

Date: March 31, 2008

Re: **Guitars over Guns Operation (“GOGO”)**

I. OVERVIEW

Guitars Over Guns Operation, Inc., a Florida 501(c)(3) not-for-profit organization, is run by members of the Miami-based musical group, Suénalo, <http://www.suenalomusic.com>, winner of several “Best Bands in Miami” awards and highlighted in various websites such as MySpace and YouTube and numerous publications. Maxim magazine recently featured them as one of five bands in the US bringing innovation and cutting edge sound to the Latin Funk genre. Of note, the band members of this popular group have been reaching out to kids in Miami’s worst neighborhoods where crime rates, gang activities and high school dropout rates have reached alarming levels, providing them with instruments and teaching them their special brand of “world music.” Yet, like many big bands, Suénalo struggles to be economically self-sufficient, which ultimately jeopardizes their ability to continue making an impact on children. The objective of GOGO, therefore, is to formalize this ad hoc mentoring, make a meaningful impact on keeping kids in school and provide impassioned musicians looking to make a significant social impact with a not-for-profit alternative career model.

II. WHY IT’S NECESSARY

Music education programs have eroded in many cities and communities across the country over the past 30 years. GOGO is dedicated to turning back this trend to ensure all children have access to a quality education that includes music. A growing body of literature has shown that musical study develops critical thinking and self discipline and improves a child's early development in terms of cognitive skills, basic math and reading abilities, self-esteem, SAT scores, ability to work in teams, spatial reasoning skills and school attendance. Most importantly, researchers have found that children provided with direct adult mentoring and a safe place to pursue after-school activities are less likely to drop out of school, which has enormous direct and indirect social costs.

III. HOW IT WILL WORK

GOGO will seek funding from local philanthropy organizations whose missions include the improvement of basic education, social adaptation and crime reduction in socioeconomically challenged minority neighborhoods. A strategic affiliation with Communities in Schools (“CIS”), the nation’s largest and most effective high school dropout prevention organization, provides Suénalo’s band members with mentoring skills. An after-school program has been developed for students interested in playing an instrument, dancing, singing or simply chanting. Fee-based concerts will be conducted in major venues with the support of corporate sponsors, civic-minded PR firms and media outlets in order to help highlight the causes being addressed.

CIS Miami will serve as the Fiscal Agent to incubate GOGO. The law firm of McDermott, Will and Emory will provide all legal and organizational matters on a pro bono basis. An independent Board comprising many local Miami business leaders and philanthropists also includes Bill Milliken, founder of CIS and Troy Stremmler, founder of Newdea, a major provider of software and technical advice for the non-profit and donor/adviser community. Impact-based statistics on truancy, grades and graduation rates will be monitored to help demonstrate GOGO’s effectiveness and prove success in a pilot program in order to expand regionally and ultimately nationally.

IV. WHAT IS NEEDED IMMEDIATELY

GOGO is now ready to seek initial funding in order to a) secure an Executive Director who has now been identified, b) develop the pilot program to launch in September of 2008, for which CIS has chosen North Miami Middle School and c) create a documentary to aid fund raising, attract future school systems and inspire both musicians and music educators to help further national awareness.