MAMA

MADISON AREA MUSIC ASSOCIATION

ANNUAL IMPACT REPORT

Revitalizing Community Connection While Nurturing Youth in Music.

FYE June 30th, 2025

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LETTER FROM THE EXECUTIVE DIRECTOR

Dear Friends,
This past year has been one of steadfast growth, renewed purpose, and a strengthening of bonds within our beloved Madison music community. MAMA believes that music is a not only an essential form of expression; it's a lifeline, a launchpad to a world of possibilities, and a medium for true connection. Thanks to your continued support, we've been able to empower the next generation of musicians, uplift artists facing hardship, and honor the local talent that gives our city its sound.

Over the years we've established the MAMA scholarship fund, delivered countless instruments and music gear into the hands of eager young musicians in need, and produced unforgettable celebrations of musical excellence. The work MAMA does is made possible because of donors, volunteers, and partners like YOU.

I'm a new addition to the MAMA crew, just freshly joined in 2024; but I've been heavily marinating in the Madison music scene for over 12 years. As a local musician and fierce advocate for creating spaces for all musicians to fall in love with what they do again and again, I can say that the work MAMA does is essential. Getting to be a part of it has been a tremendous experience. Thank you for your continued support of MAMA's mission of nurturing youth in music and championing the broader Madison music community. Let's keep the music playing, and turn it up loud.

With Gratitude,
Dana Perry
Executive Director, MAMA

OUR MISSION

MISSION STATEMENT

Helping the greater Madison area flourish by nurturing youth in music & championing the broader music community.

VISION STATEMENT

To build a lasting, self-regenerating legacy of musical excellence in the greater Madison area.

Our dedication to nurturing young talent is at the core of our work. MAMA is "nurturing youth in music" by:

1. Providing funds and musical instruments to those in need by connecting with school music ed programs, after-school music clubs, and private teaching studios.

2. Providing student sponsorships and scholarships to aspiring young musicians in need.

We believe music creates opportunity for healing, and connection—and we're here to assist those who create through this magical medium.

Another important aspect of our work is honoring the overall musical heartbeat of our beloved local music scene. MAMA is "championing the broader music community" by:

- Celebrating and recognizing local musical excellence through the annual MAMA Awards ceremony
- Assisting local musicians in times of crisis through the MAMA Cares program

OUR YEAR IN REVIEW

$9,428 in instruments/music gear and funds donated to local students and music ed programs

$4,270 given through MAMA Cares program

$4,400 in net funds raised at our 2025 MAMA Awards ceremony, with over 200 attendees

10 community events supported or hosted

20+ volunteers contributed time and talent

PROGRAM HIGHLIGHTS

Instruments & Youth Scholarship/Sponsorship Program

MAMA believes that every child deserves the opportunity to express themselves through music, and to pursue their musical passions. **Through donating instruments and music gear to music education programs and individuals in need**, MAMA is helping to **provide fundamental tools necessary for musical creativity and expression** – which is essential to healthy brain development.

To date MAMA has donated hundreds of instruments and gear to youth musicians and local music programs, helping to strengthen the ecosystem of music education and ensure that young musicians have access to the tools they need for musical success. **MAMA also provides financial support to youth musicians in need** – through sponsorship for summer music camps and clinics, and through the MAMA Scholarship Fund in Honor of Clyde Stubblefield for those on a collegiate music path. **To date MAMA has awarded $9,920** in scholarships to young folks on their musical journeys.

MAMA Cares

Many that work within MAMA are working musicians, so we understand the unique challenges faced by them. The MAMA Cares fund was created to provide emergency financial assistance to musicians facing loss of income due to medical bills, equipment theft, or other circumstances. Since its inception, MAMA Cares has provided $112,044 in aid to musicians in need, helping them to focus on recovery without the added burden of financial stress. The 2025 MAMA Cares 10 Year Anniversary Ball had hundreds in attendance, and raised $9,775 toward the MC fund.

The Annual MAMA Awards

For over 20 years, “the MAMAs” has been a staple in the Madison music community. Held annually, the awards show honors and showcases the incredible talent within our music community. MAMA gives out over 80 individual awards to outstanding local musicians, composers, educators, and industry professionals – giving gratitude to the Madison music community while inspiring future generations of artists. The ceremony as a whole not only gives well-deserved recognition and a vibrant platform for community connection, but also raises significant funds toward MAMA's mission. The 2025 ceremony had over 200 in attendance, and raised $4,400.

COMMUNITY IMPACT

The impact of MAMA's work reverberates throughout our city. By investing in youth music education and supporting our established artists, we are helping to cultivate a robust and celebrated music community that can thrive year after year. MAMA's work within the city ensures that musical talent is nurtured in young hearts, while experienced and established musicians are sustained and celebrated.

This cyclical support system is key to achieving MAMA's overall vision of a self-regenerating community of musical excellence – where a passion for music is ignited, celebrated, and passed down through generations.

"Thank you for helping me to be the teacher I've always wanted to be!"

– Amy McNally, local musician and violin instructor

"You all are making such an impact, and can't begin to express my gratitude"

– Mr. Melo, Band Director/General Music Teacher at Whitehorse Middle School

"These kinds of programs are the lifeline of our community, and I hope we can continue to lift each other up, especially in these times. I am so eternally grateful for this program and what it has done for me"

– Blythe Gamble, award-winning blues artist and MAMA Cares recipient

"MAMA loves musicians unconditionally which in turn creates a family-like music scene...having suffered a sudden cardiac arrest onstage playing drums with my band, and more than a dozen days in the ICU, MAMA Cares was there to help me out with medical expenses... Madison is one of the nation's top music scenes because of organizations like MAMA that build the community with unity, networking, and education with a laser focus on the next generation of musicians."

– Rokker, Founder of Max Ink Radio and drummer for Ironplow

DONOR ACKNOWLEDGMENTS

Whether sponsoring an event or providing regular monthly support, we are deeply grateful to the generous individuals, businesses, and foundations who have helped us make a difference:

Major Sponsors:

~ Heid Music
~ 6AM Marketing
~ Rockonsin
~ Capitol Music Gear
~ Cargo Coffee East

Key Sponsors:

~ Javier Santiago
~ The Guthries
~ Jeff Palmer
~ Patrick Davis
~ Bob Blaney
~ MAMA Awards registrants, voters, and attendees

In-Kind Support:

~ Broadjam
~ Atwood Music Hall
~ Folk U Productions
~ Max Ink Radio
~ 89.9FM WORT Radio

HOW YOU CAN HELP

Visit themamas.org to get involved or make a tax-deductible gift, and thank you for taking the time to support MAMA's mission:

1

Donate

Every dollar helps to execute MAMA's mission!

- $100 can buy a violin, or a flute, a multitude of different instruments and gear items
- $250–$450 provides a student sponsorship for summer music camps
- $1,000–$3,000 enables us to acquire instruments in bulk
- $5,000 enables us to cover production costs for our big events like the Awards show and MAMA Cares events.

Become a "MAMA Partner" or sponsor by setting up a recurring monthly donation!

2

Volunteer

For anything from events crews to instrument repair.

Our volunteers are here for the pure love of MAMA and the local music scene, we can't do it without them.

3

Spread the Word

Follow along on the socials, sign up to receive informational emails, attend MAMA events and share pictures, or simply recommend us if you know of a music ed program or young musician in need of an instrument.

MAMA BOARD OF DIRECTORS

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