

music for relief.



2010 ANNUAL REPORT

Mission Statement

Comprised of musicians, music industry professionals, and fans, Music for Relief seeks to bring the music community together to create awareness and raise funds for those in need.

Our mission is to respond to natural disasters as they occur to help victims recover and rebuild. We also recognize the environmental consequences of global warming, which has demonstrated the capability to accelerate and strengthen certain types of natural disasters. Therefore Music for Relief is also dedicated to reducing greenhouse gasses and educating the public about climate change as a means of disaster risk mitigation.

What We Do

Since inception in 2005 Music for Relief has raised over \$4 million for survivors of multiple disasters across four continents including the 2004 Indian Ocean tsunami, hurricane Katrina, China's Wenchuan earthquake, a cholera outbreak in Zimbabwe, and the 2010 Haiti earthquake. MFR has organized a benefit concert with multi-platinum musicians and celebrity guests and has sent musicians and volunteers to Southeast Asia and the U.S. Gulf Coast to help rebuild and donate supplies to people in need. Music for Relief has also planted over 800,000 trees to help reduce global warming.

2010 Milestones

- Grossed over \$650,000 in 2010
- Established Download to Donate for Haiti in response to the devastating earthquake to raise funds and awareness
- Raised over \$285,000 for Haiti via Download to Donate as well as corporate donations and contributions from foundations
- Committed more than \$80,000 for reforestation in Haiti to sequester CO2 and support recovery efforts and disaster risk mitigation as well as planting 1,981 trees in Canada and 1,100 trees in Israel following recent wildfires
- Implemented disaster relief programs in response to earthquakes in Haiti and Chile as well as flooding in Pakistan
- Raised more than \$60,000 for the Music for Relief Green Home, organized six volunteer build days
- Expanded Music for Relief's social media reach via Facebook, Twitter and the Music for Relief social network at www.musicforrelief.org

PROGRAMS – Disaster Relief

Haiti Earthquake

Download To Donate for Haiti

The 7.0 magnitude earthquake that struck Port-au-Prince Haiti on January 12, 2010 devastated a nation that was already suffering from extreme poverty and environmental degradation.

Responding just days after the quake, MFR launched an innovative fundraising program called Download to Donate for Haiti. MFR compiled previously unreleased songs by A-list artists for digital release on musicforrelief.org. Supporters were asked to donate whatever they could. Funds raised provided immediate aid as well as long-term sustainable rebuilding solutions for the people affected by the earthquake in Haiti.

- More than 75,000 people downloaded the songs
- Average donation was \$16.47 (no donation was required)
- The Download to Donate widget generated 9.7M views and 1.75M plays
- iTunes release of the compilation at the end of February 2010 resulted in 2,301 full albums and 31,576 tracks sold



Partners

Proceeds supported three organizations working in Haiti

Music for Relief's contribution from Download to Donate for Haiti to the United Nations Foundation helped fund solar LED lights within and around tent camps for the safety and security of earthquake survivors. One of the most common requests from camp residents is for lighting. Lighting helps women and young girls feel safer when walking to the latrines at the edges of the camps at night. Dark, unsafe conditions embolden predators who take advantage of women.



Photo Credit: UN Foundation/Stuart Ramson

Funds raised through Download to Donate for Haiti also supported the work of Habitat for Humanity. In Haiti Habitat has provided transitional shelters and upgradeable structures for over 1,000 families, provided more than 21,000 emergency disaster kits and inspected over 2,000 houses that were damaged in the earthquake. Music for Relief was proud to make a contribution to Habitat's shelter program.



Photo Credit: Mark Fiore

In partnership with Dave Matthews Band's BAMA Works Fund, Download to Donate for Haiti funds have been contributed to the Excelsior Technical Institute Project to build a trade school in Thomassin, Haiti. At the Institute Haitians in the Port-au-Prince area can learn the skills necessary to build themselves out of the earthquake disaster. The facility will provide instruction in construction trades as well as other related skill sets. Construction is scheduled to begin mid 2011.



Chile Earthquake

On February 27, 2010 an 8.8 magnitude earthquake struck Chile off the coast of the Maule Region. 2 million Chileans were affected and 500,000 homes were seriously damaged. With a generous donation from TGIC Importers, Music for Relief supported the rebuilding of earthquake resistant core houses, repair of damaged homes, and funding of local community centers with partner, Habitat for Humanity. This contribution was enough to build up to 20 homes.



Photo Credit: Habitat for Humanity

Pakistan Floods

In late July 2010 monsoon rains caused severe flooding in Pakistan, with an estimated one-fifth of the country's total land area underwater. MFR raised funds and awareness to help the 20 million people affected. Proceeds were contributed to The UN Refugee Agency (UNHCR) through which the funds helped provide shelter and other life-saving aid.



Photo Credit: UNHCR

PROGRAMS – Environmental

Send Dirt // Deepwater Horizon Oil Leak

US Gulf Coast Restoration and Protection

In response to the devastating oil leak in the Gulf Coast that began on April 20, 2010 and lasted for three months, Music for Relief reengaged our Send Dirt campaign. In partnership with Gulf Restoration non-profit partners Voice of the Wetlands and For The Bayou, MFR activated Send Dirt to raise awareness about the vulnerability of the wetlands and the important role they play in the protection of coastal communities and livelihoods of community members.



MFR Green Home

As a part of our ongoing partnership with Habitat for Humanity, MFR raised funds and enlisted volunteers to build an environmentally friendly home for a family in need of safe, decent, affordable housing. The MFR Green Home is being built with sustainable practices to improve the environment, save the homeowner family money, and help eliminate substandard housing in Los Angeles. During 2010 Music for Relief raised over \$52,000 and committed an additional \$98,000 to the Music for Relief Green Home. MFR also organized six volunteer build days with various entertainment industry partners.



Photo Credit: Mark Fiore

Reforestation

In 2010 Music for Relief committed over \$73,000 to plant trees to help reduce global warming. MFR is dedicated to improving the environment as a means of disaster risk mitigation. In 2010 the organization planted trees in Israel following the December wildfires as well as in Canada; however the bulk of the funds were committed to Haiti. Reforestation is a critical element of recovery for Haiti where decades of deforestation has played a role in multiple crisis such as increased risk of flash floods and mudslides, lack of clean drinking water, erosion of topsoil, low crop yields, and poverty.

musicforrelief.



Awareness

Social Media

- MFR mailing list: 75k contacts
- Facebook: 21k+ fans - up 90.9%
- Twitter: 11k+ followers - up 210%
- MySpace: 13k+ friends - up 44.4%
- Musicforrelief.org: 5k+ members up - 37.2%

MFR Outreach on Linkin Park's *A Thousand Suns* Tour

Music for Relief volunteers conducted outreach activities at the MFR booth on Linkin Park's *A Thousand Suns* Tour in Europe, UK, Israel, and Australia.



- Throughout the 20 city tour MFR reps and volunteers spoke with concert-goers about Music for Relief, disaster relief programs including Download to Donate for Haiti and Pakistan Flood Relief and environmental programs.
- MFR sold bandanas, t-shirts, tote bags and for a donation fans could get have their photo taken at the booth which would be projected on the screen before LP took the stage. Later fans could get the photo at www.musicforrelief.org
- A video about Music for Relief and our programs ran on the big screens before Linkin Park took the stage.
- Over 2,000 concertgoers participated in the MFR Photo Booth
- 223 young people volunteered at the MFR booth throughout the international tour
- Over 181,000 music fans were exposed to Music for Relief throughout the tour
- Over \$6,500 was raised at the booth throughout the international tour



Leadership

Music for Relief Board of Directors

Chief Operating Officer
Brad Delson

Chief Financial Officer
Rob Bourdon

Secretary of the Board
Joe Hahn

Mike Shinoda

Chester Bennington

Dave Farrell

Music for Relief Executive Committee

Emily Anadu
Director, Brand Marketing
Capcom Entertainment

Morgan Gubin
Director, Music Marketing
Platinum Rye Entertainment

Anna Shinoda
Author
& Volunteer for Music for
Relief

Jo-Ann Armstrong
Director of Booking
Honda Center

Danny Hayes
Partner
Davis, Shapiro, Lewit &
Hayes

Jason Sklar
Entertainment Industries
Group
JP Morgan

Jordan Berliant
Manager

David K. Pressman
Entertainment Marketing
Consultant
& Volunteer for Music for
Relief

Jessica Sklar
Partner
Machine Shop
Marketing/Linkin Park
Underground

The Collective

Josh Brooks
Partner
Special Purpose Media

Michael Rapino
CEO
Live Nation

Brian Swarth
Sr. Director, Strategy and
Business Operations
MTV Networks

Megan Cable
Music / Sound Professional
& Volunteer for Music for
Relief

Jonathan Schwartz
Partner
Gudvi, Sussman &
Oppenheim

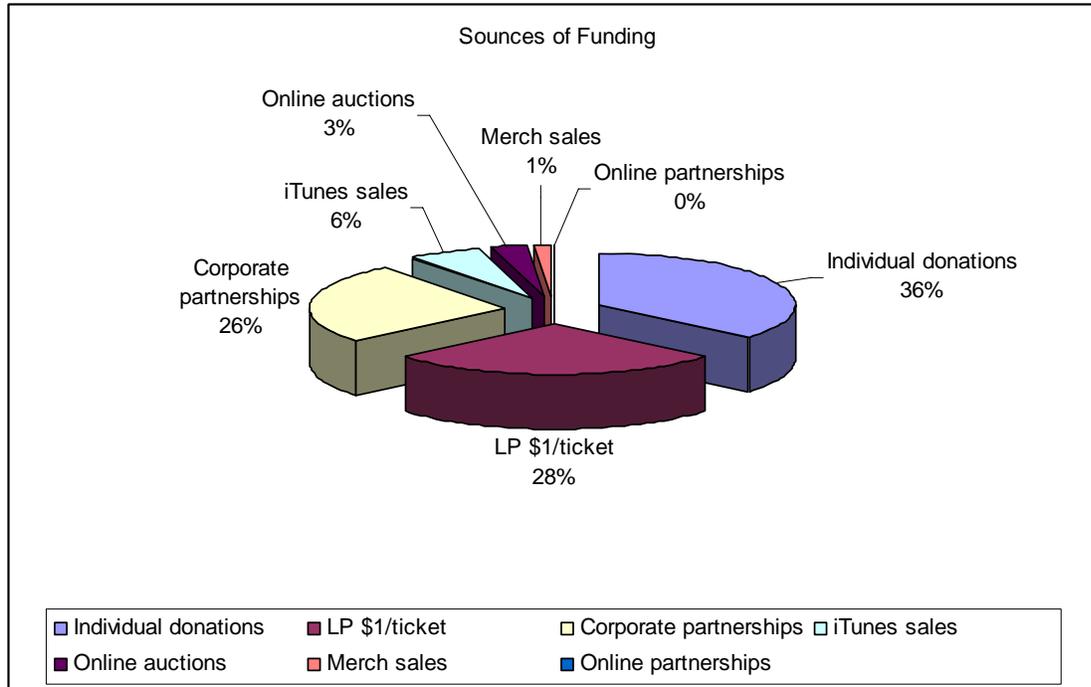
David Weier
Vice President Music
Programming
Fuse Networks/Madison
Square Garden

Finances & Donations

Music for Relief grossed \$657,048 in 2010

Sources of Funding:

- \$ 238,071 - Donations from individuals including Download to Donate online individual contributions
- \$ 181,588 - \$1/ticket donation from Linkin Park concerts
- \$ 168,848 – Corporate partnerships
- \$ 38,690 - Download to Donate compilation sales through iTunes
- \$ 19,857 - Online auctions
- \$ 9,724 – Merchandise sales
- \$ 270 – Online partnerships



During 2010 Music for Relief committed \$675,800 to our programs while \$105,657 was spent on administrative expenses.

For the 12 months ending December 31, 2010

Net Assets at the beginning of the year	\$220,150	
Contributions	\$657,048	
Program Expenses	\$675,800	86.5%
Administrative Expenses	\$105,657	13.5%
Total Expenses	\$781,457	
Year-End Net Assets		
Cash	\$90,623	
*Designated Donations	\$257,377	
Total Net Assets	\$348,000	

*Designated donations awaiting disbursement while vetting partner organizations
 +This report was prepared without audit from Music for Relief's books and records.