



Fanny's House of Music

More Than a Music Store: It's a Mission

The Beginning



- ❑ Bassists Pamela Cole and Leigh Maples knew music stores could be uncomfortable, overwhelming, and unfriendly.
- ❑ In 2009, they opened a music store where everyone would feel welcome, no matter their ability, style, or gender.
- ❑ 12 years later, Fanny's is the only woman-owned and operated music store in the world with a focus on empowering women.

An Impressive Success

- Fanny's quickly earned its reputation as Nashville's most comfortable music store and became a community gathering point.
- In a few short years, Fanny's lesson program expanded to its capacity of 150 students.
- National Association of Music Merchants Top 100 Dealer
- Must-see destination for musicians, artists, and tourists; one of Taylor Swift's "favorite places to visit in Nashville."



Press

The East Nashvillian

The screenshot shows the top of a web page for 'The East Nashvillian'. There is a navigation bar with 'HOME', 'FEATURES', 'IN THE KNOW', 'COMMENTARY', 'EAST SIDE BUZZ', and 'ADVE'. Below the navigation is a large photograph of the interior of Fanny's House of Music, showing various musical instruments and people. The title 'HOME of the MUSE' is overlaid on the image. Below the image is the sub-headline 'The Home of the Muse' and a short introductory paragraph.

Guitar World

The screenshot shows the top of a web page for 'Guitar World'. The navigation bar includes 'News', 'Features', 'Lessons', 'Reviews', 'More', and 'Guitarist'. The article title is 'Shop Talk: Fanny's House of Music in Nashville' by Eric Feldman, dated February 05, 2018. There is a small photo of the exterior of the store. The text below describes the store's mission to create a music store for both men and women, highlighting its location in Nashville and its focus on vintage clothing.

WIMN She Rocks Award

The screenshot shows a video player for 'The Women's International Music Network'. The video title is '2016 She Rocks Awards: Pamela Cole & Leigh Maples (Fanny's House of Music) Accept Awards'. The video shows two women, Pamela Cole and Leigh Maples, at an awards ceremony. Below the video player is a description of the event and a 'SUBSCRIBE' button.

Southern Living

The screenshot shows the top of a web page for 'Southern Living'. The navigation bar includes 'EXPLORE' and 'Southern Living'. The article title is 'Where to Shop in Nashville' dated June 10, 2010. The text describes the store as a music and clothing store with vintage rockers, acoustic guitars, and handmade ukuleles.

National Association of Music Merchants

The screenshot shows the top of a web page for 'NAMM - National Association of Music Merchants'. The navigation bar includes 'About', 'Contact Us', 'Subscribe', 'Jobs', 'Believe in Music Week', 'Events', 'Membership', 'NAMM U', 'Library', 'News', and 'Issues & A'. The article title is 'Meet Fanny's House of Music'. The text describes the store's mission to empower women musicians by creating a supportive atmosphere.

The Tennessean

The screenshot shows the top of a web page for 'The Tennessean'. The navigation bar includes 'News', 'Sports', 'Counties', 'Business', 'Music', 'Nation / World', 'Obituaries', 'E-Edition', and 'Legals'. The article title is 'Peter Cooper on Music: Fanny's allows women to relax' by Peter Cooper, dated March 8, 2014. The text describes the store as a place where women can find music lessons, instruments, and vintage clothing.

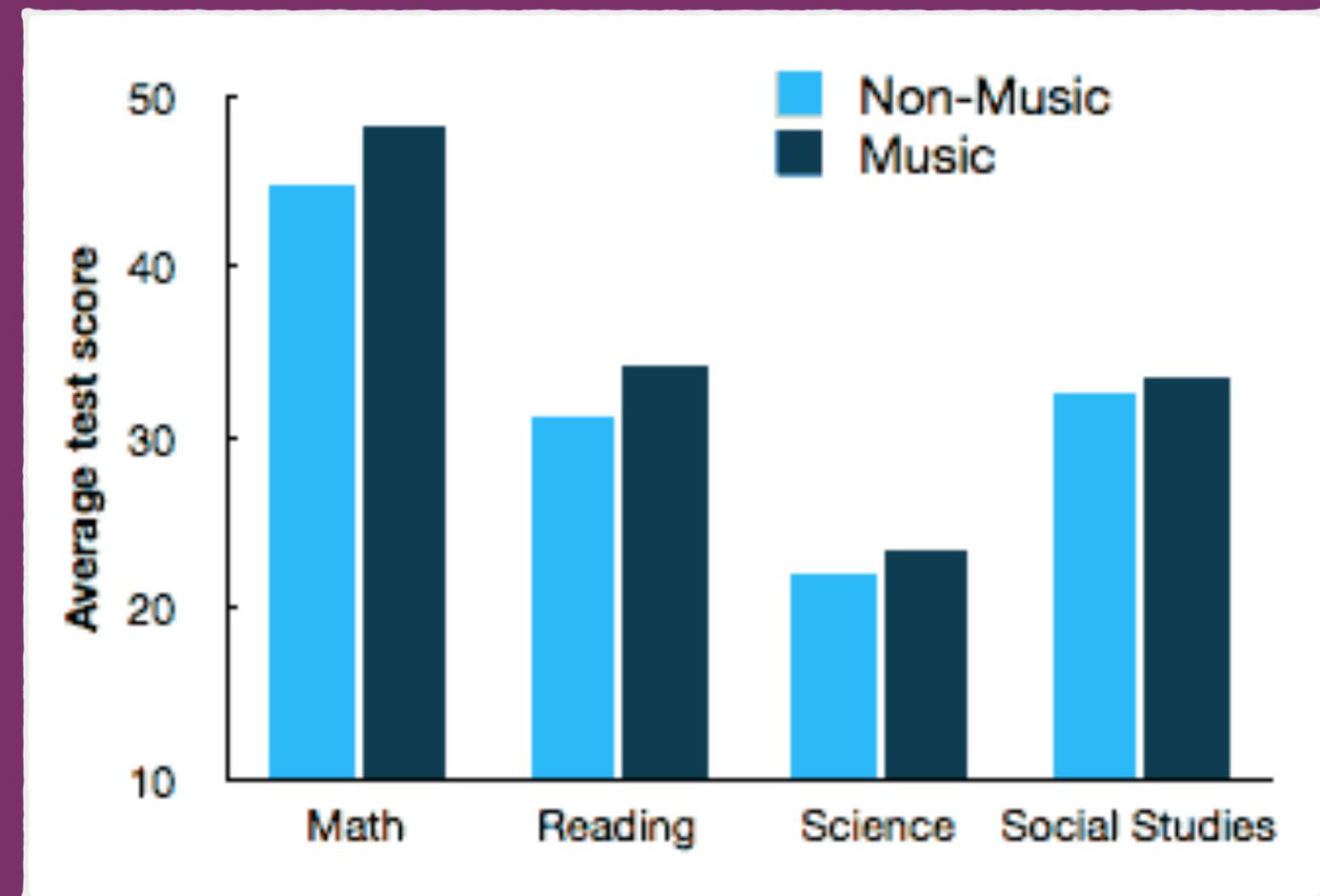
Looking Forward



- Fanny's is more than a music store: it's a mission.
- Fanny's current building has limited the number of students who can be served and programs that can be offered.
- In 2020, Cole and Maples formed a 501(c)(3) organization to begin the next phase of the mission: Fanny's School of Music.

Why Fanny's School of Music?

- ❑ Individuals who took music lessons as children show enhanced neural processing compared to their peers. ¹
- ❑ Music lessons result in positive, long term cognitive side effects. ²
- ❑ Students involved in music programs score 107 points higher on the SAT than students with no participation. ³
- ❑ Music promotes motivation, learning, and reward-seeking behavior and can create an enhanced learning environment and rebuild damaged neural connections. ⁴



1988 National Educational Longitudinal Study, takelessons.com

¹ Northwestern University, "Music, hearing, and education: from the lab to the classroom"

² E. Glenn Schellenberg, Department of Psychology, University of Toronto at Mississauga, "Music and Nonmusical Abilities"

³ (Music Educators National Conference, "Profiles of SAT and Achievement Test Takers")

⁴ (News Medical Life Sciences Online, "Music therapy helps treat combat-related psychological injuries in military personnel")

Expansion Plan

- Construct a 3,200 square foot, two-level addition to Fanny's current building
- Ten lesson rooms equipped for in-person and virtual learning
- Music therapy office
- Second level community space for workshops, performances, and more



More Music Education



More Healing



More Empowerment



Welcoming, Inclusive Environment



**East Nashville needs Fanny's
School of Music.**

**We need \$1.25 million to
make it happen.**

How You Can Help

Capital Campaign Phase One: a Building With a Mission

Sponsor one of ten lesson rooms for \$50,000. Sponsor will receive a permanent plaque in the lesson room of your choice, recognition online and in a press release, and a Scott Guion-signed print of the room's art.

Sponsor the second floor community space for \$250,000. Sponsor will receive a permanent sign in the space, recognition in a press release, your name listed on our website and social media, and an original Scott Guion painting.

Other Ways You Can Help

Sponsor a scholarship; \$1680 will sponsor a student's weekly lessons for one year. Sponsors will receive recognition online and be invited to recitals.

Make a monthly recurring donation; sponsors will receive a Fanny's t-shirt or tote bag.

Ask your employer to give or to match your donation through our website: fannysschoolofmusic.org

Contact Us



- Press inquiries, tax documents:
info@fannysschoolofmusic.org
- Fundraising, donating, how your
business can support:
giving@fannysschoolofmusic.org
- Visit fannysschoolofmusic.org for
more information



WE BELIEVE IN FANNY'S