



CRESCENDO GIVING CIRCLE

We believe all children should experience the joy of live music as part of their education. We invite you to join the Crescendo Giving Circle to support a long-term music education program in Kwinana that has the ability to change children's lives. From little things, big things grow.

WHAT IS CRESCENDO?

The Crescendo Program is based on the international El Sistema model, which was established in Venezuela in 1975 and seeks to empower children from disadvantaged backgrounds through music education, using it as a tool to learn transferrable life skills and help them reach their full potential.

Created by visionary José Antonio Abreu, the program is now running successfully in over 55 countries world-wide, and its concept is simple – beyond the music, an orchestra is the very definition of togetherness, a place where children learn to listen and respect each other.

El Sistema has developed an internationally proven record of improving behaviour, numeracy, literacy, social skills and fine motor skills, as well as lowering truancy and youth violence in disadvantaged communities.

WASO's Crescendo Program is a long-term, free music education program delivered in two primary schools in Kwinana. Crescendo starts as



a vocal-based program, encouraging students to use their in-built instrument, and helps 'give them a voice' in the first two years, before moving on to string instruments. Students will then play together in string ensembles and be able to take instruments home to practice.

In addition to weekly music lessons, Crescendo students also have the chance to attend WASO's Primary Schools Concerts at Perth Concert Hall and our Education Chamber Orchestra (EChO) concerts in Kwinana. Each year, a new group of Pre-Primary students will join the program and from 2020 all students from Pre-Primary to Year 6 will be participating.

WHY KWINANA?

Kwinana is an expanding community in the heartland of Perth's industrial area. With its culturally and linguistically diverse community, Kwinana was chosen in close consultation with local council. It is specifically the kind of community in which a program like Crescendo will have the greatest impact – not only on the individual children, but on the school and broader community as a whole, with the potential to positively change life trajectories.

WHY WASO?

Crescendo lies at the heart of the Orchestra's Community Engagement & Education Program and our mission *to touch souls and enrich lives through music*. WASO is the largest performing arts company in Western Australia, presenting

world class concerts all year round, and it is this high level of ambition that we bring to Crescendo. El Sistema is well-known for its 'outrageous ambition', which has been regarded as a decisive element of its life-transforming impact.

WASO designs, delivers and manages all aspects of the program and costs will reach \$250,000 per annum. Crucially, the program is provided by WASO at no cost to the schools and families, ensuring all students can be involved.

A program like Crescendo must be multi-year in order to have impact. A single powerful experience is not enough in a young person's life, especially for those who live with difficulty of circumstance, and WASO is committed to offering long-term positive learning experiences.



HOW YOU CAN MAKE A DIFFERENCE – THE CRESCENDO GIVING CIRCLE

The Crescendo Program is fortunate to receive philanthropic foundation support. However, in order to increase much needed funding for this long-term project, we are now launching the Crescendo Giving Circle.

The Crescendo Giving Circle connects Patrons, utilising their collective gifts to support this program. The sum is greater than its parts and gifts go much further when combined with other Patrons' contributions to jointly fund social change.

To join the Crescendo Giving Circle we are asking for a gift of \$1,500 annually, which is approximately the cost of one child participating in the program per annum. Each child in the program will be participating for seven years, from Pre-Primary through to Year 6.

With the nature of the program requiring sustainable funding, we encourage annual renewal of your gift to cover a child's full tenure at school. However this is not obligatory and single donations are always welcome.

Please join us to make a difference in Kwinana by completing the form overleaf.

From little things, big things grow.



Photos 1 & 3 © Nik Babic

For more information, please contact:

WASO Philanthropy

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Email: philanthropy@waso.com.au

I WISH TO JOIN THE CRESCENDO GIVING CIRCLE

Please confirm your contact details

Mr ☐ Mrs ☐ Ms ☐ Other ☐ (please specify)

First Name Surname

Address

Phone / Mobile Email

I wish to join the Crescendo Giving Circle

- ☐ With a donation of \$1,500 (to cover the cost of one child participating in the program per annum)
- ☐ With a donation of \$ (> \$1,500)

Payment Method

I wish to pay by

☐ **Credit Card** ☐ Visa ☐ Mastercard ☐ Amex

Card number

CVV Code (3 digit number on reverse of Visa/Mastercard or 4 digit number on front of AMEX card) Exp Date /

Cardholder's Name Signature

☐ **Cheque** (please make payable to 'West Australian Symphony Orchestra')

☐ **I have made a donation by Electronic Funds Transfer** (BSB: 086 217 ACCT#: 32 221 0801)

If making a funds transfer, please put your SURNAME and DONATION in the description line, return this completed form or email philanthropy@waso.com.au advising a donation has been made.

☐ **I have donated online via waso.com.au**

Please note that credit card transactions will appear as 'Perth Concert Hall' on your statement.

Thank you for your support of WASO

All donations to the Crescendo Giving Circle will be acknowledged in WASO concert programs and on the WASO website, unless anonymity is requested.

☐ I prefer my donation to be acknowledged as: name(s)

☐ I prefer my donation to remain anonymous.

Please send this form to WASO Philanthropy, PO Box 3041, East Perth, WA, 6892 or scan and email to philanthropy@waso.com.au. **All donations over \$2 are fully tax deductible. ABN 26 081 230 284.**