

**Music
for Life**



Music for Life

**2020 COVID-19
Response**



Music for Life Overview



Our Vision

Inspired by our Christian faith, we help Africa's most vulnerable children today so they can help Africa tomorrow. We envision a positive long-term impact on Africa brought about by the most comprehensive, high-quality programs that develops real ChangeMakers who impact the lives of millions.

Our Mission

We generate hope, healing and justice for the innocent and vulnerable children of Africa caught up in the areas of conflict and crisis, to enable these children to become ChangeMakers in Africa. We do this by:

- Promoting the beauty, dignity and unlimited ability of the African child around the world, being a voice for the millions of suffering children who cannot speak for themselves.
- Instilling Christian principles through teaching and leading by example.
- Providing for their well-being and quality education utilizing the transformative power of music.
- Bringing relief and development to African nations in crisis.

Our Motto

Helping Africa's most vulnerable children today, so they can help Africa tomorrow.

Our Core Values

Respect | Integrity | Excellence | Collaboration

Executive Summary

Music for Life entered 2020 in a strong position to celebrate our 36th year of showcasing the beauty and limitless potential of the African child to the world while bringing quality education, discipleship, mentorship and exponential change to the people of Africa.

Three African Choir tours were set to shine their light through song, dance and testimonies to North America, the UK and Australia.

After 5 years of planning, construction and staffing, the Empower International Academy (EIA) opened at the beginning of 2020. The first phase of campus development sits on 15 beautiful acres of land with plenty of space for expansion. EIA combines an international curriculum with local culture to educate, mentor and disciple students unlocking their full potential.

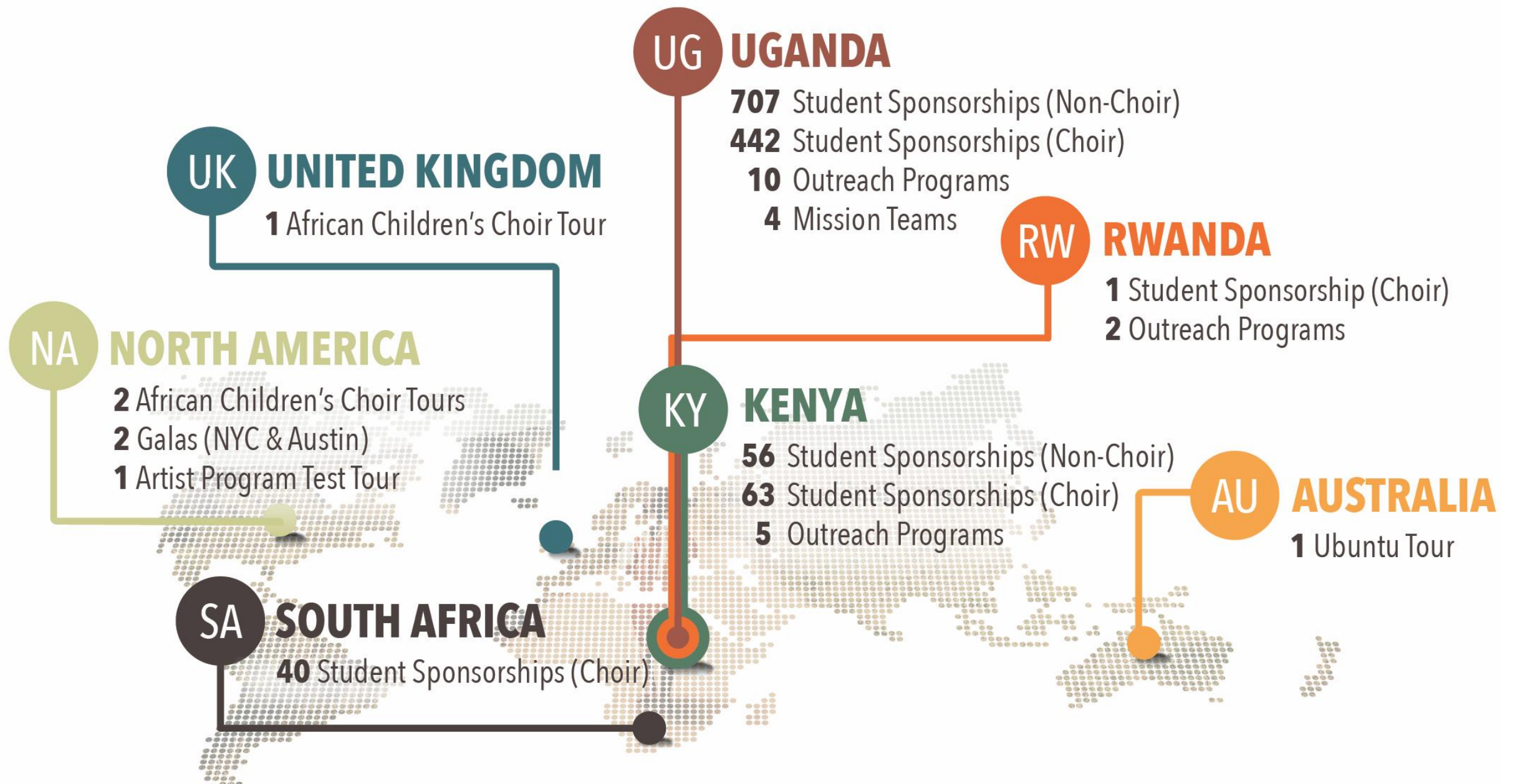
The African Children's Choir Primary School (ACCPS) serves our primary level students with a holistic quality education. ACCPS houses, feeds, clothes and provides a loving and nurturing environment for children to continue dreaming and developing a vision for their life.

With our programs projected to be fully funded through 2020, administration cost down to 10.7%, we started the year in a position to dream about new programs and make investments for long term growth.

The reality of COVID-19's impact to our international operations and programs began in March. The purpose of this presentation is to communicate the affects, our response, our plans and financial help needed to continue to operate at full capacity.

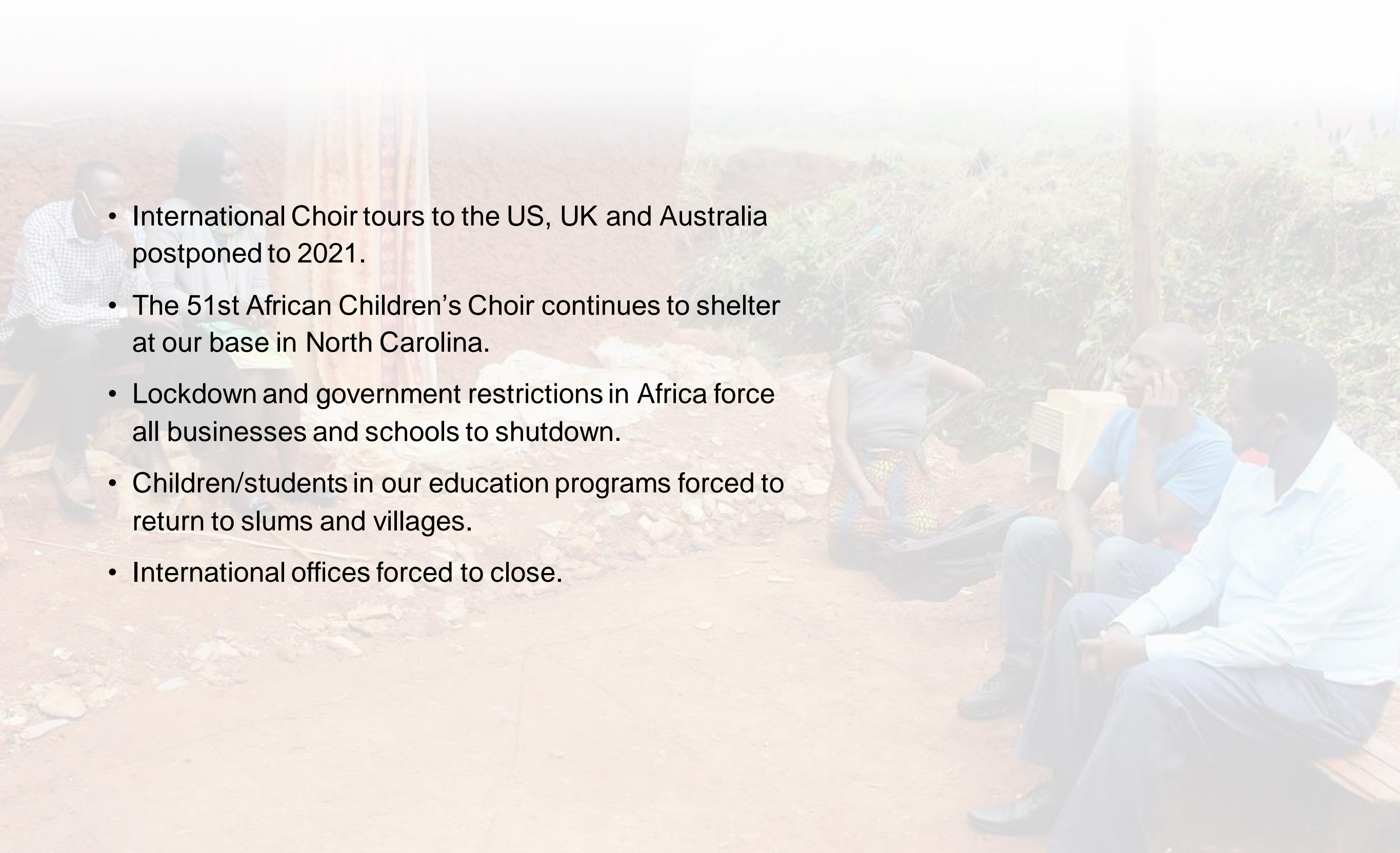
Music For Life - 2020 at a Glance

(Pre-COVID-19)



The Effects of COVID-19 on Music For Life

- International Choir tours to the US, UK and Australia postponed to 2021.
- The 51st African Children's Choir continues to shelter at our base in North Carolina.
- Lockdown and government restrictions in Africa force all businesses and schools to shutdown.
- Children/students in our education programs forced to return to slums and villages.
- International offices forced to close.



How Music For Life Has Responded

- Bulk food packages prepared and sent home with students.
- International staff and volunteer mentors mobilize to build remote communication process.
- Africa team and mentors establish contact with students in Music for Life Programs.
- Africa team sets up mobile money network to push funds for food/supplies to children locked down in slums and villages.
- School campus security established.
- As restrictions begin to lift Africa team begin visiting children in their home bringing food, encouragement, love and prayers to children in slums and villages.
- Concert hosts have been contacted and successfully rescheduled for April 2021.
- Continual updates sent to donor base, child sponsors, email lists.
- Match funding appeal campaigns sent, COVID-19 Relief campaign established.
- Payroll protection granted for North American staff.
- Staff reassignments shifted from Choir tour support to communications, product sales, fundraising.

The Way Forward

- Strategies to support our African ministries need to move away from Choir tour dependency.
- The core mission of our Africa programs will continue to produce leaders with a focus on high quality education, discipleship, mentorship.
- Move some administrative roles to Africa to employ our young adults and reduce overall costs.
- Concentrate on developing the African Children's Choir Primary School and Empower International Academy.
- Focus on bringing fee based students into our schools to make them self-sustainable.
- Implement new technology strategies to showcase the Choir and automate administrative processes.

