

Beyond The Natural Foundation

Empowering Our Youth Through Music

**2021 Program
Sponsorship**



Who We Are



BEYOND THE NATURAL FOUNDATION, INC (BTNF) is a 501(c)(3) tax-exempt non-profit organization created to empower the lives of youth through music. BTNF was created with a mission to serve youth by engaging them in music education and performance to provide expressive therapy and inspiration for creating greater life opportunities.

What We Do

BTNF is passionate about providing youth the opportunity to explore new ideas, build new skills, find new talents, and experience success. To remove barriers to music arts enrichment programming, we travel onsite to serve after-school programs, recreation centers and summer camps, psychiatric rehabilitation programs, foster care and group homes to provide music therapy services and fun group music lessons. Youth receive lessons on drumming, the piano, the guitar, as well as songwriting and music production to name a few.



Why We Do It



With the decline of music arts enrichment programming in schools and the onset of the COVID-19 pandemic, youth are in need of positive expressive outlets more than ever before.

BTNF programming goals are for youth to improve

- Musicianship & Creative Capacity
- Academic & Cognitive Development
- Behavior & Emotional Well-being
- Communication & Social Skills
- Motor Development

How We Do It

The Music For F.U.N. Program is designed to quickly engage youth in the world of music with exposure to STEM activities using 3 primary components: Intro to Rhythm, Intro to Harmony, and Intro to Songwriting & Production. When the program ends, youth not only understand basic music theory, but they leave the program with original songs they created, amazing memories of musical experiences shared with their peers, and appreciation for the expressive therapy that music engagement provides.



2020 Media & Impact



In 2020, we made major shifts in our programming to adapt and respond to our COVID-19 impacted community. BTNF launched an online Music Production platform and offered a hybrid, in-person and virtual, TUITION-FREE summer camp specifically for youth residing in Baltimore City whose parents or legal guardians had either been unemployed, furloughed, or experienced a 50% reduction in work hours as a result of the COVID-19 pandemic. To further promote equity and inclusion, BTNF pivoted to provide program participants with a program toolkit for at-home use that included a djembe drum, a 61-key Yamaha Keyboard, and an iPad. This allowed BTNF to **STILL** have a positive impact in 2020!

93 Youth Served

**92.6% Average
Daily Attendance**

**100% Program
Satisfaction**

Media Highlights





What's Next

With a return to some sense of normalcy around the corner and progress being made on all fronts with in person youth programming, **2021 is poised to be a BETTER YEAR.** BTNF is excited because we have even greater capacity to have an even greater impact. However, we need YOUR SUPPORT. Our goal is to continue offering low-to-no cost programs that serve youth and families in **Baltimore City and the surrounding counties!**

This year, we are increasing our community footprint by:

- Expanding our Summer Camp to 2 locations: (1) in Southwest Baltimore and (2) in Northeast Baltimore
- Expanding our Out-of-School Time Program services to serve youth in Catonsville and Towson areas.
- Expanding our program offerings to include string instruments i.e. the violin & the cello.

There is SO MUCH to be EXCITED ABOUT!





Ways To Be Involved

CONSIDER BECOMING A BTNF PROGRAM SPONSOR TODAY!

Sponsorship Type	Amount	Benefit
Supporting Sponsor	\$5,000	<ul style="list-style-type: none">- Brand Placement on select program promotional material to include flyers, evites, and social media
Gold Sponsor	\$15,000	<ul style="list-style-type: none">- Brand Placement on select program promotional material to include flyers, evites, and social media- Brand Placement on all program branded content to include internal & external signage i.e. banners, step & repeat, etc.
Platinum Sponsor	\$25,000	<ul style="list-style-type: none">- Brand Placement on select program promotional material to include flyers, evites, and social media- Brand Placement on all program branded content to include internal & external signage i.e. banners, step & repeat, etc.- Co-Branded naming rights on i.e. BTNF's flagship summer camp brought to you by "Your Brand"- Live Link and Logo Placement on BTNF website



Always Grateful

On behalf of our Board of Directors and Staff, we thank you for your consideration in helping us use music to reach and inspire our youth in creating greater life opportunities for themselves. Through your generous support to BTNF, your hands can shape and mold the lives of our youth for the better. Together, WE CAN and WE WILL!

While a vaccine will hopefully get us beyond at least one aspect of our current reality, music is good medicine every day, until then and beyond. 2021, HERE WE COME!!!



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