

Sara Franti Talks About Her Non-profit and How Music helps Heal

“Everyone is singing the same words, and it may mean something different to you, but everyone becomes your best friend because you’re like dancing to the same beat and singing the same words ”

By: Sofie Faircloth

Sara was a bedside nurse for almost 10 years, and during that time she had seen the hopelessness and how isolating having a severe illness can be. “because you can’t live the same lifestyle you’ve been used to,” She said, later explaining how when people are looking to escape, she would see them with headphones on, using music as “an escape to kinda get out of the funk they may be in”

“When I married Michael I was also able to see how coming to live shows can be really inspiring and, and I often say “Like when you're in that stadium and that one song comes on And everyone is singing the same words, and it may mean something different to you, but everyone becomes your best friend because you're like dancing to the same beat and singing the same words”. “Um, and so we were able to see the Hope in the inspiration that it brings, and also just the release into peoples lives.”

Sarah Later goes on to talk about a specific experience that really inspired her and Michael to start their organization. “We met this couple Hope and Steve Dezember, And Steve was living with ALS at the time And he recently passed away. And um, we were really able to see that impact first hand. The impact that music had on *his* life And how much it brought him and his wife together as his caregiver”

That night they thought together about how Michael had the musical aspect to him and Sarah had the medical and health aspect to her. They thought it would be really cool to make this nonprofit organization. Being in the industry Michael could get other artists on board “to help bring this healing power of music to people”. It was the perfect Duo of Sarah's professional background and Michael's professional background coming together to create a magical organization.

When asked what were the biggest sacrifices she has had to make along the way? The most valuable she says was time. “It was important to us to create something that was effective and sustainable so it took a lot of time”. When you go into starting a nonprofit you don't think of the little things she says “Understanding the rules of a non-profit, there are different rules government Do you have to be compliant with “ “Creating a board of directors creating a governance law book - So I would say that the greatest sacrifice was the commitment of time” and she goes on to say “But the reward, seeing the impact that it has on peoples lives is worth it”

Her biggest supporters when starting the organization were people on their team such as a business manager/ accountant and their manager. They were able to help create a budget and help envision how to use Michael in Sarah's career to make the organization succeed. “So I would say if somebody asked: who do you lean on? Just look at the people in your inner circle and see what their talents are and engage them to help you”

Within a year of starting Do It For The Love Sarah's mother was diagnosed with breast cancer. And before that, she always knew that being a caregiver was difficult, so she took all that she had learned from the people around her who were caregivers, that helped her take care of her mom. Sarah says that was what she feels she had the most growth from. “The wishes are what keep me going”

Sarah talks about one of the most inspiring people that she brought to a concert "She was living with breast cancer, She passed away shortly after the concert, But just again seeing her joy and her Happiness from that wish. Then seeing how her husband and her daughter still hold on to that memory Was really really moving."

Sarah started her own car washing and dog walking business when she was only ten. And she explains that she thinks "it's good to know the impact you want to make". " And she knew she wanted to inspire people with her work.

"When I was growing up giving back In-service was always something that was really important To our family. My parents taught me that giving back is what gives life purpose. So I hope that my son also sees that Is important to have a job to be financially sustained and sound but it's also important to make sure that the people around you also have their needs set, and that also brings fulfillment and joy into your life. I don't expect Taj to take over the nonprofit when he grows up, but I hope that it ignites something in him that inspires him to go do something that is meaningful to him that serves the greater good."

A high value of Sarah's is taking care of herself and says "It is definitely something I work on and consciously have been working on. Being a mom of a young child and owning multiple businesses has made it difficult, But something I've done in the last year is moving my body every day. And that has really made a difference in my spirit in my energy, and it was never about losing weight or getting to a specific size. It was about the capacity like I can do that, I can lift that weight, I can walk up those stairs. I can do these things and it gave me more confidence. Which then reflected in other parts of my life. And it made me overall a better person." She explained.

Sarah strongly believes that in a world where demands you to be so many things the most important thing you can be is your authentic self, what does that mean to her? “What I realized after many years is that if I really truly wanted to make an impact in the world I would have to be my authentic self and that is what I'm saying my goal is. The greatest impact you can make is being yourself. And so there are three things you can do to tap into your authenticity. The first thing is to get clear on your values “, “The second is to have courage in your values”, “And the third is to be kind to yourself as you go through this learning, and to have self-compassion”

Sarah hopes that is a reassuring statement.

“My values are kindness, empathy, And a warrior for justice ” “My goal is to inspire people to be their best self”