



# *The Gift of Music, The Gift of Community*

Media Kit

2019 10 30

# Mission and Vision

## **Mission:**

***"Spreading music, changing lives"***

We believe that the Arts can enlighten inspire and transform. We believe in Universal Access to Music, Art, Culture, Education and Community. We believe that volunteerism is the highest form of giving back to community.

We present excellence in performance and create revolutionary arts programs to build better communities. To do this, we are brave, rebellious, justice seeking, industrious and innovative.

## **Vision:**

***"Music everywhere, everyone"***

In our future world everyone has the highest value for Music, Art, Culture, Education and Community. The Aeolian becomes a leader inspiring people to connect to their creative abilities.

## Introduction to The Aeolian

The Aeolian is a legendary and award winning performance theatre. Five times awarded Best Hall in London by the Jack Richardson Music Awards and winning CBC's Searchlight Contest for one of the top three halls in Canada, The Aeolian was chosen as a site for the 2019 JUNO's.

More than just a concert hall, the Aeolian is a movement to ensure Universal Access to music, art, culture and education. It does this by offering programs reflecting its values. These include multi-genre arts production, a free intensive music program for 115 disadvantaged youth, "Aeolian Talks" speaker series, Community Art Exhibitions, 88 Keys to Inspiration (giving free pianos to disadvantaged families) and Pride Men's Chorus London.

Now in its 15<sup>th</sup> year of operation, The Aeolian has gained an International Reputation for presenting world-class artists such as The Vienna Boys Choir, Judy Collins, Buffy Saint Marie, Chick Corea, Tafelmusik and many more.

As a registered Canadian Charity, the Aeolian relies on Community Support to operate and has a diverse group of supporters including Corporations, Granters, Organizations and Individual Donors.

This year, the Aeolian has embarked on a special project in partnership with Western University's Don Wright Faculty of Music to measure the impact of its Youth Leadership Program on its free afterschool music program, El Sistema Aeolian.

# Legacy:

## The Aeolian Hall Musical Arts Association

Now spread across two historically preserved locations – Aeolian Hall and Bishop Cronyn Memorial Place – the Aeolian Hall Musical Arts Association, under Executive & Artistic Director Clark Bryan, is an umbrella which gives home to programs that embody the Aeolian's values of transformation, diversity, social justice, self-actualization and heritage preservation.

Current Aeolian programs include El Sistema, a free, daily after school program for children who otherwise would have limited or no access to music education; the Rebelheart Collective, a chamber orchestra featuring four of Canada's finest string musicians who not only provide accessible classical music to the community but education, mentoring and leadership to a second circle of University level musicians and a third circle of El Sistema participants; the Pride Men's Chorus, an inclusive choral ensemble of individuals who identify as male, regardless of sexual orientation with the goal of breaking barriers, eliminating stereotypes and providing a safe community for its participants; an artist-in-residence program that provides studio space and accessibility as well as artistic support and mentoring at all levels; Ignite London, a speakers' forum on topics of importance to the arts, culture, community development and society; and a regular curated art show featuring local artists and photographers, the Hall has twice been awarded "Best Live Venue" at the Jack Richardson Music Awards, and has been selected as one of the Top 10 Halls in Canada by the CBC Radio 3 Searchlight Contest.

Rich in history and embedded for over 130 in a thriving but always challenged community, the Aeolian has been a pioneer in the revitalization of Old East Village - its tower a beacon for the strength of the community's past and the hope for the community's future. The Aeolian has been awarded the Pillar Award by The Mayor of London for outstanding Community Contribution. The Aeolian Hall has become a centre for research and development of arts programs with focus on social justice, social inclusion, and community development.

# Accomplishments 2019

- JUNO Site
- Presented Vienna Boy's Choir
- 115 Participants in Free Afterschool Music Program (El Sistema Aeolian)
- Nutrition and Leadership Programs for Youth
- Aeolian Talks: Missing and Murdered Indigenous Women and Girls
- Provided free use of Venue and Hosted Fundraiser for Old East Explosion raising \$20,000 to support families
- Civic Engagement: Hosted Provincial, Municipal and Federal Election Debates
- Aeolian Heritage Series showcasing and supporting Local Musicians
- Advocate of Diversity through Arts Presentation including Pride Men's Chorus London
- 263 Active Volunteers supporting operations and programs (Ratio of Administrative Staff to Volunteers is 1:40)

THE GIFT OF MUSIC,  
THE GIFT OF COMMUNITY



# EL SISTEMA AEOLIAN

## WHAT

El Sistema is a global phenomenon in over 80 countries worldwide, including most large Canadian Cities

El Sistema originated in Caracas, Venezuela providing an alternative to organized crime by offering the joy and inspiration of a free after school music program to youth.

El Sistema Aeolian is supported by a cadre of professional musician Honorary Patrons including Matt Alber, Valdy, Royal Wood, and Marc Jordan.

Application process is open to all, with no auditions and previous experience is not required.

Retention is high. Many El Sistema Aeolian participants have been with the program since inception.

Return of service: El Sistema Aeolian supports various local initiatives such as an annual fundraiser for The ALS Society of Canada.

Regular participation in extracurricular activities such as performing as part of the Juno Celebrations (2019) or paid internship opportunities as part of the Peer Mentorship Program.

Youth aged participants have the option of enrolling in an additional leadership course which is part of a research with Western University, aimed at demonstrating the role of leadership in music education and the development of a teaching model.

## WHY

Multi classroom facility with performance hall, recital space and two commercial kitchens at the Cronyn Education Campus of Aeolian Hall.

Participants start in a beginner level class until their skills develop and are assessed.

Access to the resources, space and support of Aeolian Hall and the Aeolian Hall Musical Arts Association.

Classes for newcomer (Strings, Winds & Brass), Junior, Intermediate and Senior (Strings), Winds & Brass are accompanied by a Junior and Senior Choir, a full festival choir and an orchestra.

Music instructors are highly trained educators as well as working musicians. Many participate in local music initiatives and bands.

The program is supported by a dedicated group of over 50 volunteers, including the Nutrition Team who provides snacks everyday and a hot, healthy meal three days week.

## HOW

Lack of access to enriched music education programs as well as the elimination of school music programs.

El Sistema Aeolian fills gaps: access, economic, social/academic, poverty as well as opportunities for leadership and mentorship and a safe after school environment.

El Sistema Aeolian is a community program: performances are for the general public, not for the purpose of competition.

El Sistema Aeolian provides a safe, nurturing and engaging environment that cultivates relationships between peers as well as mentorship from teachers and volunteers.

Provides a unique and authentic space for community building and a sense of belonging: participants have a genuine sense of ownership over the program and their space.

Music education has a positive impact on learning and the brain: it enhances verbal memory, long-term memory, spatial reasoning and literacy skills.

\$0

Cost to families

8

teachers

60

New applicants in 2019

200

Instruments in our care

24

Public performances in 2018-2019

55

Volunteers

120

participants

8,600

Meals served per year!

More Information  
[Aeolianhall.ca/esa](http://Aeolianhall.ca/esa)



To apply  
[Aeolianhall.ca/apply](http://Aeolianhall.ca/apply)

# Testimonials El Sistema Aeolian



"The music program impacted our children in such an inspiring way because their teachers encouraged them to keep on going with music, and that inspired them to never give up on anything no matter how difficult the challenge is. El Sistema definitely gave our kids a chance to learn music"

Pita James (Parent)



"El Sistema over the past year has helped me to learn to read music, to play music and to play many different instruments. Now when I listen to music I listen to lots of different kinds of music and lots of classical music too. I like to perform at the concerts in front of people and with my friends that I have made at El Sistema.

Max (program participant)





SINGING OUT,  
CHANGING HEARTS

# PRIDE MEN'S CHORUS

## WHAT

The first gay men's choir - the San Francisco Gay Men's Chorus - was founded by Jay Reed Sims and held its inaugural rehearsal on October 30, 1978 as a reaction to Harvey Milk's Hope Speech, imploring the LGBTQ2 community to come out of the closet in opposition to the Briggs Initiative. Less than a month later, Milk was assassinated. Today, there are over 100 gay men's ensembles worldwide who use their voices to agitate for acceptance, equality and social change.

The Pride Men's Chorus London was founded by Clark Bryan and Rod Culham in 2016 to fill a gap in LGBTQ2 programs as well as artistic and choral programs for men in the city. The chorus is open to all individuals who identify as male and share a love for music and performance.

The first concert was held in 2016 to an overflowing audience of mourners, allies and friends holding vigil over the Orlando Massacre.

The Chorus is made up of men from diverse cultural and socio-economic backgrounds and sexualities.

In 2018, the Pride Celebration Chorus performed during the Pride London Festival. The addition of women was so popular that the Celebration Chorus has over 100 members and performed two sold-out shows in 2019.

## WHY

Pride Men's Chorus London collectively and individually gives a voice to the movement and its members - many of whom have previously felt marginalized as a result of their sexuality.

The rehearsal space is a safe space: members are free to be who they want to be without judgement or derision.

The Chorus builds a sense of community - both among its members - but also among its audiences, the larger choral population, and those who identify as LGBTQ2.

The Pride Men's Chorus London provides opportunities for collaboration with other Aeolian initiatives such as El Sistema Aeolian and the Rebelheart Collective as well as with local and international recording artists.

The Pride Men's Chorus extended credence to music's power to unite individuals and transcend personal and societal challenges.

## HOW

As a program of Aeolian Hall, the Chorus has dedicated rehearsal space at the Cronyn Education Campus and regular performance space on the Aeolian stage.

The Chorus traditionally meets every Sunday evening for rehearsal.

No prior experience is required, and new members do not have to audition.

Social events are held throughout the year to promote fellowship and build community.

4

Concerts per year

50

Number of singers

2016

origin

2500

Lives touched in performances

27

Youngest member

78

oldest member

120

Singers in the annual  
Pride Celebration  
Concert

More Information  
[Aeolianhall.co/pmdl](http://Aeolianhall.co/pmdl)



# Testimonials: Pride Men's Chorus London

"The PCML has challenged me musically, and rewarded me personally. The repertoire is often fun, sometimes thought-provoking, but when all those voices come together in concert, there is something truly beautiful and inspiring that happens, and it is a huge privilege to be a part of that beauty."

Murray Watson

"PMCL's outstanding strengths are the sheer exuberance it brings to each performance, the entertaining mix of music in each concert, and the message of joyful acceptance which the group embodies."

Rick Martin



A live band of five members is performing on a stage. From left to right: a guitarist in a dark shirt, a keyboardist in a dark shirt, a lead singer in a patterned shirt with a red shawl draped over her shoulders, a drummer in a dark shirt, and a bassist in a red shirt. The stage is set against a large purple curtain. Above the stage is a large arched opening with a skylight. Stage lights are visible on both sides of the curtain. The foreground shows the silhouettes of the audience.

OUR HOME,  
YOUR VISION

# RENTALS

## WHAT

Aeolian Hall's main concert theatre seats 313 guests with a raised stage and wide proscenium arch with wings.

Aeolian Hall has two Green Rooms both with showers, fresh linen, refrigerators, microwaves and comfortable furniture. Caterers have access to a state of the art commercial kitchen.

Seating can be customized with various capacity upon request: full rows, cabaret and dance hall are all popular options.

Aeolian's Dave Southern Lounge is an intimate 50-person lounge with a Yamaha 9-foot piano, exclusive bar and access to the adjoining Red Room, Aeolian's main floor catering space and the Dundas Gardens when the weather permits.

The Cronyn Education Campus' main theatre seats 300 with a multi-functional stage in centre-front. Perfect for recitals, orchestral performances or theatre, a further elevated stage and choir loft are also available.

The Cronyn Education Campus has one Green Room with refrigerator, microwave and comfortable seating. Caterers have access to two commercial kitchens.

Bishop Cronyn features a state-of-the-art compact sound system that is perfect for speech, classical, jazz, and lighter acts and artists. When the need arises, the system can be boosted with additional equipment.

## WHY

Our expert staff will support your rental from inception to reality.

Outstanding acoustics and state of the art technology. Our in-house sound and light technician will work closely with you to ensure that your staging and lighting needs are met.

We have access to technical support, musical instrument rentals, party supplies and caterers that we are happy to share.

Let our Box Office handle everything. You leave at the end of your event with ticket revenue in hand.

Aeolian's volunteers will work hard to support your event from the front door to the bar to guest services. Whatever your needs may be, we will ensure our volunteer team can assist.

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3

Number of theatres

5

Number studios

10

Parking lots within 10-minute walk

50-313

Capacity range

3

Number of green rooms

5

Number of kitchens

100

Rentals per year

Further Rental Information

[Aeolianhall.ca/campuses](http://Aeolianhall.ca/campuses)



Aeolian Hall Rentals

[aeolianhall.ca/rent](http://aeolianhall.ca/rent)





THE  
AEOLIAN



MUSIC FOR TODAY,  
CHANGE FOR TOMORROW



# || AEOLIAN LEGACY CAMPAIGN ||

## WHAT

Aeolian Hall is located at 795 Dundas Street. Built in 1884 as the Town Hall for the municipality of East London, it became Fire Station #2 upon amalgamation a few years later. The Hall has served as a public school, Hobbs Hardware Company, the first branch location of the London Public Library, a radio repair company and later, as a concert hall since 1969.

Aeolian Hall was purchased by Artistic and Executive Director Clark Bryan in 2004, expanding its mandate to include multi-genre music and art presentation as well as community events.

Aeolian Hall's governance shifted from a private concert hall to a non-profit corporation called the Aeolian Hall Musical Arts Association in 2009. Ownership of the Hall was transferred to the charity in 2011 to ensure its future in the public trust.

Aeolian Hall has been voted best venue in the Forest City London Music Awards four times, while Clark Bryan, El Sistema Aeolian, and the Pride Men's Chorus London have all been individually recognized with awards as well.

The Aeolian has become a centre for research and development of arts, music and cultural programs with a focus on social justice, equality, inclusion and community development.

## WHY

To ensure the longevity of Aeolian Hall and its programs in uncertain economic times, debt reduction is important to program sustainability, program development and facility maintenance and restoration.

Equipment needs and modernization is key to ensuring Aeolian Hall's reputation for outstanding sound & light technology and natural acoustics.

Aeolian Hall represents a home for unique and diverse communities who value positive change, social inclusion and social justice, and is a recognized Community Hub.

Aeolian Hall maintains a strong presence among the arts community and is part of the overall tourism and music branding of the City of London.

Aeolian Hall's values represent a better future for children and youth, universal access to music performance and music education, and strong, vital, and healthy communities.

Our donors choose to inspire, they believe in community, they value universal access and recognize the importance of volunteerism, they encourage learning, teaching and building the self, and they practice cultural and historical preservation.

The Aeolian Legacy Campaign respects the past, preserves the present and reaches for a bright and engaging future.

## HOW

A small team of dedicated staff and a large team of extraordinary volunteers – as well as progressive and innovative leadership – ensure the successful operations of Aeolian Hall and its core program and initiatives.

Concerts, events and rentals at both venues occur over 400 times annually.

Strong community partners such as the Don Wright Faculty of Music at Western University support the academic mission of the organization.

Help Aeolian Hall and the Aeolian Hall Musical Arts Association invest in our future and make change for tomorrow. This lasting legacy will build a stronger community rooted equality and the arts.

Campaign goal 2019: \$150,000

Campaign goal 2020: \$500,000

2

Heritage buildings maintained

4

Full-time staff

100+

Non profits supported

600

Number of donors

3

Part-time staff

180

volunteers

400+

Events per year

19,000

Paid Attendees

For More Information  
[Aeolianhall.ca/ahmaa](http://Aeolianhall.ca/ahmaa)



To Support Us Financially  
[Aeolianhall.ca/donate](http://Aeolianhall.ca/donate)

# Performer Testimonials

“Besides the reserves, Aeolian is my most favourite venue in the world” **Buffy Saint Marie**

“Pure magic here!” **Raine Maida**

“Absolutely the best in the NATION!” **Chantal Kreviazuk**

“Wow...As soon as we heard the first note of our sound check, we know this was going to be a great night. I can't say enough about the acoustic, and the only thing that could make it even better is how Andrew and Christoph took care of us. **Terry Barber**

“It was our great pleasure performing here in Aeolian Hall. Thank you for your hospitality.” **Vienna Boys Choir**

“Always a pleasure to be at your hall... Amazing new piano!!!! See you next time”  
**Michael Kaeshammer**

“Aeolian Hall is the BEST!” **Sarah Slean**



# Clark Bryan, Executive and Artistic Director

As an award-winning concert pianist, Clark Bryan has performed internationally, recorded 14 CD's and has been featured on radio and television. As a teacher, Mr Bryan has taught thousands of students, adjudicated more than 60 music festivals coast to coast in Canada, given dozens of workshops and written a book "Gateways to Learning and Memory".

The founder of The Aeolian Performing Arts Centre, Clark believes that everyone should have universal access to music, art and culture. Because of this belief, he launched El Sistema Aeolian in 2011. This free, intensive music program has offered hundreds of children and youth an opportunity to experience the joy of a rich musical experience. In 2016, Mr. Bryan secured Bishop Cronyn Memorial Place, a second facility to develop an Education Campus. Shortly after securing this facility, he co-founded two new programs. Pride Men's Chorus London is a choir open to men of all backgrounds and identities. Rebelheart Collective is a conductor-less chamber orchestra that offers mentorship to young apprentices and offers free tickets to every concert.

Mr. Bryan is engaged in community activism and speaks regularly at events, on radio and television and has given a TEDx talk about the power and joy of music study.

He has been awarded Musical Personality of the Year (2005), Jack Richardson Award for Community Contribution (2011). In 2017, Mr. Bryan was given the Western Alumni Award of Merit and inducted into the Don Wright Faculty of Music Wall of Fame. In 2018, Clark was recognized with a Canada 150 Award through the House of Commons for his contributions to community and the nation.



# Board of Directors:

## **Dr. Paul Cooper, Chair**

Paul has served for many years as Chair of the Department of Clinical Neurological Sciences at The Schulich School of Medicine and Dentistry UWO. Paul has a strong music background and brings to the Aeolian a tremendous leadership, administrative and fund development background. Paul's passion for music includes his participation in community choirs and accomplishments as a pianist/organist.

## **Jeffrey Eames, Vice-Chair**

Jeff Eames, a professional engineer, has been an active humanitarian aid worker. Throughout his career, which includes time spent on active duty in the British Army and Navy, Jeff has visited over 180 countries including working with Oxfam in Kabul, Afghanistan during the rise of the Taliban. Currently, Jeff leads Tara international, a not for profit for NGO trainers and was president of the London Branch of the Canadian Red Cross and a founding member of the London Multicultural Community Association. Jeff has worked in many Youth Programs in the world and has helped the Aeolian Develop its Volunteer Program and Youth Policy.

## **Glen Farrow, Treasurer**

Glen has an MBA from the Ivey Business School, University of Western Ontario and has CFO experience. He brings a strong financial background to our organization. Glen loves the community impact of the Aeolian's Mission.

## **Susan Soney, Secretary**

An Indigenous woman from Bkejwanong-Walpole Island First Nations Reserve, Sue brings an important perspective to The Aeolian's Community. Sue lives in the Old East Village neighbourhood close to Aeolian Hall and has spent her life working as the Ultrasound Coordinator at Victoria Hospital and is currently doing research at The Robarts Research Institute. Sue's granddaughter Ayden is an Alumni of El Sistema Aeolian and she hopes that every young person gets to have the opportunity to engage in music and the arts.

## **Darryl Fabiani, Member**

Darryl is the owner and founder of D&S Pianos in London Ontario. He studied music and piano technology at Western University's Don Wright Faculty of Music. Darryl supports many non-profit organizations through his work. D&S Pianos and The Aeolian work jointly to gift gently used pianos into the homes of participants of El Sistema Aeolian. Darryl hopes that all young people get the opportunities he did to study music.

# Board of Directors (continued):

## **Sandi Caplan, Member**

Sandi brings over four decades of governance and executive leadership experience in healthcare and community service. Chair of Wellspring Cancer Support, Daya Counselling Centre and the founding president of Hospice of London, Sandi spent the last twenty years developing support programs for the bereaved and is the co-author of 'Grief's Courageous Journey'. She recently completed her term on the Board of the London Health Sciences Centre. With a profound and passionate connection to both the social fabric and the arts and cultural landscape of London Sandi comes from a strong musical background and also brings a very personal interest. Her memories of joining her father Harry, a violinist and her mother Sylvia Novack, a renowned pianist and teacher in London, Ontario in their frequent living room musical soirees, continue to inspire her support for ensuring the arts are available to everyone in our community

## **Jacob Malkin, Member**

Jack is a consultant in real-estate development and is the President of the London Multicultural Community Association in London Ontario. Jack is heavily invested in helping newcomers integrate into their new home in Canada while at the same time helping them celebrate their culture heritage.

## **Luke Baylis, Member**

Luke is an Investment Associate with Scotia McLeod as part of the Kelland Portfolio Management Group. Luke began his career in the industry in 2014 and joined Scotia Wealth Management in 2016. He joined the Kelland Portfolio Management Group in 2017. He is a regular volunteer in the community with a passion for helping others.

## **Elana Johnson, Member**

Elana is passionately involved in London's Music Scene and has background serving as Chair of the Board member for Ontario Association of Midwives and coordinator of The Canadian Federation of Midwives. She is the current Chair of the Board of The Children's Health Foundation in London Ontario.



# Sponsorship Opportunities

## **General Sponsorship:**

- Supports all Programs
- The most useful form of sponsorship for The Aeolian

## **El Sistema Aeolian:**

- Food Program: supplies to feed the children, bring in diverse chefs to teach culture through food, Kitchen supplies such as dishes, serving wear and small appliances
- Classroom needs: iPads, White Boards, Sound Systems, Diaries, Classroom supplies
- Support to add new students to the program: this includes, instruments, music stands, instrument supplies, music, teaching staff increases to accommodate numbers, money for the food program
- Support to help develop the Leadership and Peer Mentorship Program: guest speakers, field trips, classroom supplies
- Computers: we are really short on administrative computers for the program. These are used for communications, marketing, development, storage of documents including photos, graphic design work and Leadership Class uses
- Sponsorship of Teaching Positions: Conductor/Teachers, String/Brass Teachers

# Sponsorship Opportunities

## **Music and Arts Production:**

- Support to offset the support of presenting community musicians
- Support to help bring in artists that can work with both El Sistema Aeolian and Pride Men's Chorus (examples: Heather Bambrick, Marc Jordan, Valdy, Royal Wood, Buffy Saint Marie)
- General support for bringing in diverse production opportunities (multi-genre including classical, jazz, songwriter, blues etc.)
- Support to bring in more Indigenous programming (Dan and Mary Lou Smoke, two community Indigenous Leaders consult with the Aeolian for this purpose)
- Support for Marketing including programs, posters, print ads, social media, brochures, media kits etc.

## **Pride Men's Chorus London**

- Support to offset costs of participation: music scores, music folders, teachers/conductors/accompanist, uniforms
- Support for marketing the opportunity to participate (right now, mostly word of mouth)
- Support to help outreach projects like the Ontario Music Educators Association conference performance in the fall of 2020
- Support to develop performance programs geared to social justice and social inclusion themes

# What we can offer:

- Website: monthly visits: 20,000+
- Social Media presence
- Weekly Electronic Newsletter
- Lobby signage in both venues
- Power Point presence before shows
- Printed Marketing Materials (posters, brochures, programs)
- Naming Opportunities
- Volunteer Opportunities for employees

# Our Key Supporters

- 3M
- Canada Life
- TD Bank
- Canadian Heritage
- London Arts Council
- Sheffar Potter Muchan Corporation
- London Community Foundation
- D&S Pianos
- Westminster College Foundation
- Western University
- City of London
- Hay Foundation
- Walter J. Blackburn Foundation
- Ontario Trillium Foundation

# How to find us

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## ONLINE & SOCIAL MEDIA



**Website:** [AeolianHall.ca](http://AeolianHall.ca)



**Email:** [info@aeolianhall.ca](mailto:info@aeolianhall.ca)



**Facebook:** [Facebook.com/TheAeolian](https://Facebook.com/TheAeolian)



**Twitter:** [Twitter.com/AeolianHall](https://Twitter.com/AeolianHall)



**YouTube:** [YouTube/user/mia795de](https://YouTube/user/mia795de)



**Instagram:** [Instagram.com/TheAeolian](https://Instagram.com/TheAeolian)

# More information



2018 Annual Report: [2018 Annual Report](#)



CanadaHelps: [Canadahelps.org](https://canadahelps.org)



Government of Canada Charities  
(Financials): [Government of Canada](#)



Aeolian Documentary: [Aeolian  
Documentary](#)