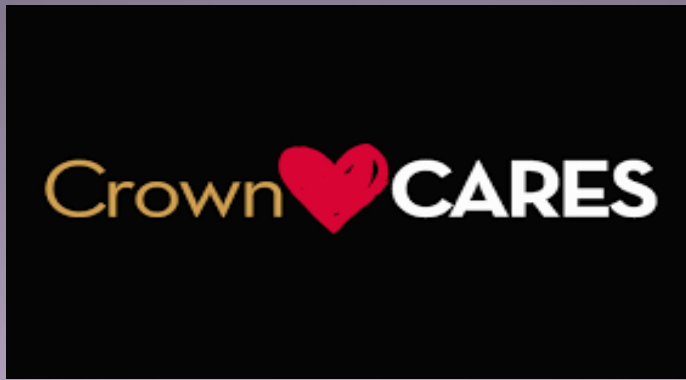




Crown  CARES

IMPACT REPORT 2017





Impacting a Generation!

CrownCARES is an outreach initiative of Carolina Crown Inc., a 501(c) (3) non-profit organization located in Fort Mill, South Carolina. With a Mission of “Impacting a Generation”, *CrownCARES* partners with existing charitable organizations to amplify outreach opportunities within the communities we serve.

OUR HISTORY

The *CrownCARES* story began in 2015 with the relocation of Carolina Crowns annual *NightBEAT: Tour of Champions* event from Charlotte to Winston-Salem North Carolina. During the development stage of the 2015 event the question was asked...”how can we impact Winston-Salem to an even greater degree?” The answer... *CrownCARES*!

2015

First-year beneficiaries of *CrownCARES* included the Winston-Salem Forsyth County Band Programs and Samaritan Ministries of Winston-Salem. Both organizations benefitted from the 2015 *NightBEAT: Tour of Champions*, a competitive drum corps event; WSFCS Bands through a donation of \$3,000.00 from proceeds of the event program and Samaritan Ministries from a creative ticket promotion that contributed monies from every ticket purchased through their website back to this important ministry.

2016

This year as we saw an additional competitive event added to Crown’s summer tour our partnership with the WSFCS Schools continued with the schools benefitting again from the receipt of significant funds from the sales of event programs. In addition, we added a new strategic outreach partner; Samaritan’s Feet. Through this partnership, and the benevolence of Director’s Showcase International and Hanes Brands, *CrownCARES* was able to distribute shoes, socks, and a message of hope to approximately 1,300 children and teens; in Winston-Salem, Durham and Columbia South Carolina!

IMPACT!

2017

2,500

Number of children served with new shoes, socks and a message of hope!

1,900

Books distributed through a grant from First Book!

8

Number of Forsyth County High Schools receiving funds from sale of event programs!

300+

Number of volunteers serving the children!

4

Cities served: Rock Hill, SC, Columbia SC, Ferguson MO, Winston -Salem NC!

Columbia SC

July 7



*Dear Crown CARES,
Thank you and your team for the blessings we received on Friday! It was so heartwarming this morning to see them walk in with their new shoes on. You know kids are so into Nike and Reebok but with these kids, it did not make a difference at all. We talk a lot about gratitude and they were certainly grateful! So, thanks again for your generosity.*

*Mary T. Director
Hyatt Park Community Center
Columbia SC*





Ferguson, MO

July 16





This is **CROWN!**

MUSIC WITH A MISSION TOUR 2017



LOVE FERGUSON-FLORISSANT SCHOOL DISTRICT DAY

PRESS RELEASE

CAROLINA CROWN AND SAMARITAN'S FEET TO DISTRIBUTE SHOES, SOCKS, BOOKS, AND A MESSAGE OF HOPE TO 1,000 CHILDREN IN FERGUSON, MISSOURI

FERGUSON, MO, July 10, 2017 -FOR IMMEDIATE RELEASE

Shoes, socks, books and a message of hope are in store when Carolina Crown and CrownCARES roll into Ferguson, MO on Sunday, July 16 for the "CrownCARES Love Ferguson-Florissant School District Day!" In partnership with Samaritan's Feet, the Molina Foundation and the Ferguson-Florissant School District, members of the 2017 edition of Carolina Crown anticipates serving 1,000 local children while providing great entertainment - and some drumming and twirling instruction for the kids.

CrownCARES was created as a 501(c)(3) outreach initiative of Carolina Crown, a drum and bugle corps located in Ft Mill, SC. With its Mission of "Impacting a Generation", CrownCARES partners with existing charitable agencies to amplify outreach opportunities in the communities it serves. CrownCARES began in 2015 during the planning of the corp's annual NightBEAT: Tour of Champions event in Winston-Salem, when the event organizers wanted to find new ways to impact that community. The answer was.....CrownCARES and it is now an integral part of the Carolina Crown organization.

Carolina Crown, the performing unit, has 150 members, age 17 to 22. During a typical summer season, they will perform in more than 30 events traveling nearly 11,000 miles across the U.S. while entertaining thousands of excited and devoted fans. Carolina Crown consistently places in the top echelon among elite corps, having been "crowned" the Drum Corps International World Champions in 2013.

For more formation on this event, contact Jim Williams at crowncares@carolinacrown.org.

Winston-Salem, NC

July 29-30





What's Being Said?

The Herald

December 2016

New shoes, hope: Carolina Crown supports Rock Hill band students

BY AMANDA HARRIS

DECEMBER 09, 2016 7:52 AM

ROCK HILL HERALD

Thanks to a pair of black shoes, Rock Hill students have a renewed sense of belonging.

Members of the Crown Cares shoe distribution program, a local agency affiliated with Carolina Crown Drum Corps, donated shoes to 25 Castle Heights Middle School band students Thursday. Their mission is to empower young people with shoes, socks and hope, said Jim Williams, Carolina Crown board member. Crown Cares members met with each student as they handed them the shoes.

"You guys have such a bright future, we just want to be a part of encouraging you guys along the way," Williams told the group. Castle Heights band director Jermaine Evans said the students were grateful. "They are a great bunch of kids," he said. "This helps them to feel more a part of the group by being able to have the entire uniform." Based in Fort Mill, Carolina Crown is a world champion performance ensemble of 150 musicians. Crown Cares was created last year. The shoe giveaway is similar to the Samaritan's Feet program, which prepares students' feet to receive black socks and shoes.

In July, Crown Cares partnered with Samaritan's Feet and Director's Showcase International, a distributor of marching band accessories, to deliver shoes, socks and hope to more than 1,000 children in Winston-Salem, N.C., during its annual NightBEAT event. "We're marching with a mission," said board member Antonio Boyd. "In the cities we host shows, we always try to support kids in the local community." Evans reached out to the ministry to help band members who cannot afford proper shoes.

"It's wonderful to see this act of giving, especially this time of year," he said. "Once you experience it, it elicits in you an act of giving as well." Boyd said the students were having to paint their gym shoes black to match their peers, something Carolina Crown's donation is going to change. "These guys are meeting a huge need today," he said.



Drum Corps World

June 2017

CrownCARES

MUSIC WITH A MISSION

by Gary Dickelman



When visiting [Carolina Crown's Web](#) page, we come to understand the mission:

“Develop Lifelong Excellence in Young People. Our goal is to teach our members how to become outstanding performers, but also how to give back to the world.”

Anyone who has marched drum corps knows the positive influence it has on all aspects of life — especially after drum corps. We learn to set goals, to persevere, to form lasting friendships and alliances. We learn that the whole is greater than the sum of the parts, the meaning of camaraderie and esprit de corps. We learn to pursue excellence in everything we do. “Lifelong Excellence” is the outcome of Carolina Crown’s performance education program. But there is more to the mission.

As a writer for Drum Corps World over the years, I have asked members of Carolina Crown about their goals in competition. I never once received an answer that even suggests winning as a goal. Rather, it is always about creating the most moving and exciting experience for those sitting in the stands. The corps is moved when the crowd is moved. This is where Carolina Crown draws its strength, pulling remarkable performance levels from deep within that take even the instructional staff by surprise. Music seem to move everything and everyone around it.

If you have ever attended pre-season Crown Spring Training or followed a summer tour, you cannot help but notice that at times there are crowds of young people who wish to excel in wind instruments, guard and dance, battery, front ensemble, and drum major, learning from Crown staff and members. These are young people participating in Crown clinics. With the competitive season looming or a frenetic tour underway, Crown takes the time to give back. I have often asked myself, “How can the entire battery dedicate a weekend of Spring Training to teaching aspiring drummers? How can the entire corps afford to spend most of a week on tour teaching young people music and drill?” It’s very simple. Crown cares. Caring is integral to developing lifelong excellence.

How does such excellence manifest itself in a world where music programs struggle to survive? Where marching band members cannot afford proper shoes —let alone a decent pair of everyday shoes or socks? And what about the conflicts that exist across our great nation? We’ve all heard by now of Ferguson, MO. We know of the poverty that exists in many of our nation’s cities. And we know of the passion and sacrifices that music educators and volunteers dedicate across these regions to instill the same lifelong excellence that is Crown’s mission.

DCI Magazine
July 2017
By: Angel Mendoza

CrownCARES aims to encourage philanthropy in the corps community

Members of Carolina Crown's CrownCARES launched their Music with a Mission 2017 Tour at a July 7 event held in South Carolina in conjunction with the CrownBEAT drum corps show. CrownCARES distributed shoes, socks, books and a message of hope to children in need in the Hyatt Park (Columbia) community. In addition, through a partnership with Director's Showcase International, brand new marching shoes will be distributed to members of the entire Bethune-Bowman (SC) Middle/High School Marching Band.

With two more CrownCARES events lined up this summer, the organization aims to benefit groups in need while simultaneously encouraging all individuals in the drum corps activity to help make the world a better place through more than just music.

“Our mission at Crown is “developing lifelong excellence”. Toward that end, CrownCARES was developed to engage and encourage our members to involve themselves in something bigger than themselves,” Carolina Crown board member Jim Williams said.

Williams, who has been involved in the drum corps activity since the early 1980s, said for much of his career he had a vision of funneling the dedication and talent found among drum corps members into places beyond the music community.

“This activity attracts arguably the most talented, brightest and hardworking kids of their generation” he said. “The thought I always had in my mind was what would happen if we could take that firepower, if you will, and find ways to work outwards instead of inwards ... and apply those talents and gifts and skills toward greater causes as well?”



CrownCARES aims to encourage philanthropy in the corps community *continued...*

This vision became reality in 2015 when Carolina Crown first relocated its annual NightBEAT DCI Tour event from Charlotte to Winston-Salem, North Carolina. It was at this point when Crown members and staff began brainstorming ways in which to benefit the community through more than just the economical impact of hosting a drum corps show.

That same year, CrownCARES took its first steps as it partnered with Winston-Salem Forsyth County Band Programs and the Samaritan Ministries of Winston-Salem.

In 2016, CrownCARES and its key partners served 1,100 children by providing shoes, socks and a message of hope to those in need, according to CrownCARES' outreach impact report.

Today, the initiative continues to gain traction through further internal organization, Williams said.

“We’ve essentially developed a committee within the Carolina Crown board of directors,” he said. “Right now it's in the early stages of development. This committee of folks within Crown help set up the outreaches and do all the logistics work to determine the sponsorships and the ‘wheres’ and ‘hows.’”

One of the main missions of CrownCARES, Williams said, is to establish a sense of service within corps members that will stick with them beyond their seasons in the marching activity.

“We want to provide the kids within the corps service opportunities during the course of the summer so that they'll hopefully take a liking to giving back and start looking for ways they can serve within their own communities during the offseason,” Williams said.

CrownCARES has two more outreach events lined up during the summer of 2017, on July 16 in Ferguson, Missouri, and July 29-30 in Winston-Salem, North Carolina.



Halftime Magazine

October 2017



Giving Back

Despite Carolina Crown's evident success this season, one of the most special parts of the year had nothing to do with music or competition—it had to do with charity, according to Coates.

Conceived in 2015, [CrownCARES](#) is Carolina Crown's community outreach program. This year, it partnered with [Samaritan's Feet](#), a philanthropic organization that provides socks and shoes to children in need.

During its 2017 summer tour, Carolina Crown stopped in Columbia, South Carolina; Ferguson, Missouri; and Winston-Salem, North Carolina, to donate socks and shoes to more than 1,000 kids as well as give them some musical entertainment. "It didn't have to do with drum corps; it had to do with society," Coates says.

While in these cities, corps members spent time with the kids they were serving, often physically washing kids' feet. "We spent a good six hours taken out of the rehearsal day to do community service that was important to us," Coates says. "Change is important. That fit our theme."

From A Fan...

Jim (Coates),

Honestly, I don't know who on the staff to send this email to - so...you win!

I just wanted to take a moment to thank Crown for serving Ferguson (and the surrounding communities) this morning. To be there and participate in something, in the St. Louis area, with a corps that I love to follow and cheer on...made me proud. My wife taught for 7 years in Ferguson and those families and kids have a special place in our heart.

I am attaching my favorite moment of the day - I don't know this young person at all, but I love their face! In that moment, that little girl was the most important person to them. Someone took time to care. To serve. To honor.

In the rushed schedule of the summer tour, how many cities do you remember? Come October, I am sure, when everyone is back in their busy schedule, I bet today is one of the days y'all will remember.

So thank you for listening to and leading through other team members to start things like CrownCARES. It's just one more way you add to the class of this organization.

I'm proud to follow, cheer, support, and enjoy the product Carolina Crown puts out every day and season. There's a reason why you are a "fan favorite"! It's no wonder that when you come to town, the stadium is full. Even my 5 year old son, Levi, said, "I'm so excited to finally hear Crown live! They are impressive!"

Simply, thank you.

MF



Special THANKS!

To **CrownBOARD**...

For daring to follow a vision grander than anything attempted in the activity to date

To **CrownADMIN**...

For logistics help and great encouragement

To **CrownCOUNCIL**...

For incredible support and offering of your personal resources and skills

To **CrownVOLUNTEERS**...

For selflessly giving to the many children that were impacted through your kindness

To **Members of the 2017 Carolina Crown**...

For setting the example of servant leadership and

IMPACTING A GENERATION!

“Could anything be better than this; Waking up every day knowing that lots of people are smiling because you chose to impact lives, making the world a better place.”

Anyaele Sam Chiyson

PARTNERS

