



Connecting socially conscious musicians with the
mentors, resources & training needed
to realize their bold visions for community change

Our Legacy

Music to Life builds on the legacy of the 1960s activist musicians and folk trio Peter, Paul and Mary (PP&M)

“Peter, Paul, and Mary are not only three of the greatest artists ever, but also three of the most outstanding champions of social justice and peace.”

- Coretta Scott King

Noel Paul Stookey has been a cultural icon for the political and protest movements of the 60's. His philanthropy efforts started after donating royalties from his popular track “Wedding Song” to international and local charities.

After exploring long-term impact to build upon Noel's social change work, he and his daughter, Liz Stookey Sunde founded Music to Life in 1999.



Our Vision

We are transforming the role musicians and artists play in social change

Music to Life finds and supports local musical visionaries as they realize bold visions in social change within their communities.

These artist changemakers are dedicated to helping people and the planet through their work on social justice, civil and human rights, climate change, poverty, and mental health.

By investing in musicians, Music to Life helps create widespread community impact through social change and music-driven economic growth.



Musician Changemakers Need Our Help

Our musical visionaries have the power to heal, unify, and galvanize local communities, but **sorely lack the resources and support** to make true impact.

What do musician changemakers need?



Skills Training

80% of artists seek training on entrepreneurship, community organization, and effective music-driven programming



Mentorship and Networking

75% of musicians require networking assistance to find the right mentors, partners, and sponsors

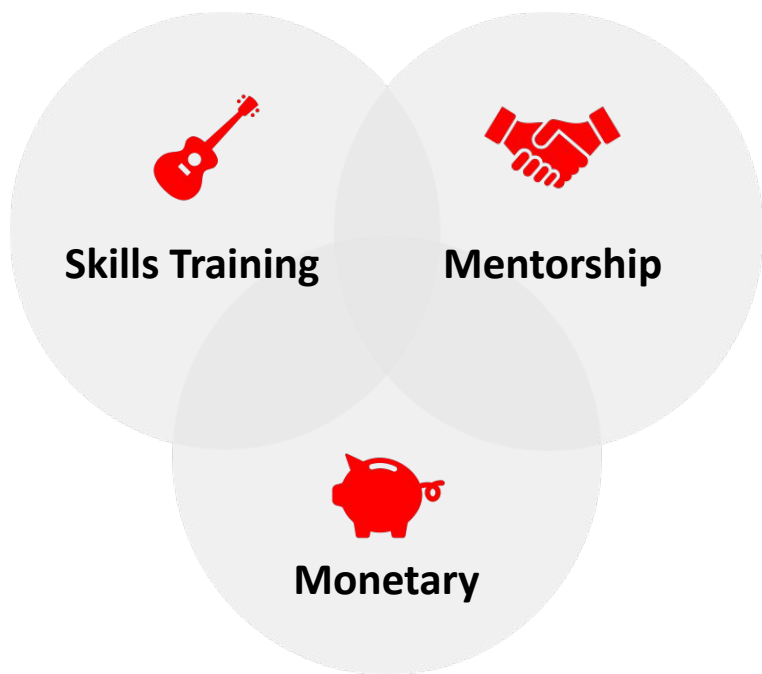


Monetary Support

100% of musicians say lack of financial support leads to weakened ability to make an impact in their community

What We Do/Provide

Music to Life facilitates the skill building, mentorship opportunities, and resource development that artist changemakers need to grow their impact.



Changemaker Training

Our National Accelerator Academy and local Workshops help artists turn their social change ideas into sustainable music-driven programs for communities-in-need

[Music to Life: Accelerator Program - YouTube](#)



Media + Performance Platforms

Our media opportunities include performances, interviews, panels, and workshops through which social change musicians can share their work with new audiences, monetize their visions, and amplify their reach

[HOPE RISES II Trailer - YouTube](#)



National Network

Our National Network ensures local artists are connected globally with each other, seasoned mentors, educational and collaborative opportunities to expand their programs

[Speakers Bureau \(BETA\)](#)

Our Impact

Our organization has empowered musical changemakers to realize their bold visions in community change, creating invaluable social, cultural, and economic change.

By the Numbers

100+

New musicians recruited annually

42

States (and counting!) (musicians of color)

50%

BIPOC

300+

Musician-led community partnerships

2.5M

Combined artists social media reach

2024 Highlights

Expanded Reach

Increased Workshops, national pilot projects and high profile speaking engagements

Get Funded Series

Monthly mentorship discussions between musicians and expert philanthropic advisors

Speakers Bureau

Connecting musician changemakers with paid educational and performance gigs

Pass the Mic

Annual outreach event pairing seasoned and aspiring musician changemakers through music & stories

Bold Visions Lead to Real & Lasting Impact



KAMICA KING

"MUSICALLY ME"

DALLAS, TEXAS



MYLES BULLEN

"SURVIVOR STORIES"

PORTLAND & AUGUSTA, MAINE



CHERYL CAWOOD

"HOPE LOVES HARMONY"

SANTA FE, TEXAS

Program using music & performance to facilitate social-emotional learning, creative expression, resilience, and community among women of color.



FISCAL SPONSOR:
Office of Community Affairs

Program for incarcerated men focusing on music and creative writing as a path to self identify, recognizing one's trauma, creating stronger morals, and fostering courage.



GRANT SUPPORTED:
Brooks Foundation

A music-driven therapeutic collective & healing circle designed to serve the caregivers and families of substance mis-users in treatment.



THE CENTER FOR ADDICTION
STUDIES AND RESEARCH 

GRANTS APPLIED:
President's Innovation Award

Bold Visions Lead to Real & Lasting Impact



Mehuman Ernst

“GourdFest”

Celebrates agricultural equity and BIPOC farmers, and the synergy between making music and growing food by emphasizing unity through the cross-cultural symbol of gourds.

Beny Esguerra

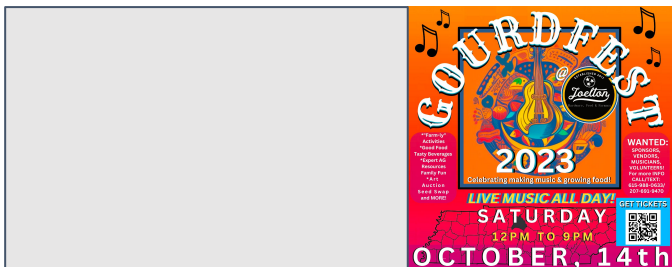
“Wheel it Studios”

Provides mobile access to recording equipment and mentorship for low income young artists across high-density, gang-driven neighborhoods, resulting in violence reduction and collaboration.

Elisa Harkins

“Ekvny (Land), The Sacred Mother From Which We Came”

Delves into the critical themes of language revitalization and Indigenous Futurism, emphasizing the Cherokee and Muscogee (Creek) languages as essential cultural tools to be preserved and advanced for future generations.

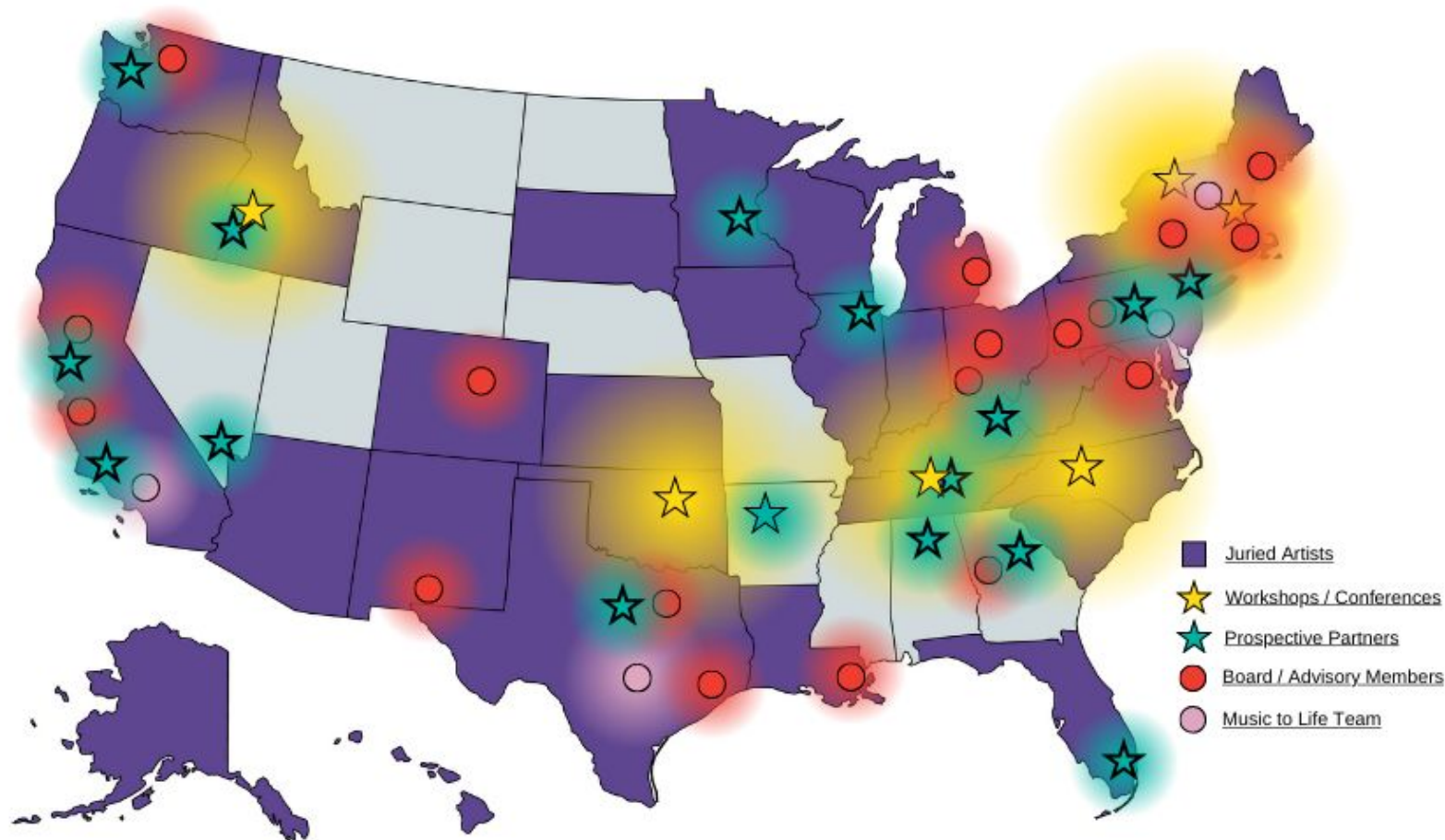


Building a National Support Network

Our National Network:

Every sponsorship and donation gets Music to Life one step closer to creating a fully-enabled, national network of local-market activation partners, musicians, mentors, and peer groups.

Via this network, Music to Life can reach talented musicians changemakers where they live and work, supporting their dedication to help people and the planet through their music.





2024 Sponsorship Opportunities



Accelerator Academy

The Musician Changemaker Accelerator (MCA) Academy:

A 6-month incubator and training opportunity that empowers musicians to develop entrepreneurial approaches to their social change work. Led by experts in the fields of social justice, business and the arts, the MCA is a transformative experience, sparking each musician's capacity to develop sustainable programs for communities-in-need.

Skill Building:

Each artist receives professional development, **pitch training** and 1:1 **mentorship** to help realize and position their social change concept for **success**.

Exchange:

Artists work through their concepts in small **peer groups** and discuss **best practices** with industry leaders and seasoned changemakers.

Network:

Academy graduates join a robust **year-round network** of their fellow artists and engage in **paid or free** performance, educational, professional development opportunities.

Impact:

Academy graduates typically generate a **24% return on investment**, securing an average of **\$33K in grants and other resources** for themselves and their communities.

Exclusive Sponsorship: \$50,000; Partial Sponsorship: \$25,000





AMERICANAFEST Accelerator Workshop

The Musician Changemaker Accelerator (MCA) Workshop:

A day-long incubator (to take place during AMERICANAFEST 2024) mobilizing social change musician-entrepreneurs and helping them understand the resources, skills, and partnerships needed to develop sustainable, community-oriented programs.

Hands-On Training:

Artists develop an individualized **artist changemaker statement, outline** of their community concept and a **toolkit** of fundraising and partnership ideas and resources.

Leadership Cultivation:

Artists gain **confidence** in their value as changemakers, **business and fundraising skills** and valuable **connections** with each other and local leaders

Community Engagement:

Artists are introduced to local business and nonprofit **experts**, invited to **publicly pitch** their mission-driven projects and **paired with a mentor**. Often there is a public performance or jam session.

Sustained Impact:

Artists receive 3+ hours of **technical assistance** after the Workshop, online Reunion sessions, and can apply for **further training**, performance and funding opportunities with Music to Life.

[Check out the Tulsa MCA Workshop recap here!](#)

Sponsorship: \$25,000





Emma's Revolution
Our House is on Fire

Beny Esguerra
& New Tradition Music
*We Won't
Let It Happen*

HOPE RISES Compilation CD

HOPE RISES CD:

A songwriting contest & album series featuring the best songs of social change from grassroots musicians across the country
Our next album, **HOPE RISES III** is currently seeking sponsors and is scheduled for release in 2025.

Diverse Voices:

- 250+ **submissions**
- 16 singer/songwriters
- Selected across **10 states**
(plus Canada)
- **Genres:** Hip/hop, Folk, R&B,
Pop, Rock, World+
- 50%+ **BIPOC/Women**

Issues Addressed:

- Humans Rights
- Racial Justice
- Climate Change
- Unity
- LGBTQ+ Rights

Review Panelists (sample):

- Noel Paul Stookey**
(Peter, Paul & Mary)
- Gina Chavez**
(Latin-Grammy Nominee)
- Mark Pinkus**
(President of Rhino Records)

Media Impact:

- Promoted across **all streaming channels**
- **Press generated** in
national/regional markets
- Sales of **Commemorative CDs**
online and via individual artists

[Check out the HOPE RISES II Trailer here!](#)

Exclusive Sponsorship: \$15,000

Sponsor Benefits

We can offer several promotional options in association with your sponsorship, including:

- Logo in social media posts and website, as well as printed and other digital materials (press release, training materials and slide, program, etc.)
- Tickets, special mention and opportunity to directly address show audiences
- Special interest articles (incorporated into our press releases, headlining our newsletters)
- Coordinated program development (facilitating your issue-driven corporate values with positive music-driven programming)

Additional benefits to our work together include:

- Sponsor's employee involvement
- Promote values related to diversity, equity inclusion, social justice, and sustainability within local communities
- Authentic connection with unsigned artists and their audiences
- Share in the creation of quality community investment and long-lasting economic empowerment for artist changemakers
- New skills, tools and resources (recruiting & retention advantage)
- Networking opportunities

Music to Life will work with you to customize programs that meet your needs and those of the artists you'd like to reach.



Contact Info

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