



# *TOCAR Y*

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# *SOÑAR*

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A PROGRAM BY

  
*integrate*  
FOUNDATION



**Inspires  
Motivates  
Develops  
Integrates**



*integrate*  
FOUNDATION

Intégrate Foundation Arte y Cultura (FIAC), we work for a world where all people from all backgrounds, especially girls, boys and young people, have access to culture and the arts. We create comprehensive opportunities that allow this group of people to develop their talent and be participants in the construction of a better quality of life for themselves, their families and their communities.

FIAC **Inspires, Motivates, Develops and Integrates** all sectors of society through the promotion of art and culture. Focused on people from different economic backgrounds, especially those who are disadvantaged so that they liberate their full potential.

OUR GOAL

# SYSTEMIC CHANGE

We seek to **create innovative programs** that improve conditions so that art and culture are accessible to all people. We aim to give our population dignified and sustainable livelihoods, and support in developing their talent to its maximum potential.



# THE PROBLEM

In Mexico, youth, especially women, encounter structural obstacles to harnessing and developing their artistic talent, to have stable long-term careers and with conditions of decent work that allows them to exercise their cultural rights fully and enjoy a productive life.

80% of young musicians have more than one job.

The average salary of musicians barely exceeds 36% of the poverty line.

96% are informal workers, without contracts and several conditions of precarious work.

3.5% only, are women.



# *TOCAR Y SOÑAR*

**With the objective of contributing to the construction of individual and collective cultural capital; boosting the music and culture sector; giving a second opportunity for new Mexican talents and creating new youths audiences.**

The “Tocar y Soñar” *Play and Dream* program seeks to promote the creation of artistic groups and musical ensembles through the teaching of formal training in the study, appreciation and execution of artistic disciplines to the musical professionalization of girls, boys and young people up to 25 years old.

Creating opportunities to start early, obtaining years of prior studies and experience is crucial for the professional development of talent. The lack of this opportunities could result in the abandonment of their careers and interests.



**HOW DOES  
IT WORK?**



We provide full scholarships including more than 2,000 hours of training.

With specialized teachers and access to top-notch technical and artistic resources, including all the instruments necessary for their learning.

**This model provides a unique opportunity so that young talented people can develop skills and passion for music.**



Tocar y Soñar not only focuses on musical technique, also works to improve personal and professional growth of the young scholarship recipients.

**We provide support in other cross-cutting areas and skills that are crucial in professional life.**

Such as musical reading, theory, music history and ear training, teamwork, tolerance, discipline, responsibility, leadership and communication.





We create bridges to give young people the opportunity to important national and international stages.

**We offer follow up and professional advice.**

Even after finishing the scholarship, to help them create their portfolios, continue their career in music and achieve their professional goals to build long-term careers.



## **We support a totally inclusive environment.**

FIAC focuses on finding young talents from different origins and social economic backgrounds. In this way, it ensures equal opportunities for those who would otherwise not be able to access a musical education of quality.

**-Talent does not  
discriminate.  
And neither do we-**



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MÉXICO

ORQUESTA

SINFÓNICA



In Mexico, 8 out of 10 attendees to cultural events are young people, but only 2% of them attend classical music concerts.

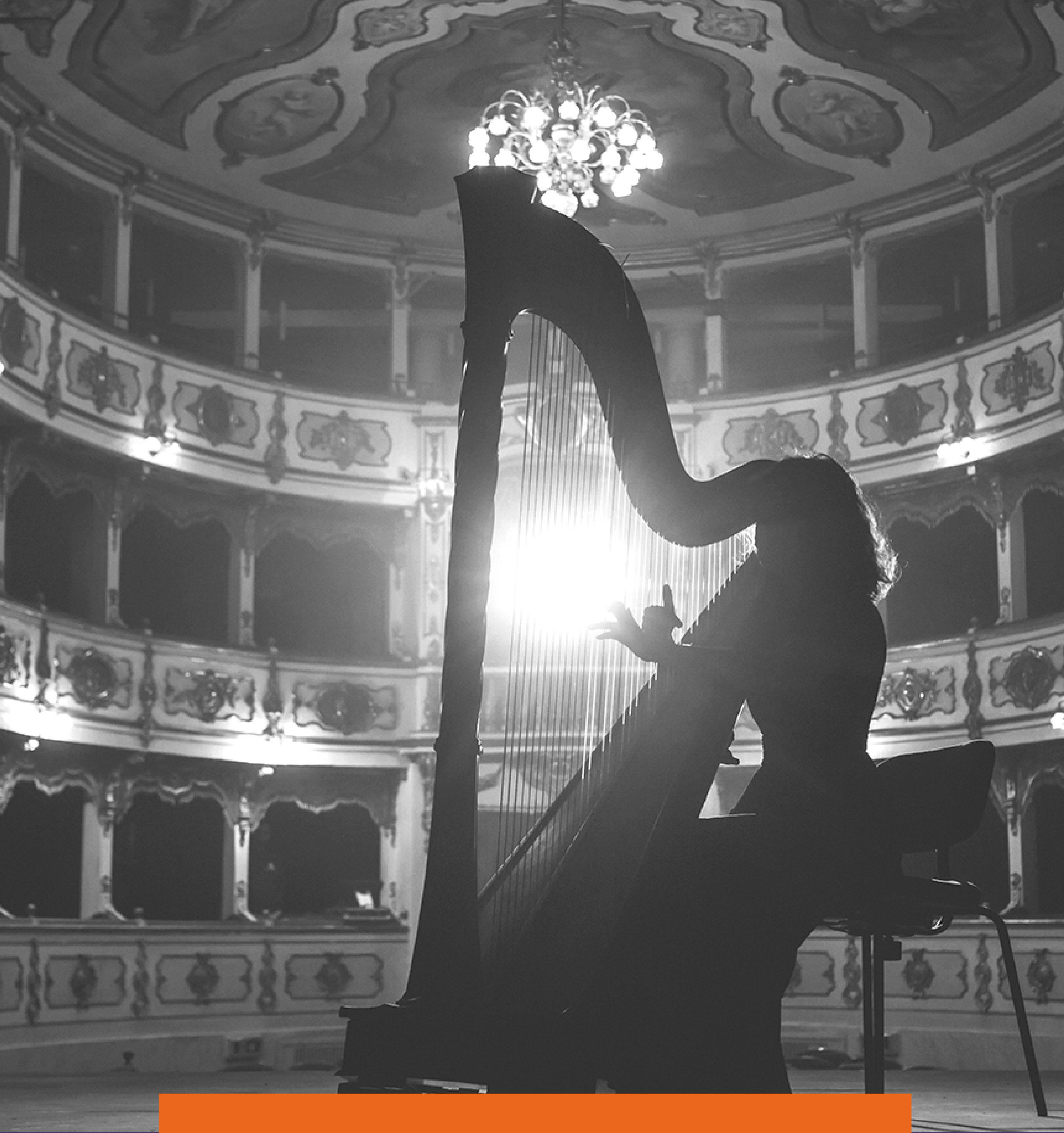
Mexican youth needs a new option that responds to their interests.

**MOS is the first ensemble of the Tocar y Soñar program. MOS has the purpose of discovering, cultivating, supporting and accompanying Mexican talent at its best national and international high echelons of music.**

**Our program offers more than 2,000 free hours of teaching in instrumental technique, music theory and orchestral ensemble in decent spaces.**



**HOW  
TO  
SUPPORT  
US?**



## **We are a family dedicated to the power of music.**

The Tocar y Soñar program impacts applicants from any socioeconomic status and diverse backgrounds, whether or not they have previous experience or instruments. By choosing to sponsor MOS, you're not just supporting music; you are building a path for new talents.

Become a sponsor and ally:

- 1 Sponsor one or more participants.
- 2 Donate instruments.
- 3 Donate space on your media and networks.
- 4 Offer complementary courses.
- 5 Donate your time as a volunteer.

# BENEFACTORS ECOSYSTEM

## GREAT CONTRIBUTORS

Be recognized as a great contributor, build with us a young, inclusive and diverse, contemporary orchestra.

Donate in cash +6,000 USD/Annually or in kind to allow the maintenance of all our different programs.

Lead with us be part of the general assembly.  
Have access to concerts with our orchestra or allies  
Join us for the annual gala.  
Obtain a tailor made video course generated with A.I. for your workforce or clients at a minimal cost.

## BENEFACTORS

Be recognized as a benefactor of art and culture., find, cultivate and accompany the talent to its full potential.

Donate \$250 to \$500 USD/Monthly and sponsor students supporting them with scholarships.

Have access to concerts with our orchestra or allies and join us at the annual gala.  
Obtain a tailor made video course generated with A.I. for your workforce or clients at lower market costs.

## FRIENDS OF MOS

Be recognized as part of a community of support and enjoyment of arts and contribute by financing instruments, technology and scholarships.

Donate between \$26 and \$400 USD / Monthly, which allow the financing of instruments and technology and scholarships that allow learning.

Get discounts to concerts with us or our allies and others benefits.  
Obtain a tailor made video course generated with A.I. for your workforce or clients at lower market costs.

## AMBASSADORS

If culture is important to you and you want to be an ambassador for the cause.

Donate in the form of spaces in media, visual, printed, digital media.

Support the cause, generate content, interactions or more views championing a movement for inclusion in the arts.  
Get discounts to concerts with us or our allies and others benefits.



# SOCIAL INVESTMENT FOR CORPORATE BENEFACTORS

## OPTIONS

- \* 1:1 Donation  
Spark donations of collaborators or sales force with equal contribution by the company.
- \* Social investment 1%  
Donate monthly, semi-annual or annual 1% revenue.
- \* Product or service with cause  
Choose a product or service and donate a percentage.

## BENEFITS

- Be considered a Big Contributor.
- \* Increased participation and loyalty of corporate talent and sales force.
- \* Joint communication campaign 1 monthly post dedicated to your brand with reach of 20K impressions in ages 15 to 35.
- \* With our allies, design courses with A.I for your workforce or clients at minimal or lower market costs.
- \* Access artistic events organized by FIAC and its allies.



**"Through music we can channel feelings and emotions, it contributes to improving the ability to learn, to develop creativity, promotes teamwork to mention some advantages."**

Leonor Romero  
Marketing Manager.



# **HIGH IMPACT AT LOW COST**

Thanks to our allies and partnerships we can offer top notch comprehensive training at a low cost, compared to local markets.

For as little as \$130 dollars a month you can sponsor a full year of training changing the life of our students, including education, mentoring and instruments necessary for their development.

Become a sponsor and change a life with less than a cup of coffee a day.



# IMPACT

**As a sponsor, you promote talent, generate development and impact disadvantaged communities.**

## **Enrich Communities**

Build with us a young inclusive and diverse, contemporary orchestra that offers performance accessible to vulnerable communities.

## **Talent**

Invest in education and culture. Discover, cultivate and accompany the talent to its full potential.

## **Economic Impact**

Generate a social and economic return, promoting a thriving cultural scene, creating new audiences.



**“The work of FIAC is important for the country, the youth and the world because it will open the cultural panorama of the country and its new generations.”**

Maestro Lizzi Cenicerros  
MOS Artistic Coordinator

# DONATE NOW



## BE PART OF THIS MOVEMENT

With your help, it will be possible to carry out all these projects in favor of culture, the arts and people who want to improve their lives with their talent.

[¡CLICK HERE!](#)



Leave us your information, or send us a message  
for us to contact you.  
[info@integrate.org.mx](mailto:info@integrate.org.mx)



# OUR ALLIES

*Esla Chopin*

**W**eerkamp®

**K** KROY | ABOGADOS

**340**  
MEDIADORA

**R** | P I R O  
CONSULTORES  
DESPACHO JURÍDICO

Casa Tradiciones  
**GT**  
Decoración

happy

ROMERO  
& SAL



¡Support the

**TALENT**

of young Mexican  
girls, boys and  
young people!