



## MUSIC THAT BRINGS PEOPLE TOGETHER

Music has the power to shape cultures, change lives and define generations. The Current awakens curiosity and connects communities through music. Every day, we discover, empower, and celebrate the new and important voices that are shaping the future of music. We're not influenced by major labels or financial interests. We're focused on curation and context.

### INVEST IN COMMUNITY

Your support ensures that Minnesota remains a thriving hub for independent music. By supporting The Current, you're amplifying new voices and contributing to the creative ecosystem that makes our community such a vibrant place. And you're empowering a unique connection between artists and music fans, creating space for curious listeners to gather—in person or digitally—and be inspired. Freely accessible music is vital, and your support helps power this station and keeps it independent.

### PRIORITIES FOR THE CURRENT

Your gift to The Current will help us:

**Recruit and develop new talent** to create the programming and digital experiences our listeners tell us that they want.

**Serve more communities** by investing in audience insights and expanding our presence on new digital channels.

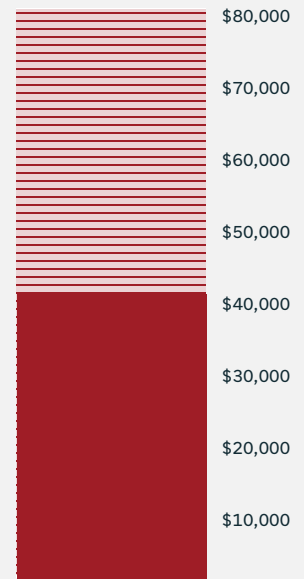
**Foster music discovery** for curious audiences around the world by elevating diverse voices and up-and-coming artists.

**Host unique streams** like Local Current, Radio Heartland, Rock the Cradle and Purple Current that bring even more artists to broader audiences.

**Host annual events** like Rock the Cradle and Rock the Garden to bring the community together around music.

**FUNDRAISING TARGET:**  
**\$80,000**

**TOTAL RAISED TO DATE:**  
**\$41,500**



**“Music is priceless,  
precious and  
a true gift.  
I especially  
like the support  
and exposure  
The Current  
provides to up-  
and-coming and  
local artists.”**

- Elizabeth,  
Minneapolis MN