

Hearts For **ALS** NY



May 7, 2017

The Caring Music Group
27 Clover Park Drive
Suite #4
Rochester, New York 14618

To Whom It May Concern;

In the fall of 2015, my wife and I had the pleasure of attending a fundraiser for a local organization, **Moonshadow Spirit**. The facility, decorations, food, raffles and entertainment by **The Caring Music Group** made it a heart-warming evening for the benefactor. At the end of the evening, I remember saying to my wife, "We should host a similar fundraising evening for our group, **Hearts for ALS NY**. Before the evening was over, I had the names of the people responsible for such a wonderful event.

After six months and many hours of hard work by both groups, the collaboration of Hearts for ALS NY and *The Caring Music Group* was prepared to hold a cabaret style fundraiser with all income going to Hearts for ALS NY. To say that the evening was a smashing success is an understatement. The venue was perfectly decorated for the evening of fun, give a way prizes, comradery and laughter. Local businesses donated food, wine, beer and refreshments. And it was a full house that watched, "Crazy 'Bout You", an original musical with songs composed by Tony Falzano. Next to Tony, was a knowledgeable, dedicated staff led by producer, Sheila Walsh.

It was a great evening for the patients living with ALS in this area as Hearts for ALS NY, is a 100% Volunteer Organization. Curious members of the community, our sponsors and even some of our patients who could attend, were all able to enjoy the evening and see a sold out crowd there to support them. It meant a lot to them as they witness the outpouring of love and support. The evening raised over \$8,000.00. These funds will be used for patient services.

This was truly a "loving" collaboration by two groups reaching out to the community to present an evening that included fun, quality entertainment and a rejuvenation of purpose.

As the Co-Founder of Hearts for ALS NY, Inc., I highly recommend the staff and cast of *The Caring Music Group* and the idea for a cabaret evening for your next fund-raising event. Our group is already discussing another event for the future!

Respectfully,

Dennis M. Wright, Vice President
Hearts for ALS NY, Inc.



To Whom it May Concern

November 21, 2019

Back in October 2016, we had a cabaret fundraising evening. The entertainment was provided by The Caring Music Group. They also assisted in marketing and coordinating the evening. As a result, Hearts for ALS NY raised over \$8,000 from the event. We have had an excellent partnership since that evening. I approached The Caring Music Group, in hopes of doing another cabaret fundraiser in the fall of 2018 but they were already committed. Tony Falzano, the Creative Director of the group, agreed to do a Cabaret in November 2019. So planning and preparations for the event went into full swing shortly after the first of the year.

Since it is "Hearts" goal to increase awareness of ALS and Hearts for ALS NY in general, the presentation of a Cabaret is a great way to accomplish this mission. The show was presented at the Clover Center, 1101 Clover St, Rochester NY on November 16, 2019. The Cabaret, "Next to You" was a great success and the reviews were excellent. The songs were written and produced by Tony Falzano and sung by a cast of 11 "Amateur Professionals."

The "Next to You" Cabaret, was an attempt to raise money for the people living with ALS (Lou Gehrig's Disease) build relations and raise awareness of what services Hearts for ALS NY provides in this area . It also builds relations with people who wish to support our efforts in ways that are different from our existing marketing effort and fundraising. With each of these events we increase awareness to a group of people who do not know "Hearts" and what we do in this area and Southern Tier. It also is an attempt to bring attention to The Caring Music Group who is committed to reaching out to the not for profit community to help bring attention to whatever cause is in need of a fun, entertaining and profitable evening. I can't say enough about this group of people and highly recommend The Caring Music Group to any organization looking to hold a fundraiser.

Respectfully and Gratefully,

A handwritten signature in black ink that reads "Dennis M. Wright". The signature is written in a cursive, flowing style.

Dennis M. Wright, President and Co-Founder
Hearts for ALS NY, Inc.