

## Maynard Music Association Annual Review 2023-2024

The Maynard Music Association (MMA) is a volunteer parent association that supports the needs of band and choral students at Fowler Middle School and Maynard High School (MHS). We focus on recognition, enrichment, scholarship, and musical support of students and teachers through our volunteerism, advocacy, and fundraising.

The 2023-2024 year was busy for MMA and the Maynard schools' various music programs, as we had a full schedule of events to host and/or support. Key highlights of the year included the unveiling of our new logo, a well-received donation drum, a new email newsletter format for communicating with families, Maynard Jazz Night, a successful fundraising season, and the awarding of seven scholarships.

### Highlights of the year:

#### **August 2023**

- Started the school year by meeting with the principals at both the high school and Fowler, who are both supportive of the music programs. Fowler now has Chorus across all grades.
- We also welcomed incoming musicians at MHS during the freshmen BBQ, where they ordered Pep Band jackets for the first home football game.
- Decided to create a new tablecloth for all our events, featuring our new logo and the phrase "supporting music students and programs."
- Supported the Chorus Director's request for 15 additional ukuleles to accommodate for a larger class size of music students at Fowler.
- Updated awards cabinets with recipients of 2022-2023 awards and scholarships.



## September 2023

- Held monthly MMA meeting via Zoom.
- Started ongoing support of Pep Band during home football games.
- Met families and shared information on MMA and music programs at back-to-school night tables at MHS and Fowler.
- Updated the MMA's scholarship website with appreciation for the Una F. Murray Family Trust and its support of MMA over the years.
- Accelerated planning for the Casino Game Night fundraiser.
- Participated in MaynardFest as a first-time vendor, with officers and other MMA participants sharing information about music education in Maynard and Casino Game Night. We gave away token prizes (stickers, raffle for a VIP seat to a concert).
- Began accepting purchases of Casino Game Night vouchers (1 for \$50; 2 for \$95).
- Started the school year with approximately \$25,000 in our main account, \$9,000 in the Scholarship account, \$1,000 in our Trip account, and \$225 in the Tri-M account.



## October 2023

- Held monthly MMA meeting via Zoom.
- Recommended Interlude Music as a potential resource for a Chorus enrichment workshop.
- Provided support for the MHS Jazz Band's first performance of the year during the Maynard Downtown Trick or Treat.
- Implemented a new email system (Mailchimp) for easier and potentially wider distribution of monthly newsletters to families and an improved design. The new newsletter will include the logos of sponsors that meet the Virtuoso threshold.
- Accepted the final donation from the Una F. Murray Trust of \$16,000, to be spread out over three years.
- Reminded supporters that our GiveButter account can accept donations.
- Hosted Casino Game Night fundraiser, which featured games and prizes, live music, and appetizers and desserts. The event was made possible because of 44 volunteers. A higher number of gamers participated (133 versus 111 in 2022), and we recorded fewer table sponsors (17 versus 20), but voucher prices and sponsor levels were higher (more of the

table sponsors chose the \$500 level). The total net income for Casino Game Night totaled \$13,374.

### **November 2023**

- Held two monthly MMA meetings because of scheduling conflicts in December.
- Filed federal taxes and the annual report with the Massachusetts secretary of state, and updated state filings with the Commonwealth Attorney General.
- Began creating the printed concert program, with a streamlined layout to reduce costs, to be distributed at all events at both schools. Total raised for the program's Kudos was \$450.
- Voted to create a \$250 ad for the high school yearbook.
- Began using a tablecloth featuring the MMA's new logo at all events.
- Provided support for the Veterans Day parade's Marching Band.
- Voted to support the Band Director's request to pay up to \$1,440 for repairs of snare drums, 2 quad set, and 4 bass drums. These repairs were implemented in time for the Veterans Day parade.
- Voted to allocate up to \$4,000 across all music groups for enrichment activities, with \$2,000 specifically allocated for a Jazz Band clinic and performance with UMass professor Felipe Salles later in the school year.

### **December 2023**

- Supported the MHS Jazz Band, Wind Ensemble, and A Capella at the Maynard Stroll.
- Promoted and supported Marching Band at the holiday parade and multiple performances at the high school and Fowler, including the MHS Winter Spectacular. That event featured desserts and warm beverages while attendees enjoyed MHS Band, Wind Ensemble, A Capella, and Madrigals performances.



- Started bringing a banner showing the list of Casino Night sponsors to all events. Also started bringing a donation drum donated by music parent Danny Lucas to all events. This drum features the QR code to the MMA's GiveButter link.
- Provided pizza for Wind Ensemble and Madrigals students after their State House performance.
- Provided music directors with holiday gifts during concerts.
- Sent thank you/tax donation letters to Casino Night and Annual Appeal sponsors and donors.
- Updated the list of sponsors on the MMA website with links to the company's websites.
- Total amount raised during our fundraising season: \$32,700, which is about \$10,000 more than the previous year largely due to the Una F. Murray Trust's donation that will be spread out over three years. This total includes \$429 from our donation drum.







### January 2024

- Held monthly MMA meeting via Zoom.
- Received a few donations in memory of Louis Currier.
- Congratulated students who were accepted to the Central Massachusetts Music Educators Association Music Festival on our social media pages and in our email to families.

### February 2024

- Held monthly MMA meeting via Zoom. This meeting included time set aside for parents to share their opinions and ideas about MMA. Participants noted they do not always see all emails; they prefer consistent concert start times; and non-music families should be encouraged to attend events when possible. The MMA co-chair reminded attendees how they can contribute to MMA, including Casino Game Night, the Senior Banquet, and the Scholarship Committee.
- Paid for the Great East Festivals registration fee of \$400.
- Started promoting Assabet Valley Summer Music on the website and in monthly communication with parents.

### March 2024

- Held monthly MMA meeting via Zoom.
- Funded a workshop for Chorus students with Interlude Music.



- Formed a Scholarship Committee made up of Fowler parents and community members.
- Formed a committee to plan the MMA Senior Banquet and other Class of 2023 activities.
- Voted to pay up to \$1,000 for the cost of tickets and bus transportation for a high school field trip to attend a Boston Symphony Orchestra rehearsal.
- Widely promoted April's Maynard Jazz Night to Maynard families, Maynard community members, and the surrounding communities.

### April 2024

- Held monthly MMA meeting via Zoom.
- Co-hosted Maynard Jazz Night, with JazzHers students, and both MHS and Fowler Jazz Band students performing. Felipe Salles also performed with his sextet, featuring soloists Natalie Cressman and Nadjie Noordhuis. A workshop with Mr. Salles occurred a week before, with a focus on music he had arranged for students.
- More than 160 people were in attendance. The net cost for the event was \$1,426, considering the cost of the performers, refreshments, and digital payments, as well as proceeds from ticket sales, drum donations, and water sales. We paid for a portion of the students' food costs in addition to food for Mr. Salles' sextet.



- Distributed and promoted the MMA scholarship application to families and seniors.
- Shared our bylaws with a new parent organization supporting the high school's theater program.
- Voted to pay up to \$330 for the repairs of three school-owned instruments.
- Voted to pay for three Dee buses to transport students and chaperones to the Great East Festivals. Factoring in the contributions from families and the school's, MMA's total cost for the event was approximately \$5,300.

### May 2024

- Held monthly MMA meeting via Zoom.
- Hosted a cafe-style intermission during the Solo & Wind Ensemble concert at the high school.

- Planned for the senior banquet, including purchase of keepsake towels for graduating music students, collection of wills and memories, and coordinating awards and recognition with music directors.
- Participated in interviewing candidates for a new Chorus teacher.
- Shared the 14 applications we received with MMA's Scholarship Committee.
- Hosted a Fowler Fine Arts night table featuring a photo slideshow from Disney, information about private lessons, and the Assabet Valley Summer Music camp.
- Promoted and supported all spring concert events.
- Organized and distributed toppers for senior lawn signs that showed their music affiliations.
- Promoted the 3rd annual Maynard JazzFest, a June event featuring the MHS Jazz Band.

### **June 2024**

- Awarded \$6,000 worth of scholarships to recipients during the high school's Senior Awards Night.
- Hosted the Senior Banquet, with 17 members of the Class of 2024 attending. We provided food, helped the music directors present awards, and kept the event running smoothly. Total cost for the event was \$2,700. Both choral and band seniors performed. Families and underclassmen also attended.
- Supported graduation ceremony.

