

music for relief.



2011 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 education about environmental restoration as a means of disaster risk mitigation.

What We Do

Since inception in 2005 Music for Relief has raised over \$5 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 1 million trees to help reduce global warming.

2011 Milestones

- Raised more than \$1.3 million in 2011
- Reached our goal of planting 1 million trees
- Surpassed \$5 million dollars raised since inception
- Recognized by UN Secretary-General Ban Ki-Moon for the Download to Donate program to raise funds and awareness in the aftermath of the Haiti earthquake.
- Successfully implemented fundraising programs for the 2011 earthquake and tsunami in Japan, raising more than \$750,000
- 26 artist partners joined Music for Relief in support of our programs in 2011



PROGRAMS-Disaster Relief

Haiti Earthquake – Long Term Recovery

Download To Donate for Haiti v2.0

MFR initiated a second version of Download to Donate for Haiti in 2011 as a part of our commitment to support the country's long-term recovery. The 7.0 magnitude earthquake that struck Port-au-Prince on January 12, 2010 devastated a nation already suffering from extreme poverty and environmental degradation. This program helped re-engage supporters around the world in a dialogue about challenges of recovery in Haiti. The new digital music compilation was available to supporters who made a one-time \$10 donation at downloadtodonate.org or via mobile phone. Along with a year-long subscription of music, donors received regular updates on MFR partners' recovery efforts. Funds were contributed equally among four partners.



Partners

United Nations Foundation

The UN Foundation (UNF) works closely with the United Nations in Haiti to assist Haitians in long-term reconstruction efforts. Music for Relief contributed to UNF to help fund 125 solar LED lights in 14 IDP camps and three clinics for the safety and security of earthquake survivors. In addition to preventing gender based violence, the solar lights have provided the creation of community spaces, market areas, and study zones which didn't exist before.



Partners in Health

Partners in Health (PIH) provides quality and vital health care services to the people and communities devastated by the Haiti earthquake. Contributions from MFR supporters helped PIH provide primary health care to internally displaced persons living in camps in the greater Port-au-Prince area as well as mental and psychological health and rehabilitative services for those affected by the disaster. Some funds were also contributed to the completion of a state-of-the-art national public referral and teaching hospital that will serve approximately 500 patients a day, providing medical services such as advanced surgical care unavailable at any other public hospital in the country.



charity: water

charity: water is a non-profit foundation bringing safe, clean drinking water to communities in Haiti. Music for Relief's contribution supported a water project in Caracoll village in central Haiti. The project, in a very remote, difficult to access area reached 2,500 people. Members of this community had previously hiked a steep trail for 45 minutes to gather water from a mountain spring. The spring was open and swampy - and people were afraid to gather water there because cholera. Now the spring water is protected and clean and the water is being piped to the entire community.



charity: water

Direct Relief International & HELP

Music for Relief participated in Direct Relief International's Community Grants Program by providing funds to recipient, HELP: Haitian Education and Leadership Program.



HELP supports higher education for talented and disadvantaged young people in Haiti to break the cycle of poverty. Educated individuals lift families out of poverty and establish an educated population who will stay in Haiti and work to solve the challenges the country faces. MFR contributed funds that will be used for scholarships for exceptional students in Haiti.





Linkin Park site visit to Port-au-Prince, Haiti with Music for Relief and UN Foundation

In April 2011, Dave “Phoenix” Farrell traveled to Haiti with the United Nations Foundation and Music for Relief to see firsthand how the United Nations is helping Haiti rebuild. Phoenix met with UN staff and Haitians to learn how something as simple as solar street lights are protecting women and children from violence at night in the camps, and how Music for Relief has already helped to protect thousands. In the 15 months following the disaster, 200 cost-efficient, environmentally friendly and durable LED streetlights were installed by the UN’s Population Fund with the guidance of Haitian women. The lamps, provided with support from the UN Foundation, Music for Relief, and USAID, are already leading to a reduction of violent incidents. Phoenix also visited a school where World Food Programme is providing meals for students, often the only meal they will have all day.

Japan Earthquake and Tsunami

Download to Donate: Tsunami Relief

A massive 9.0 magnitude earthquake struck off the east coast of Japan on March 11, 2011, triggering a tsunami and causing unimaginable destruction. To help those affected by the disaster, Music for Relief launched a Download to Donate playlist featuring 26 unreleased songs by leading artists. The exclusive catalog was available at downloadtodonate.org for a donation of \$10 or more, raising \$130,000 for emergency response efforts to the multiple disasters.



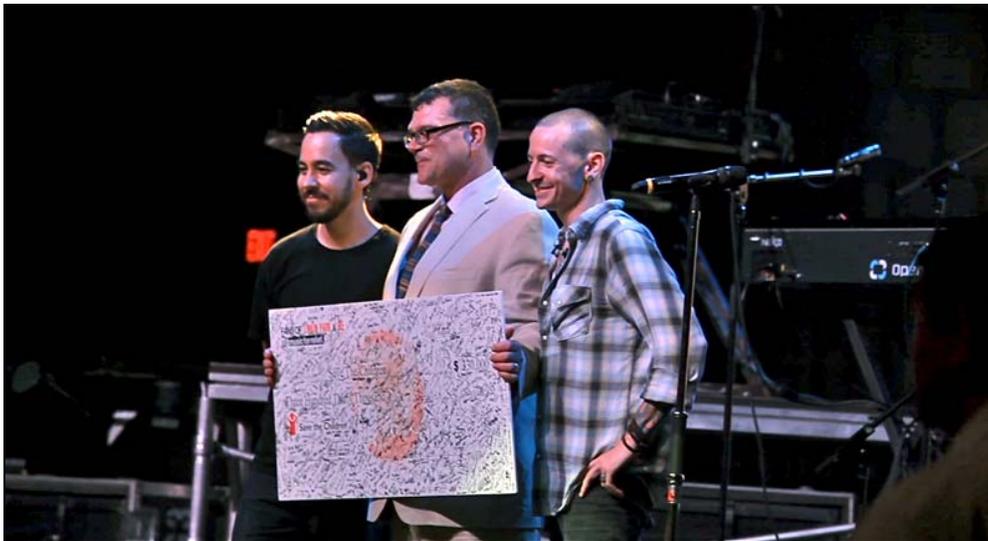
Japan Relief T-Shirts

Mike Shinoda donated two original designs. The t-shirts were available at musicforrelief.org and linkinpark.com and at Linkin Park concerts in Asia. Raised: \$73,000

Secret Show for Japan

Music for Relief challenged supporters to raise \$500 each for ongoing recovery in Japan and as a thank you, provided two tickets to a private Linkin Park concert with special guest, B’z, Japan’s biggest band of all time. An additional ticket was awarded for each additional \$250 raised and other incentives such as meet & greet passes, signed instruments and the chance to watch the show by the side of the stage were some of the prizes earned by the top fundraisers. Raised over \$350,000





Partner

Save the Children

Save the Children (STC) seeks to save lives with food, medical care and education, and remains to help rebuild communities through long-term recovery programs. In Japan, MFR supported STC to address immediate and long-term needs of children and families. By April 11th, the organization had established 19 child-friendly spaces in shelters in the hard-hit Myagi and Iwate prefectures. These provided children with an opportunity to play safely while freeing up parents to attend to recovery for the whole family. Funds raised also helped children return to school by providing school supplies, psychosocial support, preparedness materials and disaster drills, school lunches and financial support for children whose parents lost their livelihood in the disaster.



Linkin Park site visit to Ishinomaki with Music for Relief and Save the Children

In September, six months after the disaster, Linkin Park visited Ishinomaki, Japan with Music for Relief to assess how recovery efforts with Save the Children were helping. Band members met children and school administrators who lived through the earthquake and tsunami and who have now implemented new disaster-preparedness programs to help save lives in the future. The band members and MFR also saw how music programs led by Save the Children are bringing joy to affected children despite the hardships they have faced in the aftermath.

Famine in the Horn of Africa

The food crisis in Somalia and across East Africa, which was first forecast as early as August 2010 but became an international emergency in August 2011, is the worst in decades. Ten million people are affected — many have no food, no water and have lost all their livestock. In Mogadishu alone there are between 400K and 500K people displaced due to famine as well as the conflict. 2/3 of families in IDP camps are headed by women. These grandmothers and mothers came to the capital fleeing famine and violence, most walking for weeks. In the camps women and children are extremely vulnerable to violence and disease. Most women are unaware of the few resources available to help or are too burdened by the stigma of being victimized to seek them out. Music for Relief contributed \$100K to partner American Refugee Committee (ARC) for two projects addressing health specifically for women and children.



I AM A STAR for Somalia

Spearheaded by artist partner K'naan, I AM A STAR for Somalia aims raise funds for famine relief in Somalia while also engaging people across the U.S. to shift the narrative around what it means to be Somali from one of pirates and starvation to a message of community, hope and humanity by activating Somalia's neighbors all around the world. MFR pledged to donation \$5 for each page-like or post on the I AM A STAR Facebook page. Fans are encouraged to post creative messages in solidarity with the children of Somalia.

Kitchen Mamas was created to provide food in camps while eliminating some of the chaos, distributing information about health, sanitation and disease protection, and improving access to health providers and the prevention of gender-based violence. To accomplish these goals ARC has constructed 10 communal kitchens in Badbaado camp. Each kitchen is equipped to serve 2,000 meals per day with energy-saving stoves, water outlets, and cooking equipment. Experts with ARC will recruit train mothers and grandmothers ("kitchen mamas") in a range of topics including protection against rape and abuse, prevention strategies and victim care. "Kitchen Mamas" will empower women and their families while providing a hub for community meal provision, information sharing, and health and mental services referrals.

Partner

American Refugee Committee

American Refugee Committee (ARC) helps people survive conflict and crisis and rebuild lives of dignity, health, security and self-sufficiency. MFR is supporting American Refugee Committee's (ARC) work in Banadir Hospital where hundreds of children, literally on the brink of death, are treated. Funds will help provide necessary items such as mosquito nets, hospital beds, computers, sanitation areas, and infant incubators as well as training for doctors and nurses. MFR has also provided funds for the pilot Kitchen Mamas program.



Thailand Flood Relief

In July of 2011, flood waters caused devastation through 64 of the 76 provinces in Thailand and significant displacement of the population. 5.14 million people were affected, 1.7 million children. 2,500 schools were damaged in the floods, materials and equipment were washed away leaving students and teachers without the tools they needed to continue with their studies.

Partner

Save the Children

Save the Children (STC) seeks to save lives with food, medical care and education, and remains to help rebuild communities through long-term recovery programs. Music for Relief made a contribution to Save the Children in Thailand from our disaster relief fund to provide programs, training, local support and supplies for affected schools. This has program reached approx. 1,080 students.



Disaster Risk Mitigation in Indonesia

As a disaster-prone country frequently hit by volcanic eruptions, earthquakes, landslides and floods, Indonesia has a history of vulnerability to natural disasters, exemplified by the tragic 2004 tsunami that killed hundreds of thousands of people and caused tremendous damage to infrastructure. The Indonesian government has appealed to train people in vulnerable areas in an effort to help disaster preparedness. Music for Relief partnered with Terre des Hommes Netherlands with its Community Based Disaster Reduction Management. The disaster training aims to train individuals in the communities who can share their knowledge with others including school administrators, teachers and children, people living on the riverbanks, and people living in the slums of Jakarta.



PROGRAMS-Environmental

MFR Green Home

As a part of our ongoing partnership with Habitat for Humanity, in 2010 MFR raised funds and enlisted volunteers to build an environmentally friendly home for a family in need of safe, decent, affordable housing. In 2011 MFR contributed the final \$98,000 enabling construction to be completed. The home was then dedicated and keys were turned over to the homeowner family. The MFR Green Home was built with sustainable practices to improve the environment, save the homeowner family money, and help eliminate substandard housing in Los Angeles.



Reforestation in Israel

Following the worst forest fires in Israel's history which burned areas of the Carmel Mountain Range near the city of Haifa in December of 2010, Music for Relief contributed to partner Jewish National Fund for reforestation. Since the fires, rangers have focused on removing charred vegetation, creating firebreaks, monitoring unaffected trees in burnt areas, and repairing forest access roads. With our support, Jewish National Fund began re-planting in select areas where regeneration failed to occur. Music for Relief's contribution funds the planting of 1,100 trees as a part of Operation Carmel Renewal: From Black to Green.



Reforestation and Fruit Tree Distribution in Haiti

Music for Relief funds Konpay's reforestation project in and around the village of Cyvadier, in the southeast Department of Jacmel, Haiti. The goals of the project are to increase awareness of the importance of protecting trees and create advocates for the environment, to strengthen local water sources and regional water sheds, and to increase household income by offering fruit trees to participants. These efforts strengthen Haitian solutions to environmental, social and economic problems by building collaborative networks, sharing technology and expertise, and mobilizing resources to support innovative Haitian-led initiatives.





Reforestation in U.S. and Canada

Music for Relief contributed the \$1 per ticket donation from Linkin Park's North American tour to Tree Canada for the planting of 1,981 trees and American Forests for the planting of 95,000 trees. Trees planted in the U.S. with American Forests were a part of the following projects, primarily reforesting burn areas.

Colorado - Burnt Rim Restoration Project, 7,500 trees

Florida - Bugaboo Wildfire Rehabilitation, 17,500 trees

Michigan - Stockyard Kirtland Warbler Habitat Planting, 17,500 trees

Mississippi - Tornado I & II Restoration, 17,500 trees

Montana - Kraft Springs Fire Rehabilitation, 17,500 trees

Utah - UM Pass, Niotche, Solomon Basin Fire, and Circleville Mountain, 17,500 trees



Reforestation and Conservation in Brazil's Atlantic Forest

Music for Relief contributed \$57,000 in 2011 for the planting of 57,000 trees with The Nature Conservancy in Brazil's Atlantic Forest for their Plant A Billion Trees campaign. Only 12% of the Atlantic Forest's original area remains and only 7% is well conserved. It is one of the world's most endangered tropical forests, threatened by coastal development, urban expansion, and illegal logging. The forest provides clean water and hydro energy for over 130 million Brazilians and is home to an extraordinary array of biodiversity found nowhere else on Earth. Much of what remains of the forest is found in isolated fragments, which are often too small to support a full array of its extraordinary biodiversity.



Awareness

Social Media

Facebook Reach – 33,224,800+ fans

MySpace Reach – 1,691,800+ friends

Musicforrelief.org & linkinpark.com Networks – 182,000+ members

Musc for Relief mailing list – 80,000+ members

Twitter Reach – 473,465+ followers

MFR Booth on Linkin Park North American Tour

MFR volunteers conducted outreach activities at the MFR booth throughout Linkin Park's *A Thousand Suns World* tour including North America, Europe, UK and Asia.

- Volunteers spoke with concert-goers about Music for Relief's disaster relief programs including Download to Donate v2.0 for Haiti and Tsunami Relief for Japan as well as our environmental programs.
- Volunteers distributed MFR branded earplugs for free to concertgoers.
- MFR sold bandanas and t-shirts at the organization's booth as well as at the merchandise booth with proceeds benefiting the charity.
- A video about MFR programs ran on venue screens before Linkin Park took the stage.
- Over \$78,000 raised at the MFR booth in 2011 (of which \$29,000 was raised during tour dates in 2010, but was contributed to the MFR account in 2011)
- More than 450 young people volunteered at the booth during the tour
- More than 650,000 music fans were exposed to Music for Relief throughout the tour.

Facebook Townhall Meeting with UN Secretary-General Ban-Ki Moon

In January, Linkin Park and Music for Relief participated in a Facebook® Virtual Town Hall meeting hosted by the United Nations Foundation to keep the public engaged in rebuilding Haiti after the 2010 earthquake. The panel discussion included experts from the United Nations, the U.S. Agency for International Development (USAID), and UN Secretary General Ban-Ki Moon. The Town Hall was the first time the UN Secretary-General spoke alongside members of a band to educate and raise awareness about an issue. Attendees watched live and asked questions about the latest developments in Haiti and ways for individuals to continue helping the Haitian people one year after the devastating earthquake.

Artist Partners Active in 2011

R.E.M., **Counting Crows**, Talib Kweli, **Ben Folds**, Angels & Airwaves, **Enrique Iglesias**, Taking Back Sunday, **Placebo**, Sum 41, **Black Cards**, Slash featuring Myles Kennedy, **B'z**, Surfer Blood, **Hoobastank**, Shinedown, **Sara Bareilles**, Flyleaf, **Staind**, Tegan & Sara, **Plain White T's**, Elliott Yamin, **Pendulum**, Patrick Stump, **Slightly Stoopid**, Steve Aoki and **The Red Jumpsuit Apparatus**

Leadership

Music for Relief Board of Directors

Chief Executive Officer and
Founder
Brad Delson

Chief Financial Officer and
Founder
Rob Bourdon

Secretary and Founder
Joe Hahn

Founder
Chester Bennington

Dave Farrell
Founder

Founder
Mike Shinoda

Music for Relief Executive Advisory Committee

Emily Anadu
Zynga

Mark Kates
Founder
Manager
Fenway Recordings

Jason Sklar
Vice President
Entertainment Industries
Group
JP Morgan

Jo-Ann Armstrong
Director of Booking
Honda Center & Anaheim
Ducks

Vanessa Kromer
Senior Director of Publicity
Nederlander Concerts

Peter Standish
Senior Vice President of
Marketing
Warner Bros. & Reprise
Records

Jordan Berliant
Manager
The Collective

David K. Pressman
David Pressman Events

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

Michael Rapino
CEO
Live Nation

Brian Swarth
Client Strategy - Managing
Director
Zemoga

Dawn Emling
CEO
People and Planet

Jonathan Schwartz
Partner
Gudvi, Sussman &
Oppenheim

Tracey Tague
National Sales Manager
Fox Sports Houston/Fox
Sports Southwest

Michael Fiszer
Partner
Fiszer & Loomis, LLC

Anna Shinoda
Author
& Volunteer for Music for
Relief

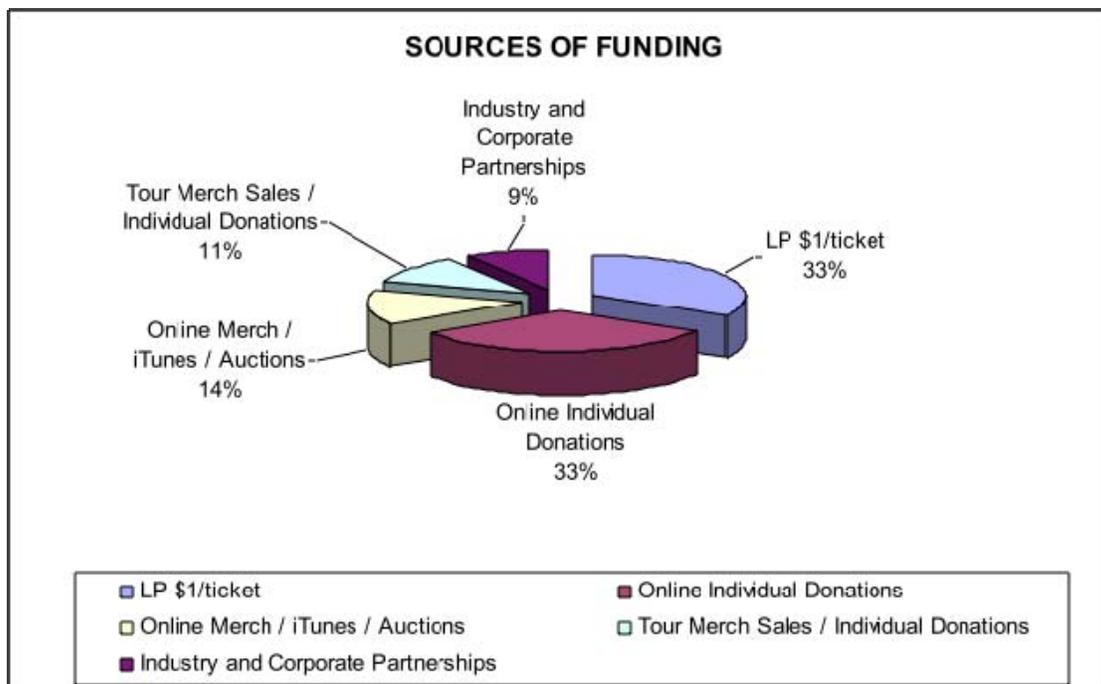
David Weier
Vice President Music
Programming
Fuse Networks/Madison
Square Garden

Finances and Donations

Music for Relief grossed \$1,318,287 in 2011

Sources of Funding:

- \$440,924 \$1/ticket donation from Linkin Park concerts
- \$439,038 Online individual donations, including Secret Show for Japan, non-iTunes versions of Download to Donate for Haiti and Japan
- \$185,659 Royalties for online merchandise, online auctions, Download to Donate on iTunes, Tickets for Charity, other online partnerships
- \$147,704 Individual donations and merchandise sales on tour
- \$117,340 Industry and corporate partnerships



During 2011 Music for Relief committed \$1,191,013 to our programs while \$114,606 was spent on administrative expenses.

For the 12 months ending December 31, 2011

Net Assets at the beginning of the year	\$295,212	
Contributions	\$1,318,287	
Program Expenses	\$1,195,003	82%
Administrative Expenses	\$114,606	8%
Fundraising Expenses	\$148,205	10%
Total Expenses	\$1,457,814	
Year-End Net Assets	\$155,685	

+This report was prepared without audit from Music for Relief's books and records.