



Fanny's House of Music

More Than a Music Store: It's a Mission

The Beginning



- ❑ Bassists Pamela Cole and Leigh Maples knew music stores could be uncomfortable, overwhelming, and unfriendly.
- ❑ In 2009, they opened a music store where everyone would feel welcome, no matter their ability, style, or gender.
- ❑ 12 years later, Fanny's is the only woman-owned and operated music store in the world with a focus on empowering women.

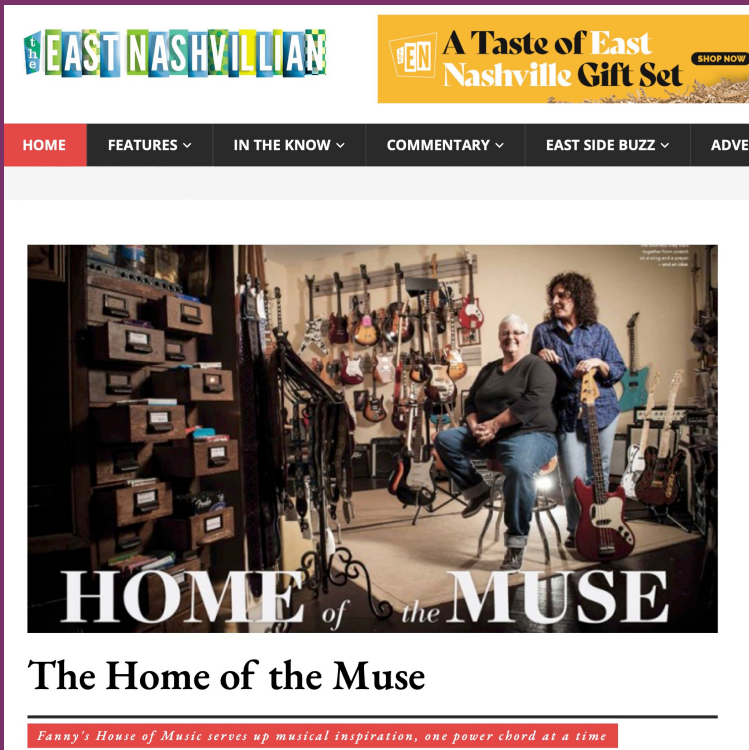
An Impressive Success

- ❑ Fanny's quickly earned its reputation as Nashville's most comfortable music store and became a community gathering point.
- ❑ In a few short years, Fanny's lesson program expanded to its capacity of 150 students.
- ❑ National Association of Music Merchants Top 100 Dealer
- ❑ Must-see destination for musicians, artists, and tourists; one of Taylor Swift's "favorite places to visit in Nashville."



Press

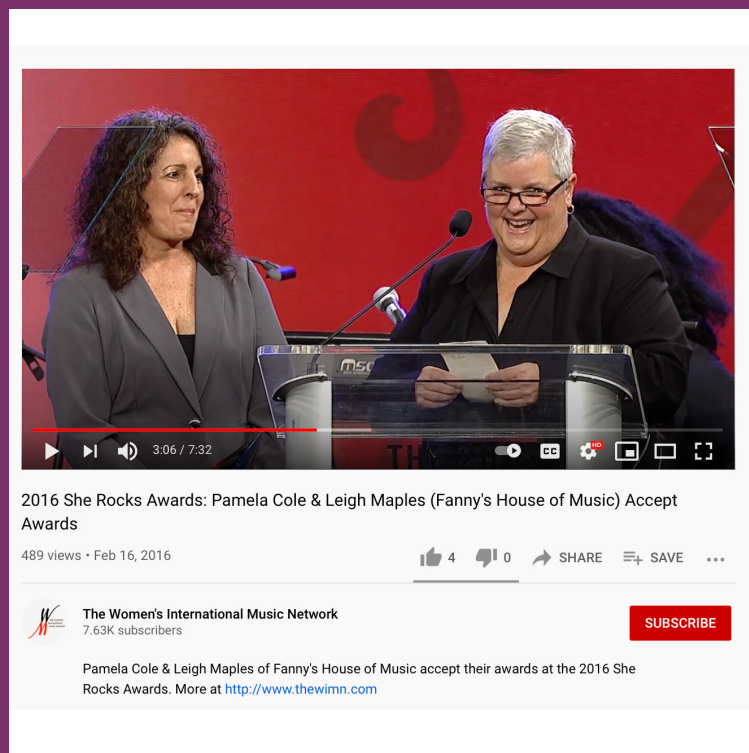
The East Nashvillian



Guitar World



WIMN She Rocks Award



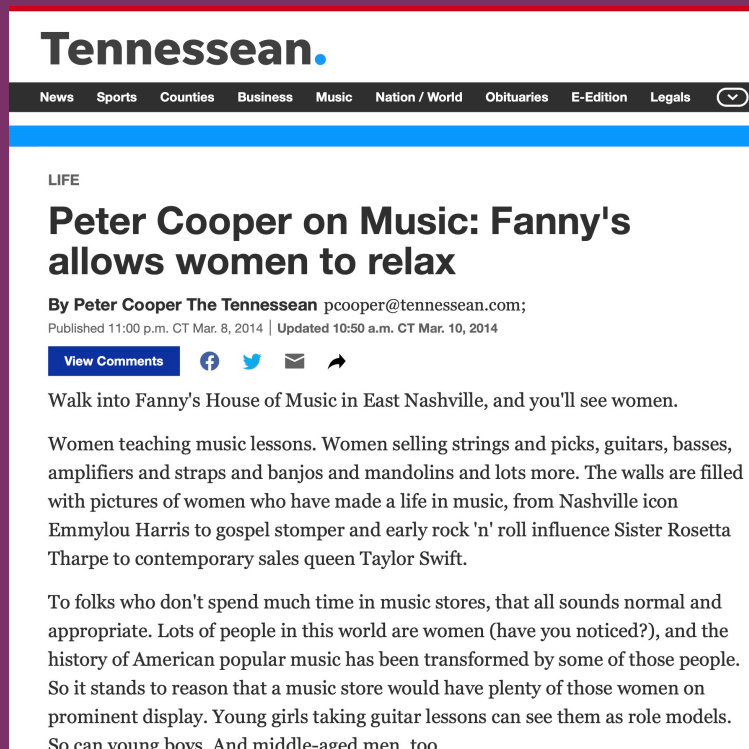
Southern Living



National Association of Music Merchants



The Tennessean



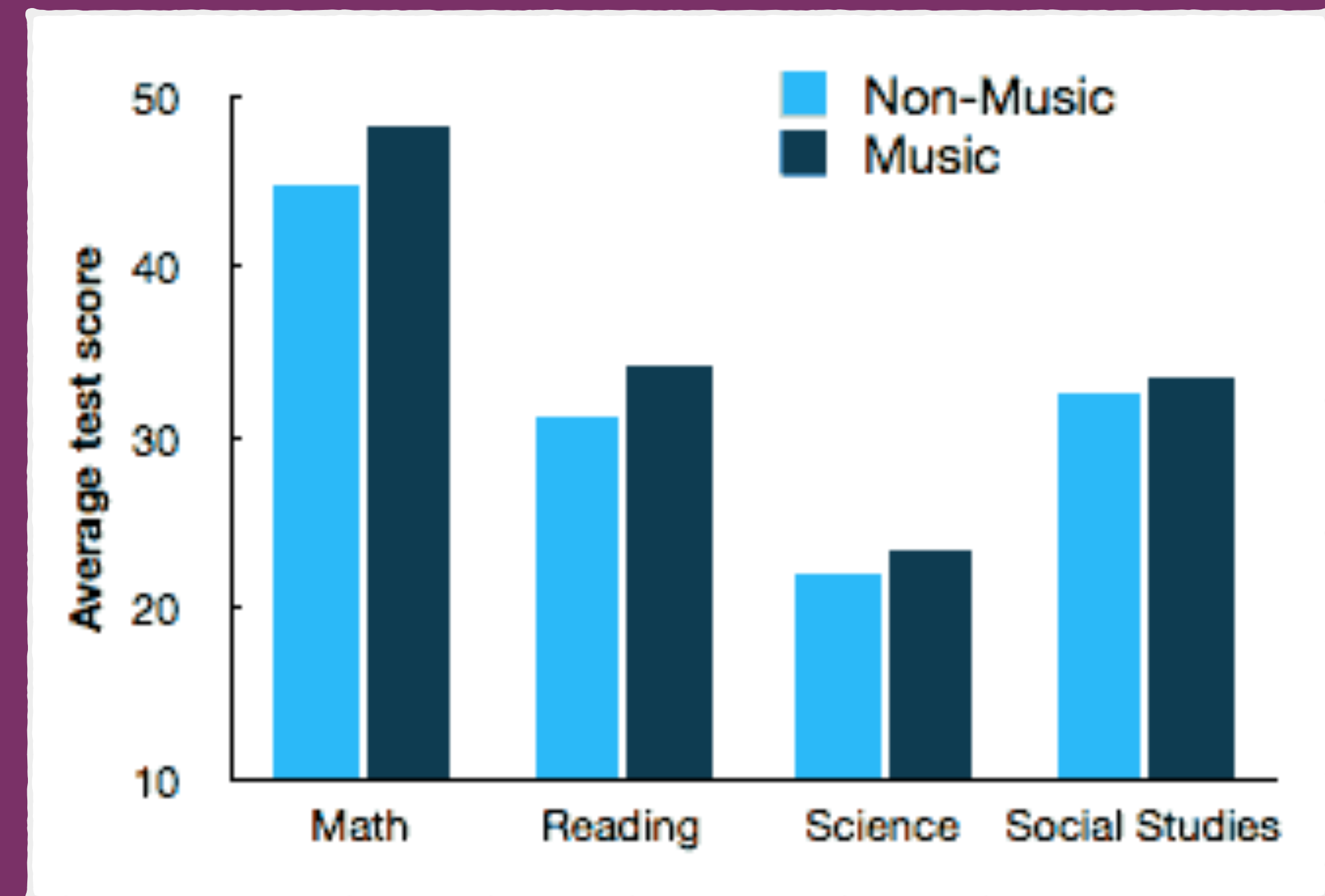
Looking Forward



- ☐ Fanny's is more than a music store: it's a mission.
- ☐ Fanny's current building has limited the number of students who can be served and programs that can be offered.
- ☐ In 2020, Cole and Maples formed a 501(c)(3) organization to begin the next phase of the mission: Fanny's School of Music.

Why Fanny's School of Music?

- ❑ Individuals who took music lessons as children show enhanced neural processing compared to their peers. ¹
- ❑ Music lessons result in positive, long term cognitive side effects. ²
- ❑ Students involved in music programs score 107 points higher on the SAT than students with no participation. ³
- ❑ Music promotes motivation, learning, and reward-seeking behavior and can create an enhanced learning environment and rebuild damaged neural connections. ⁴



1988 National Educational Longitudinal Study, takelessons.com

¹ Northwestern University, "Music, hearing, and education: from the lab to the classroom"

² E. Glenn Schellenberg, Department of Psychology, University of Toronto at Mississauga, "Music and Nonmusical Abilities"

³ (Music Educators National Conference, "Profiles of SAT and Achievement Test Takers")

⁴ (News Medical Life Sciences Online, "Music therapy helps treat combat-related psychological injuries in military personnel")

Expansion Plan

- ☐ Construct a 3,200 square foot, two-level addition to Fanny's current building
- ☐ Ten lesson rooms equipped for in-person and virtual learning
- ☐ Music therapy office
- ☐ Second level community space for workshops, performances, and more



More Music Education



More Healing



More Empowerment



Welcoming, Inclusive Environment



**East Nashville needs Fanny's
School of Music.**

**We need \$1.25 million to
make it happen.**

How You Can Help

☐ Capital Campaign Phase One: a Building With a Mission

Sponsor one of ten lesson rooms for \$50,000. Sponsor will receive a permanent plaque in the lesson room of your choice, recognition online and in a press release, and a Scott Guion-signed print of the room's art.

Sponsor the second floor community space for \$250,000. Sponsor will receive a permanent sign in the space, recognition in a press release, your name listed on our website and social media, and an original Scott Guion painting.

☐ Other Ways You Can Help

Sponsor a scholarship; \$1680 will sponsor a student's weekly lessons for one year. Sponsors will receive recognition online and be invited to recitals.

Make a monthly recurring donation; sponsors will receive a Fanny's t-shirt or tote bag.

Ask your employer to give or to match your donation through our website: fannysschoolofmusic.org

Contact Us



- ❑ Press inquiries, tax documents: info@fannysschoolofmusic.org
- ❑ Fundraising, donating, how your business can support: giving@fannysschoolofmusic.org
- ❑ Visit fannysschoolofmusic.org for more information



WE BELIEVE IN FANNY'S