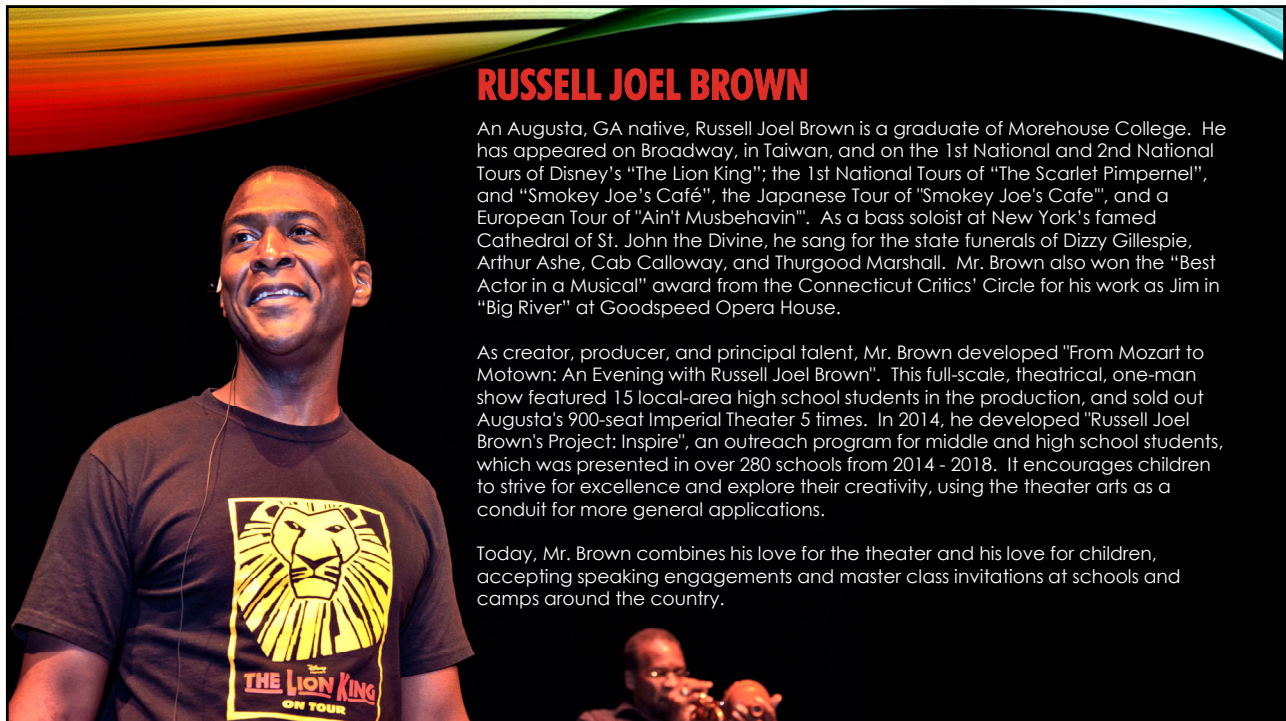



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2


In 2017, Mr. Brown retired from show business, returning to his native Augusta to launch a major project for the city's children.

The Academy for Boys is slated to open in Fall, 2021 with 72 scholars in 4 Kindergarten classes of 18 each, and adding a Grade level every year. Our students in the first 6 years will attend the regular school day and our after-school enrichment programs, and return to their family homes. In our 7<sup>th</sup> year, our first year of boarding, all 6<sup>th</sup> Graders will begin the school year as full-time residents of the Russell Joel Brown Academy for Boys. They will live on-campus Monday through Friday, and return to their families on the weekends.



3

**“From Mozart to Motown- An Evening with Russell Joel Brown”** is a high-energy, tour de force performance by Broadway actor and Augusta native, Russell Joel Brown. Backed by a 7-piece band and 15-member high school student ensemble, this performance features 10 different styles of music: classical, spirituals, Broadway, jazz, blues, country, African, R & B, rock, and gospel. The newly restored and prestigious Miller Theater is the proud location of “From Mozart to Motown” in 2020.



4

Mozart to Motown 2020 with Russell Joel Brown will be showcased in Spring 2020 at the Miller Theater.

In the past, the five sold-out audiences at Augusta's historic Imperial Theater (between 2002 and 2004) solidified the popularity of this show.

Production numbers, with sizzling choreography and beautiful costumes round out the evening, ending with a Motown celebration.



5

**Honoring Gala Dinner Event for Jessye Norman**

An honoring of Augusta's own Jessye Norman with a:

- Day of official recognition in the City of Augusta and the State of Georgia
- A gala dinner event of thanks and highlighting of the career, accomplishments and values of Jessye Norman utilizing a high-recognized celebrity to draw maximized attention and participation of community, media, international friends and colleagues, and other notable supporters and dignitaries.
- Further honoring during Broadway actor and fellow Augusta native Russell Joel Brown's tour de force performance "From Mozart to Motown". Opportunity/desire for top celebrity to participate in the production and especially during a special recognition and honoring of Jessye Norman during the intermission.
- All funds raised will be going to the launch of Russell Joel Brown's new major project charter school to impact Augusta's children.



6

### About Jessye Norman

Jessye Norman, who was educated at Augusta's C.T. Walker Elementary, A.R. Johnson Junior High, and Lucy Laney High Schools, has been a legend who proved that African-Americans could play lead roles in opera on the great stages of the world!

The world embraced Jessye Norman with arms open wide. After graduating from Howard University in Washington, DC, and completing graduate studies at Peabody Conservatory of Music and University of Michigan, she set out for Europe where she found great success. She is best known for interpreting Richard Wagner's operas and German lieder of various composers. Not surprisingly, she has been honored with every award imaginable, from the coveted Kennedy Center Honor (the youngest ever to have received that award); numerous Grammy awards, including a Lifetime Achievement Award; the NAACP Spingarn Award; France's highest merit award the Legion of Honor; America's highest honor awarded to artists- the National Medal of Arts; and countless honorary doctorates from prestigious universities.



7

### Dinner honoring Jessye Norman


Even with all of the accolades she has received, we feel it necessary to take the lead in honoring Jessye Norman in a way that shows overwhelming local participation and support, brings in international engagement, and secures the participation of the full State of Georgia through making the Mozart to Motown Dinner Gala date in Spring 2020 **Jessye Norman Day**, in both Augusta and the State of Georgia.



8

**Mission Statement:**

The Mission of The Russell Joel Brown Academy for Boys is to cultivate the potential in every scholar to thrive as a global citizen by inspiring a love of learning and civic engagement, by challenging and supporting every student to achieve academic excellence, and by embodying and embracing the full richness and diversity of our community.

A photograph of a man in a white long-sleeved shirt and light green trousers performing on a stage. He is looking upwards and to the right. In the background, a band is visible on a raised platform.

9

**School Overview:**

**The Russell Joel Brown Academy for Boys - A Project of The Russell Joel Brown Foundation, 501(c)(3)**

The Russell Joel Brown Academy for Boys will be a Kindergarten through 8<sup>th</sup> Grade boarding school for boys in Augusta, GA. Operating in the 30901 zip code of Richmond County, it will feature a STEAM curriculum (Science, Technology, Engineering, Arts, and Math), with enrichment programming in leadership, etiquette, elocution, and service to the world community.

We will seek a charter from the Georgia State Charter Schools Commission, which should cover our daily costs for education. Other funding for the enrichment and boarding costs will come from private donations, foundation support, and grants.

Our school will be a traditional day school for the K through 5<sup>th</sup> Graders. Beginning at the 6<sup>th</sup> Grade level, all students will board on the school grounds. All meals, lodging, and recreation will be provided by the Academy for Boys, as well as tutoring, counseling, and mentoring.

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## The Ask

- Participation: As special guest of honor during the Jessye Norman Honoring Dinner Event, our top celebrity will play the key role of highlighting special aspects and accomplishments of Jessye Norman that have already been researched, qualified, put into words and will be in video and audio production to be shown to the audience. There will be a live feed and pre-recorded video of international star colleagues and dear friends of Jessye Norman who can be introduced and highlighted by our special guest star, as well as several political guests at the City (Mayor, former Mayor), State (Governor, former Governor(s)), US Congress and US Senate for Georgia. As well, there will be opportunity to participate and even lead a musical number and/or other artistic rendering by our special guest star to honor and create special memories for Jessye Norman.
- Participation: As special guest of honor during the Russell Joel Brown's production "From Mozart to Motown", there is desire and will be opportunity for the special guest star to participate musically in the production to honor and pay tribute to Jessye Norman, as well as potentially pull her into a mutual participation for an unforgettable performance. The intermission will be one more honoring that will bring political figures forward to announce a permanent visible honor in the City of Augusta for Jessye Norman, and will invite our special guest of honor to participate one more time.

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## The Ask

- All expenses paid and first class accommodations at Augusta's finest, all local travel taken care of as well as meals, coordinated security, and coordinated media shielding and engagement. Airfare to and from Augusta as desired by our special guest of honor. Will look to treat our guest of honor with visit to Augusta National (Home of the Masters Tournament) and other unique Augusta experiences.
- Participation Fee will be taken care of by 1 or more Title Sponsors and will not pose a problem for the budget of either event. However, since this is an honoring set of 2 events for Jessye Norman, and all proceeds are going to the launch of a new not-for-profit charter school for Augusta's children, it is hoped that a discounted Participation Fee can be realized for the events to maximize funds received by sponsors and guests accordingly.

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