

## **Mission**

The purpose of the Robson Ranch Music Club is to offer concerts and other music-related events to the residents of Robson Ranch and surrounding areas, enriching the lives of choir members and our audience. To advance its mission, the Club's primary activity is sponsorship of a community choir. The choir has grown from its original membership of about 20 to some 85 voices today. Under the direction of Dr. Arturo Ortega, the choir presents six concerts each year - Veterans Day, Christmas, and spring concerts, each presented twice. The choir practices weekly from August through April, plus additional section rehearsals. Collectively the choir dedicates over 7,000 hours per year to their love of music. The Music Club's service to seniors is important to the quality of life in our community and promotes community vitality. A healthy place to live includes opportunities to participate in arts, culture, and creative expression. The arts are important to how well communities fare as indicated by the Urban Institute's Arts and Culture Indicators Project, launched with support by the Rockefeller Foundation. Research has shown that music helps improve cognition and quality of life for seniors. And finally, participation in the choir and attendance at choir events provides important social outlets.

## **Our Needs**

The Music Club's goal is to continue to improve musically and to provide the best performance experience for audiences. To achieve that goal, the Music Club works to raise funds for the choir to continue work under the direction of Dr. Arturo Ortega. In addition to our professional direction, we also have a professional accompanist, Paul Lees. Professional musicians are also hired for our six choral concerts. By doing so, the musical experience for both choir members and audience is greatly enhanced. While the music club is committed to this level of performance quality, it does increase our costs making fund raising activities of various types imperative.