



## Our History

CrownCARES was created to answer the question, “what kind of impact could be realized if the talented young men and women of the Carolina Crown Drum & Bugle Corps were engaged in outreach opportunities in causes affecting others?” Our original Mission of “Impacting a Generation” still drives the work we do. Through our initial five years, CrownCARES has served shoes, sock, books and a message of hope to over 10,000 children in communities from the Carolina’s to Ferguson Missouri.

Interested in volunteering? Please consider meeting up with us at upcoming events during our annual summer

## Music with a Mission Tour!



2017 Tour Logo



2018-Current Tour Logo

## 2015: The Beginning

Carolina Crown announced the relocation of the Iconic NightBEAT event from Memorial Stadium in Uptown Charlotte to Winston-Salem and with it the creation of CrownCARES. Our first outreach partnership was all locally-based organizations including the Winston-Salem Rescue Mission, Second-Harvest Food Bank and Winston-Salem Forsyth County Schools. Specifically, monies were raised for our outreach partners through ticket sales and program sales. The local high schools received 100% of the program sales with Carolina Crown kicking in the difference to hit a goal of \$3,000.00!

Crown  CARES

We thank our wonderful partners for sharing our vision of  
**IMPACTING A GENERATION!**



SAMARITAN'S FEET

**1000**

Children  
Shoes, socks, and a  
message of hope



**4**

High School Marching Bands  
New Marching Shoes  
for every member



**8**

High School Marching Bands  
Proceeds from all event program sales

HANES  
Brands Inc



Service  Compassion  Integrity  Excellence