

**music for relief.**



## 2008 ANNUAL REPORT

### **MFR Mission**

Comprised of musicians, music industry professionals, and fans, MUSIC FOR RELIEF is a 501(c) (3) non-profit organization dedicated to providing aid to survivors of natural disasters & reducing global warming.

### **2008 Milestones**

- Grossed over \$840,000 this year
- Raised over \$3 million since inception
- Reduced and offset harmful emissions produced by LP touring in 2008 (busses, trucks, flights, hotels) by 882 tons
- Funded the planting of over 330,000 trees in North America which will sequester more than 111,000 tons of CO<sub>2</sub>
- Music for Relief participated in China World Bank's 2<sup>nd</sup> China Development Marketplace to help evaluate and select post-earthquake recovery projects for funding
- Raised the total subscribers to the MFR mailing list to 16,488
- Implemented more programs in 2008 (6) than in any previous year
- Over 95% of funds raised went directly to disaster relief and environmental programs with only 4.7% of funds used for administration and fundraising expenses.

### **Fundraising**

- \$602,013.19 raised through the \$1/ticket donation from LP/Projekt Rev Ticket Sales
- \$90,000.00 raised through Corporate Partners/Sponsorships
- \$39,463.72 raised through Online Auctions
- \$35,006.85 raised through Merchandise Sales
- \$19,754.88 raised at the MFR booth on Projekt Revolution and other live events
- \$5,581.57 raised through individual donations online and by mail

## 2008 Programs

### *Hurricane Katrina/Rebuilding the U.S. Gulf Coast*



In February of 2008, MUSIC FOR RELIEF volunteers, Linkin Park, and Coheed and Cambria traveled to New Orleans to help build homes with Habitat for Humanity for victims of Hurricanes Katrina and Rita. **Thanks to generous donations from supporters, MUSIC FOR RELIEF fully funded two new homes in New Orleans.**



### *Cyclone Nargis/Myanmar/Burma*



MUSIC FOR RELIEF responded by contributing funds to the humanitarian response of World Vision which provided aid to over 100,000 survivors of the disaster. Nargis, the severe cyclonic storm which struck the Burmese coast on May 2 and 3, 2008 caused catastrophic destruction and is estimated to have claimed 135,000 lives including those still missing.



### *Reducing Global Warming*



In 2008 MUSIC FOR RELIEF raised awareness about global warming and the connection between climate change and increased strength and frequency of natural disasters like storms, floods and droughts. We provided information and tools to help our supporters decrease their carbon footprint and become active in reducing global warming in their own communities. We sold carbon offsets at live music events offsetting 750 tons of CO2 through Native Energy and collected donations specifically for environmental initiatives. MUSIC FOR RELIEF planted over 332,000 trees with partner organizations American Forests and Tree Canada in an effort to clean the air and water, provide a necessary habitat for wildlife, and sequester CO2 emissions.

### *2008 Hurricane Response in the U.S. Gulf Coast and the Caribbean*



Responding to Hurricane Ike (and other 2008 Atlantic hurricanes Fay, Gustav, and Hanna) to help victims in Texas, Louisiana, and Haiti MUSIC FOR RELIEF made a contribution to Direct Relief International. This contribution enabled the shipment of medical and health supplies for displaced people in shelters as well as clinics and hospitals in the affected regions. Haiti and areas of southeastern TX and Louisiana were devastated by flooding leaving tens of thousands of people stranded.



### *Earthquake Recovery in China*



MUSIC FOR RELIEF and Emma Ticketmaster in China donated \$100,000 for recovery efforts following the devastating 5.12 earthquake centered in Wenchuan; the World Bank matched our donation. This partnership funded four post-earthquake recovery projects described below; all were proposed by

grassroots organizations in China and chosen via China World Bank's 2<sup>nd</sup> China Development Marketplace (CDM).

- **Eco residence and community recovery:** Utilizing an earthquake resistant design and environmentally friendly materials, this project will rebuild homes for those left homeless after the 5.12 earthquake.
- **Residential primary school recovery:** Many children in the earthquake affected region live at residential schools while their parents travel to cities to work. This project provides funding to a residential school to help replenish books, toys and other supplies as well as train volunteers to provide psychological counseling for children affected by the earthquake.
- **Fanbei village medical center support:** This project will provide necessary equipment and training to a rural medical clinic in the earthquake affected area which will improve immediate conditions for local residents' medical care as well as preventative care.
- **School support social work:** This project provides funding for children who lost one or both parents in the earthquake so that they are able to live at the residential school which they had been attending.

MUSIC FOR RELIEF was honored to participate in the 2<sup>nd</sup> China Development Marketplace (CDM) in Beijing on Oct 21-22, 2008. At the CDM, grassroots civil society organizations from all over China proposed innovative ways to address many social and environmental issues including earthquake recovery.

#### ***Zimbabwe - Cholera Outbreak***



Responding to the Cholera Outbreak in Zimbabwe which began in August 2008 as a result of the collapse of the health system in that country, MUSIC FOR RELIEF made an initial contribution to Direct Relief International covering the cost to airlift a shipment of water purification tablets, cholera medication and oral rehydration solution to Harare Central Hospital for immediate use. We are monitoring the situation in Zimbabwe and determine if there are effective ways in which MUSIC FOR RELIEF can provide further assistance.

#### **Ultimate Band Partnership**



In June 2008 MUSIC FOR RELIEF announced a partnership with video game Ultimate Band which included in-game content and information about the organization as well as sponsorship of the MUSIC FOR RELIEF booth on Projekt Revolution. Fans attending Projekt Revolution '08 had the chance to play Ultimate Band at the Music for Relief booth before its official release, while the Wii gaming stations helped draw in fans to learn more about MFR and enjoy playing a virtual benefit concert for MFR in the game.

#### **Merchandise**

New merchandise items for 2008 included sustainable materials and others with designs based on artwork by Mike Shinoda.



Bandmerch pitched the MUSIC FOR RELIEF bandana to retailers such as Spencer's as well as several others at the Magic tradeshow, and although no retailers have accepted the bandana or other MFR merchandise thus far we will continue to pitch these items.

### **Awareness**

- MFR Street Team: The team was created at the end of 2007, this year we expanded the mission and goals of the team getting members involved with active MFR programs as well as organizing their own tree plantings, fundraising activities, and educating their peers.
- Social Networking: MFR has a presence on Myspace, Facebook, Youtube, Causecast and Social Vibe.