

MUSIC FOR LIFE AFRICA FOUNDATION  
FUNDRAISING CONCERT FOR EDUCATION  
ONLINE 5<sup>TH</sup> EDITION 2020



Theme: "With Music we are connected, Everything moves in a rhythm"

BAMBUSEE ECO RESORT  
1<sup>ST</sup> DECEMBER 2020



# Introduction



**Music for Life Africa Foundation (MULIA)** is a grassroots foundation located on the shores of Lake Victoria in the Mukono District of Uganda, known also as the pearl of Africa.

## **Our Mission**

MULIA exists to instill hope and engender a sense of continuity in the life journeys of young people aged four and above, who may be orphaned, homeless, HIV positive, and/or unable to attend school. Using available resources, we sponsor the schooling, nurture the interests, develop the skills, and promote the talents of these vulnerable youth in a community founded on music, dance, drama, and mentorship.

## **Our Vision**

In Africa, young people often grow up with little or no idea of their potential. At MULIA, we aim to empower Uganda's vulnerable youth by helping them discover and pursue their dreams of the future, regardless of the circumstances of their past.



# Music for Life Africa Fundraising Concert

**Music for Life's annual fundraising concert is a pivotal part of the foundation's plan to establish self-sustainability. This year's concert is proposed to be on-line on 1<sup>st</sup> December 2020.**

**The concert will bring together over thousands of people of all ages from various parts of the world. It also has the potential to involve up to 50 corporate partners, NGOs and/ or CBOs; and countless listeners and viewers online.**

**In the this 5<sup>th</sup> edition, fans and well wishers of MULIA will experience a blend of African and modern music, including live performances by young, up-and-coming talents. The various musical covers from best artists in the world.**

**The concert experience will comprise 1 and half hours non-stop music dance and cultural sharing, with some Ugandan guest artists including cultural dance troupes.**

Unlike the past events where we could do get collections from the gate for fundraising, tis time it will be free to access the event online wherever some one might be in the world. Isn't that COOL☺ This time we shall do FUNDRASING through online fundraising platforms we are associated with. For example Global giving , Bridges of Hope and mobile money. We shall also welcome any in kind support towards the education of the children we support.



# The “Night Before” Event

The Night before concert will be there for a few members. The Bbanda Hills Camp site is offering space to have this possible.

We shall share online stories that will be happening on this day as we do still feel sharing the African night every year.





**Why Support  
the MULIA  
Charity  
Concert?**

## **Why Support the MULIA Charity Concert? (continued)**



As part of its mission, MULIA supports the ongoing education of its young participants.

Currently MULIA has over 60 kids in its program. Funds raised at the 5<sup>th</sup> edition MULIA Charity Concert have the potential to support them in the 2021 school year. This includes support in the acquisition of school supplies, and the payment of school fees where necessary.

With your help, MULIA can directly support over 100 local families COVID19 ha affected.



# **Why Support the MULIA Charity Concert? (continued)**



The music industry has grown rapidly in Uganda over the past 15 years. Every day it is becoming an increasingly viable career path for Ugandans.

MULIA promotes music as a profession in Uganda. Since its inception, MULIA has inspired a number local parents and schools to take music seriously in our country.

Sponsoring a MULIA Charity Concert supports this growing industry, and supports the cultural and economic development of Uganda. It also gives MULIA kids a chance to tap into this industry, to utilize their talents to generate income as performers.



## **Why Support the MULIA Charity Concert? (continued)**



**Supporting MULIA supports the United Nations' Millennium Development Goals. These include:**

- **To eradicate extreme poverty and hunger**
- **To achieve universal primary education**
- **To promote gender equality and empower women**

**As well, MULIA embraces the culture and traditions of Uganda. As we perform traditional Ugandan dances and music, we guard and steward our country's culture, providing an avenue to bring this culture to the world.**

**In general, we use music to enhance the synergy of all aspects of Ugandan culture including food, drinks, and fashion.**

## Why Support the MULIA Charity Concert? (continued)



Companies, organizations, and individuals that support the MULIA will all be considered partners. Their brands will be shown in advertising on all media platforms, plus stationary, throughout the buildup to the concert and at the event itself. Support is welcomed in cash, and/or in kind.

Additionally, they will be noted on the MULIA *Hall of Fame*, a space in the MULIA Centre dedicated to recognizing those who have contributed to the success of MULIA.

All partners will also be given certificates of participation to symbolize MULIA's appreciation for their contributions.

This is a chance for your organization to increase its market presence and expand its customer base.

# Road Map To the online MULIA Charity Concert 2020, 5<sup>th</sup> Edition



# **Road Map To the on-line MULIA Charity Concert 2020, 5<sup>th</sup> Edition**

**(continued)**

**In preparation for the upcoming concert, MULIA has been performing at various events. These include: Sawa World, Slow Food Uganda National events, and various other cultural events. This has prepared us to take on the following activities before the concert:**

- Night before concert**
- Online Cultural exchange**
- Media/ Press Conference**

# Road Map To the on-line MULIA Charity Concert 2020, 5<sup>th</sup> Edition (continued)

We intend to target all media platforms for advertising the event and **USE ONLINE PLATFORMS TO DELIVER THE SHOW.**

**Facebook, WhatsApp, YouTube, and more.**



# Ways to Take Part in the ON-LINE MULIA Charity Concert, 5<sup>th</sup> Edition 2020

## Musicians / Performers

- ❑ Volunteer your time:  
Perform at our event and receive free promotion and exposure! We welcome any of the following as groups or individual performers:

- ❑ Brass Bands
- ❑ Jazz Bands
- ❑ Classical Performers
- ❑ Dance Troupes
- ❑ Stand-Up Comedy
- ❑ Drama Performances

## Businesses / Organizations

- ❑ **Events Management Companies** are welcome to *volunteer any services*
- ❑ All business entities and non-profit organizations / schools are welcome to offer support in education

## Individuals

- ❑ **Any and all individuals are welcome to purchase virtual tickets**



# Road Map To the on-line MULIA Charity Concert 2020, 5<sup>th</sup> Edition (continued)

## Event Budget:

- Transport and Communication
- Decorations and Stage Management
- Branding and Printing
- Venue
- Public Address System
- Posters, Banners and Flyers
- Guest Artist Transport Costs
- Security
- Management Team
- Media Advertisements
- T-Shirts x 20 (Branded)





# Our Partners in Previous Concerts:



Mama 2.0 MedTech



Colline Hotel



# Our Previous Partners:

Charity Concert 1<sup>ST</sup>, 2<sup>ND</sup> 3<sup>RD</sup> & 4<sup>th</sup> Edition

- TULC EVENTS
- SATELITE BEACH
- KOMO LEARNING CENTRES
- SLOW FOOD UGANDA
- MUZIKI OYEE
- EXCUTIVE SOUNDS KISOGA
- BUTIHO FILLING STAION KISOGA
- NAWEC
- VISION FOR AFRICA
- JAZZ SIGNS
- HON: MUYANJA SSENIONGA
- JOY FOUNDATION
- MISSION FOR DISABILITY
- BUTIHO FILLING STATION



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Thank You! Looking forward to your support!



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