

For 110 years the Wisconsin Conservatory of Music has been the area's music source. With outstanding teachers and a full range of inspired performances we invite you to envision the ways the Conservatory plays an active role in our communities.

From infants to teens, young adults to retirees, the Conservatory has programs for beginners as well as for accomplished musicians – and everyone in between – in a variety of musical genres.



Research shows that the young and not-so-young alike benefit from music. How wonderful that something so fun and emotionally rewarding is also good for us!

We encourage you to become a donor to our Key Players Annual Campaign and support "Music for Every Stage" for our entire community!

*Questions?*

Call Kristie Minnickel @ 414-276-5760  
or visit our web site [www.wcmusic.org](http://www.wcmusic.org).

*Fast Facts*  
2008-2009

- 1,934** Tuition-based students at three branch locations
- 7,917** Conservatory Connections in-school students at 30 schools
- 936** Group and individual Music Therapy clients at 20 community and health agencies
- 8,543** Concert attendees to 122 Conservatory concerts and recitals

2009 - 2010

*Key Players*  
*Annual Campaign*



# Why Should I Give?

Learning to sing or play an instrument opens a door to self-discovery for people of all ages. Providing this valuable experience costs more than many students are able to pay. Requests for scholarships and financial aid are increasing.

Opportunities to teach music at schools with limited programs must be funded through contributions. Music education provides an alternative way of learning that helps some youth stay in school. Currently we have programs in 30 schools in the greater Milwaukee community, including our early childhood classes at Urban Day School's Head Start and Malaika Early Learning Center.

Maintaining the benefits of the Conservatory experience such as our library, master classes, performances, quality pianos, instructional equipment and recital facility requires financial investment.

*We need the continued support of people who value the role of the arts in our lives.*



# Who Benefits?

We all do! Since 1899, the Conservatory has nourished our community's appetite for a musical culture. Our history is alive today in those who have stepped onto the world stage with their talents. It is also found in those who have become the music teachers of our children, the audiences at our cultural events and the therapists who work with our aging parents.

In 2008-2009 over 9,000 people participated in WCM lessons, classes, ensembles and community programs. A gift to the Wisconsin Conservatory of Music's Key Players Annual Campaign will help us to reach more people with life-changing musical experiences than ever before.



# How Do I Give?

Gifts to the Annual Campaign come from individuals, companies and foundations to provide for the Conservatory's annual needs. 65% of our revenue is generated through tuition and classes, which means we still need to raise 35% of our revenue to maintain the quality programs you've come to expect.

Gifts may be unrestricted (used for the greatest need) or targeted to a specific program. All gifts provide much needed support, which we greatly appreciate. Special giving levels include:

<b>Contributor</b> \$25 - \$99	WCM Library Card
<b>Player</b> \$100 - \$249	Recognition in annual report Invitation to Annual Meeting (Jan. 21, 2010) Invitation to Key Players Concert (Spring 2010)
<b>Principal Player</b> \$250 - \$499	Invitation to Master Classes/ Classroom Concerts Lobby recognition Prospect Location
<b>Major Player</b> \$500 - \$999	Invitation to Fireside Chat with President & CEO
<b>Key Club</b> \$1,000 - \$4,999	Private reception before a performance Complimentary use of Prospect Board Room*
<b>Patron</b> \$5,000 - \$9,999	VIP parking space before performances*
<b>Leadership Circle</b> \$10,000 +	One complimentary rental of the recital hall* Customized benefits are available upon request

\*Pending Space availability

**Each giving level builds on the previously listed benefits.  
All benefits are based on the fiscal year (Sept.1 - Aug. 31)**