

## LAUNCHING A NEW LITTLE KIDS ROCK CHAPTER: FAQs

**What is Little Kids Rock (LKR)?** Little Kids Rock is a 501(c)3 public charity that provides free musical instruments and unique instruction to public school students. Their target demographic is children ages 5-12 (elementary and middle school students) who hail primarily from disadvantaged backgrounds. What began in 1996 as an informal project led by a handful of volunteers has catapulted into a nationally recognized not-for-profit organization that has served over 4,000 students in 150 schools in 4 states. Little Kids Rock is poised to significantly extend its reach in the United States and is actively seeking appropriate partners to help facilitate its expansion.

**How Does the Program Work?** LKR supports music education by providing instruments and dynamic instruction for public schools. The instruments and instruction are based on popular music (including rock, funk, blues and hip hop) using a well-developed and educationally significant curriculum. LKR has pioneered a unique program that teaches children to play musical instruments and styles that are familiar to them. Heavy emphasis is placed upon composition, improvisation and recording. As a result, students regularly record and release their own CDs and rock videos. LKR works with local schools to train existing teachers to use this proprietary methodology to provide music to those students who have been left behind because of budget cuts. By leveraging existing human capital, integrating the program with the resources of a given school district and combining a unique but relevant curricular experience, the LKR model has a track record of success and has been refined for market expansion.

**How Do New Chapters Get Funded?** Currently there are a host of communities that have requested the creation of new LKR chapters. The launch of new chapters is dependent upon LKR's diverse fundraising activities. While LKR's resources are limited, the program can be introduced to a new region rather quickly when there exists a local funding source and a high-level partnership can be established.

**What is “scalability” and why is it important to LKR?** Scalability is the ability for a program to grow in proportion to the resources that it attracts. LKR has worked hard to develop a program that can be replicated with relative ease in new geographic locations. When LKR begins offering services in a new school district(s), it makes a significant investment of time and resources and is committed to seeing new programs develop over time. Because scalability is a top priority for LKR, high-level partnerships can dramatically increase the number of students that LKR can serve; these partnerships directly impact the state of music education in targeted communities. LKR has plans to expand into a number of new markets over the next several years.

**How Much Does it Cost to Start a New LKR Chapter?** Because LKR is scalable and able to expand in direct proportion to the revenue made available to the program, start up costs for the program will vary. LKR has a line item budget that details the minimum expenses related to the start up costs of a new LKR chapter and what level of service may be achieved by this initial investment. This “minimum start-up budget” and more developed budgets are available upon request.

**Who is Responsible for Raising Funds Over Time?** Once a new chapter has been established (and in some cases before), LKR's staff works with high-level partners to

develop revenue streams that will sustain the program over time. These streams include, but are not limited to, funds raised through individual contributions, grant proposals, special events, earned income opportunities, corporate underwriting and in-kind contributions. The long-term goal of a new chapter is to achieve enough financial independence from LKR to run its own local programs. In return, LKR provides centralized systems and resources for curricular and program development, advertising and marketing, database management, legal services, accounting and other services critical for maintaining a healthy chapter.

**I Want to Pursue the Creation of a New Chapter. What are the Next Steps?** After you have reviewed this document and any accompanying budgets requested, we invite you to speak with our Executive Director, David Wish, to develop a specialized plan for fundraising and implementation of the program. This plan will include an agreement on what you or your organization will need to accomplish, what LKR will provide in response, and what milestones and measurements will be used to monitor the success of the endeavor.

## OUR MISSION STATEMENT:

**LITTLE KIDS ROCK** *inspires children to express themselves through music, building the creativity and self-esteem that are critical to success in school and beyond. We accomplish this by:*

- **Pioneering** *fun and innovative teaching methods that are rooted in children's knowledge of popular music forms such as rock, rap, blues & hip-hop.*
- **Preparing** *teachers and youth workers to offer classes utilizing our methods and materials.*
- **Providing** *free musical instruments, materials, and lessons to children who may not otherwise receive music education.*

