

Music for the Soul, Inc.



General Information

**Nonprofit
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Mission & Impact

Statements

Mission

Music for the Soul's mission is to transform lives through the healing power of songs, videos, and stories that resonate with lived human experience and reflect the redemptive, compassionate love of Jesus. Research shows that trauma is stored in the right hemisphere of the brain and that melody is processed primarily in the right hemisphere of the brain. Meanwhile language is processed primarily in the left hemisphere of the brain. These facts combined make a song the most powerful way to communicate a healing, life-changing message to someone carrying traumatic memories. Also, because melody and rhythm are both memory devices, healing information delivered in song remains with the listener much better and much longer than information that is read or spoken. Our "Big idea" is to create breakthrough and help set people free from long-held trauma through targeted resources - songs, videos, and discussion guides - that use music to 'speak' to right brain trauma. Professional therapists, both locally and around the country, confirm the efficacy of our materials. At Music for the Soul we minister with food for hearts hungering for peace, understanding, self-worth, acceptance, and wholeness. We've achieved tremendous success working on issues like abuse, addiction, grief, and chronic disease. Therapists use our work with "astounding" results. The most important thing people need to know when they are going through a difficult time is that they are not alone. Our resources help the listener to feel known and understood - by others and by God.

Background

Music for the Soul was founded in 2001. Our history is one of miracles. The testimonials we've received from those using our work continue to affirm the need for our unique mission and catalog of life-giving resources. Our award winning multi-media content has earned endorsements from Christian therapists, clergy, recovery authors, and parachurch ministries across the US and abroad. The music and visual recordings we create combine songs, interviews, poetry, scripture, and personal stories. The topics we've covered include adoption, breast cancer, caregiving, depression, eating disorders, grief, help for struggling marriages, incest, living with chronic disease, miscarriage or stillbirth, natural disasters, pornography addiction, PTSD in Police officers, raising a special needs child, remorse over abortion, separation due to military deployment, sex trafficking, substance abuse, and suicide grief. We've performed for 10,000 police officers at the

US Capitol for the National Peace Officers Memorial Association following the President on the program. We've performed for the National Religious Broadcasters Conventions in Orlando & Nashville. We've performed for the Association of Gospel Rescue Missions (AGRM) Conventions in Atlanta and San Diego and 4 times for the American Association of Christian Counselors in Nashville. We've been featured on 184 radio programs, including 37 syndicated national network features. We've also been featured on 41 TV programs and 15 podcasts. Stories have appeared about us in several magazines and newspapers (including the Tennessean three times), and on literally hundreds of websites. We've created music for the Special Olympics, The Chanell Wright Foundation (Sickle Cell disease), homeless shelters in Cleveland, OH and Milwaukee, WI & women's shelters in Alabama, Florida, & Oklahoma. We've created theme songs for 3 Nashville based organizations - YCAP, Pure Passion, and Girls Against Porn - and for the national radio show 'Doing Life Together.' We've been featured as speakers, exhibitors, and musical presenters at conference such as Someone Cares, The NRB Innovation Exchange, Smart Marriages, the AACC, and many more. As part of our She's Somebody's Daughter initiative we posted a billboard above the Hollywood Hustler on Church Street in Nashville that was in place for 21 months. This initiative raised awareness regarding the connection of pornography to sex trafficking & resulted in birthing a separate 501(c) (3) in 2001

Impact

THE TOP FIVE ACCOMPLISHMENTS FROM THE PAST TWELVE MONTHS: # 1 - Created a new song, video, and devotional series on the topic of suicide prevention entitled "Need You Now." # 2- Had 3 devotional & music packages for counselors, life coaches, and caregivers published by the International Christian Coaching Institute. Each package contains 5 songs and 5 devotions written by Music for the Soul. The topics covered were "When Your Faith is Challenged," "Supporting a Friend at a difficult time," and "When War Comes" (for veterans with PTSD). # 3 -Partnered with Care Net to provide Before We Said Hello: Finding Hope after Pregnancy Loss & Infant Loss to their pregnancy centers nationwide. # 4 - Produced 44 episodes of the Music for the Soul Podcast: Where Music, Hope, and Healing Come Together #5 - Provided the song "Your Life Has Made a Difference" to the National Memorial for the Unborn. It is a part of every memorial service they do. TOP FIVE GOALS FOR THE COMING YEAR: # 1 - Our consulting counselors tell us that anxiety is the number one issue they're seeing in their practices. In September we will release a new recording project with 12 new songs we have on the topic of anxiety. It is called 'What Hope Says .' # 2 - Developing a comprehensive "How to Use" pamphlet for our partnering therapists. # 3 - Finding a partnering counseling center in the Nashville area to do on site local events &mentor area songwriters # 4 -Continuing production on a documentary for survivors of child sexual abuse entitled 'Innocent Child' # 5 - Increasing staff in order to share our resources more broadly

Needs

1 - Middle Tennessee based board members who have a passion for helping those suffering from deep emotional pain. They should have faith in Christ and a love of music. We are also need more diversity on our board! 2 - Donors who want to create a legacy of healing 3 - A staff member to facilitate consistent relationship building with counseling centers, churches, educational institutions, and parachurch ministries.

Statement from CEO/Executive Director

"People have been telling me I was an innocent child all of my life. But I never believed it until I heard you sing it today." A sexual abuse survivor spoke those words to me in 1990. Since then I have heard and seen the power of a song to comfort and encourage hurting people; even heal people from the deepest, darkest pain in their lives. People build walls of defense and denial to protect themselves from pain. Music has a way of seeping through the cracks in those walls and softening the heart. Once that heart is opened it is ready to hear the truth shared in a way that can ultimately bring hope and freedom. Language is processed on the left side of the brain and melody is processed on the right. Therefore, music touches us on both a cognitive and emotional level. In other words, both mind and heart - the whole person. Additionally, trauma is stored in the right hemisphere of the brain. Music can help unlock traumatic memories, helping people to begin the healing process. Finally, the memory power of melody enables the listener to remember things they would forget from simply reading or being told. One study said that people remember 10% of what they are told, 40% of what they read, and 90% of what they hear in music! The uniqueness of our ministry lies in is its power to create receptivity in the listener. Once that has

been accomplished we can convey to the listener that they are not alone; that other people understand what they are going through - and that God understands. In this way, we help people move beyond guilt and shame to a place of hope - a place where they can open up their hearts so healing can begin to take place. Dr. Deforia Lane, a well-known music therapist puts it this way. "Music has the power to move a person between different realities: from a broken body into a soaring spirit, from a broken heart into the connection of shared love, from death into the memory and movement of life." At Music for the Soul we are committed to creating affirming, life-changing music resources - as well as videos and written support materials- that speak truthfully to our listener's particular struggles. By partnering with therapists, pastors, and those who have lived through and recovered from the issues with which we deal we'll continue to help set people free and put them on a path towards healing and wholeness. For a more in depth description of our work please visit our website and read The Healing Music Guide.

Statement from Board Chair

Music for the Soul is a very unique ministry. We create resources that incorporate musical content, but we're not a music company in the traditional sense. People's music purchasing habits have changed in the new digital world. This offers both a challenge and an opportunity. Since a majority of people are now finding their music online, we've upgraded our website to create "a listening station" in every home and worked with a search engine optimization firm to help us achieve higher rankings. Once people find us in this environment we have an opportunity to educate them as to the content of our resources. Secondly, since our content is designed to also be a tool for Christian and pastoral counseling professionals, we're developing a growing network of churches and counseling centers who trust our resources to help them serve those in pain from difficult emotional issues. Though our recordings are designed to track recovery throughout the healing process we're aware that the public is becoming more used to purchasing single songs. As such, while we make our full-length projects available in a "download the whole CD" format, we now also make all of our songs available for individual streaming and downloading. We also make several of our tracks available through I-Tunes, Amazon, Spotify, and several other streaming services. Finally, we are developing new packaging to present the music in conjunction with non-downloadable resources. For example, our release "Before We Said Hello: Finding Hope after Pregnancy Loss and Infant Loss is packaged as a devotional book. When people get the book, whether in a physical copy or ebook format, they automatically get access to free downloads of the songs on the project. Our grief CD Drink Deep comes in a beautiful condolence card. We don't shy away from confronting controversial or uncomfortable subjects. We are committed to being at the forefront of speaking truthfully on the most difficult issues of the day with resources that have the power to transform lives - and to develop new resources (sixteen so far with more on the way) to serve church, counseling, and ministry partners in the US and around the world.

Service Categories

Primary Category
Secondary Category
Tertiary Category

Religion- Related - Christianity
Arts, Culture & Humanities - Music
Mental Health & Crisis Intervention - Counseling

Areas Served

Music for the Soul is based in Davidson County in Middle Tennessee. The majority of our recording takes place in Williamson and Davidson counties. Many local Christian counselors utilize our resources. Bethesda Workshops in Nashville uses our resources with every client they see! However, through our packaged resources and the internet we are able to serve churches, counseling centers, schools, hospitals, and ministries all over the US and around the world.

National

Programs

Innocent Child

Description

Perhaps nothing is as emotionally crippling to a person as sexual abuse. This betrayal, especially when it happens at a young age, distorts intimacy, destroys trust, and leaves a deep open wound in the heart that, left untreated, negatively colors all areas of life. According to DarknesstoLight.org 1 in every 4 girls is sexually abused in the U.S. before age 18. For boys the estimate is 1 in 6.

The song Innocent Child has proven highly effective as a therapeutic tool in working with both children and adults. We propose to create a sensitive, compelling documentary/music project that includes a music video of this song, interviews with survivors of abuse, and Christian therapists. The project will also include two other healing music videos. The goal is to help survivors of incest break free from the shame and guilt they carry by conveying to them that what happened was not their fault.

This documentary will be utilized by therapists, survivors support groups, parachurch ministries.

Budget \$98,000.00

Population Served Adults
K-12 (5-19 years)

CEO/Executive Director/Board Comments

Ten areas of challenge and how we're addressing them.

1 - We are a drill down ministry in a sound-bite culture We're streamlining our language. We've done a 5-minute video to explain the who, what, & why of MFTS. It's available on our website home page. We are working on a developing a podcast to help create interest.

2 - People are used to turning to books for this kind of help. Director Steve Siler has written a book, 'Music for the Soul: Healing for the Heart,' to raise awareness of our ministry and explain its effectiveness. We have also added a Healing Music Guide at our website to help those in the healing professions understand how to best use our resources. # 3. - Ministry of One to Many hardest to fund. We've created a core group called the Soul Care Team with volunteers in 25 different cities to raise awareness of our ministry. We're increasing our presence on social media and creating You Tube videos. Also, we're offering in-home 'concerts' to introduce the ministry to potential new supporters.

#4 - People fund food, shelter, & safety. A person starving for hope is hungry. Our resources are 'food' for the hungry soul. A person in a family plagued by addiction and/or abuse is not safe. We create safety by helping to heal families. We address these connections in our video, book, and at live events - and will do so in our podcast.

5 - People don't understand what we're doing because its never been done before. - Our uniqueness can & should be an asset. We've started doing "Evenings of Healing Songs & Stories" to educate the public on our resources. as mentioned earlier we've published a Healing Music Guide to help counselors and clergy know how to best utilize our resources.

6 - Streaming has replaced downloading as the preferred method of listening. Good for outreach - bad for revenue. We're pursuing new

fundraising strategies and new configurations for physical delivery with a focus on physical books that contain QR Codes to deliver the music digitally.
 # 7 - Swimming upstream of the church - We're seeing a breaking of the ice with more churches incorporating our resources into their libraries. We were receiving more invitations to present in-home music concerts before the pandemic and will resume them as soon as it is safe.

8. There's a Rock Star mentality even in therapy - We're seeking 'celebrity' endorsements. Pat Boone, Mac Powell (Third Day), Mark Hall (Casting Crowns), & Gloria Gaither are among those who've endorsed us.

9 - Grants-Foundations : There are fewer options for faith-based orgs & our model doesn't fit what they're used to seeing. - We continue to address these concerns and have had success with grants from the Cal Turner Family Foundation, the Baptist Healing Trust, Giving of Life, & the MacLellan Foundation among others.

10 - Cannot execute our long term strategic plan without additional staff. - We're hiring short term help as needed and actively seeking additional part and full-time staff.

Governance

Board Chair
Company Affiliation
Term
Email

Suzanne Foster
 Fostering Hope
 January 2016 to December 2028
 nm1sue@aol.com

Board of Directors

Name	Affiliation	Status
Dr. Beverly Anderson B.C.E.T.S.	President, Amercian Academy of Police Pyschology	
Ms. Shelly Beach	Caring.Com	Voting
Ms. Joyce Boaz	Director, Gift from Within	
Ms. Susan Brantley	Second Presbyterian Church	Voting
Mr. John Cozart		Voting
Rev. Michael Cusick MA, LPC	Founder/Director - Restoring the Soul	
Ms. Vicky Didato MA, LPC, LSW, DAPA	Didato Counseling Services	NonVoting
Mr. Allan Douglas	Ernst & Young	Voting
Ms. Marnie Ferree MA, LMFT	Direcotr, Bethesda Workshops	
Ms. Suszanne Foster	Fostering Hope	Voting
Mr. Gregory Hasek MA, MFT, LPC	Director, Misty Moutain Family Counseling Center	
Ms. Sharon Hersh MA, LPC	Denver Seminary	
Dr. Gregory Jantz Ph.D, CEDS	Direcotr of THe Center for Counseling and Health Resources	
Ms. Lisa Kapusta MS	Salvation Army, Sex Trafficking Division	
Dr. Linda Mintle Ph.D.		
Mrs. Judi Reid	Community Volunteer	Voting
Mr. Wes Roberts MA	Founder/ CCO Leadership Design Group	
Dr. Doris Sanford Ph.D.		
Dr. Chuck Stecker Ph.D.	Founder, President - A Chosen Generation	

Board Demographics - Ethnicity

African American/Black 0

Asian American/Pacific Islander	0
Caucasian	6
Hispanic/Latino	0
Native American/American Indian	0
Other	0

Board Demographics - Gender

Male	2
Female	4
Unspecified	0

Governance

Board Term Lengths	3.00
Board Term Limits	4
Board Meeting Attendance	83%
Does the Organization have written Board Selection Criteria?	Yes
Does the Organization have a Written Conflict of Interest Policy?	Under Development
Percentage Making Monetary Contributions	100%
Percentage Of Board Members Making In Kind Contributions	83%
Does the Board include Client Representation?	
Number of Full Board Meetings Annually	4

Standing Committees

Board Development / Board Orientation
 Communications / Promotion / Publicity / Public Relations
 Development / Fund Development / Fund Raising / Grant Writing / Major Gifts
 Finance
 Special Events (Golf Tournament, Walk / Run, Silent Auction, Dinner / Gala)

CEO/Executive Director/Board Comments

Since pain respects no geographical boundaries, and since technology allows us to share our resources with people regardless of where they live, our board consists of members from several different geographical areas.

That said, we are very committed to having a vibrant presence in our local community. We present Nashville based concerts and do Nashville based speaking events every year and are continuing to partner with over 20 local congregations and agencies to serve the middle Tennessee community.

As such, it is important that our board have several locally based members who can help us interface with the local organizations.

Additionally, each of our projects requires an advisory board consisting of people who have an expertise in the specific issue being addressed by the project. Many of these advisors remain in an advisory relationship with the ministry even after the project production comes to an end. This also helps sustain our geographical diversity.

Management

Executive Director

Mr. Steve Siler

Email

steve@musicforthesoul.org

Term Start

December 2001

Steve's Experience: Steve Siler has an extensive background in music. Early in his career he worked in the marketing department at A&M Records in Hollywood, CA. For a time he was the leader of a touring band, handling bookings and arrangements. After that Siler worked as a music supervisor / production coordinator for an Los Angeles based special event company doing large corporate events. In 1985 he signed on as a staff songwriter with New York based Score Productions writing music for television. In 1990 he started a production company called Steve and Steve Productions in Los Angeles with partner Stephen Breithaupt. The company produced a ground-breaking play entitled 'I Can't Talk about It' on the subject of child sexual abuse. Around the same time Siler also penned a theme song for Retinities Pigmetosa entitled 'Forgotten Eyes' recorded by Smokey Robinson, and 'We're All in This Together,' an AIDS awareness anthem that was recorded by Patti Austin and performed at the quilt ceremony in Washington DC. In 1993 Siler relocated to Nashville, TN and signed a publishing deal with Starsong/EMI. Over the next ten years Siler had hundreds of his songs recorded in the Contemporary Christian music industry, with nine # 1 singles and forty-five top ten singles. He won the Dove Award for Inspirational Song of the Year in 2000 with 'I Will Follow Christ.' Siler's best know CCM song is 'Circle of Friends,' by Point of Grace. In 2001 Siler founded the multi-award winning ministry Music for the Soul where he has served as Director during the organization's twenty year history. He works with an extensive network of professional Christian counselors to create the content for the ministry resources. He has been called 'The father of the healing Christian music movement.'

Staff

Number of Full Time Staff	1
Number of Part Time Staff	1
Volunteers	20
Contractors	10
Staff Retention Rate	100%

Plans & Policies

Fundraising Plan?	Under Development
Strategic Plan?	Yes
Years Strategic Plan Considers	N/A
When Strategic Plan Adopted?	
Management Succession Plan?	Under Development
Policy and Procedures Plan?	Under Development
Nondiscrimination Policy?	No
Whistle Blower Policy?	No
Document Destruction Policy?	No

Formal Evaluations

Is there a formal evaluation for...		Frequency
CEO/Executive Director	Yes	Annually
Senior Management	Yes	Annually
Non-Management	Yes	Annually

CEO/Executive Director/Board Comments

Our DVD/CD set Somebody's Daughter: A Journey to Freedom from Pornography is the winner of six awards. Our DVD More Beautiful is the winner of a video award. Our CD Chaos of the Heart is the winner of an audio excellence award.

Financials

Financials

Fiscal Year Start

01/01/2024

Fiscal Year End

12/31/2024

Projected Revenue

\$109,950.00

Projected Expenses

\$109,950.00

Detailed Financials

Revenue and Expenses

Fiscal Year	2023	2022	2021
Total Revenue	\$152,754.00	\$113,014.00	\$127,480.00
Total Expenses	\$159,495.00	\$106,082.00	\$121,849.00
Revenue Less Expense	(\$6,741.00)	\$6,932.00	\$5,631.00

Revenue Sources

Fiscal Year	2023	2022	2021
Foundation and Corporation Contributions	\$0.00	\$0.00	\$0.00
Government - Federal	\$0.00	\$0.00	\$0.00
Government - State	\$0.00	\$0.00	\$0.00
Government - Local	\$0.00	\$0.00	\$0.00
Government - Unspecified	\$0.00	\$0.00	\$0.00
Individual Contributions	\$149,681.00	\$105,240.00	\$120,986.00
Indirect Public Support	\$0.00	\$0.00	\$0.00
Earned Revenue	\$3,008.00	\$7,566.00	\$6,492.00
Investment Income, Net of Losses	\$65.00	\$208.00	\$2.00
Membership Dues	\$0.00	\$0.00	\$0.00

Special Events	\$0.00	\$0.00	\$0.00
Revenue In-Kind	\$0.00	\$0.00	\$0.00
Other	\$0.00	\$0.00	\$0.00

Expense Allocation

Fiscal Year	2023	2022	2021
Program Expense	\$159,495.00	\$106,082.00	\$121,849.00
Administrative Expense	\$0.00	\$0.00	\$0.00
Fundraising Expense	\$0.00	\$0.00	\$0.00
Total Revenue/Total Expenses	96%	107%	105%
Program Expense/Total Expenses	100%	100%	100%
Fundraising Expense/Contributed Revenue	0%	0%	0%

Top Funding Sources

Fiscal Year	2023	2022	2021
Top Funding Source & Dollar Amount	Contributions, Gifts, and Grants - \$149,681.00	Contributions, Gifts, and Grants - \$105,240.00	Contributions, Gifts, and Grants - \$120,986.00
Second Highest Funding Source & Dollar Amount	Program Revenue - \$3,008.00	Program Revenue - \$7,566.00	Program Revenue - \$6,492.00
Third Highest Funding Source & Dollar Amount	Investment Income - \$65.00	Investment Income - \$208.00	Investment Income - \$2.00

Assets and Liabilities

Fiscal Year	2023	2022	2021
Total Assets	\$35,027.00	\$43,272.00	\$34,827.00
Current Assets	\$33,794.00	\$43,174.00	\$34,827.00
Long-Term Liabilities	\$0.00	\$6,186.00	\$6,186.00
Current Liabilities	\$7,707.00	\$3,025.00	\$1,612.00

Total Net Assets	\$27,320.00	\$34,061.00	\$27,029.00
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Endowment Info

Do you have an endowment?

No

Capital Campaign Info

Currently in a Capital Campaign?

No

Solicitation Permit Info

State Charitable Solicitations Permit

Yes

CEO/Executive Director/Board Comments

Our biggest challenge with regard to income is the bite that streaming has taken out of our revenue stream. We are addressing that by reconfiguring our resources to be available in physical book form where the music becomes available as a free download with the purchase of a book.

We are also developing a comprehensive "How to Use" pamphlet to increase professional therapist engagement.

Our partnership with Hope for the Heart is expected to generate impact from the devotional/song 5 packs we are creating for them.

We've created a major donor packet that comprehensively lays our needs for the ministry, the achievements we've had, and our future goals. We believe the opportunity to create legacy through healing music that will last forever has great appeal. We also have a Healing Music Guide at our website and our book about the ministry, 'Music for the Soul Healing for the Heart' as way to share the story of our ministry, building new relationships with potential donors.

We do not include project budgets in our annual budget. That is because different issues appeal to different donors based on their lived experience. Because of our commitment to excellence our projects are expensive to fund so we need to expand our donor base.

Also, we need to add a Development person to our team.