



f if not
or music

Strategic Plan
2024-2029

Music has the power to entertain, to inspire, to transform and to heal

If Not for Music is a 501 (c) 3 nonprofit organization registered in the Commonwealth of Pennsylvania. We are dedicated to giving the gift of music to aspiring musicians of all ages with a focus on empowering aspiring musicians in need. We support all genres of music. We support all those seeking to develop and express their musical talents be it for personal pleasure or to seek a profession as a performer, composer, educator, conductor, or director.

We are driven by the realization that music has the power to entertain, to inspire, to transform and to heal.

If Not for Music operates following a well-developed strategic plan. We are guided by a dedicated Board of Directors and a robust President's Advisory Council. We continuously monitor and evaluate the impacts of our programs and clearly communicate our mission and vision to those we aspire to help as well as those who support us through in-kind and direct support.

Our History

Meet Gannon. Six years ago, Gannon would have described himself as a shy, lonely teenager who suffered from anxiety and depression, felt lost in his life, and was at risk of harming himself. He asked his mother, our Co-Founder Jae Winter, for help. Together they found the resources for Gannon to pursue a dream he had...to learn the French Horn and play in orchestras and marching bands.

Music transformed Gannon and his life. He now describes himself as confident, a leader, and dedicated to pursuing a musical career so he can give back to others what music gave to him. In 2023, his mother

and Co-Founder Roger Mustalish decided to create this organization.

When Gannon was told this was happening, he said, "If not for music, I might not be here." Jae and Roger knew instantly this would be the name of this organization, and that **If Not for Music** would be dedicated to helping others, just like Gannon, who want to pursue music but need help to do so.

Although a young organization, we have already financially assisted local high school marching bands and supported the 345-member West Chester University marching band perform in the 2024 Tournament of Roses Parade, in Pasadena, CA, attended by over 800,000 people and viewed by more than 27 million on television.

If Not for Music has also underwritten a community-based performance for young jazz musicians, with other activities under development. The extent of our impact is a direct function of our funding levels.



Our Mission

Our Mission is to empower the performer and the listener through the gift of music to create musical journeys that transform the lives of both. We achieve this through:



The Gift of Learning

Securing blocks of instruction so aspiring musicians can become proficient.

[Learn More](#)



The Gift of Music

Providing musical instruments and materials to talented or aspiring musicians in need, especially those in underserved communities.

[Learn More](#)



The Gift of Performance

Underwriting musical performances that hone the performance skills of the musicians and provide entertainment for everyone, with particular emphasis on community-based programs; and conducting special events to raise funds for our work.

[Learn More](#)

Our Approach

Our three Mission Areas were defined in 2023 following a series of focus groups, interviews, and formal needs assessments. Aspiring and established musicians of all ages were included along with music educators, business owners, legal advisors, and an ethicist.

As part of the evaluative process, **If Not for Music** conducted a Strengths, Weaknesses, Opportunities, and Threats (SWOT) Analysis in 2023.

The SWOT Analysis presented a snapshot of our organizational and programmatic pathways immediately available and pitfalls that may be encountered, as well as assets that can be drawn on for assistance. The results of the SWOT Analysis informed the creation of a series of action items which will form the framework of our approach.



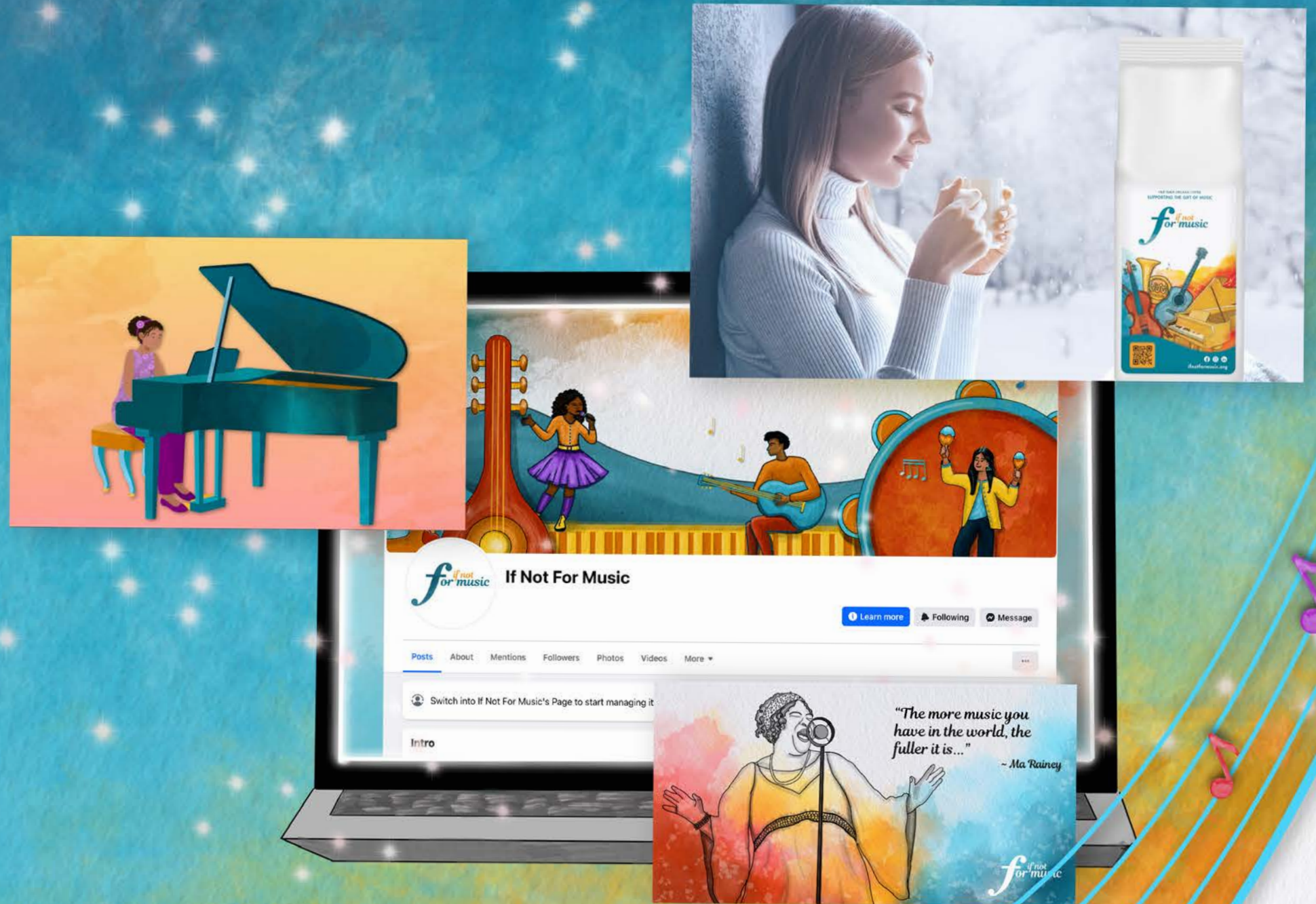
ACTION ITEM 1

Expand Digital Outreach

As a young organization, we can only grow our programs and funding streams if more individuals know about us. To date we have an attractive and useful website and social media pages on Facebook and Instagram. However, we need to build them out and increase our views.

We will pursue funding to expand our social media efforts, host interns from West Chester University's Department of Communication and Media, and develop digital products that identify need, opportunities for programmatic intervention, and showcase the impact that our programs are having on the musical community.

By doing so, we will establish ourselves within the community as a dynamic force for music, attract participants and supporters, and realize our mission and vision to give the gift of music to entertain, inspire, transform, and heal through our three mission areas.



ACTION ITEM 2

Pursue Collaborations

Strategic partnerships will be the key to us successfully fulfilling our mission areas. The work cannot be done alone. To date we have collaborations with the **Wells School of Music at West Chester University, Mattock School of Music, Greensleeves Music, Christophe Landon Rare Violins, Unionville High School Marching Band, Henderson High School Marching Band, Shadle Studios, East Fallowfield Township, House Cup Coffee Roasters,** and the **Lenape Indian Tribe of Delaware.**

We wish to double this number of collaborations in Year 1 of this Plan, and to continue to expand by at least 25% per year not only within our current service area of southeastern Pennsylvania and Northern Delaware, but beyond as we believe we have a model that can be effective elsewhere.

The focus and choice of our partnerships will be directly linked to helping us achieve our three mission areas: instruments, instruction, and performance. High priority collaborations will include other university music schools, school-based music education programs, music therapy, private music schools, instrument suppliers, and professional music associations.

Included in our efforts to pursue collaborations we will continue to grow our President's Advisory Council from its current level of 12 members.

[View Council](#)

ACTION ITEM 3

Expand Programmatic Impact

The need to help aspiring musicians, especially in underserved communities, is great. We will be responsive to these needs and increase the number of activities in each of our mission areas accordingly to maximize the number of aspiring musicians we help.

To assess the extent of impact, we will consistently evaluate our programs not only for numbers helped but the type of help and the personal impact our programs are having on those served.

We recognize, though, that the extent of our impact will be a direct function of our funding level.



ACTION ITEM 4

Diversify & Grow Our Fundraising Streams

We have an initial, aspirational annual budget of \$250,000. To achieve this, we will employ a variety of development strategies:

- First, we will seek to expand the current **Board of Directors** from five individuals to at least eight individuals by Year 2 with the clear expectation that all board members will help us secure funding through direct support, networking, and/or in-kind support.
- Personal donor cultivation through networking within the philanthropic community of our service region will be our second priority. Gifts of any size will be sought, though we realize that significant gifts can have a greater, immediate programmatic impact. We understand that our Digital Outreach Action Item will play a key role here, especially in securing smaller donations from individuals.
- Third, we will also work to secure grants from corporations and private foundations directly linked to our mission areas.
- Our fourth strategy will consist of holding at least one major fundraising event per year.
- Fifth, we will pursue cause marketing of our private label coffee in collaboration with **House Cup Coffee Roasters**.

To maximize our programmatic impact, we aspire to dedicating at least 90% of all dollars raised directly to program delivery.



Metrics & Funding Streams

Currently over 99% of our funds come from individual donations. 100% of our Board of Directors contribute annually to **If Not for Music**.

Our private label coffee represents less than 1% of our revenue stream.

Projected future funding will reflect increased funds via grants, major gifts and through fundraising events.

Once our aspirational annual budget goal is achieved, we will strive to at least maintain, if not grow, that annual level of funding.

Our other output metrics will be based on our four Action Items, where success in each item will be:

- An increase in the reach of our digital outreach efforts measured by a 10% increase per year in public engagements through our social media accounts and website.
- A doubling during Year 1 in our strategic partnerships followed by 25% growth in subsequent years.
- A 10% minimum increase per year in individuals served through our three programmatic areas.
- Diversification of our funding stream to include at least one major gift, at least one successful grant, one successful fundraising event, and 10% growth in coffee sales in Year 1.

Success in subsequent years will be measured by growth in the number of major gifts and grants toward achieving our aspirational budget. One fundraising event and continued 10% growth in coffee sales will also be expected in subsequent years. An additional metric will be successfully identifying three additional board members by Year 2.

These outputs will be monitored and evaluated on a quarterly basis, and programmatic adjustments made as needed.



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