FUNDRAISING WITH BAND CENTRAL & THE BAND CENTRAL FUND

Band Central is a philanthropic private organization whose mission is to help local nonprofits in the Greater Connecticut area maximize their revenue potential. Band Central effectively accomplishes this in a multifaceted collaborative approach fueled by founder Rob Fried's extensive investment background, robust local network, passion for music and personal desire to "do good." Band Central's mission to combine philanthropy and music is reflected in its mantra to **'show up, get down and do good'.**

Band Central was created to unite a community of nonprofits, musicians, donors, and audience members through themed music concerts. Having raised approximately $4.3 million for nonprofit organizations since its inception, produced more than 125 events, and worked with over 60 different Fairfield County, CT nonprofits, Band Central clearly has the formula for success.

**See attached list for current/past nonprofit partners.*

Band Central initiates the process by providing a grant to the nonprofit partner from the Band Central Fund, a donor-advised fund at **Fairfield County's Community Foundation.** Next the team supports the nonprofit to market the event, engaging the nonprofit's existing donors and attracting new ones. Band Central Radio on **WPKN 89.5FM** promotes community awareness of the nonprofit's event and mission and serves as yet another vehicle for their special event fundraising. Band Central then leverages its network of 200+ musicians to produce a "concert with a cause."

Rob Fried's philosophy, "When we band together, we are stronger than the sum of our parts," has proven to be prophetic.

Working closely with Rob is Andy Kadison- Executive Producer, Audrey Nefores- Director of Communications and Social Media and Paola Murphy- Director of Operations.

Read on to learn who Band Central works with.

LOCAL NONPROFIT PARTNERS

Nonprofits select from five different "levels" of Band Central engagement and 15 different "music themes," such as Motown Revue, A Night At Studio 54, Latin Dance Party, Arena Rock, Classic Rock, Country, Flashback To The 1980's & 1990's, Beach Party, British Invasion Rock, Rock & Soul and Acoustic Rock.

In addition to assistance with event management and fundraising, Band Central provides technical assistance and capacity building in strategy, board fundraising engagement, marketing, branding and social media-focused fundraising.

In the words of our past nonprofit partners:

"Over the past 7 years Band Central has helped us raise over $450,000 from our events. Band Central helped us amplify our mission by engaging with us during the planning of the events, helping market our events and helping others raise awareness about our free and confidential services. You helped post social media online pre- and post-events."

DEB GREENWOOD
President/CEO
The Center for Family Justice

"Band Central's partnership has had an extremely positive impact on CLASP. Producing a fundraiser is particularly challenging these days. With the support and creativity of the people at your helm, we have been able to get our mission out to a broader and larger audience than previously. As a relatively small organization with limited resources, it has been helpful to have your organization participate in the marketing of the shows by spreading the word on your radio, social media and by word of mouth to your contact base."

ROBIN HAMMOND
Director of Development
CLASP

"A welcome surprise of working with Band Central was the new ideas they brought to our approach to events and fundraising. By working with a variety of causes, Band Central has acquired an understanding of event structures and how to market and promote around causes. This acquired expertise they shared with us was tremendously helpful."

DREW SCHUTTE
Board Treasurer
Adam's Camp

LOCAL DONORS

Donors contribute to the Band Central Fund at Fairfield County's Community Foundation and experience a multiplier on their contribution. In other words, through ticket sales, sponsorships, paddle raises, auctions, raffles, ad sales, and additional donations at events, Band Central has helped multiply donations to the Band Central Fund by approximately 3:1. Funds received from donors are used to incentivize the nonprofits to raise more funds. A portion of the money raised pays for the operating costs to produce the shows, such as musician payments, theatre rental, lights, sound, food, and printing of programs. The remainder goes to the nonprofit.

Another multiplier is that donors to the Band Central Fund become aware of Fairfield County's Community Foundation, a public charity located in their backyard. The Community Foundation offers various charitable fund products and advisory services for philanthropic individuals and families, such as donor-advised funds, field of interest funds, and college scholarship funds.

LOCAL MUSICIANS

Musicians are both a contributor and beneficiary. They are naturally driven to impact and inspire others. Appearing in Band Central shows are the finest national and local artists, including Rock and Roll Hall of Fame artist John Oates (Hall & Oates), Ronnie Spector, Joe Bouchard (founder of Blue Oyster Cult), Christine Ohlman (SNL Band), and Will Lee (Fab Faux). Musicians are able to network through Band Central live events. Band Central provides career support and advice for musicians and fosters a vibrant local music and arts scene. This is meaningful to Connecticut's economy and sense of well-being.

AUDIENCE MEMBERS

Audience members experience events that connect giving with joy and entertainment. They are able to feel an authentic connection to the nonprofit and to giving. Usually music, giving, fun, and purpose are considered separately; Band Central instead combines them into a platform which is valuable to audiences looking to connect entertainment, information and doing good.

Band Central Musicians on stage at a live show with a CLASP homes program participant.

"A welcome surprise has been how empathetic and approachable the musicians are. There is an authenticity among them that communicates through the music. It's as if our mission is as paramount among them when they are playing as it is to us."

JEFF KEITH
President/CEO
Mission, CT-Challenge

FIVE LEVELS OF ENGAGEMENT

Band Central offers five specific levels of engagement for nonprofits:

1. HOUSE PARTIES

with live music are used to connect the nonprofit with smaller audiences. They can be an effective way to introduce live music and more casual events to an audience base. A smaller ensemble of 3-4 musicians is typical. The low-cost and low-risk of house parties makes them especially appealing to first-time Band Central nonprofits and/or small nonprofits.

Example: KEYS, May 2018.
This organization netted about $40,000.

2. APPEARANCES

at pre-existing events, such as donor appreciation gatherings, are a good way to experience working with Band Central. Guests are invited by the nonprofit, and because the cost of the event is largely sunk, the upside of Band Central's appearance and promotion can be impactful.

Example: DOMUS Kids, November 2018.
This organization netted about $31,000.

3. PUBLIC CONCERTS

involve renting a venue and selecting a music theme. Band Central has been able to help nonprofits generate significant revenue via public concerts while maintaining a relatively low-cost profile.

Example: CLASP, October 2019.
This organization netted nearly $33,000.

4. FEATURED CONCERTS

involve using Band Central's music industry contacts to book a named artist with an audience draw to attract existing and new donors to learn about the non-profit. These events have a higher cost structure and therefore more risk and opportunity.

Example: Woofgang & Company, September 2019.
This organization netted about $140,000.

BackStage Pass musician playing from the shark tank at The Maritime Aquarium at Norwalk.

5. BACKSTAGE PASS

was created in 2020 in response to Covid-19 to allow nonprofits to connect for virtual live sessions with Band Central musicians on a variety of topics related to education, healing and entertainment. The musicians selected for this program are empathetic, experienced performers who inherently listen and respond with care and compassion.

Example: Center for Family Justice, June 2020.
This organization netted $12,000.

COVID-19 RESPONSE 2020:

In response to COVID-19, The Band Central team remained committed to its mission to 'show up, get down and do good' by providing emergency relief grants and guidance to our nonprofits and musicians.

- Band Central awarded 16 grants to select nonprofits.
- Band Central issued 40 grants to affiliated musicians.
- Band Central contributed to FCCF's and 4-CT's COVID-19 Relief Funds.
- Band Central consulted with 12 nonprofits via calls and board meetings to provide fundraising and strategy guidance to address the critical issues created by COVID.
- Band Central secured paid opportunities for 7 musicians with 4-CT relief efforts.
- Band Central added BackStage Pass as a virtual form of engagement with nonprofit partners.

In October 2020 Band Central performed in Westport at a socially distanced tailgate concert for CLASP.

Nonprofit partner response to grants:

"What a wonderful 'hug.' We will use these funds to develop lesson ideas/programming to better address the changing needs of our community in this time of the health crisis and required isolation. Thank you also for your invaluable contribution to yesterday's Board meeting. Your insight and wisdom was (and is) most helpful."

ALAN STECKLER
Creative Connections

For more information, please contact Rob Fried: refried@optonline.net, (203) 241-2520
See following page for a full list of our current and past nonprofit partners.

CURRENT AND PAST NONPROFIT PARTNERS

Show Up.
Get Down.
Do Good.

4-CT (Connecticut Covid 19 Charity Connection)

Adam's Camp New England

Alzheimer's Association Connecticut Chapter

Alzheimer's Association San Diego Chapter

American Red Cross

Ann's Place

Berklee College Of Music

Cardinal Shehan Center

Center For Family Justice

Children's Learning Centers Of Fairfield County

City Lights Gallery Bridgeport

CLASP

Common Ground

Connecticut Burn Care Foundation

Connecticut Farmland Trust

Connecticut Fund For The Environment

Connecticut Institute For Refugees And Immigrants

Creative Connections

Damon Runyon Cancer Center

Dana-Farber Cancer Institute

Danbury Hospice

Domus Kids

English Learner Support Services

Fairfield County's Community Foundation

Fairfield Theatre Company

Filling In The Blanks

Grace Farms Foundation

Habitat For Humanity Coastal Fairfield County

Hall Neighborhood House

Housatonic Community College Foundation

Intempo Organization

KEYS (Kids Empowered By Your Support)

The Klein Memorial Auditorium

Laurel House

MacAngels Foundation

Maritime Aquarium

McGivney Community Center

Milford Hospital

Mission/Connecticut Challenge

Naugatuck Boys & Girls Club

Near & Far Aid

New Canaan Mounted Troup

Norma Phriem Breast Center

Operation Hope

Peoples United Bank Foundation

Pilot House

Pink Aid

Preservation Hall Foundation

Project Return

Recovery Network

Ridgefield Playhouse

RYASAP (Regional Youth Social Action Partnership)

Save The Children

Simply Smiles

Social Venture Partners

Spread Music Now

Sterling House Community Center

Sticks For Soldiers

Susan Fund

Wolfgang & Company

Woman's Center Danbury

WPKN