



Report to the Community

With a joyous love of song and an inviting spirit, Tosco Music breaks down the barriers between performers and audiences to celebrate the incredible power of music and bring people together.

Celebrate the power of music

TOSCOMUSIC.ORG





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WELCOME

I started my journey with Tosco Music as a member of the audience, bringing several generations of my family to experience the amazing variety of performers at Tosco Music Parties (TMPs). I appreciate that Tosco Music works to ensure cultural exchange is infused into every concert and outreach program. Performers have represented nearly every culture and genre, and it has really expanded my music appreciation. As a musician myself, experiencing live music with others has brought me so much joy.

Tosco Music's mission inspires me in so many ways, lifting up musicians as important 'small businesses' in our community. The past year has been such a challenge for the arts, and now after a year of relative isolation, we all need music that brings us together. I hope you'll join us so we can do even more!

Josh Jacobson
Board Chair



When the pandemic halted live music in person, it also halted incomes for many working musicians. Thanks to Tosco Music donors, we were able to shift quickly to virtual shows, making them free for all to enjoy and maintaining a source of income for performers. We provided a timely way for music lovers to support our local music community when they needed it most. We're so grateful for this continued support!

The donations that sustained our mission, programs, and spirits during the past year of uncertainty came from 35 states and Canada. The outpouring of generosity in response to our virtual programs also meant we were able to return to the stage in Summer 2021 for FabFest in-person. We're excited about singing and sharing music together again!

John Tosco
Founder, Executive Director



PURPOSE

As a volunteer-powered nonprofit organization, Tosco Music provides live music with purpose throughout Charlotte, N.C.

Tosco Music presents a wide variety of music through performances and outreach programs, fosters a sense of community among listeners and performers through inclusive participation, and connects professional and amateur musicians to share and inspire one another.

What we stand for:

- Building Community
- Celebrating Diversity
- Supporting Musicians
- Serving Older Adults
- Nurturing Young Musicians



"Tosco Music is where the heartbeat of live music in Charlotte begins..."

Jason Hackner
Vocalist



Building COMMUNITY

Music connects us, brings joy, and bridges divides!

Tosco Music events bring nationally recognized acts and undiscovered artists to the stage, with audience members enthusiastically singing along.

Tosco Music has been building community through music in Charlotte for more than three decades with TMPs, Tosco Music Open Mic, senior programs, and performances on stages across the region.



"Tosco Music is home. When you go to a music party it feels like everyone in the room is family. This organization brings people together from all walks of life through its diverse programming. There's nothing like the power of music!"

Chase Law
Tosco Music Board Member



CREATING NEW CONNECTIONS *Virtually*

Tosco Music's free Virtual Tosco Music Parties (VTMPs) kept friends and families connected through music across the social distance during the pandemic. They also offered a timely way for our audience to support the music community.

VTMP viewers contributed more than \$20,000 to the Charlotte Music Community COVID-19 Relief Fund. Launched by Music Everywhere CLT in partnership with Fair Play Music Equity Initiative and Tosco Music, the Relief Fund awarded 160 grants of \$500 each to individual musicians in need.

VTMPs expanded our audience beyond expectations. People tuned in from 35 states and 12 countries, totaling more than 40,000 views!

Tosco Music also partnered with Charlotte-Mecklenburg's Arts & Science Council (ASC) to present a series of virtual concerts that explore the variety of music cultures in Charlotte. Tosco Music Tuesday Lunchtime Concerts are sponsored by Culture Blocks, a community partnership funded by Mecklenburg County.



"The pandemic ended everything as far as income and opportunities to perform in the Charlotte area. The grant really helped to support me as I paid utility bills and transported a family member who, during COVID, was diagnosed with cancer. It's important to support artists so that they can continue to create. Thank you so much."

Dawn Anthony
Vocalist





Celebrating DIVERSITY

Tosco Music nurtures inclusive community with a wide variety of incredible talent. A Tosco Music Party is one of the most equitable stages in Charlotte and reflects the richness of Charlotte’s broad music scene: classical, folk, jazz, blues, Latin, bluegrass, R&B, and more!

Our commitment to inclusion onstage has fostered audience enthusiasm and increased demand for the great variety and incredible talent we offer. Communities are stronger when everyone participates and appreciates each other’s gifts!

Tosco Music is committed to building a musical community for all people.

The painful events of 2020 brought racial injustice into greater focus. Many members of our music community were deeply affected. Tosco Music committed to listening and learning how we can better promote equality, justice, and healing. By the end of 2020, Tosco Music had paid musicians for 162 performances at TMPs, virtual TMPs, and community performances combined; almost half (48%) were by artists of color or diverse cultures, and the majority (68%) were by local artists.



“I have participated as a musician in several Tosco Music Parties and have always admired Tosco Music for its inclusion of diverse performers and musical styles. As a Latino artist, I truly appreciate how they have consistently provided a platform for my community.”

Tony Arreaza
Guitarist



Supporting MUSICIANS

Music is best as a shared experience! Growing as a musician requires practice and supportive audiences. It's not unusual for emerging artists to sometimes feel isolated and discouraged.

Tosco Music provides music scholarships and performance opportunities for people of all ages and skill levels, connecting them with other performers and with audiences who are enthusiastic about discovering and supporting musicians of all kinds.

Tosco Music connects travelling artists with local venues and with volunteers who host musicians in their homes. The TMP House Band often backs up solo or young musicians to support their performances. TMP's Green Room offers a catered meal and space to connect with other TMP performers.

"Tosco Music has been and is a wonderful outlet for me as a performer-vocalist. They've given me the opportunity to perform for diverse audiences without being confined to a specific genre of music, making it easy to jump in on the fun with other talented musicians and artists. I love being a part of it!"

Robyn Springer
Vocalist



"Tosco Music has given me the opportunity to play on stages like the Knight Theater, McGlohon Theater, and even open up for Albert Lee at the Booth Playhouse. Beyond that, it has become a source of moral and musical support through the wonderful individuals involved. And I cannot express how grateful I am to have received a full scholarship from Tosco Music to the Swannanoa Gathering. One of the best weeks of my life."

Eli Yacinthe
Singer-Songwriter



Serving OLDER ADULTS

Music has an unequalled ability to uplift, unite, and entertain, as seen in the enthusiasm of older adult audiences at Tosco Music programs in community centers and independent and long-term-care residences across the region.

When Tosco Music pivoted to virtual programming after the pandemic halted live music, several sponsors stepped up and helped us stay the course with our mission and new virtual programs.

“Tosco Music makes you happy! The songs are familiar, bringing back so many wonderful memories encouraging you to sing along, and so uplifting. Their program for seniors is just the BEST!”

Brenda Coble
Secretary,
Avondale Senior Program



Aldersgate retirement community sponsored four of the Virtual Tosco Music Parties, and worked with Tosco Music to bring live music safely outdoors to their residents.

“The impact of COVID 19 has affected all of us, but most especially our elders, who seem most susceptible. We implemented several ways to connect them while remaining safe and were fortunate to partner with Tosco Music. The music brought smiles and dancing and a lift in spirits much needed by us all.”

Brooks Shelley
Director of Community
Engagement, Aldersgate



Nurturing YOUNG MUSICIANS

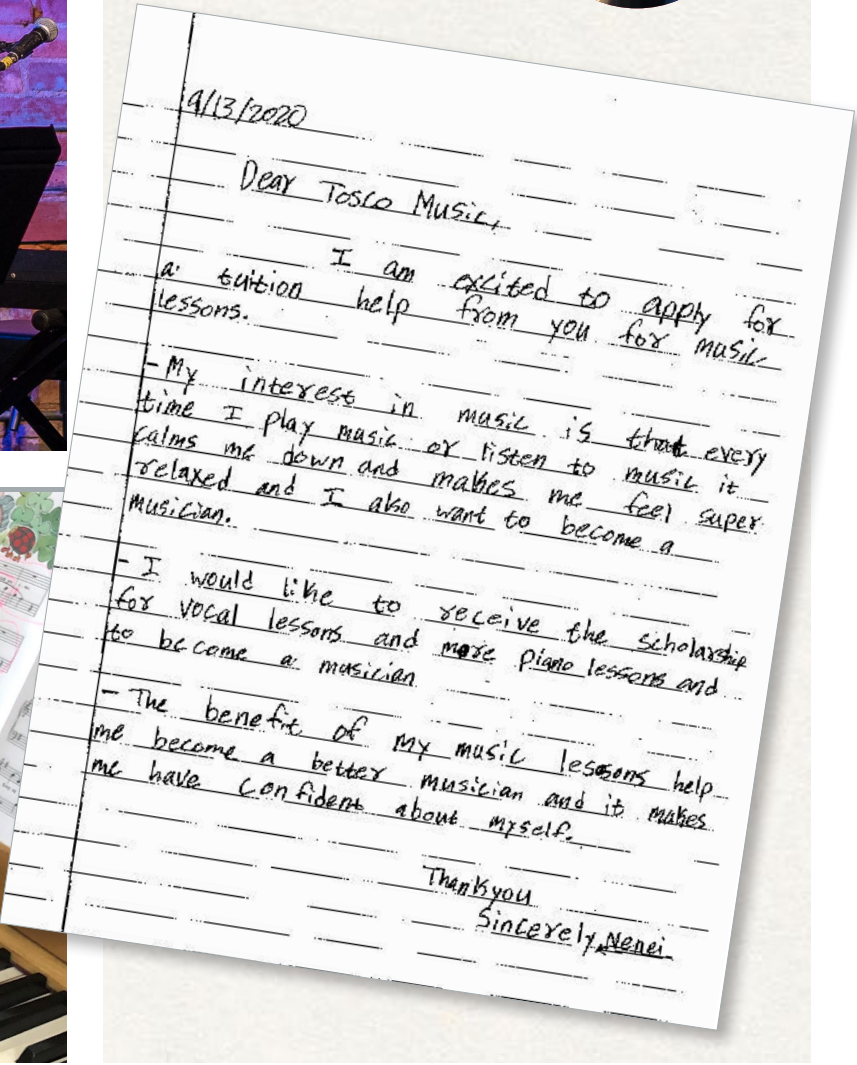
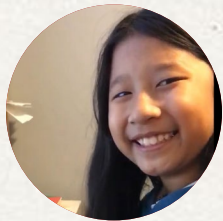
All young people deserve the experience of making music! With youth music scholarships and our family-friendly Tosco Music Open Mic, Tosco Music fans the flames of tomorrow’s musicians.

A guitar teacher by trade and Tosco Music’s founder, John Tosco has taught thousands of young people the joy of not only playing an instrument but also sharing their music with others onstage. When young people see a musician their age perform on a professional stage, they can begin to envision future possibilities in music for themselves.



“Every time I play music and listen to music, it calms me and makes me feel super-relaxed... music lessons help me become a better musician and have confidence...”

Neinei Cuai
Youth Music
Scholarship Recipient



Thank you!

Living Room Society

The Living Room Society (LRS) is a giving circle formed in 2017 of donors whose gifts of \$1,000 or more are paving the path forward for Tosco Music Parties and our nonprofit outreach programs. The Living Room Society is named in the spirit of the original music parties, when Tosco Music began with musicians and friends coming together to play and sing in the warmth of someone’s home. LRS Appreciation Gatherings bring the donor giving circle together in the same way.

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Gifts and pledges received 7/1/2020-6/30/2021

Founding LRS Donors (bold) have given continuously since LRS was launched in 2017.

* Sustaining Donors and Members help plan for a long term future with automatic recurring gifts.

Thank you!

Tosco Music Members

Since 2015, Tosco Music Members have provided ongoing financial support for Tosco Music’s nonprofit mission and programs. Support from LRS donors and Tosco Music members helped make virtual TMPs and FabFest possible.

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Support for Tosco Music in
FY21 was provided by
Arts & Science Council.



Tosco Music is proud to be
a resident company of
Blumenthal Performing Arts.



Thank you!

Virtual TMP Donors

Many thousands of individuals, couples, families, and friends connected through VTMPs online, even those who might not have been able to pay for a ticket. We are very grateful for our music community members — longtime and newest alike — who helped keep all seven VTMPs free and accessible for everyone throughout the pandemic!

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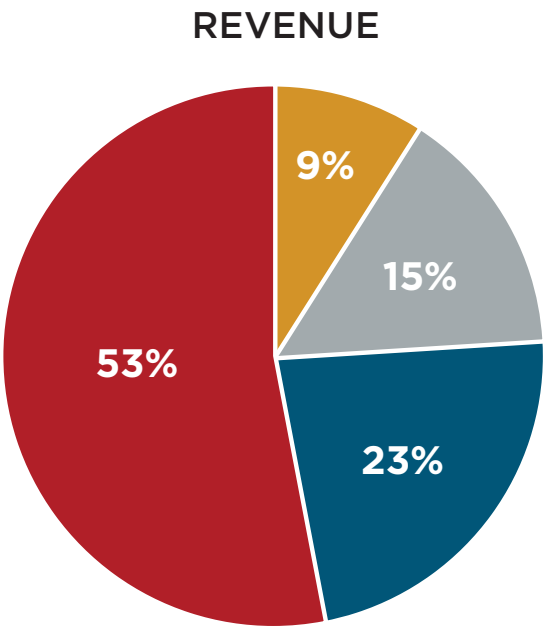




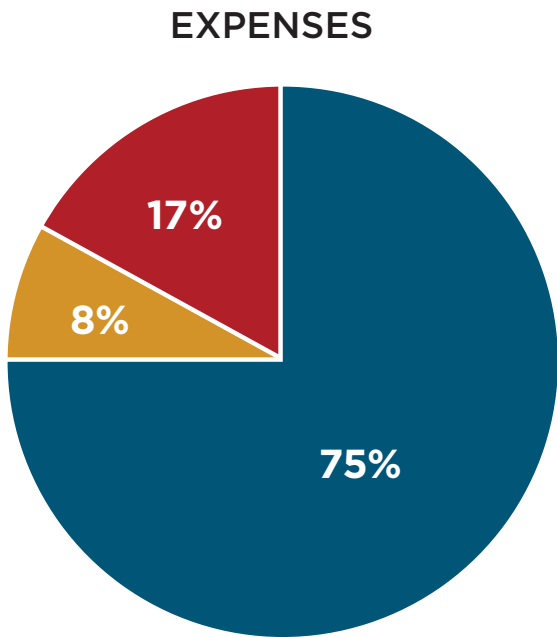


FINANCIALS

Tosco Music's FY21 unrestricted income and expenses are shown (July 1, 2020 - June 30, 2021). FY21 surplus will be invested in staff infrastructure to build capacity and create long term sustainability. Tosco Music's nonprofit financial history is available in detail on Guidestar as Tosco Music Parties, Inc.



Contributions	\$175,183
Programs	\$75,983
Grants	\$49,234
Sponsorships	\$27,750
TOTAL REVENUE	\$328,488



Administration	\$41,107
Fundraising	\$19,085
Programs	\$175,298
TOTAL EXPENSES	\$235,490

PROGRAMS

Tosco Music Party
Tosco Music Parties started more than three decades ago in John Tosco's home. Today, music lovers fill Charlotte's Knight Theater for an evening that is as familiar and friendly as it was in John's living room. Musicians of all ages, genres, and backgrounds gather to share their craft with enthusiastic audiences. All TMPs include Tosco Music's trademark singalongs with the audience.

Musician Support
Celebrating music and music-makers is at the core of everything Tosco Music does! Musicians from all walks of life come together on our stages and through our programs in the community. Connections with new audiences and other performers, music scholarships, and paid performance opportunities are just a few of the ways Tosco Music supports musicians.

Tosco Music Open Mic
Tosco Music hosts an eclectic and family-friendly open mic at The Evening Muse. This unique, monthly gathering opens with audience singalongs and welcomes performers of all ages and experience levels to play before an incredibly supportive audience of music lovers.

Community Outreach
Tosco Music provides live music in the community at events that are free and open to the public, at older adult programs throughout Charlotte, and as part of ASC Culture Blocks. To increase access to the arts for all, Tosco Music makes free TMP tickets available to area nonprofits to include the communities they serve.

FabFest - Charlotte's Beatles Festival
The annual Tosco Music Beatles Tribute sold out consistently over 15 years. In 2019, Tosco Music expanded it to create FabFest, a full weekend of festivities! FabFest draws fans from across the southeast to the Queen City and is well on its way to becoming a unifying community tradition and premier live-music destination event for Charlotte.



FROM THE BEGINNING:

32 years of Tosco Music Parties

23 years as a nonprofit

228 consecutive months of Tosco Music Open Mic through March 2020

IN 2019:

100 live music performances throughout Charlotte at 31 different locations

125 VOLUNTEERS **178** MEMBERSHIPS

Attendance at in-person programs **14,000**

DURING THE PANDEMIC:
(March 2020 through June 2021)

7 Virtual TMPs **40,000** unique views of Virtual TMPs

11 music scholarships awarded

62 outdoor or virtual performances for seniors or community events at 17 different locations

828 DONORS **10,145** FOLLOWERS across all social media platforms



Ways to Support Tosco Music

- Spread the word and invite friends and family to our music programs
- Connect with us online and sign up for our e-newsletter or to volunteer
- Become a member or join LRS to fuel a long-term future for our programs
- Partner with Tosco Music by sponsoring our programs with your company's community investment dollars.



Join us to share the joy of live music and enrich Charlotte's community for years to come!

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