



July 2018

The *Living Room Society* is a donor giving circle comprised of individuals who appreciate Tosco Music as a uniquely Charlotte cultural arts institution and want to see it thrive for years to come.

The Living Room Society is a building block for the future of the organization. LRS Donors contributing \$1,000 or more receive the same perks as the Patron Membership level, and their added charitable contribution fuels the organization's mission and vision.

The Living Room Society is named for the genesis of Tosco Music. In its early years, Tosco Music Parties gathered supportive friends together in John Tosco's living room to trade off playing songs and sing together. The Living Room Society honors this past while empowering a long-term future for Tosco Music.

Tosco Music's programs have historically been presented primarily through the generosity, donated time and passion of many volunteers. These include scores of musicians who perform on its stages, dozens of behind-the-scenes helpers, as well as John Tosco who has volunteered his labors of love to build the organization so far. It is a significant undertaking to program a 1,000+ seat theater five times each year while also managing outreach to the community through music scholarships, open mics, senior singalong parties and ticket scholarships. In addition to the music parties, Tosco Music's outreach activities have doubled year over year since 2015, a rate of growth that requires additional resources to sustain.

Thanks to the support of Founding LRS Donors, Tosco Music was able to hire its first employee in early 2018, and now has three part-time employees assisting with program operations and development efforts. Long term, Tosco Music must further professionalize operations and develop the team who will ensure that quality remains a hallmark of Tosco Music and that our programs remain available and accessible for years to come.

In September 2018, Tosco Music will celebrate 30 years of Tosco Music Parties in Charlotte. In honor of this 30th Anniversary, we're asking for your help to raise \$100,000 this year so Tosco Music can:

- Continue five Tosco Music Parties each year
- Build operational support to sustain recent growth, and
- Expand programs to meet the pace of new requests from the community.

We invite you to join the Living Room Society and help Tosco Music become a permanent part of Charlotte's cultural arts landscape for future generations of Charlotteans to enjoy.