

Sunnyvale Cares Nonprofit Grant Program

Name of Nonprofit organization: Notelove

Name of Individual Submitting Application: Hemal Kurani

Individual's email: [REDACTED]

Phone: [REDACTED]

Grant Amount Requesting from the City (Maximum grant amount is \$30,000): \$30,000

Organization Background

1. When was your organization formed?

Notelove was officially incorporated as a 501c(3) nonprofit organization on August 22 of 2018.

2. What is your Mission?

Notelove's mission is to provide free, accessible, and high quality music education to youth across the Bay Area through private lessons by high school students.

3. Approximately how many Sunnyvale customers are served annually?

Approximately 40 Sunnyvale customers are served annually.

4. Describe your group's activities and the resources that support those activities.

Notelove engages in a wide variety of activities pertaining to numerous and differing aspects to uphold our mission and provide musical education to local youth. In order to facilitate music lessons, we contact local orchestras, symphonies, and youth groups to recruit willing volunteers with musical experience in specific instruments. In the past, we have held benefit concerts, for no charge, where students and instructors have the opportunity to perform. In order to expand our outreach, we make use of informational flyers, promote our website, as well as partner with various youth groups and shelters. In order to enable all of this, we make use of certain crucial resources. These include our dedicated students, parents of students, and instructors; our website and other social media platforms; our budget; as well as access to instruments.

5. What is your annual budget?

Our annual budget is \$500. Altogether, this money may be allocated for fundraising activities; marketing or advertising plans; yearly website plans; benefit concerts; and organizing other general events.

6. How do you raise funds?

In the past, we have held fundraising events such as benefit concerts. However, the current situation does not allow us to host in-person fundraisers so we have been raising funds through online donors and applying for grants.

7. How many employees does your organization have?

Notelove is run by 7 directors, and the organization currently has 35 active instructors.

8. What steps has your organization taken to address budget impacts due to COVID-19?

Since the current situation prevents us from organizing any public events or fundraisers, we have been saving the money we acquired before the pandemic and are holding off on making drastic structural changes to the organization. Additionally, we have been contacting many individuals and created a GoFundMe page to raise donations. Lastly, in an attempt to stay connected and retain the dedication of our instructors, we have been organizing virtual events with no cost, such as virtual benefit concerts.

9. Describe the impacts of the COVID 19 pandemic on your organization, specifically, what are the financial impacts?

Due to the COVID 19 pandemic, Notelove instructors have no longer been able to provide face-to-face music lessons to students, and although challenging, they have had to facilitate virtual lessons. This grant would prove invaluable towards the long-term success and widespread impact of the organization, as the COVID 19 pandemic has severely impacted our ability to not only fundraise and reach potential donors, but also spread the joy of music to members of our community. In an effort to stay connected and continue to reach others, we have had to allocate quite a significant amount of our funds towards advertising and promotional content. We currently have almost no funds saved for future endeavors, and we would greatly appreciate any sort of money from a grant.

10. For what purposes would this grant be used and how would it would benefit your organization and customers?

We intend to utilize the grant for a variety of purposes that contribute to refining and enhancing the structure of Notelove and the services provided by our organization. First, we plan to develop more resources for instructors, students, and parents to better support and supplement online lessons. The grant would additionally prove extremely beneficial for promoting our services through paid advertisements on various social media platforms, as well as sustaining our yearly website plan. Furthermore, we are currently looking to establish affiliate chapters of our organization at both the local and national levels, so a portion of the funds will be allocated towards obtaining a trademark and any other associated costs as such. Finally, much of the money would be saved with the intent to maintain quality service and ensure the feasibility of organizing more public, community events in the future.

11. Any other information you would like the Council Committee to consider?

Since first established in 2018, Notelove has always been a completely student run nonprofit organization. Between juggling school work, extracurriculars, and personal lives during this time, all 7 directors consider Notelove to be not only a priority, but also a passion. The COVID 19 pandemic has led to reduced connection with not only students and parents, but also potential donors. We have not been able to host any in-person fundraising events, which has severely impacted our budget and ability to acquire funds. Because of this, we have had to hold off on long-term plans for expansion and marketing strategies. Any amount of grant money would make a huge difference in our efforts to stay in touch with our dedicated students, instructors, and allow us to continue sharing the joys of music with our community.