

# DISTRICT 5320

ORANGE AND SOUTHERN LOS ANGELES COUNTY

## DISTRICT SIMPLIFIED GRANT APPLICATION

Please print or type all information and use additional sheets of paper if necessary. **Incomplete applications will be returned.**

ROTARY CLUB OF Monarch Beach

AMOUNT REQUESTED FROM DISTRICT \$750.00

Not to exceed \$1500 and/or the amount contributed by the Rotary club

### PROJECT DESCRIPTION:

Please describe the project, its location, the objectives, and how they will be attained. Note: The project cannot be started until the District Simplified Grant Application is approved by the district grants subcommittee.

1. What is the purpose of this project?

The purpose of this project is to provide musical instruments for the nonprofit organization Capistrano Community Mariachi Program (CCMP) that offers mariachi music education to low income children and the youth in the community of San Juan Capistrano with minimal or no cost to them. Mariachi For All – Capistrano Community Mariachi Program (CCMP) serves approximately 125 students per year. The project includes instruction, technology, instruments, mariachi suits, and out-of-state mariachi conferences.

2. How will it meet the needs of the community?

CCMP mission is to “enhance quality of life by engaging our diverse community in high-quality music education”. It offers our youth with an alternative to gangs, drugs, and other destructive activities, by promoting healthy families through the involvement in learning mariachi music individually and as a family. This program strives to help our community to keep our youth safe and encourages them to explore and expand the awareness of cultural arts while becoming confident and productive citizens. CCMP was founded in September 2008 and is a non-profit organization mariachi music school.

There are three basic goals that meet the needs of the community:

1) To serve and add value to the South Orange County communities by teaching the CCMP students, mostly who are Latino school-aged children that are in an at-risk in the community.

2) To engage in the educational and musical development of CCMP students and instructors by providing an intellectually challenging and innovative approach for its mariachi program.



**PUBLICITY:**

How will the general public know that this is a Rotary-sponsored project? Please provide details, e.g. publicity in a newspaper or display of the Rotary wheel (complying with RI guidelines).

CCMP will publish an acknowledgement of the Rotary-sponsored project in our website page – “news” (<http://www.mariachiforall.org/community/news.html>) and “sponsors/donors” (<http://www.mariachiforall.org>). CCMP will display the Rotary wheel on the CCMP website.

CCMP will also post the Rotary-sponsored project on its Face book account, and will share the project news to students, parents and the general public at our weekly and monthly showcases.

CCMP students will provide a live music show promoting Rotary as a sponsor during MBSR club meeting and their next fundraiser event.

**ROTARIAN INVOLVEMENT:**

Please list below the activities your club will undertake demonstrating the active involvement of Rotarians in this project.

MBSR members identified the need for this project. Obtained the quotes and will purchase the instruments with the collaboration of CCMP’s Program Director, Alex Ceja. MBSR members will stage an official presentation. CCMP has committed to promote active participation in MBSR fundraiser events for the community. MBSR will identify which fundraiser events will be best for CCMP’s performing music group participation. By participating at the MBSR fundraiser events CCMP students will have the opportunity to demonstrate their appreciation, promote Rotary’s good will and be able to give back to the community. MBSR Rotary members will have the opportunity to “encourage” CCMP students as they perform singing and playing their musical instruments.

**REPORT:**

A final report must be submitted to the District Grants Subcommittee. Please indicate below the individual who will take primary responsibility for submitting this report.

Name Margarita Martin      Signature M. Margarita Martin *sep 12/12*

**PROJECT CONTACTS:**

Primary Contact	Secondary Contact
Name Margarita <u>Martin</u>	Name Ricardo Beas <u>    </u>
Rotary position International Service Chair	Rotary position –Active Member <u>    </u>
E-mail <u>Solmar@earthlink.net</u>	E-mail <u>rpcatering39@gmail.com</u>
Address <u>31887 9<sup>th</sup> Avenue</u>	Address <u>25321 Campina Dr.</u>
<u>Laguna Beach CA 92651</u>	Mission Viejo, CA 92691
Telephone <u>949-499-6058</u>	Telephone <u>949-636-9422</u>
home	home
<u>949-697-2573</u>	<u>949-493-4941</u>
office	office

## PROJECT AUTHORIZATION:

All Rotary clubs and districts involved in this district are responsible to The District 5320 Foundation Grants Subcommittee and ultimately to The Rotary Foundation of Rotary International for the conduct of the project and for reporting on it. The signature at the bottom of this page confirms that the sponsors understand and accept responsibility for the project.

By signing below, I agree to the following:

- All information contained in this application is true and accurate, to the best of my knowledge.
- The club has agreed to undertake this project as an activity of the club.
- I understand and will comply with the required Rotarian activities and reporting requirements.
- I agree that, should the project take more than six months to complete, interim reports will be submitted every six months, and final reports will be provided no later than two months after the completion of the project.

Club Monarch Beach Sunrise Rotary Club District 5320

Club president (print name) Ellen Turnbull- President 2012-2013

Signature Ellen Turnbull

Date 9/27/12



P.O. Box 4157  
Mission Viejo, Ca 92691

September 27th, 2012

Monarch Beach Sunrise Rotary Club  
25135 Park Lantern,  
Dana Point, California 92629

Re: Mission Statement and Services

The purpose of this letter is to explain the mission and services provided by the Mariachi For All – Capistrano Community Mariachi Program (CCMP). Established in 2008 by the Ceja Family, CCMP from Mariachi For all is a 501(c)(3) non—profit mariachi music organization (#30-0601599) located in San Juan Capistrano. CCMP seeks funding program support from the Monarch Beach Rotary Club in order to continue providing the children and youth of South Orange County with a high quality music education as an alternative to drugs, gangs and other destructive activities.

The CCMP targets at-risk Latino youth in South Orange County. More than 50% of this population lives below the federal poverty line, causing youth to be susceptible to gang recruitment (Census 2000). Gang members under the age of fourteen have increased in San Juan Capistrano by more than 400% since 2003 with approximately 250 known gang members in the local area. (Orange County Grand Jury Report 2009).

Since initiation, the CCMP has served over 528 students, from underprivileged areas of South Orange County, with services including, but not limited to, teaching basic music fundamentals, mariachi fundamentals, and performance. CCMP strives to keep youth off the streets by encouraging healthy families and lifestyles. Students build self-esteem by being introduced to and learning to play musical instruments which are inherent to mariachi.

CCMP provides students with a focus on learning music and giving back to the community. Our performing mariachi groups are committed to giving back to the community by performing at local schools, libraries, senior centers, government programs, and at other non-profit organizations' events. Both, Mariachi Capistrano and Mariachi Corazón de Capistrano, have performed at



community/neighborhood events held by the OC District Attorney's Gang Intervention Reduction and Intervention Partnership (GRIP) to promote healthy afterschool activities and help raise the awareness of gang prevention.

Examples of other CCMP performances include the San Juan Capistrano Swallows Day Parade; San Juan Capistrano Public Library –Día de los Muertos; San Juan Capistrano Chamber of Commerce; Relay for Live (San Juan Capistrano and Dana Point); Pediatric Cancer Research Foundation Marathon; Orange County Fair; Orange County Children's Therapeutic Arts Center; The Mission San Juan; and the Annual San Juan Capistrano Battle of The Mariachi.

Besides giving back to the community, CCMP's performing groups strive for excellence in musicianship. On April, 2010, Mariachi Capistrano, CCMP's first performing group, helped break a Guinness World Record at La Frontera Mariachi Conference in Tucson, Arizona and competed in the San Juan Capistrano 6th Annual Mariachi Competition and the 4th Annual Anaheim Mariachi Festival. Currently, Mariachi Capistrano continues to perform all over Orange County and Los Angeles County and is the hosting band for the Annual Battle of the Mariachi at the Mission San Juan. Mariachi Corazón de Capistrano, CCMP's second mariachi band comprised of mostly pre-teen students, has also taken the lead in performances. They recently accomplished their second annual performance at the San Ana College, Don Mariachi Concert and performed at The Battle of the Dance Dinner Theatre in Anaheim.

By developing performing bands, CCMP strives to provide children and youth with the opportunity to acquire great self-esteem and remarkable social and leadership skills, leading them to become principle-centered and productive citizens for the South Orange County communities.

But we cannot accomplish our goals without the help of our communities. It is why CCMP seeks financial support from the Monarch Beach Rotary Club and we appreciate and thank you all for your sincerely interested in our cause. If you have any questions about our mission and/or services to the children and youth in our communities, please feel free to contact me via phone or email. You may also visit our website at [www.mariachiforall.org](http://www.mariachiforall.org).

Sincerely,

Rosa Ceja  
Executive Director  
Mariachi For All – CCMP



(949)-683-2216

[mariachiforall@hotmail.com](mailto:mariachiforall@hotmail.com)

[www.mariachiforall.org](http://www.mariachiforall.org)

CANDELAS GUITAR, INC.  
 2724 E. CESAR CHAVEZ AVE.  
 LOS ANGELES, CA. 90033

# Estimate

Date	Estimate #
08/20/12	60

Name / Address
DAVID CEJA 31322 CAMINO REAL SAN JUAN CAPISTRANO, CA 92675 (949) 636-6565 (949) 683-2216 mariachiforall@hotmail.com

P.O. No.	Due Date	Project
	10/10/2008	

Item	Description	Qty	Cost	Total
	CANDELAS STUDENT GUITAR WITH CANDELAS FOAM CASE	1	190.95	190.95T
→	CANDELAS STUDENT GUITAR 3/4 SIZE WITH CLIPBOARD CASE	1	150.95	150.95T
	CANDELAS VIHUELA STANDARD WITH CANDELAS HARDSHELL CASE	1	558.85	558.85T
	CANDELAS GUITARRON CEDAR SIDES AND BACK, TACOTE TOP, REINFORCED BRIDGE WITH CANDELAS HARD SHELL CASE	1	915.35	915.35T
	CANDELAS VIOLIN COMPLETE OUTFIT, MAPLE PEGS, CHINREST, FOUR FINE TUNERS, HARD SHELL CASE AND HORSEHAIR BOW	1	258.95	258.95T
→	TRUMPET	1	278.95	278.95T
	VIHUELA STRING SET	1	3.60	3.60T
	CANDELAS CLASSICAL GUITARRON STRINGS	1	3.60	3.60T
	PHOS. BRONZE FULL SET	1	11.50	11.50T
	PICK	1	0.55	0.55T
	GUITAR STAND	1	15.00	15.00T
	GUITARRON STAND	1	25.00	25.00T
	GUITAR STRAP	1	5.50	5.50T
	GUITARRON STRAP	1	7.00	7.00T
	STRAP LOCKS	1	18.35	18.35T

THESE PRICES ARE FOR EDUCATIONAL INSTITUTE ONLY, THAT BUY IN BULK.

**Subtotal**

**Sales Tax**

**Total**

Phone #	Fax #	E-mail	Web Site
(323) 261-2011	(323) 261-1086	candelasguitars@earthlink.net	Candelas.com



CANDELAS GUITAR, INC.  
 2724 E. CESAR CHAVEZ AVE.  
 LOS ANGELES, CA. 90033

# Estimate

Date	Estimate #
8/20/12	147

Name / Address
DAVID CEJA 31322 CAMINO REAL SAN JUAN CAPISTRANO, CA 92675 (949) 636-6565 (949) 680-8972 mariachiforall@hotmail.com

P.O. No.	Due Date	Project

Item	Description	Qty	Cost	Total
→ CANDELAS GUITARRO	STANDARD GUITARRON MADE OUT OF CEDAR SIDES AND BACK, TACOTE TOP, ROSEWOOD FINGERBOARD. HARD SHELL CASE INCLUDED.	3	998.95	2,996.85T
CANDELAS VIHUELA O...	STANDARD VIHUELA MADE OF CEDAR SIDES AND BACK, TACOTE TOP, ROSEWOOD FINGERBOARD, EBONY NUT, TRANSPARENT PICKGUARD. HARD SHELL CASE INCLUDED.	1	591.95	591.95T
CANDELAS VIHUELA O...	STANDARD VIHUELA MADE OF CEDAR SIDES AND BACK, TACOTE TOP, ROSEWOOD FINGERBOARD, EBONY NUT, TRANSPARENT PICKGUARD. HARD SHELL CASE INCLUDED. WITH MINI SCHALLER MACHINEHEADS	1	741.95	741.95T
THESE PRICES ARE FOR EDUCATIONAL INSTITUTE ONLY. PLEASE REMIT TO ABOVE ADDRESS.			<b>Subtotal</b>	\$4,330.75
			<b>Sales Tax (9.75%)</b>	\$422.25
			<b>Total</b>	\$4,753.00

Phone #	Fax #	E-mail	Web Site
(323) 261-2011	(323) 261-1086	candelasguitars@earthlink.net	Candelas.com

## Mariachi For All - CCMP

The Capistrano Community Mariachi Program (CCMP) aims to introduce and develop basic music skills of traditional mariachi instruments such as the guitar, vihuela, guitarrón, trumpet, and violin. The program is structured for both beginning students with no previous musical experience and for intermediate and advanced students that have basic or proficient levels of musical knowledge of a traditional mariachi instrument.



Like any other type of musical genre, mariachi is meant for all ages and ethnicities; therefore this program encourages people from all cultural backgrounds to partake in this exciting program. The program instructs students on proper mariachi musical style for each instrument and allows them to explore different regional music of Mexico that is commonly played by mariachis such as: *rancheras, boleros, polkas, huapangos, sones jaliscienses, and jarabes.*



### Mission Statement

Mariachi For All CCMP strives to enhance quality of life by engaging our diverse community in high-quality music education. It offers our youth with an alternative to gangs, drugs, and other destructive activities, by promoting healthy families through the involvement in learning mariachi music individually and as a family. This program strives to keep our youth safe and encourage them to explore and expand the awareness of cultural arts while becoming confident and productive citizens.



## Join Today!

Classes offered:  
Mondays, Tuesdays and  
Wednesdays  
6:30-8:30 p.m.

At:  
JSerra Catholic High  
School  
26351 Junipero Serra, San  
Juan Capistrano, CA 92675

Come learn about Mexico's culture and heritage through music. New students are welcome to experience the joy that is mariachi!

For more information or to make an appointment to register for classes please contact:

ALEX CEJA at (949)680-8972



## Make A Donation

Mariachi For All from CCMP is able to provide quality musical experiences to our children and youth thanks to the support and contributions from people like you.

**Make a difference with your tax deductible donation today!**

Name: \_\_\_\_\_

Business/Organization: \_\_\_\_\_

Email: \_\_\_\_\_

Donation Amount: \_\_\_\_\_

Mail to P.O. Box 4157 Mission Viejo CA 92690

Non-profit ID #30-0601599

## Contact Us

Rosa Ceja  
Executive Director  
(949) 683-2216  
Alex Ceja  
Program Director  
(949) 680-8972

[mariachiforall@hotmail.com](mailto:mariachiforall@hotmail.com)

[www.capcomariachi.org](http://www.capcomariachi.org)

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Facebook

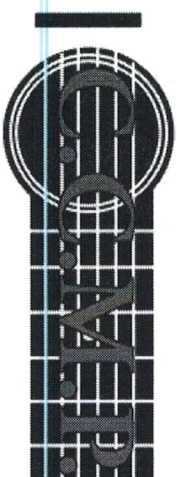
[www.facebook.com/mariachiforall](http://www.facebook.com/mariachiforall)

## A Message from Mariachi For All

*"Together we will create a climate which celebrates diversity; teaching students to respect and appreciate other cultures; allowing them to gain a sense of accomplishment and pride, and instill in them a life-long love of music."*



## Mariachi For All



Capistrano Community Mariachi Program

Creating A Life-Long Love Of Music!

