

# Nashville *Singers*.org



**2014 ANNUAL REPORT**

The mission of Nashville Singers is to enrich lives through singing and the support of music education.



The vision of Nashville Singers is to be a dynamic choral leader, enriching lives through the performance of significant music; collaborating with highly engaged and skilled donors to make a substantial impact on music education in our schools and the community.



### Message from the President/Board Chair

I have enjoyed working with our board, advisory board and membership to build on the foundation created by our early leadership in a continued effort to sustain our organization for future generations to enjoy. Our Executive Director continues to encourage the board to follow the best practices of other successful nonprofit arts organizations.

To that end, we remain focused on fulfilling our mission by expanding our income sources, remaining good stewards of those resources, increasing partnerships and alliances, developing fundable programs, seeking greater diversity in our membership and leadership, budgeting for professional development training for our leaders, and maintaining high expectations of those leaders.

As a board, we do everything we can to foster a leadership culture focused less on measuring activities and more on accountability and achieving outcomes.

Like other nonprofits, we depend on volunteers to execute our plans and events. Our partners at *Hands on Nashville* continue to be a great resource of quality volunteers.

We remain focused on supporting our musical leadership to continue presenting a music program that will attract good singers from across Tennessee, and eventually Alabama and Kentucky as well.

Whether you assist the Nashville Singers as a donor, volunteer, concert patron, advertiser, event sponsor, or simply by purchasing our CDs or merchandise, we hope you will continue to engage with us in one way or another.

It has been an honor to serve as President of this fine ensemble. I am very grateful for the many people that devote countless hours to supporting our mission to enrich lives through singing and the support of music education.

**Dr. Lenny Farmer**



### Message from the Executive Director

I remain amazed by the artistic trajectory of this ensemble. From the downbeat of our first rehearsal in 2008, through 80 performances and two recording projects, I think we all knew we were experiencing something unique and special.

This fascinating mix of kindred spirits has the opportunity to gather almost weekly to explore vocal arrangements that span a variety of genres, and together we have created some of the most exhilarating musical moments of my life.

But it is also by rolling up our sleeves to present vocal performance clinics, raising money to fund music education grants and scholarships, collaborating with other artists, and recognizing outstanding arts advocates, that we have come to realize the importance of instilling the power of music in the hearts and minds of students of all ages. I am reminded of this each time students have an opportunity to experience the Nashville Singers live or through one of our education programs.

The singers continue to be challenged with an abundance of new music from some of the best vocal arrangers on the planet.

I am thrilled that we have already enriched the lives of nearly 37,000 people. I hope you will help us continue to fulfill our mission to enrich lives through singing and the support of music education. Finding a way to engage more volunteers and donors remains mission-critical to our success.

I remain grateful to our board and other volunteers for their continued dedication to best practices in policy governance and non-profit organizational management. I am extremely thankful for the friendship and commitment of our members, the support they receive from their families, and the many other volunteers who work tirelessly to keep this organization moving forward at a very brisk pace.

**Todd Wilson**



### Artistic Staff

**Todd Wilson**

*Director of Music*

**Sloan Yarborough**

*Associate Director  
Bass Section Leader*

**Bruce Cokeroff**

*Manager of Auditions  
Tenor Section Leader*

**Ric Domenico**

*Lead Section Leader  
Learning Media Producer,  
Music Engraver,  
Music Librarian*

**Taylor Wilson**

*Baritone Section Leader  
Visual Performance Coach*

**Harlan Wilson**

*Performance Coach*

### Administrative Staff

**Lenny Farmer**

*Celebration Coordinator*

**Tim Mullican**

*In-House Photographer,  
Historian*

**Bob Allen**

*Costume Manager*

**Todd Wilson**

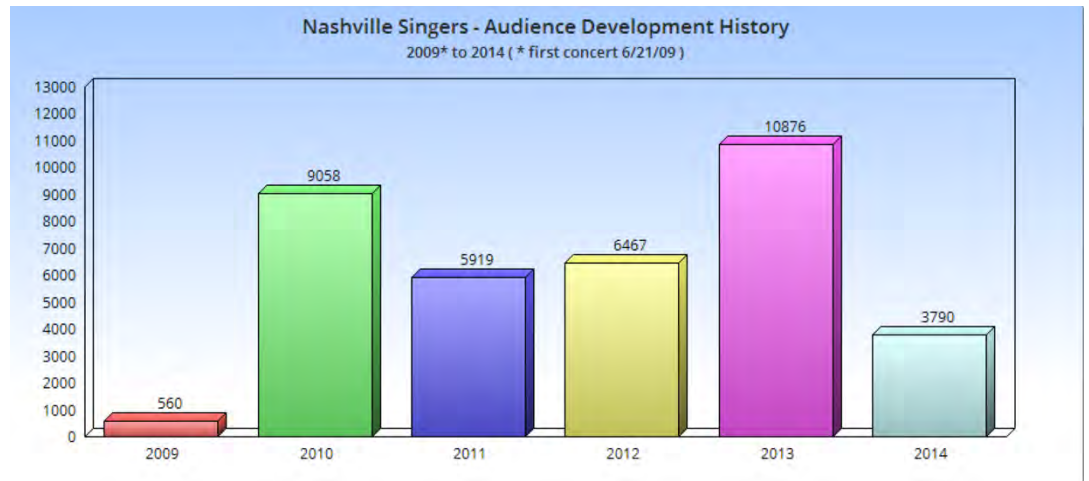
*Newsletter Editor,  
Webmaster, Marketing &  
Public Relations, Social  
Media Manager*



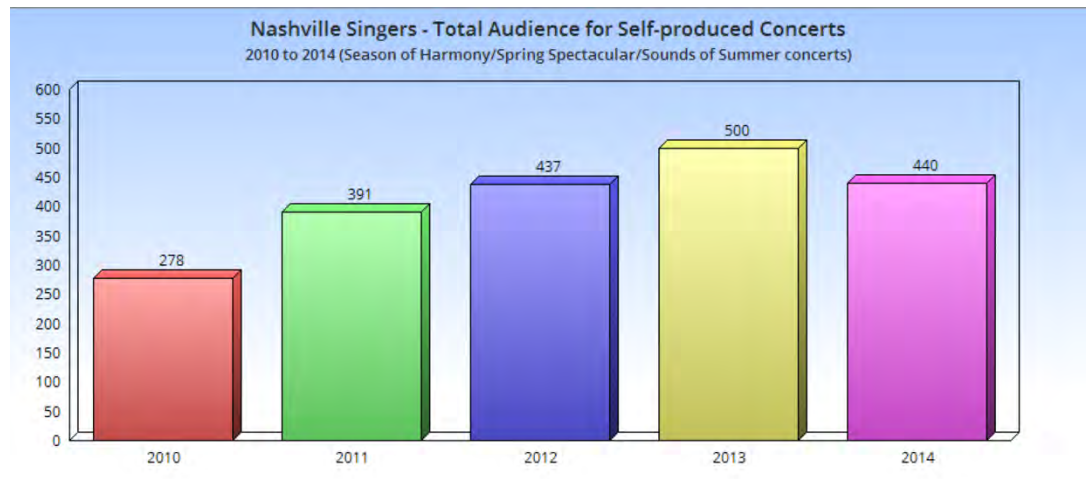
## Highlights from 2014

**Acquisitions:** With new booth graphics, Season of Harmony banner, risers, scrolling sign, and our own sound system, we continue to acquire the tools we need to present a quality image and performance to our audiences.

**Alliances & Partnerships:** Nashville Singers is now aligned with several outstanding organizations, including the Center for Nonprofit Management, Hands On Nashville, Chorus America, GivingMatters, Guidestar, Tennesseans for the Arts, Metro Nashville Arts Commission, Tennessee Arts Commission, the Donelson-Hermitage Chamber and the Hendersonville Chamber of Commerce. We also established a partnership with Groupon and Living Social to expand the marketing reach of the Nashville Singers and to attract new audience members.



**Audience Development:** The Nashville Singers shared 15 performances in 2014, including appearances at the historic Ryman Auditorium, Hendersonville High School, Whitworth Memorial Baptist Church, the Masonic Grand Lodge, Antioch High School, Greer Stadium for a Nashville Sounds Baseball game, the Sheraton Hotel for the Tennessee Chamber of Commerce and Industry statewide meeting, and Woodmont Baptist Church. Despite our ability to attract attendees from 43 cities in 10 states, attendance for our self-produced concerts fell by 12% from the previous year. While the total audience impacted by our music fell to less than 3,800, the size of our mailing list increased dramatically.





## Board of Directors

**Dr. Lenny Farmer**  
*President/Board Chair*

**Larry Bain**  
*Vice Chair*

**Michael Thornton**  
*Secretary*

**Tim Mullican**  
*Treasurer*

**Taylor Wilson**  
*Board Member At Large*

**Michael Schwalbe**  
*Board Member At Large*

**Todd Wilson**  
*Executive Director,  
Ex Officio*

## President's Council

Bruce Cokeroft  
Doug Morrison  
Bryan Patrick  
Sloan Yarborough

## Music Evaluation Committee

Bruce Cokeroft  
Ric Domenico  
Taylor Wilson  
Todd Wilson  
Sloan Yarborough

## Events Committee

Larry Bain  
Dr. Lenny Farmer  
Tim Mullican  
Michael Thornton  
Michael Schwalbe  
Taylor Wilson  
Todd Wilson



**J. Jeff Beckman** receives the 2014 **Arts Advocate of the Year** Award from Nashville Singers 2014 President **Dr. Lenny Farmer** and Executive Director **Todd Wilson**

**Awards:** For the second year in a row, the Nashville Business Journal's annual *Book of Lists* ranked the Nashville Singers as one of the "Top 10" performing arts organizations in Middle Tennessee. After consulting with leadership at Metro Nashville Public Schools, four outstanding nominees were developed for our annual **Carol Crittenden Arts Advocate of the Year** award. Mr. J. Jeff Beckman was approved as the recipient for 2014.



(L to R) 2015 Nashville Singers President **Larry Bain** with 2014 Member of the Year - **Michael Thornton**

**Community Outreach:** The chorus presented eight free performances this year, impacting over 2,600 people. This included the groundbreaking ceremony for the new Nashville Sounds Stadium with Mayor Karl Dean and other dignitaries in attendance, the Choral Blast event at the historic Ryman Auditorium, where we received multiple standing ovations, a free mini-concert following our Acappella Academy with Derric Johnson, our first national anthem performance for the Nashville Storm Football Club, our first Roadtrip Thursday event at Razz'z in Smyrna, a mini-concert at Lipscomb University after our master class event which included Dr. Kirby Shaw, Dr. Cedric Dent and Dr. Gary Wilson. We wrapped up the year with a free performance for the homeless at Brentwood Hills Church of Christ. The Nashville Singers continue to build a reputation not only for musical excellence, but for philanthropy and community outreach.



## Advisory Board

**Nathan Bailey**  
Wadley & Patterson

**Sarah Beatty**  
Big Brothers Big Sisters  
of Middle Tennessee

**Dawn Davenport**  
WKRN News 2 / ESPN

**Cheryl B. Davis**  
Adventure Science Center

**Dr. Robert L. Elliott**  
Tennessee State University

**Shane Fortner**  
Hilton Worldwide

**Amanda Foster**  
Hendersonville Chamber  
of Commerce

**Jason G. Franke**  
Nashville Sounds Baseball

**Carrie Hobbs Guiden**  
The Arc of Tennessee

**Don Hart**  
Don Hart Music

**Margaret Campbelle-  
Holman**  
Choral Arts Link

**Kelly Hoskins**  
Soles4Souls

**Lynn D. McGill**  
The McGill Financial  
Ensemble

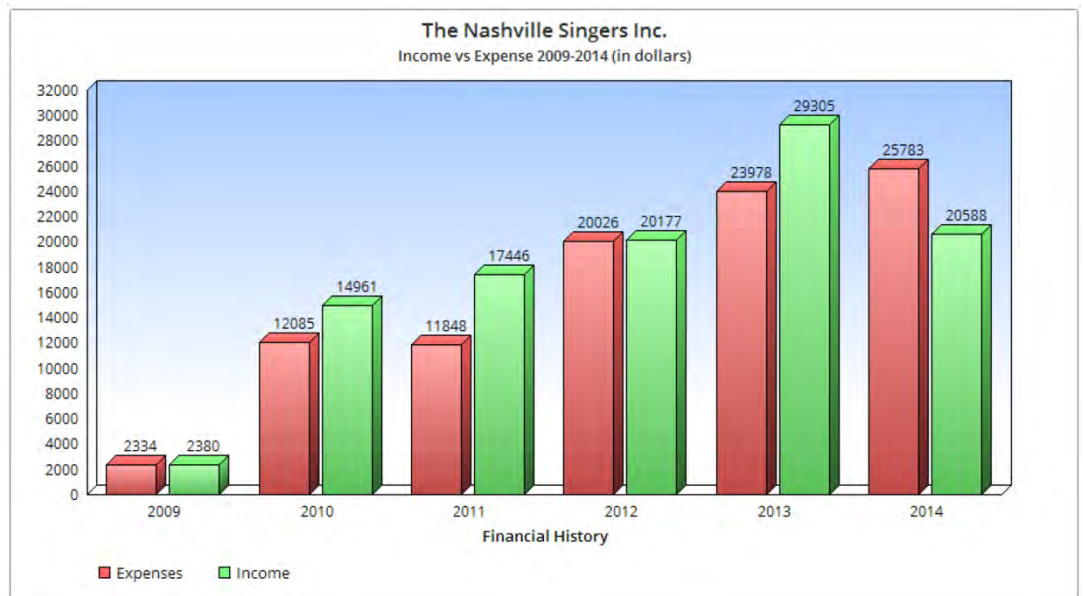
**Dr. Jeffrey T. Phillips**  
Hendersonville High School



Master Class with **Dr. Kirby Shaw** – Finale with the students and Nashville Singers combined

**Diversity:** Through outreach activities and music education programs, we continue to diversify our audiences. We remain focused on further diversification of our membership, leadership, and funding sources.

## Financial History



## Fund Development

**Best Practices:** We continue to follow the best practices of other successful nonprofits. We also maintain complete profiles on GivingMatters and Guidestar and continue to be recognized as a gold-level *GuideStar Exchange* participant for demonstrating our commitment to transparency.

**Diversity in Revenue Streams:** Our revenue comes from many different sources, including member dues, performance fees, advertising, merchandising, individual donations, sustaining donors, silent auction, events, board giving, advisory board giving, and grants.

**Grants:** Our grant writer and Executive Director collaborated to submit a record seven grant applications in 2014. None yielded funding, leaving us \$6,000 short of achieving our grant funding goals for the year.

**Performance Fees:** In most years, 50% of our performances earn a fee. In 2014, only 33% of our performances earned a fee. We have have fallen short of budgeted performances fees for two consecutive years.



## Advisory Board (cont'd)

### Amy Strange

CBIZ Benefits & Insurance  
Services of Tennessee

### Tom Ventress

Ventress Design Works

### Roger White

Equipment Finders, Inc.

### Dr. Gary Wilson

Lipscomb University

### David Winters

Winters Patent Law

## Donors

Larry and Joan Bain  
Sarah and Gary Beatty  
Robert and Carol Crittenden  
Delek Fund for Hope  
Jane and Richard Eskind &  
Family Foundation  
Dr. Lenny and Elaine Farmer  
Carrie Hobbs Guiden  
Andrea Longinotti  
Tim and Amy Mullican  
My T. and Nancy Nguyen  
Michael Schwalbe  
Michael and Sandra  
Thornton  
Roger White  
Steve and Terri Williams  
Taylor Wilson  
Todd and Jennifer Wilson  
David and Debbie Winters  
Ruth Woodall  
Dan and Mavis Wolf  
Sloan Yarborough



**Advertising Revenue:** We achieved 92% of budgeted advertising sales.



**Merchandising:** The product line expanded to include our first exclusive digital download of "Let All Mortal Flesh Keep Silence" available on iTunes, Emusic, GooglePlay, IODA, TuneGenie, Amazon, Amazon UK, Ebay's Digital Music Center, MOG, Amplified, CD Universe.

**Silent Auction:** Thanks to the efforts of Advisory Board Chair **Sarah Beatty**, profits from the silent auction raised \$2,228.00.

**In-Kind Donations:** We continue to defray expenses through in-kind donations of products and services.

**Budget:** Due to the shortfalls in grant income, performance fees, event income, and advertising, we fell \$10,000 short of meeting our annual budget, the first decrease in annual revenue in our organization's history.

**Contributed Income:** Donations: A full 100% of our governing board and 21% of our advisory board members donated to Nashville Singers in 2014. Individual donations decreased by 30% from 2013.

**Earned Income:** Decreased 16% from 2013.



Members of the Nashville Singers Governing Board and Advisory Board

## Governance

The board convened a dozen times, including a board retreat, and three advisory board meetings. Conflict of interest forms were signed by all board members. Board members completed a self-evaluation of effectiveness survey at the end of their term. Larry Bain was appointed as a Royalty Compliance Officer to oversee compliance with music licensing regulations. This includes licensing of our learning media.



## In-Kind Sponsors

ALSCO

Ambassador Formalwear

ACOUSTIX Productions

John Jackson Photography

Southwest Airlines

Playground Studios

Town Planner Calendar

Nelson Coates

Ventress Design Works

Second Mile Music

Whitworth Memorial

Baptist Church

## Clients

Bridge Ministries

Chief Warrant Officer

Patti Evans, USN

Hendersonville Chamber

of Commerce

The Mullican Family

Nashville in Harmony

Nashville Sounds

Baseball Club

Nashville Storm

Football Club

The Nguyen Family

Walter Hill First Baptist

Church

## The Nashville Singers



Bob Allen



Larry Bain

## Marketing & Communication

**Email Marketing:** Nashville Singers published 59 regular and special newsletters, an average of 2,062 newsletters per week, or 107,205 newsletters for the year. Our average open rate was 18.1% with a click through rate of 8.3%. That means 357 of our newsletters were opened in any given week. A very small 1% of our newsletter subscribers opted out of receiving the weekly publication in 2014.

**Mailing List:** The size of our mailing list increased from 2,800 contacts to 5,246 over the course of the year.

**Social Media:** Facebook likes increased from 1,686 to 1,906 during the year. Twitter followers increased from 570 to 691. Approximately 183 Facebook posts/tweets promoting chorus programs or events are made each year.

**Public Relations:** Press releases announcing the Kirby Shaw Master Class and the Season of Harmony concert were distributed to the media, yielding numerous online media stories.

**Web Development:** Content on the Nashville Singers website [www.nashvillesingers.org](http://www.nashvillesingers.org) is both internally and externally focused. With over 60 pages of content, the site attracts 5,110 unique visitors per year and 11,680 page views per year.



## Membership

**Satisfaction:** A member satisfaction survey was conducted at the end of 2013 with 92% participation. Highlights from the survey findings include:

- 100% of the members feel welcome in Nashville Singers.
- 100% of the members enjoy weekly meetings.
- 100% of members feel the cost of annual dues is reasonable.
- 92% of the members indicated they would definitely or likely be renewing their membership.
- 75% of members indicate their spouse/partner/family is proud of their involvement in Nashville Singers.
- 50% view their membership in Nashville Singers as the highlight of their choral singing experience.
- 50% of members feel the number of new songs introduced each year is just right.
- 42% of members want to learn more new songs per year.

## The Nashville Singers

(cont'd)



Clay Bailey



Adam Chesney



Bruce Cokeroff



Ric Domenico



Lenny Farmer



Paul Gentry



Doug Morrison

## Music Education

**Youth Music Education:** Middle and high school students continue to be enriched through master classes on the art of a cappella singing.

**Adult Music Education:** Non-members, (including men and women) continue to take advantage of our vocal performance clinic called Acappella Academy.

**Year Round Adult Music Education:** We maintain a year-round adult music education program for our members and continue to be challenged by new and enjoyable music to sing. Learning media is provided for a vast majority of songs introduced. Thanks to collaboration from members of our Music Evaluation Committee, 12 new songs were added to our repertoire in 2014. We have an innovative and diverse five-year music plan. The organization is blessed to have Ric Domenico, Taylor Wilson and Sloan Yarborough as section leaders, and Harlan Wilson serving as a mentor to the music team. The directing team of Todd Wilson and Sloan Yarborough continues to challenge the ensemble to new levels of artistry and musicality. Despite the increased complexity of many of our new songs, our performance standards continue to improve.

## Philanthropy

We provided \$2,250 in music education grants this year. Aside from the impact of those dollars on young people, the image and reputation of Nashville Singers within Middle Tennessee continues to be enhanced. White House High School graduate Dexter Olivia Lowe was selected to receive the \$1,000 Educator of the Future scholarship in her quest to attain a music education degree from Tennessee Tech in Cookeville, Tennessee. A donation of \$200 was made to Whitworth Baptist Church to show our appreciation for such an excellent rehearsal facility. The Nashville Singers awarded more funding in 2014 than at any time in our history.



Lori Kissinger, Executive Director of VSA Tennessee receives a \$750.00 Music Makes a Difference grant



Amanda Funderburk and Paul Waters of Bellevue Middle School receive a \$750.00 Music Makes a Difference grant



LeAnn Austin, Executive Director and Elias Salazar, Interim Director of the Music City Youth Orchestra receive a \$750.00 Music Makes a Difference grant



Dexter Olivia Lowe receives a 1,000.00 Educator of the Future Scholarship



**The Nashville Singers**  
(cont'd)



**Tim Mullican**



**Bryan Patrick**



**Michael Schwalbe**



**Michael Thornton**



**Rodney Turner**



**Harlan Wilson**

**Planning**

The board met for an all-day planning retreat in the summer and updated our strategic plan. The day involved data-driven adjustments to goals and objectives through 2020, as well as prioritization of the areas of strategic importance defined within the plan. The success we have achieved to date is intentional.

**Program Impact**



**Acappella Academy**

Having a clinician like **Derric Johnson** lead Acappella Academy in 2014 raised the stature of this event among area music educators and helped us draw the largest number of attendees in our organization's history. Acappella Academy has impacted 100 singers in the first four years, with 40% of that number coming from this year's event.

Participants were asked to complete a pre-event assessment form to establish benchmarks. At the conclusion of the program, a post-event assessment was conducted to help measure program impact.

	<b>Pre-event proficiency</b>	<b>Post-event proficiency</b>	<b>% Increase in proficiency</b>
Singing with dynamics	53%	71%	18%
Hearing/singing harmony	63%	76%	13%
Visual performance skills	66%	74%	12%
Vocal quality	55%	66%	11%
Breath support	57%	68%	11%
Vocal range	60%	72%	08%
Singing in tune	68%	73%	05%
Matching vowels	70%	75%	05%
Balancing chords	69%	74%	05%
Confidence as a singer	73%	78%	05%
Interpreting a song	69%	73%	04%
Matching pitch	69%	73%	04%
<b>Averages</b>	<b>64.3%</b>	<b>72.7%</b>	<b>8.4%</b>



## The Nashville Singers (cont'd)



Taylor Wilson



Todd Wilson



Sloan Yarborough

### Repertoire

Angel Eyes  
 Away in a Manger  
 Birthday of a King  
 Blew By You  
 Bring Him Home  
 Danny Boy  
 Elvira  
 Happy Together  
 Home on the Range  
 How High the Moon  
 I Then Shall Live  
 I Wonder What You're  
 Doing for Christmas  
 It's the Most Wonderful  
 Time of the Year  
 Kay Thompson's Jingle Bells  
 Let All Mortal Flesh  
 Keep Silence  
 Let It Snow

### 2014 Participant Profile\*

\*Based on a survey sampling from 75% of (non-member) participants

- Non-member average age of participants: 26.8
- Non-member gender breakdown: 87% male, 13% female
- Average previous years of singing experience per attendee: 13.1

### Middle & High School Master Class



Having **Dr. Kirby Shaw** serving as our guest clinician proved to be a potent combination of fun, inspiration, and education. The event attracted 40 students and 10 music educator observers from across Middle Tennessee and Kentucky. **Lipscomb University** provided the use of Collins

Auditorium all day at no charge as an in-kind sponsor. The **Middle Tennessee Vocal Association (MTVA)** promoted the event extensively.

For the panel discussion of a cappella thought leaders, in addition to Dr. Shaw, we included **Dr. Cedric Dent** from Middle Tennessee State University and **Dr. Gary Wilson** from Lipscomb University. While not part of the original plan, this segment of the programming turned out



to be one of the highlights of the day. **Dr. Shaw** remarked that he had participated in countless panel discussions and that this one was by far the best he had encountered. The discussion was so compelling that the session ran 30 minutes longer than planned. Participants were even treated to an impromptu performance of "Itsy Bitsy Spider" from **Dr. Cedric Dent** demonstrating the process of re-harmonization.

This compelling music education experience raised the stature of the Nashville Singers with other music educators in Tennessee and Kentucky.

### Participant Profile\*

\*Based on a survey sampling from 75% of (non-member) participants

- Average age: 14.8
- Gender: 42% male, 58% female
- Average previous years of singing experience per attendee: 5.9



## Repertoire (cont'd)

O Love That Will Not  
Let Me Go  
Over the Rainbow  
Pure Imagination  
Shenandoah  
Silent Night  
Sleigh Ride  
The Cup Song  
The Lion Sleeps Tonight  
The Lord's Prayer  
The Secret of Christmas  
When She Loved Me

## Contact Us

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Nashville, TN 37214  
info@nashvillesingers.org  
www.nashvillesingers.org  
(P) 615.852.SING (7464)

## Follow Us Online



Participants were asked to complete a pre-event assessment form to establish benchmarks. At the conclusion of the program, a post-event assessment was conducted to help measure program impact.

	Pre-event Proficiency	Post-event Proficiency	% Increase in Proficiency
Breath support	65%	77%	12%
Vocal quality	71%	83%	12%
Visual performance skills	66%	77%	11%
Balancing chords	65%	75%	10%
Vocal range	70%	80%	10%
Confidence as a singer	69%	78%	09%
Hearing/singing harmony	72%	81%	09%
Matching vowels	75%	84%	09%
Interpreting a song	69%	77%	08%
Singing with dynamics	72%	78%	06%
Singing in tune	81%	85%	04%
Matching pitch	82%	83%	01%
<b>Averages</b>	<b>71.4%</b>	<b>79.8%</b>	<b>08.4%</b>

By raising awareness of our organization and its mission to area music educators, we hope to generate more participation in future master classes and generate a greater number of applications for our music education grant and scholarship programs.

We owe a huge debt of gratitude to the Community Foundation of Middle Tennessee for the grant funding that allowed us to take these two educational offerings to the next level. Having **Derric Johnson** and **Dr. Kirby Shaw** on our clinician team this year would not have been possible without this grant funding. All programs always support our mission and include budget, monitoring, outcomes, and population(s) served.

**Volunteer Contributions:** Leader and member volunteers donated 4,000 hours to the work of fulfilling our mission, valued at over \$88,560.00.

**Volunteer Recruitment:** Our Executive Director recruited three new advisory board members to share their connections, resources and expertise.



The combined choirs of the **TuneTown Show Chorus** and the Nashville Singers performing on the finale of the Spring Spectacular concert



### Mission

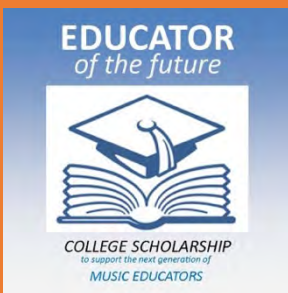
The mission of the Nashville Singers is to enrich lives through singing and the support of music education.

### Vision

The vision of Nashville Singers is to be a dynamic choral leader, enriching lives through the performance of significant music; collaborating with highly engaged, skilled donors to make a substantial impact on music education in our schools and the community.



The Nashville Singers Inc. is pleased to support music education by funding the following grant and scholarship programs:



## Opportunities for Improvement

**Funding:** The Nashville Singers will benefit from more conservative and historical budgeting, while striving for incremental improvements in advertising and event ticket sales, grant funding, performance fees, and donations.

**Diversity:** We are diversifying our repertoire, income sources, advisory board and the audiences for our programs and events, but we have not yet reached adequate diversity in our membership or governing board. Future sources of funding could include Major Gifts, Corporate Sponsorship, and Legacy Gifts from people outside our organization to reduce the financial burden carried by our members. Other opportunities may exist to increase merchandising efforts through retail and wholesale channels.

**Membership:** Growth in membership is not keeping pace with growth in other areas of our operations.



Jennifer Green performed a few songs with the Nashville Singers on our Season of Harmony concert

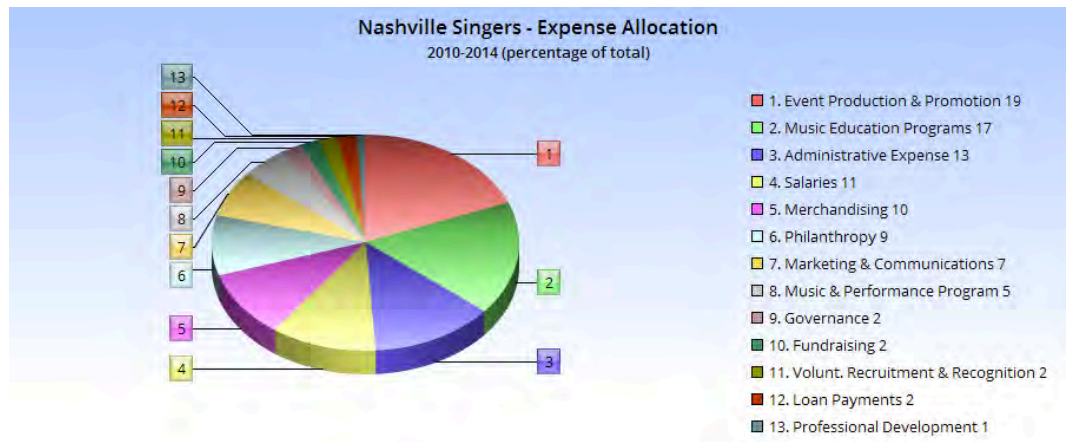
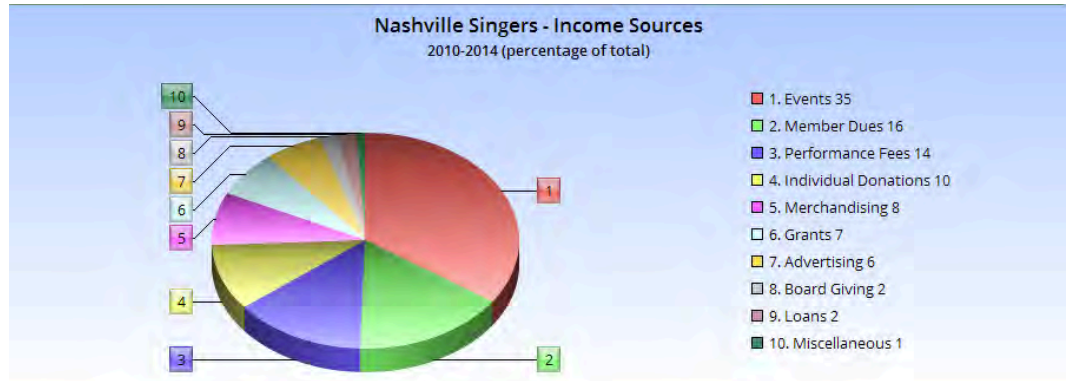
**Staff & Leadership Development:** Any organization is only as strong as its leaders. Our Executive Director has completed over 200 hours of nonprofit management training in the last five years from the Center for Nonprofit Management (CNM) and has earned certifications in fund development, program management, volunteer management, nonprofit leadership, and nonprofit essentials. Thanks to an annual matching leadership development grant of \$400 from a partnership between CNM and the Frist Foundation, our training dollars now go much further. We will continue to encourage more of our board members to take advantage of opportunities to learn best practices in nonprofit management.



The Nashville Singers, Inc. is grateful for the support received from the following grant funders.



Alliances & Partnerships



**Making a case for support:** Funding for and focus on the performing arts is in decline. Wanting to make a difference, the Nashville Singers organization was founded in November of 2008 with a mission to enrich lives through singing and the support of music education. In addition to raising their voices in song, this male chorus of volunteer singers raises funds to support music education. With your help, the men of the Nashville Singers fulfill this mission by presenting master classes on the art of a cappella singing to middle and high school students and vocal performance clinics to adults. In addition, the Nashville Singers have awarded \$8,250 in music education grants and scholarships in the last four years, impacting hundreds of students in Middle Tennessee and beyond. Each year, the Nashville Singers also recognize an outstanding music educator by presenting the annual *Carol Crittenden Arts Advocate of the Year* award.

**Your giving makes a difference:** Like most arts organizations, Nashville Singers cannot provide its programs without support from a variety of sources - individuals, corporations, foundations and local governments. Donations are mission-critical when it comes to funding our programs, operating costs and outreach activities. When you make a gift to the Nashville Singers, we will make sure it reflects your vision. Whether you consider giving an unrestricted gift, to be used where the need is greatest, or you want to support one of our music education, grant, or scholarship programs, you can be sure that we will steward your gift in a way that best reflects your intention. You can help make a difference for students and adults impacted by our programs, whatever the form or amount.

*The Nashville Singers, Inc. is chartered by the state of Tennessee as a nonprofit organization and is recognized by the IRS as a tax-exempt 501(c)3 organization. Donations are tax-deductible to the fullest extent allowed by law.*