

music for relief

2013 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 worldwide.

Our mission is to respond to natural disasters as they occur to help survivors 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 gases 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 \$6 million for survivors of more than twenty disasters across four continents including the 2004 Indian Ocean tsunami, Hurricane Katrina, China's Wenchuan earthquake, a cholera outbreak in Zimbabwe, the 2010 Haiti earthquake, and the 2013 Typhoon Haiyan in the Philippines. MFR has organized benefit concerts and online auctions with multi-platinum musicians and celebrities to help rebuild and provide medical attention and necessary supplies to people in need. Music for Relief has also planted over 1 million trees to help reduce global warming.

2013 Milestones

- Raised more than \$500,000 for disaster relief and our clean energy program, Power the World.
- Successfully implemented programs for recovery following Hurricane Sandy, Oklahoma Tornado Relief, and Typhoon Haiyan in The Philippines.
- Continued the successful Power the World Initiative to raise awareness about the 1.3 Billion people without access to electricity and to provide clean, renewable energy tools.
- Enlisted the support of six (6) new artist partners including The Offspring, Bad Religion, Juanes, Steve Aoki, The Crystal Method, and Black Rebel Motorcycle Club.
- Launched Linkin Park signature series T-shirt with Hard Rock International including Power the World messaging and branding in Hard Rock Locations.

Disaster Relief Programs

Partner

Hurricane Sandy Relief

\$96,000 (\$53,000 U.S. / \$43,000 Haiti)

NY & NJ, U.S.

Les Cayes, Haiti

**Save the Children
International Medical Corps**

October 29, 2013 marked the one-year anniversary of Hurricane Sandy. Music for Relief continued efforts that began in 2012 to fund Save the Children's (STC) relief work in New York and New Jersey as well as International Medical Corps' (IMC) mobile medical units and water and sanitation projects in Haiti. In early 2013, MFR supported STC's outreach to more than 48,000 people affected by Hurricane Sandy with childcare, education, psychosocial recovery, and advocacy.

In Haiti, MFR's long term Hurricane Sandy recovery enabled IMC to reach some of the hardest hit areas to provide 2,500 medical consultations for those struggling after the storm and help in rehabilitating the Aquin water system to ensure a safe supply and distribute shelter, hygiene, and essential supplies to populations affected by Sandy in the South Department.



Oklahoma Tornado Relief

\$25,000

Moore, Oklahoma

All Hands Volunteers

In late May, 2013 a series of tornadoes ripped through the US Midwest and Great Plains region. Two devastating tornadoes hit the southern Oklahoma City Area. An EF4 tornado struck a rural

area in the town of Shawnee, OK on May 19, followed by a massive EF5 tornado that ripped through the area of Moore, OK on May 20. Twenty-six people were killed, including 10 children.

With winds close to 200 mph, the tornado leveled almost everything in its path, impacting an estimated 10,000 people and damaging approximately 2,400 homes. MFR partnered with All Hands Volunteers to support their work in the community of El Reno to help clean fields and farmland of debris, gut homes and put their lives back together.

Funds were used to cover cost of transporting volunteers (vehicles/fuel; getting them into the field/onto project sites), and equipping them with the tools needed to clear fields, remove debris and deconstruct houses and other structures.



Typhoon Haiyan Relief & Recovery

\$134,000

The Philippines

International Medical Corps

In November, 2013, Typhoon Haiyan (Yolanda), possibly the strongest storm to make landfall in recorded history, struck and devastated portions of Southeast Asia, especially the Philippines. The extreme wind speeds from the typhoon left entire communities destroyed and the massive storm surge behaved much like a tsunami, wiping out infrastructure and causing significant flooding.

Music for Relief immediately launched a fundraising appeal for the relief effort. We created a Typhoon Haiyan Bracelet for supporters who donated \$25 or more to the cause. Artist partner,

Steve Aoki pledged to match donations to the relief effort up to \$36,000 in honor of his 36th Birthday. MFR also went to work planning Concert for the Philippines. Supporters of Music for Relief began raising funds in 2013 to earn tickets to Concert for the Philippines which would include performances from LINKIN PARK, The Offspring, Bad Religion, Heart, The Filharmonic and Special Guests. To gain entrance to the intimate show at Club Nokia in Los Angeles, fans were challenged to raise or donate a minimum of \$250.

Funds raised were contributed to International Medical Corps assist the 15 million people impacted by the storm. IMC was on the ground in the Philippines less than 48 hours after the storm providing lifesaving medical care, medication, clean water and other urgently needed supplies affected families.



Long Term Haiti Earthquake Relief

\$20,000

Cite Soleil, Haiti

Aid Still Required

In 2013 MFR contributed to support women in Haiti's Internally Displaced Persons (IDP) camps through partner Aid Still Required. According to the United Nations 90% of women in the camps are raped or sexually assaulted at some point during their lifetimes, the Women's Empowerment program with Aid Still Required provides health and trauma therapy programs for women and girls to restore strength, confidence and peace.

These programs work in the poorest settlements in Haiti and are helping those communities to recover and unite for a more prosperous future.



Environmental Programs

Power the World

Music for Relief and Linkin Park reaffirmed their support of UN Secretary-General Ban Ki-Moon's Sustainable Energy for All Initiative in 2013 to help the 1.3 Billion people without access to electricity. Energy access is critical to providing humanitarian aid following natural disasters and clean energy solutions are critical to protecting our environment. Power the World is a commitment to help one million people gain access to clean, sustainable energy.

Partner

SOLAR SUITCASE

\$18,500

Uganda, Africa

WE CARE Solar

In many African countries including Uganda, pregnancy and childbirth complications cause hundreds of maternal deaths daily. Lack of reliable electricity for lighting and medical equipment are one of the preventable causes of maternal and child mortality in Uganda. Music for Relief and WE CARE Solar have partnered to provide the We Care Solar Suitcase to hospitals and health clinics in Uganda. This unique solar energy system is designed to help healthcare professionals operate with efficient lighting and the entire system fits in a carry-on size suitcase that is easy for transport and installation. In 2013, MFR's Power the World raised funds for 12 clinics to receive solar electricity systems – each Solar Suitcase that is installed is saving and improving lives.



SOCKET

\$36,000

South America

Uncharted Play

The SOCKET is a soccer ball that is also a portable generator. Children play with the SOCKET and the ball harnesses the kinetic energy from play and converts and stores it as electrical energy to power a small light, water purifier or cell phone charger. Thirty minutes of play results in three hours of light for children to play, read, or do homework after dark. SOCKETS will be deployed in communities in South America in 2014.



CLEAN BIOGAS COOKSTOVES

\$48,000

Nepal

World Wildlife Fund

Nepal is a tiny Himalayan nation that is known for their abundant wildlife and the world's highest peak. However, many Nepalese families suffer from grinding poverty. About 60% of people in Nepal rely on wood to cook their meals. They spend hours in the forest gathering wood and risk being attacked by predators. Wood is not the more efficient fuel and therefore by using wood for cooking, they produce more smoke than heat, which can lead to serious respiratory illnesses. The forest is gradually going up in smoke. Music for Relief, Power the World, and World Wildlife Fund have teamed up to achieve an ambitious challenge. The goal is to bring clean, biogas cookstoves to an entire village of 150 households. In 2013 we are more than halfway to that goal, funding more than 80 clean biogas systems. The project to install the systems is underway.



Awareness

Social Media

Facebook – 99,596 fans

Twitter – 49,200 followers

Musicforrelief.org – 10,057 community members

Music for Relief mailing list – 95,000 subscribers

LA Fest Soccer Tournament

Music for Relief and Power the World participated in the first ever Los Angeles Film and Entertainment Soccer Tournament in March 2013. The all-day event brought entertainment industry professionals onto one field where they battled it out in soccer matches. The Power the World team came in second place and was on-site to promote the clean energy tool SOCKET – a soccer ball that is also a portable generator.

Sunset Strip Music Festival

Linkin Park headlined the Sunset Strip Music Festival on Saturday, August 3rd. A portion of proceeds from the event benefited Music for Relief. Music for Relief was featured in press and promotion leading up to the event and also had a robust presence on site at the festival. Visitors of the Music for Relief area donated to participate via the photo booth and play the SOCKET game to receive a button pack.



Social Good Summit

In September 2013, Linkin Park band members Dave 'Phoenix' Farrell and Rob Bourdon participated at the Social Good Summit in New York on behalf of Music for Relief. Social Good Summit is a three-day conference created by the United Nations Foundation to explore how new media can promote innovative solutions to humanitarian issues. The most innovative technologists, influential minds and passionate activists participated with a shared goal: to unlock the potential of new media and technology to make the world a better place, and then to translate that potential into action. Music for Relief was invited to participate in the panel hosted by Al Gore to discuss their RECHARGE social game with themes of climate change and sustainability. They also discussed how Power the World is raising awareness about energy poverty and funding clean energy solutions.

Merchandise

Linkin Park Signature Series T-Shirt

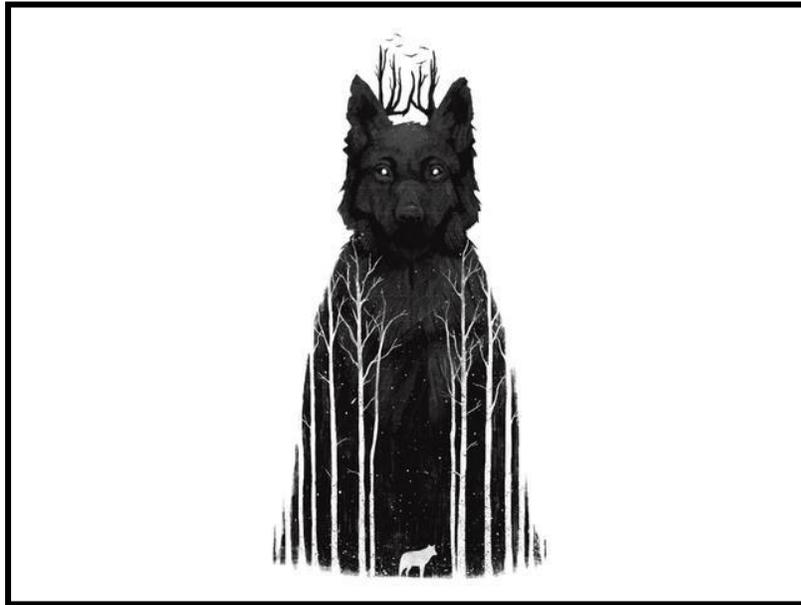
Linkin Park and Hard Rock International launched a limited edition Linkin Park Signature Series: Edition 31 T-shirt designed by Mike Shinoda with 15% of proceeds benefitting Music for Relief's Power the World. This exclusive line consists of men's and women's t-shirts available at Hard Rock Café, Hotel, and Casino locations worldwide. Hard Rock International also incorporated Power the World messaging, branding and in some cases video elements into select stores to help raise awareness about the 1.3 billion people worldwide without access to electricity. Below is an image from the Hard Rock launch event with Mike Shinoda and Chester Bennington in Tokyo Japan.

Hard Rock International



Threadless

Music for Relief teamed up with Threadless.com to host the Music for Relief Design Challenge. Artists from around the world submitted designs inspired by the theme 'Creatures of the Forest' then the Threadless community scored each design. The winning design, created by Dan Burgess, called 'The Wolf King' was printed on T-shirts, prints and iphone cases. A portion of the sales of 'The Wolf King' items benefit Music for Relief to help aid survivors of natural disasters.



New Artists Partners

The Offspring & Bad Religion

The Offspring and Bad Religion were the first artists to sign on to perform alongside Linkin Park at Concert for the Philippines to raise funds following Typhoon Haiyan. The artists supported the concert via social media and did significant press to promote the event and fundraising. Their efforts enabled MFR to raise more than \$500,000 for the survivors in the Philippines.

Juanes

Multiplatinum Latin artist, Juanes participated in Music for Relief's Power the World campaign by creating a video message encouraging fans to contribute and provide SOCKETs for children and families without electricity in South America.

The Crystal Method

When a series of tornadoes hit central Oklahoma, destroying communities, The Crystal Method stepped up to support the recovery effort by donating a meet & greet with the band. One winner and guest were flown to Los Angeles to meet The Crystal Method at their official album release party.

Steve Aoki

In celebration of his 36th birthday, Steve Aoki pledged \$36,000 to support Music for Relief's response to Typhoon Haiyan. He contributed the funds as a matching donation, so MFR was able to leverage more donations from the public. He even inspired a donation from the promoter of his New Years Eve show.

Black Rebel Motorcycle Club

Black Rebel Motorcycle Club pledged to donate all earnings from their online US merch store to Music For Relief to support survivors of Typhoon Haiyan in the Philippines. The band also

donated tickets and meet & greet passes to their London NME show. The contributions went to providing life-saving medical care, water, supplies and medicine for those suffering following the disaster.

Leadership

Whitney Showler
Chief Operating Officer
Secretary of the board

Music for Relief Board of Directors

Brad Delson Chief Executive Officer and Founder	Founder
Dave Farrell Founder	Joe Hahn Founder
Rob Bourdon Chief Financial Officer and Founder	Mike Shinoda Founder
Chester Bennington	

Advisory Board

Jo-Ann Armstrong Director of Booking Honda Center & Anaheim Ducks	Vanessa Kromer Senior Director of Publicity Nederlander Concerts
Jordan Berliant Manager The Collective	David K. Pressman David Pressman Events
Jennifer Brazill Independent Music Manager and Consultant	Michael Rapino CEO Live Nation
Dawn Emling CEO People and Planet	Jonathan Schwartz Partner Gudvi, Sussman & Oppenheim
Morgan Gubin Director, Music Marketing	Anna Shinoda Author

Platinum Rye Entertainment

Mark Kates
Founder
Manager
Fenway Recordings

Jessica Sklar
Partner
Machine Shop Marketing

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

& Volunteer for Music for Relief

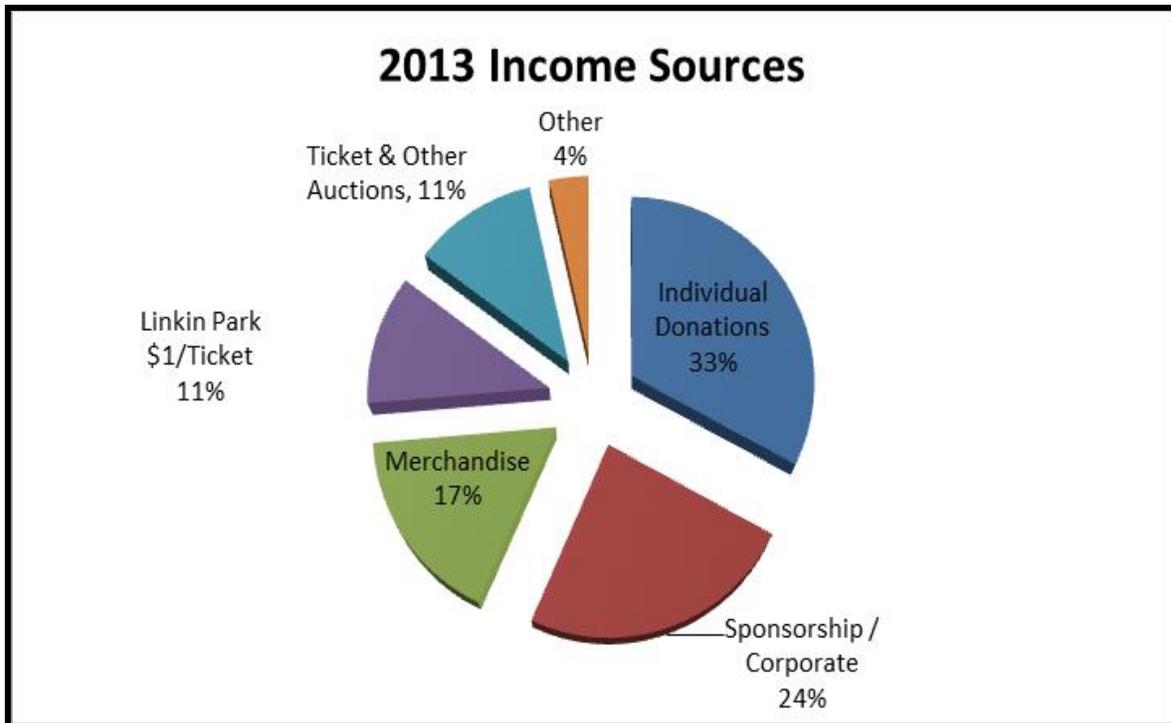
Jason Sklar
Vice President
Entertainment Industries Group
JP Morgan

Brian Swarth
Vice President, Group Director Digital Services
Showtime Networks, Inc

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

Financials

2013 was a very challenging year for fundraising. Our Hurricane Sandy program was carried over from 2012 and the more time that passes following a natural disaster the more difficult fundraising is for that particular cause. MFR has also seen ongoing challenges in raising funds for Power the World. We work to improve our fundraising during times when there isn't an immediate disaster and for programs that are not perceived as 'urgent' such as Power the World and other environmental programs. We recognize they are urgent and work to communicate that to our supporters.



During 2013 Music for Relief contributed \$383,399 to our programs while \$176,035.94 was spent on administrative expenses.

For the 12 months ending December 31, 2013:

Net assets at the beginning of the year \$245,713.82

Donations \$531,347.71

Program Expenses \$383,399

Administrative Expenses \$176,035.94

Fundraising Expenses \$18,623.42

Total Expenses \$642,300.24

Year-End Net Assets \$162,081.52

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