may also log the time spent in ensembles such as school or church bands and orchestras and 50% of that time will count toward their total as we support their participation in all of their musical endeavors. Upon completion of the two week practice period, musicians will collect their pledges and turn them in by November 30, 2010.

October 26, 2010

ASCYO Music Wear, Keepsakes, and Promotional Items

This year we are bringing back the opportunity to purchase ASCYO Music Wear. T-shirts and polo shirts will be available for pre-ordering very soon. Parent volunteer, Elizabeth Montgomery, is working on other promotional items – think mugs, tote bags, bumper stickers. She is planning a few anniversary related items as well. Look for the grand opening of the ASCYO store around the end of October. Stay tuned (No pun intended).

December 3 - 5, 2010

Winter Concert Series Free Will Donations

December 7, 2010

Winter Band Concert Free Will Donations

Please encourage family, friends, neighbors and co-workers to attend our winter concert series. Our musicians look forward to enthusiastically sharing their talents with the audience members. Come and support our seniors who will be playing solos with the Youth Orchestra. Although our concerts are free to the public, free will donations will gladly be accepted!

December 14, 2010 – January 4, 2011

ANNUAL PLEDGE DRIVE

ASCYO families are asked to consider making a monetary donation to the organization as we enter a new calendar year in preparation for the spring season. We are hopeful that this will be a 100% participation event. As we seek funding from businesses and foundations it is important to demonstrate that our members believe in and are willing to support the organization. All gifts, no matter the size, are truly appreciated. Please remember to check with your employer to determine if they match employee donations. You could double your donation with one call to the office! We will gratefully acknowledge all matching organizations at the spring concerts.

January 7, 2011

Tenth Anniversary Gala (Dinner, Concert, and Silent Auction)

All of our past and present ASCYO family and friends are invited to join us in celebration of ten years of supporting youth in their development as musicians and young adults. Individual tickets will be on sale for \$15 for the evening (dinner and concert) or \$50 for a family. Current members recently received information regarding soliciting donations for the silent auction. Silent auction items will be sold to support the endowment. Our goal is to raise \$10,000. Updates on Gala events will be sent frequently over the next several months.

March TBD, 2011 24 HOUR PLAY-A-THON

ASCYO will coordinate with DUMC to support a 24 hour musical event. Weekends under consideration are March 12-13 and March 19-20. ASCYO musicians will seek sponsorship from family, friends, local businesses, and others (like your doctor or dentist) in support of this fun and beneficial event. Just as the Practice-A-Thon supported our musicians in their

individual practice, the Play-A-Thon will support our spring concert series by providing additional rehearsal time. But, it will be even more than that. Our musicians will have an opportunity to play in small ensembles with friends, sight read interesting and new pieces, perform solo repertoire they are perfecting for spring concerts and recitals and so on. We even hope to attract some of the professional members of our community to a benefit concert during the prime hours of the event. Many of the hours will be open to the public and friends and family are encouraged to bring an instrument and join in the fun!

April 30, 2011 CAR WASH

We are looking for adults and teens willing to organize the first ASCYO car wash here in Damascus. Then, we will need all hands to sign up to wash and dry the vehicles and drum up customers on the day of the event. This is a chance to do good work in the community, have fun, and raise money for ASCYO.

May 3, 6, and 10, 2011 Spring Concert Series Free Will Donation

May 13, 2011 Spring Band Concert Free Will Donation

Please encourage family, friends, neighbors and co-workers to attend our spring concert series. Our musicians look forward to enthusiastically sharing their talents with the audience members. Come and support our seniors who will be playing solos with the Youth Orchestra. Although our concerts are free to the public, free will donations will gladly be accepted!

**We'll keep you posted as each event draws near
and new opportunities present themselves!**