



2009 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.

2009 Milestones

- Grossed over \$300,000 in 2009
- Funded the planting of over 8,000 trees in the Inner Mongolia Desert and in over 1,000 trees in Canada which will sequester more than 3,000 tons of CO₂
- Implemented 8 programs for disaster relief and 2 for environmental protection and restoration
- 57% of funds were generated through channels other than \$1 per ticket to Linkin Park concerts which is up from 28% in 2008
- Expanded Music for Relief's social media reach via Facebook, Twitter and the Music for Relief social network at www.musicforrelief.org

Fundraising

- \$133,752* raised through \$1/ticket donation from LP ticket sales
- \$55,750 raised through artwork donated by Mike Shinoda (GLXS Dies)
- \$31,169 raised through online partnerships
- \$37,961 raised through merchandise sales
- \$27,167 raised through online auctions
- \$9,237 raised through individual contributions both online and by mail

More detail on pages 3-4.



*\$43,803.27 of which was contributed directly to local partner organizations

PROGRAMS – Disaster Relief

Zimbabwe Cholera Outbreak // \$26,510.75

Funded the air freight of critically needed medical supplies and pharmaceuticals worth \$2M (wholesale) to Harare Hospital in Zimbabwe during the cholera outbreak in January of 2009.

Australia Bushfires // \$15,000

Contributed to help individuals and families displaced in Red Cross shelters following the 2009 Australia Bushfires as well as people whose homes were destroyed.

Mena, Arkansas Tornado Recovery // \$5,000

MFR supported the clearing of trees, debris and roof repair through a donation to partner organization Hands On Disaster Response. MFR also helped recruit volunteers who completed this work with HODR staff and residents in Mena, AK.

Haiti Long Term Hurricane/Flood Recovery // \$25,000

Funds contributed by MFR helped provide food, clean water and reforestation including a fruit tree distribution program to benefit impoverished people in the Central Plateau and La Gonave, Haiti.

Cyclone Aila in Bangladesh // \$15,000

This program provided clean water, meal packets/dry food packages, and plastic sheets for temporary shelter in partnership with BRAC in response to Cyclone Aila in Bangladesh.

CA Wildfires // \$10,000

In partnership with Direct Relief International, Music for Relief provided funding for face masks and other supplies for firefighters. Additionally MFR contributed to the American Red Cross for food, clothing, and other necessities for evacuees in shelters during the wildfires as well as the general emergency fund for future needs.

Typhoon Morakot // \$20,000*

Supported the distribution of food, clean-up supplies and relief kits to 700 people living in emergency shelters in Taimali Township and Jiadug Township following the deadly Typhoon Morakot.

*Funds contributed directly to World Vision Taiwan.

Indonesia Earthquake Recovery // \$10,000

Following two major earthquakes, heavy rain and landslides MFR funded and helped recruit volunteers for HODR's clean up and reconstruction efforts. This project included the reconstruction of 20 homes saving 20% of the materials to rebuild new houses.

Partners:



PROGRAMS – Environmental Protection & Restoration

Send Dirt // \$20,000

With funds raised by MFR throughout the summer of 2009 on the Vans Warped tour, in January of 2010 6th and 7th graders from Southern Louisiana transferred 600 plants to the wetlands of Terribone Parish in Louisiana to help restore and protect the states valuable wetlands. Plants, tools and equipment were funded by the Send Dirt campaign. See below for more detail on the awareness aspects of this campaign.



Tree Planting in China’s Inner Mongolia Desert // \$23,803.27

Funded the planting of over 8,000 trees with the Jane Goodall Foundation’s Shanghai Roots & Shoots Million Tree Project to offset 2200 tons of CO2 and reduce dust storms coming off the desert.

*Funds contributed directly to Shanghai Roots & Shoots.



Before:



After:



FUNDRAISING

Music for Relief Grossed \$310,586.52 in 2009

57% of funds were generated through channels other than LP \$1/ticket - up from 28% in 2008

Breakdown of Funds:

\$1/Ticket from Linkin Park Concerts

\$133,752

Linkin Park donated \$1 of every ticket sold on their 2009 tours of Europe and Asia to Music for Relief. Funds raised through this program in Taiwan were matched by the local promoter and the full sum was donated directly to aid groups responding to Typhoon Morakot. Funds raised via LP concerts in China were contributed directly to the Million Tree Project described above.

GLXS Dies

\$55,750

In conjunction with his Glorious Excess dies art exhibit, Mike Shinoda donated his artwork to Music for Relief which was sold to benefit various programs.

Online Partnerships

\$31,169

Socialvibe. Network for Good. iGive. Mission Fish. Goodsearch. Causecast.

Through online partnerships with the sites mentioned above and supporter engagement via those sites and others Music for Relief raised just over \$30,000 for a variety of our programs.

Merchandise Sales Online & On Tour

\$37,961

T-shirt, bandanna, tote bag and other merchandise sales conducted on Linkin Park's 2009 tours of Europe and Asia, the MFR booth on the Vans Warped tour, the Voice of the Wetlands Festival in Houma, Louisiana and sold via www.musicforrelief.org all raised funds for MR programs.

Online Auctions

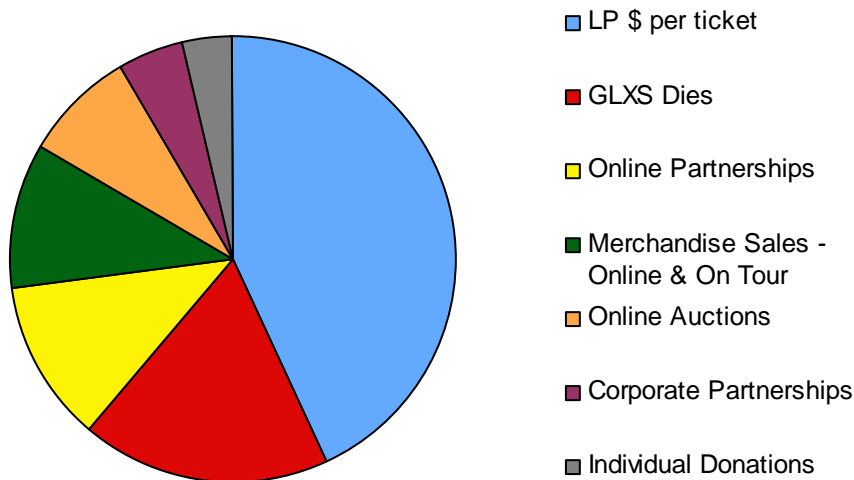
\$27,167

Items included concert tickets, merchandise, meet & greet experiences and instruments all donated by generous artists, MFR executive committee members, managers, agents and other partners.

Individual Contributions

\$9,237

Individuals contributed online via paypal, using their mobile phones through the MFR mobile giving campaign. Some individuals conducted community fundraisers then donated the money to Music for Relief while others had their employers match their donations.



AWARNESS

Warped Tour // Send Dirt Campaign

To protect and restore the Louisiana Wetlands

Music for Relief partnered with Voice of the Wetlands on the Send Dirt campaign to raise funds and awareness to restore and protect the Louisiana wetlands. We conducted outreach and fundraising on the Vans Warped Tour 2009 which resulted in the following:

- Throughout the 46 city tour MFR reps and volunteers spoke with concert-goers, artists, managers, local staff and other tour sponsors about Music for Relief, our support in the wake of natural disasters and how we work to help protect the environment through programs like Send Dirt.
- We talked to new supporters about the ecological and cultural value of the Louisiana wetlands and what could be done to improve the wetlands.
- Over 1M music fans were exposed to Music for Relief during the tour at the concerts or via VWT website/marketing campaign
- Over \$28,000 raised in the U.S. including sponsorship to offset costs
- Approx 2,000 raised in Canada
- 3,000 names added to the Music for Relief mailing list
- 2,300 people participated in the Dirt Dive
- MFR exceeded our goal of raising \$5,000 for Send Dirt on Socialvibe

Social Media

MFR has grown our social media presence substantially in the last year.

- Facebook - 11K fans
- MySpace - 9K friends
- Music for Relief established our own social network on the Ning platform in Q4 of 2009 and now has 4,300 members
- MFR joined Twitter in Q4 of 2009 and now has 3,700 followers



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