



# MIMAMUSIC.ORG

*our mission is to inspire students of all ages with a lifelong appreciation for music making*

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Minister Gilberto Gil  
GeGe Producoes  
Estrada da gavea 135  
Rio de Janeiro, Brasil

14 January 2008

Dear Minister Gil:

It gives me a great honor to share with you the "Hello! Brazil" video documentary. It features your commentary from our interview last January 2007. Meny and Priscilla have been very helpful and supportive in setting up meetings with you and giving me feedback.

I'd also like to present you with MIMA Music's strategy for showing this documentary around the world and spreading a love for Brazilian culture. Over the next 12 months we hope to accomplish the following:

- |                                        |                                                                                                                                                                             |
|----------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| July 27, 2008                          | Debut of "Hello! Brazil" at iCommons in Sapporo, Japan.                                                                                                                     |
| August 11 2008<br>to September 7, 2008 | Launch ThinkTank and leadership training Institute for international musicians in Florianopolis, Brazil.                                                                    |
| September 7, 2008                      | Debut of "Hello! Brazil" on Brazilian Independence Day (September 7) to culminate ThinkTank— video debut includes public screening and concert with ThinkTank participants. |
| October 1, 2008<br>to December 1, 2008 | After training 10 musicians at ThinkTank in Brazil, MIMA Music launches 10 Maracatu songwriting programs in 10 cities around the world for at-risk youth.                   |
| December 5, 2008                       | Debut of "Hello! Brazil" in 10 cities around the world in conjunction with Maracatu performances.                                                                           |
| January 1, 2009                        | Grand opening of MIMA Music School in Florianopolis                                                                                                                         |

We would be grateful to receive your advice and guidance as we finalize our plan. Would it be an inconvenience to ask you for a letter of support? Maybe GeGe Producoes would like to collaborate with us? I hope you enjoy the video. Thank you for your help and consideration.

Sincerely,



## MIMA MUSIC EXECUTIVE SUMMARY

### Organization Description

MIMA Music is an international NGO and 501(c)3 tax-exempt corporation whose mission is to inspire students of all ages with a lifelong appreciation for music-making. We identify the brightest and friendliest musicians around the world and help them use music to make a deep impact on underserved communities. We open free MIMA Music Schools in strategic locations and produce free live performances, festivals, recordings, and films.

MIMA Music Schools provide musicians, educators, students, and partners with training, guidance, instruments, publicity, and online information to raise their public profile and secure high-quality music programming in target communities. **Our specialty is giving free music lessons to at-risk youth and marketing these programs at a grassroots level.**

Christoph A. Geiseler founded MIMA Music in 2004 upon graduating from Princeton University, where he wrote his senior thesis as a nonprofit business proposal for MIMA Music (A.B. Politics *cum laude*). Over the last three years, MIMA Music has garnered the support of distinguished academics, individuals, musicians, and sponsors for this initiative because it promotes peace and fosters social integration for marginalized populations

### Target Market Profile

From 2004-2007 MIMA Music provided free songwriting programs, public performances, video presentations, international teaching internships, consulting, and/or publishing services to children, youth, adolescents, university students, adults, institutions, and governments in:

BRAZIL  
SPAIN

CHINA  
USA

CROATIA

In 2008-2009 MIMA Music will expand to the following countries:

ARGENTINA  
JAMAICA


FRANCE  
NETHERLANDS

GERMANY  
SOUTH AFRICA

MIMA Music program size, budget, and history					
Year	2005	2006	2007	2008	2009
Cities	1	3	5	10	20
Educational Directors	1	3	5	10	20
College interns	10	24	40	100	200
Adult students	0	12	25	50	250
Youth students	25	72	250	500	2000
Public Event Audience (size)	100	1000	2500	5000	10,000
Online videos	1	6	12	20	40
Budget	\$13,000	\$20,000	\$50,000	\$150,000	\$500,000



## GOODWILL INSTITUTE (THINK TANK)

Overview	The Goodwill Institute is a Think Tank and leadership-training center in Florianopolis, Brazil. Our goal is to unite musicians from around the world to promote cultural exchange and ambassadorship through an integrative community initiative focused on music and sport.	
Dates	August 10 to September 7, 2008 (4 weeks)	
Location	Florianopolis, Brazil	27°50'S 48°25'W
Why "Floripa?"	<p><i>Existing infrastructure</i></p> <ul style="list-style-type: none"> <li>• Program director is from Floripa</li> <li>• Local organizations endorse project</li> </ul> <p><i>Musically rich</i></p> <ul style="list-style-type: none"> <li>• Local NGO's</li> <li>• Local artist community</li> </ul> <p><i>Geographically unique</i></p> <ul style="list-style-type: none"> <li>• National Parks</li> </ul> <p><i>Safe and clean</i></p> <ul style="list-style-type: none"> <li>• Less violence</li> </ul>	
Goals	<p>Richness comes from community involvement and cultural exchange.</p> <p>Musicians participate in:</p> <ul style="list-style-type: none"> <li>• drum-making;</li> <li>• songwriting with local children;</li> <li>• recording;</li> <li>• performance activities;</li> <li>• recreational sports with locals (capoeira, futbol, volleyball, surfing).</li> </ul>	
Who benefits?	<p><i>Local kids</i></p> <ul style="list-style-type: none"> <li>• Learn English, sports, and music for free;</li> <li>• Exposure to positive role models;</li> <li>• Long-term establishment of MIMA Music School;</li> </ul> <p><i>University students and MIMA Staff</i></p> <ul style="list-style-type: none"> <li>• Learn Portuguese through community interaction;</li> <li>• Leadership training through local community involvement;</li> <li>• Richer cultural emersion program;</li> </ul> <p><i>Donors</i></p> <ul style="list-style-type: none"> <li>• Community impact;</li> <li>• Leadership development for younger generation;</li> <li>• Integrative cultural exchange (positive cultural diplomacy);</li> <li>• Promote peace through local community involvement.</li> </ul>	



## THE GOODWILL INSTITUTE OPERATIONAL OVERVIEW 2008

**Director** The Institute is directed by Mr. Erik Dijkstra, a professional musician from Florianopolis, Brazil who also serves as MIMA Music's Educational Director in Madrid, Spain. Mr. Erik Dijkstra, is the founder of Arrasta Ilha, a local NGO in Florianopolis that has provided the community with Maracatu instruction, performance, and entertainment for the last 5 years.

**Participants** MIMA Music selects 10 distinguished musicians from around the world to participate in an integrative experience with Mr. Dijkstra and Arrasta Ilha.

Musicians unite at the Goodwill Institute to write a curriculum, record songs, prepare a final performance, and exchange ideas and experiences about teaching music. They learn about Brazilian culture and the Maracatu percussion-teaching methodology. On September 7, 2008, we will debut MIMA Music's documentary about music in Brazil that features Brazilian Culture Minister Gilberto Gil ("Hello! Brazil" 2008, 25 minutes).

**Short-term impact**

*Teaching Music*

- Local music activities (maracatu, samba);
- Performance (public presentations, civic engagements);
- Songwriting (improvisation, recording).

*Teaching Sport*

- Established local sports (futebol, capoeira, volleyball, basketball);
- Outdoors (hiking, trekking);
- Watersports (surfing, windsurfing, kite surfing, sailing, swimming).

*Cultural Exchange*

- Language training (English for locals, Portuguese for participants);
- Sports and music interaction.

**Long-term impact**

*Long-term Project*

- Build MIMA Music School for local community.



Participants at the Goodwill Institute will transform an abandoned building into a MIMA Music School. This will provide students with

- Free music lessons;
- Free instrument rental;
- Free practice and performance space;
- Free recording and instrument storage.

COST OF GOODWILL INSTITUTE (THINK TANK)	Budget 2008	Budget 2009
Instruments, Rental, Insurance, and Staff Salaries	\$15,000	\$30,000
Travel (10 participants, 5 staff in 2008— double in 2009)	\$15,000	\$30,000
Lodging and Food (10 participants, 5 staff in 2008— double in '09)	\$15,000	\$30,000
Design and Printing of Collateral Materials	\$5,000	\$10,000
<b>SubTotal</b>	<b>\$50,000</b>	<b>\$100,000</b>



## MIMA MUSIC SCHOOL FLORIANOPOLIS 2009

Overview	MIMA Music operates as a decentralized franchise by using music schools as local headquarters for sales, programming, and outreach.
Description	The MIMA Music School in Florianopolis will stand alone in its own building with an independent staff or it will become part of a Cultural Center where designated space is set aside for musicians to teach, perform, record, and sell their music.
Structure	<p><b>The MIMA Music School in Florianopolis will be created for musicians and managed by musicians. It will provide the local population with free music programming and education, in addition to indispensable resources such as transportation, instruments, storage, stage, recording, publicity, and a store to sell merchandise and recordings.</b> MimaMusic.Org links music schools and creates a directory for musicians and students.</p> <p>The MIMA Music School in Florianopolis will offer:</p> <ul style="list-style-type: none"> <li>• Free group music classes for students of all ages;</li> <li>• Free live music performances and jam sessions;</li> <li>• Free studio recordings for local groups;</li> <li>• Free internships for university musicians;</li> <li>• Free instrument and rehearsal space rental;</li> <li>• Free local music distribution and product shelf-space.</li> </ul>
Impact	The MIMA Music School will create a micro-economy in the local community by providing teaching and learning opportunities for groups and individuals of all ages.
Cost	Foundations, corporations, institutions, and individuals underwrite the start-up costs of the MIMA Music School in exchange for name placement on rooms, buildings, programs, and performances, in addition to print, online, and recorded media.

YEAR COST for MIMA MUSIC SCHOOL	School within Cultural Center	School within own building
<b>Personnel Items</b>		
Staff salaries	\$30,000	\$100,000
Payroll taxes	\$3,000	\$10,000
Benefits (insurance, welfare)	\$4,500	\$20,000
<b>Subtotal</b>	<b>\$37,500</b>	<b>\$130,000</b>
<b>Non-personnel Items</b>		
Office/building rental subsidy	\$12,000	\$120,000
Instruments and recording	\$10,000	\$40,000
Communications (print, phone, web)	\$6,000	\$15,000
Transportation	\$2,000	\$10,000
<b>Subtotal</b>	<b>\$30,000</b>	<b>\$185,000</b>
MIMA Music Corporate Overhead (10%)	\$7,500	\$35,000
<b>GRAND TOTAL</b>	<b>\$75,000</b>	<b>\$350,000</b>



## MIMA MUSIC SCHOOL EDUCATIONAL MODEL — SPINJAZZ PROGRAM

**Philosophy** *Bring the brightest and friendliest musicians together in the same place and have them play music that is loud, live, and improvised...and that can only be called SpinJazz!*

Three rules for *SpinJazz*:

- *SpinJazz* is always free;
- *SpinJazz* is always available to everyone, regardless of gender, race, class, country, culture, or creed;
- *SpinJazz* is always loud, live, and improvised.

**Educational Model** *SpinJazz* is MIMA Music's trademark for free programming and interactive music education. The vision behind *SpinJazz* is to combine the beauty, elegance, and freedom of the American jazz tradition with the edge of underground DJ culture.

- Our teachers are bright and friendly, but also young and progressive;
- Our music lessons are rigorous and demanding, but also fun;
- We always start on time, but we always finish late;
- We take ourselves seriously, but we're not rigid people.

**Features** *Collective* A *SpinJazz* Collective is a group of 10 people from any age or background that practices, performs, records, and distributes original music for free using the *SpinJazz* name in order to build public support for MIMA Music. In exchange, participating musicians may practice, perform, record, and distribute their own music for free at MIMA Music Schools.

*Internships* *SpinJazz* Internships for university musicians include:

- Educational Assistant
- Research Assistant
- Production Assistant

In order to complete their *SpinJazz* internships, university students must complete a 6-hour/week work requirement for 10 weeks and launch their own community OutReach program.

*OutReach* MIMA Music offers free music lessons, performances, presentations, film screenings, and motivational speeches to underserved students during and after school hours.

*Worldwide* MIMA Music provides staff, students, and interns with international cultural exchange fellowships, travel opportunities, and training experiences.