

What does music mean to you?

November 2016

Dear Friends,

While you are reading this letter, the curtain is rising on a Bread & Roses Presents performance nearby.

At Mills-Peninsula Senior Focus, as the music slows with a lovely rendition of Love Me Tender, an elderly woman named Rachel, quietly folded in her chair, looks up and says wistfully, ***“I can’t remember the last time I danced.”*** With a hand from staff, Rachel was up on her feet swaying to the music and smiling; and soon others, staff and clients, were inspired to join Rachel on the “dance floor.” In this diverse group of clients representing many cultures, speaking different languages and from varied backgrounds, it was evident that **music truly is the universal language.**

So, what does music mean to you? If that were you; if that were someone you know, someone you love; what would you give for a renewal of heart, rekindling of spirits, to be reminded what it is like to be ***a part of rather than apart from community?***

The next time you go out to enjoy a live performance and find yourself moved, inspired, joyful, energized and simply entertained, consider that **with a gift to Bread & Roses you can make similar experiences possible** for our neighbors most in need.

As Executive Director and Board Chair, we want you to know that your money is going to a good cause; an essential service; **a vital community resource that 125 other Bay Area agencies rely upon and could not afford to replace.** Our focus has remained constant since our founding in 1974—to inspire hearts and minds, contribute to healing, and compassionately cultivate joy and hope by bringing live music and other entertainment to isolated, marginalized audiences—those with little or no access to the power of live art.

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In the two years since celebrating our 40th anniversary, we have accomplished so much—steadfastly carrying out our mission and sustaining our high level of service, while also making strides to ensure the strength and viability of the agency into the future. Our program hit some all-time highs: **617 shows** presented in **125 facilities** in **eight Bay Area counties** for nearly **34,000 audience members** all with the help of **more than 1,000 volunteers**.

We have also initiated new and innovative campaigns, such as the “Oh Say, Can You Sing?” contest (contestants receive votes through donations to Bread & Roses, winners perform at Oakland A’s and SF Giants games); and the **Backstage 365 Club** – our first ever membership campaign. And we’ve cultivated several key corporate partnerships, including Bank of Marin, Fantasy Studios, Salesforce and Wareham Development.

Your gifts to Bread & Roses have been central to all our good news. We know the gift you make today will be as generous as possible; what is most important for us to know is that we are still in this together, extending a hand and our hearts to shine a light into some of the darkest corners of our community.

Your gift of any size--\$25, \$50, \$100, \$500—will make a big difference to those we serve and to the vitality of our mission. Thanks for being by our side as we continue to expand our unique and effective community of caring.

With warmest regards,



Dave Perron
Executive Director



Stacy Nelson
Board Chair

P.S. There are many ways to support Bread & Roses. Would you would like to become a Backstage 365 Club member; volunteer; or donate in-kind gifts or services? Visit www.breadandroses.org

P.P.S. If you have made a contribution recently, please know that your generosity is appreciated. If you have friends, family or colleagues who might like to join you in your support of Bread & Roses please share this with them.