



PO Box 8754 Madison, WI 53708-8754 608-250-2565  
[www.themamas.org](http://www.themamas.org)

## **Project Funding Request**

**Date:** June 15, 2011  
**Project:** Madison Idol “R+B Style Talent Show  
**Org:** East Madison Community Center/Project Workgroup  
**Contact Person:** Ruth Ellickson  
**Address:** 3438 Richard Street  
Madison, WI 53714  
**Phone:** H/241-4070, W/246-3278, C/338-6412  
**Email:** ruth.ellickson@gmail.com

### **MAMA, Inc. Mission:**

MAMAs, Inc. is organized and operates exclusively for charitable or educational purposes, as defined in Section 501 (c)(3) of the Internal Revenue Code.

Our mission is to maintain a vibrant organization committed to the expansion of all forms of musical education in the Madison, Wisconsin metro area.

In furtherance of this goal, MAMA has four main purposes: (I) raising public awareness of the need to preserve and support the existence of music education in our public schools, (II) encourage and promote the advancement of young musicians and others in the Madison area by recognizing their musical achievements, (III) provide an opportunity for young musicians who are interested in pursuing careers in music to learn about the music industry, and (IV) provide a forum for young musicians and others in the Madison area to participate in live performances.

### **MAMA, Inc. Funding Focus:**

MAMA, Inc.’s slogan is “Putting Musical Instruments in Kids’ Hands.” To this end, our objective is to purchase musical instruments on a need-be basis for public schools and other organizations that educate young people and provide them an outlet for their creativity. Our focus is broader than that, however, as we have purchased computer software, printed music and other music accessories, and have provided instrument repairs. Future goals include the establishment of a scholarship fund and the funding of music education programs.

**Please respond to the following (maximum three pages):**

**Project Design:** (1) Briefly describe the project for which you are requesting funding. Explain your goals and objectives with the project. (2) Explain how your project relates to the goals of MAMA, Inc. (3) What is the amount of funding requested for the project? Are there other sources of funding?

1) We plan to create a fun, entertaining, and educational musical event, a first-year effort called Madison Idol “Rhythm and Blues (R+B)” Talent Show open to Dane County residents, all ages, who would like to participate by singing/performing R+B as a single or group entry.

Participants: All entries will need to pre-register (no entry fee, parental approval for youth under the age of 18, each act 3 minutes or less). A three-judge panel will give points for musicality and showmanship.

2) In addition to offering contest prizes of musical instruments/lessons, we plan to acquire musical instruments to put “into the hands” of youth served by the East Madison Community Center (EMCC). <Example: a number of percussion instruments, including drums/bongos, would assist in the creation of a Drumming Circle and/or other East Madison Community Center activities.>

We plan to provide an event with a bit of the music industry history from an R+B professional musician, Tommie LaVeal of Chicago. In addition to sharing some music history, he will give demonstrations, and be followed with acts from our pre-registered talent contestants. Tommie is a professional associate of Peaches Lacey (aka “Lady P”, WORT Radio’s Saturday morning’s DJ featuring R+B on her Dusty’s Storm Program).

A panel of three judges, composed of a variety of Madison musical professionals will judge entries in various categories: multi-generational, single/group, musical instruments, and possibly karaoke. While the judges make their decisions, all in attendance might be invited to mix, mingle, and dance with encouragement from a local DJ featuring this event’s theme, “R+B”.

3) The total amount of funding requested from MAMA: \$ 3,000.00

Project Funding Needs:

700.00	Tommie LaVeal, Chicago: travel-gas-food-MC-entertain	***
100.00	Dressing Rooms/curtains/decoration	
160.00	Sound system with CD player	***
290.00	Flyers	***
150.00	Chairs (100) delivery & pickup (\$95 + \$55)	***
1,600.00	Rewards: drums/percussion Prizes and “thanks” to EMCC	***

\$ 3,000.00      Total

x Tickets: \$5.00/adults at door (\$2.00 to go to EMCC). Further discussion to follow.

- x We will have concessions (EMCC kitchen) from vendor/Southern Food options.
- x We will be seeking prizes of musical instruments/lessons from potential sponsors, music stores, sound studios, instrument/vocal instructors, costume shops, etc (in process)

**Accountability: How will your project be evaluated and who will oversee the evaluation? If the project requires more money than donated by MAMA, Inc. and enough money is not raised for the project from other sources, where will the potential MAMA funds be used?**

*Evaluation:* We will request individual music professionals to assist in the evaluation of our first-ever unique project. The work group members are seeking effective measurement tools: Face Book comments, written evaluations, etc. We see this step as a serious undertaking to be completed by non-partial music professionals and we will cooperate with the evaluator's suggestions for a fair and complete evaluation for this yet unfolding event.

Workgroup members will continue to seek funds/music instrument/instruction awards from other community sources.

We have submitted a request to The City of Madison Arts Commission for endorsement ( July Agenda). The Dane County Cultural Arts Commission will be contacted in July, also.

The monies provided by MAMAs will be used towards the "Project Funding Needs". If we fail to acquire essential funding (\*\*\*)identified as essential fund ) the work group members will need to reassess the project goals; the feasibility of continuing; cutting back, or canceling.

We will continue to seek funds from other organizations. As a dedicated volunteer workgroup, we are determined to make this effort successful - and fun, too!

**Sustainability: Explain how the project will be sustained both financially and programmatically over time or indicate a one-time request for funds.**

In an effort to remember the early R&B pioneers' spirit and vast talents, a small group of R+B music lovers decided it would be a fun and educational effort to revisit early "Rhythm and Blues" artists, especially from the South. Several R&B record companies have promoted many artists who created hundreds of lasting musical memories.

As a workgroup, we are fortunate to have Peaches Lacey/WORT DJ, as an active member since the project's inception. We have benefitted from her input, her professional connections, especially her personal interests in R+B, and her ability to share it across the airwaves.

We feel there is plethora of musical talent and interest in Madison area. We hope we can tap the interest of youth, teach them the history of R&B, and create an annual "Idol" event. We want to reach out and invite all the youth of Dane County to join the fun. We already have the capability of reaching thousands via Face Book as well as the network of teachers in the Madison Metropolitan School District (MMSD).

Starting with “Rhythm and Blues”, we aim to focus on other musical venues as the project continues and interest grows. Following a project evaluation and ‘tweaking’, we will learn from our first steps and plan to grow bigger and better for Year #2!

We are fortunate to be influenced by the wildly successful MAMAs and can only dream that our winners might some day be MAMA winners!

We are a community rich in music-it’s our intention to assist in sharing that goodness!

Thank you for your consideration!

***Madison Idol Work Group Members***

***Ruth Ellickson (Author)-Dane County Juvenile Shelter Home/Case Manager and Community Volunteer***

***Peaches Lacey-WORT Radio***

***Pia Kinney James - Madison Native and Community Volunteer***

***Judy Roberts-Business Owner***

***MMSD:***

***Amy Campbell-MMSD Teacher***

***Annie Raffia-MMSD-Teacher Specialist***

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**Return the funding request to:**

**MAMA, Inc.**

**c/o Valerie Wulf**

**6155 Briggs Rd**

**Waunakee, WI 53597**

**Or via email to [sjvjwulf@chorus.net](mailto:sjvjwulf@chorus.net).**