



# MUSICARES<sup>®</sup>

## ANNUAL REPORT

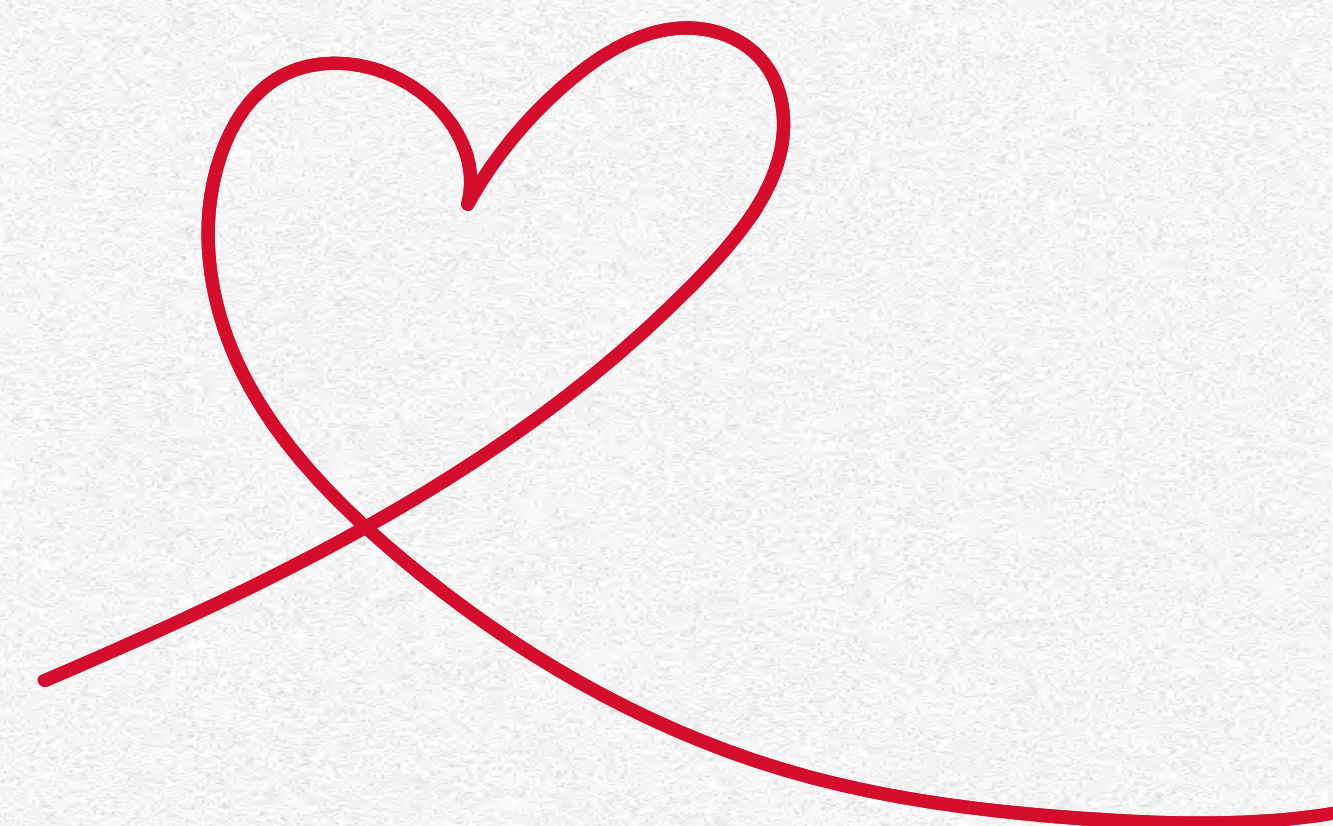


**Fiscal Year 2022/2023**

(8/1/2022 - 7/31/2023)

# TABLE OF CONTENTS

Letter from our Executive Director .....	<b>03</b>
Year in Review	
2023: Achieving Our Vision .....	<b>05</b>
A Year of Firsts .....	<b>06</b>
Wellness in Music Survey .....	<b>07</b>
Resilience on the Road: Festival Activations .....	<b>12</b>
Service Spotlight: MusiCares x Tuned .....	<b>17</b>
Program Spotlight: Humans of Hip Hop .....	<b>19</b>
Program Spotlight: The Day That Music Cares .....	<b>22</b>
Scaling our reach through Social Media .....	<b>26</b>
Financials .....	<b>28</b>
Supporters .....	<b>32</b>
Leadership .....	<b>33</b>
Team .....	<b>34</b>
Our Vision & Values .....	<b>35</b>



Dear Supporter,

It's been a transformative year here at MusiCares, and we look forward to sharing all our organization has accomplished in the following pages. But first, I want to take a moment to thank all of you, our MusiCares community, for your continued generosity and support.

At MusiCares, we help the humans behind the music because we all know music gives so much to the world. Without these humans – the writers, producers, engineers, performers, stagehands, guitar techs, touring crew, and so many more – the world would be silent; no film scores to accompany your favorite movies, no high-energy songs getting you through your workout, no carpool karaoke sessions on road trips, no lullabies singing our kids to sleep. The humans behind the music are the foundation of the music industry. It is up to us to ensure that foundation is strong.

A few years ago, I wrote to you amid the COVID-19 pandemic, a disaster that sidelined the music industry and inspired the music community. It was a massive earthquake whose aftershocks are still being felt to this day. For the third year in a row, our Wellness in Music Survey showed high levels of stress, anxiety, and financial pressure within the music community. These levels have remained consistently high since the pandemic began, meaning music professionals have still not seen their lives normalize nearly four years post-pandemic.

That's why – while maintaining our core emergency, preventive, and recovery services – we've realized the need to expand the breadth of services we provide. This fiscal year saw the launch of brand-new programs and services accessible to individuals across the country, like Humans of Hip Hop: a three-year campaign directed at providing resources tailored to the needs of the hip hop community; or Resilience on the Road: a curated suite of resources to help music professionals sustain their physical, mental and social well-being while on tour. To increase access to our services, we launched additional virtual offerings, including: a partnership with Tuned (the leading tele-hearing health platform), virtual naloxone trainings and distribution, and more virtual support groups. We also launched The Day That Music Cares, the music community's first-ever service day highlighting the positive impact of service.

By increasing our reach through nationwide programs and expanding the types of services we provide, MusiCares aims to fill in the cracks left by the pandemic and stabilize the foundation of the industry: the people behind its music.

Thank you, MusiCares community, for providing us with the support that allows us to support music makers in need. Our vital work caretaking the music industry is only possible because of you.

Sincerely,  
Laura Segura

A handwritten signature in black ink, appearing to read 'L Segura', written in a cursive style.

Executive Director

“

*In 2011, The Lumineers were robbed, and we lost all of our instruments. No one knew of our band at the time, but MusiCares gave us the money to replace the instruments that were stolen. We came to find out a lot about how the organization also helps music professionals with many other needs like therapy, dental visits, and even rent so they can keep going with their music careers.*

*We've been grateful to give back to MusiCares and support this organization that helped us in a time of need.*

”



*Wesley Schultz  
of The Lumineers*

# 2023: ACHIEVING OUR VISION

In 2020, MusiCares launched a three-year strategic plan; a tool that defined the vision and identified goals and objectives for the future.

MusiCares is proud to announce that in June of 2023, **we achieved that vision.**



**MusiCares' values are service, inclusivity, empowerment, and integrity.**



**20% increase across Health, Human, and Mental Health & Addiction Recovery preventive programs.**



**76% increase in our providers.**



**93% increase in outreach to underserved communities.**



**Restructured our mission delivery into Health Services, Human Services, Mental Health & Addiction Recovery Services.**



**From March 17, 2020 through July 31, 2022, \$35.1 million has been distributed directly to music professionals to support them throughout the COVID-19 pandemic.**



**Restructured the organization, redefined roles, established performance plans, and built two new departments. Modernizing all systems & workflow across client, donor, financial systems.**



**Fostered steady donor & Ambassador communications.**



**Evolved event location, size, sponsorship and table packages, and content strategy at Person of the Year.**



**Reviewed all compliance records and completed over 400 pages of filings.**



**New assets, social strategies, campaign calendar, and refreshed logo.**



**Marketing plan has been created and implemented.**



**Multiple new revenue-generating products created included The Coalition, Humans of Hip Hop sponsorships, and more.**

*These accomplishments led to a year of firsts here at MusiCares...*



### **HUMANS OF HIP HOP (H3)**

As we celebrated the 50th anniversary of Hip Hop in 2023, MusiCares launched a new, three-year campaign: Humans of Hip Hop (also known as H3). Planning for targeted activations in eight key cities kicked off immediately and highlighted core pillars of this initiative: direct collaboration and co-creation with the community.

### **MUSICARES X TUNED**

Did you know that music professionals are almost four times more likely to suffer noise-induced hearing loss than the average person? In recognition of this fact, MusiCares partnered with Tuned, a virtual audiological platform, to offer hearing prevention health and wellness services to individuals nationwide.

### **THE DAY THAT MUSIC CARES**

On Friday, July 28, 2023, the music community welcomed its first-ever day of service: The Day That Music Cares. During this day of volunteerism, our industry took a break from the music, and together with music fans went out to make a difference at the local level.

### **RESILIENCE ON THE ROAD**

To help music professionals foster and sustain mental and physical wellbeing while on tour, MusiCares launched a first of its kind toolkit: Resilience on the Road. Combining expert advice along with tips and tricks straight from touring pros, Resilience on the Road provides access to resources and information on a variety of relevant topics.

### **PERSONS OF THE YEAR**

On Friday, February 3rd, 2023, MusiCares celebrated not one—but two living music legends at our annual Person of the Year gala: Berry Gordy and Smokey Robinson. This was the first time MusiCares had honored two musical giants in one evening, with the help of legendary artists like John Legend, Lionel Richie, and Stevie Wonder.

# THE MUSICARES WELLNESS IN MUSIC SURVEY

In October 2020, MusiCares launched our first annual Wellness in Music Survey with a simple goal: to hear directly from music professionals about the specific challenges they were facing. Since then, MusiCares has conducted two follow-up surveys examining 70+ indicators about mental health, substance use, and financial security.

Over the course of those three years, responses poured in from music people nationwide, reflecting a broad spectrum of professions and genres across the industry. The results included data from between 1,400 to 2,300 people each year.

While there were slight differences, overall trends were consistent, and we did not see dramatic shifts.



In 2023, **64%** of respondents noted they have **moderately high to very high stress levels** and **59%** of respondents have **moderately high to very high anxiety**.



In 2023, **55%** of respondents report **moderately high to very high financial stress**, and **53%** report **very low to somewhat low confidence** to cover living expenses.



**Health insurance coverage is 87% among respondents**, compared to 91% nationally. However, **fewer of our respondents are on employee-sponsored programs**, which means they tend to only have **catastrophic coverage**.

## THE DATA: HIGH NOTES



Encouragingly, we saw an **increase in therapy** uptake from **29%** in 2020 and 2021 to **57%** in 2023. The survey showed **lack of insurance/affordability** and **stigma** remain the **two biggest barriers to accessing care**.



Our results also show that music professionals tend to **exercise more** and have **overall better physical health** than the **U.S. adult population** as well as **use alcohol and tobacco** at rates **similar to the general population**.



## THE INDUSTRY IN ITS OWN WORDS

“

**Touring can be both lonely and overwhelming.** You can be surrounded by people at all times, however, still feel completely alone. It can be a very isolating experience. It is important to take your mental health seriously. It's very easy to get lost in a group of people so **prioritize making some time for yourself** wherever you can fit it in, this can be the 15 minutes after doors or on an afternoon off. **Find the little things that bring you joy** and add them in to your day whether it's a cup of coffee drunk in peace or a call home. **Check in with yourself** and get to know when the pressure/stress is getting too much. Learn and then recognize the signs and if needed take some time for yourself or reach out to your support network. **If you don't have a support network, get one.**

”

“

I think **not always knowing if the basic needs** for me and my family will be met and **not achieving the goals I've always wanted** have a strong effect on my mental health.

”

## THE INDUSTRY IN ITS OWN WORDS

“

*[I'm] **not eligible for employer-based coverage,** personal coverage was prohibitively **expensive,** employers kept engineers part-time, despite working full time hours.*

”

“

*We've toured and gotten by but have **worked our entire lives to secure our place** making music for the masses. The **anxiety and depression are very real** and still prevalent daily in our lives. The expectation vs. reality.*

”

The last three years of statistical and anecdotal evidence make it clear that the pandemic deeply impacted the financial, physical and mental health of music professionals. Music professionals have not seen their lives normalize, and for this reason, the safety net that MusiCares provides continues to be essential.

That is why this year – while maintaining our well-known emergency financial assistance program – **we expanded our national network and breadth of available services.**

At the same time, we ensured our support remains tailored to the unique challenges facing the music community.



# RESILIENCE ON THE ROAD: FESTIVAL ACTIVATIONS

Recognizing the need to bridge the gap between in-person interactions and nationally accessible care, MusiCares revamped the ways in which we partner with festivals on activations across the country. Rather than focusing exclusively on boots-on-the-ground events, we developed a new suite of virtual and on-site support offerings, with a particular emphasis on growing our reach.

## VIRTUAL

### Tuned Hearing Wellness Program

Provide eligible music industry professionals with all-encompassing hearing health & wellness services.

### MusiCares 101

Educate staff, artists, & crew about the plethora of resources available through MusiCares.

### Educational Panels or Workshops

Cover a variety of relevant topics.

### Naloxone Training & Distribution

Educate staff, artists, & crew about the life-saving benefits of the drug, as well as provide individual doses to all who complete the training.

## ON-SITE

### Hearing Clinic Services

Provide on-site molding for custom musician's earplugs.

### Safe Harbor Room

Sober space for staff, artists, & crew with AA support.

### Breakroom Oasis

A mental health & quiet break for crew & artists.

“ MusiCares was such a great resource for our festival and instrumental in establishing training for naloxone administration among our festival team, as well as providing much needed product for us to have on hand. This was a first for many of our team members and we would not have been prepared to offer such wide-ranging training if not for our partnership with MusiCares. Additionally, the custom ear molding station was valuable and great to be able to offer artists and our sound crews that had not been something we'd be able to offer previously. ”

*Nathan Walker*

**PRODUCTION BACKLINE MANAGER,  
TREEFORT MUSIC FESTIVAL**

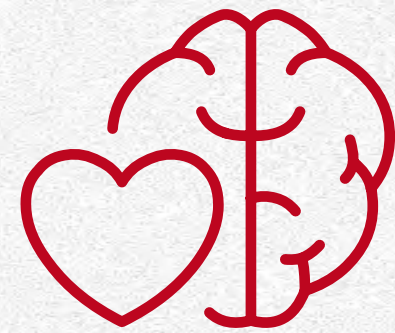
## PROGRAM SPOTLIGHT: RESILIENCE ON THE ROAD

For many music professionals, touring is a love-hate relationship. Live shows and travel are a chance to bring music directly to fans, but it can also be mentally, physically, and financially draining. MusiCares not only understands what it takes to bring music to the world but is committed to ensuring accessible support at home or on the road.

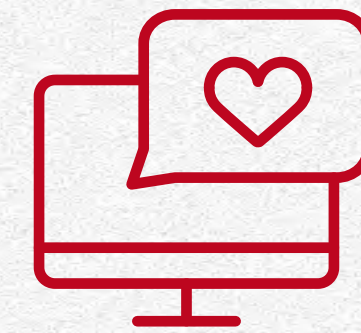
Launched in summer 2023, the [MusiCares Resilience on the Road toolkit](#) is a living resource to foster and sustain mental and physical wellness while on tour. MusiCares believes such resilience requires four core elements:



**Resources &  
Information for  
Informed Choices**



**Affordable & Timely  
Mental Health  
Support**



**Accessible &  
High-Quality Physical  
Wellness**

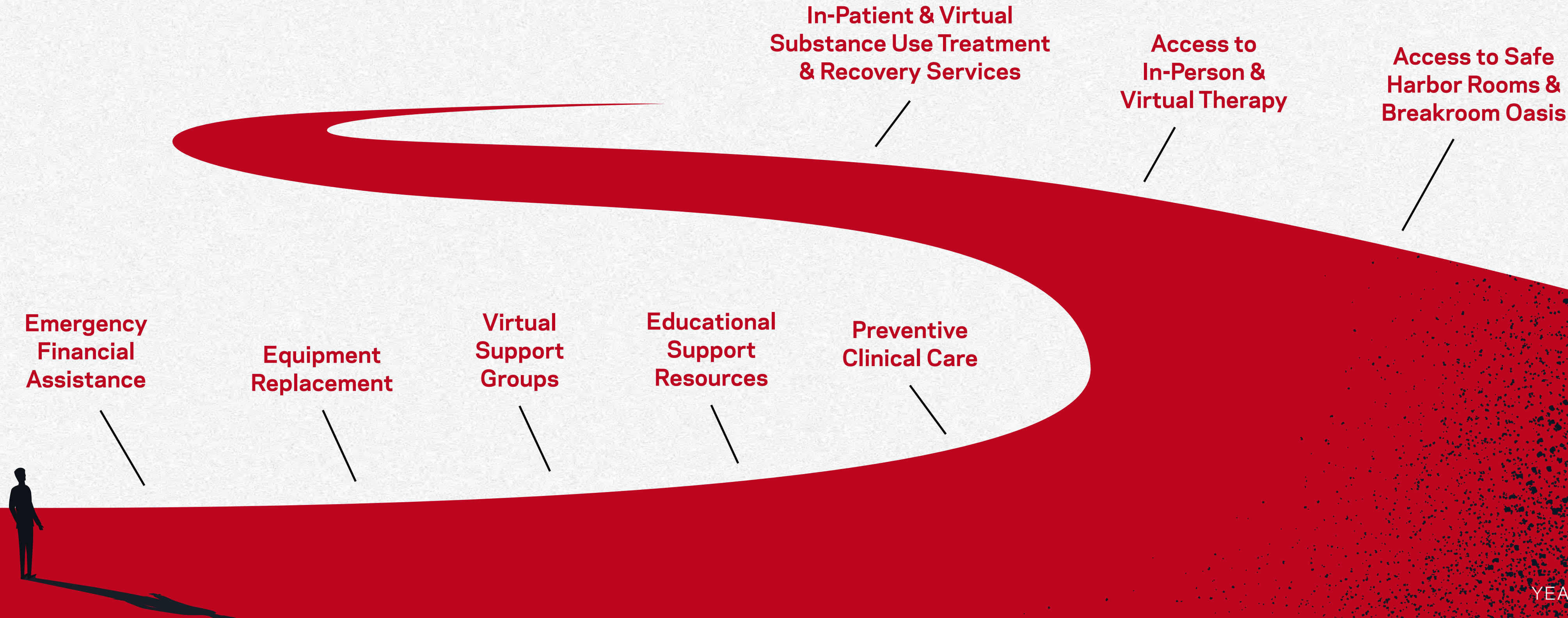


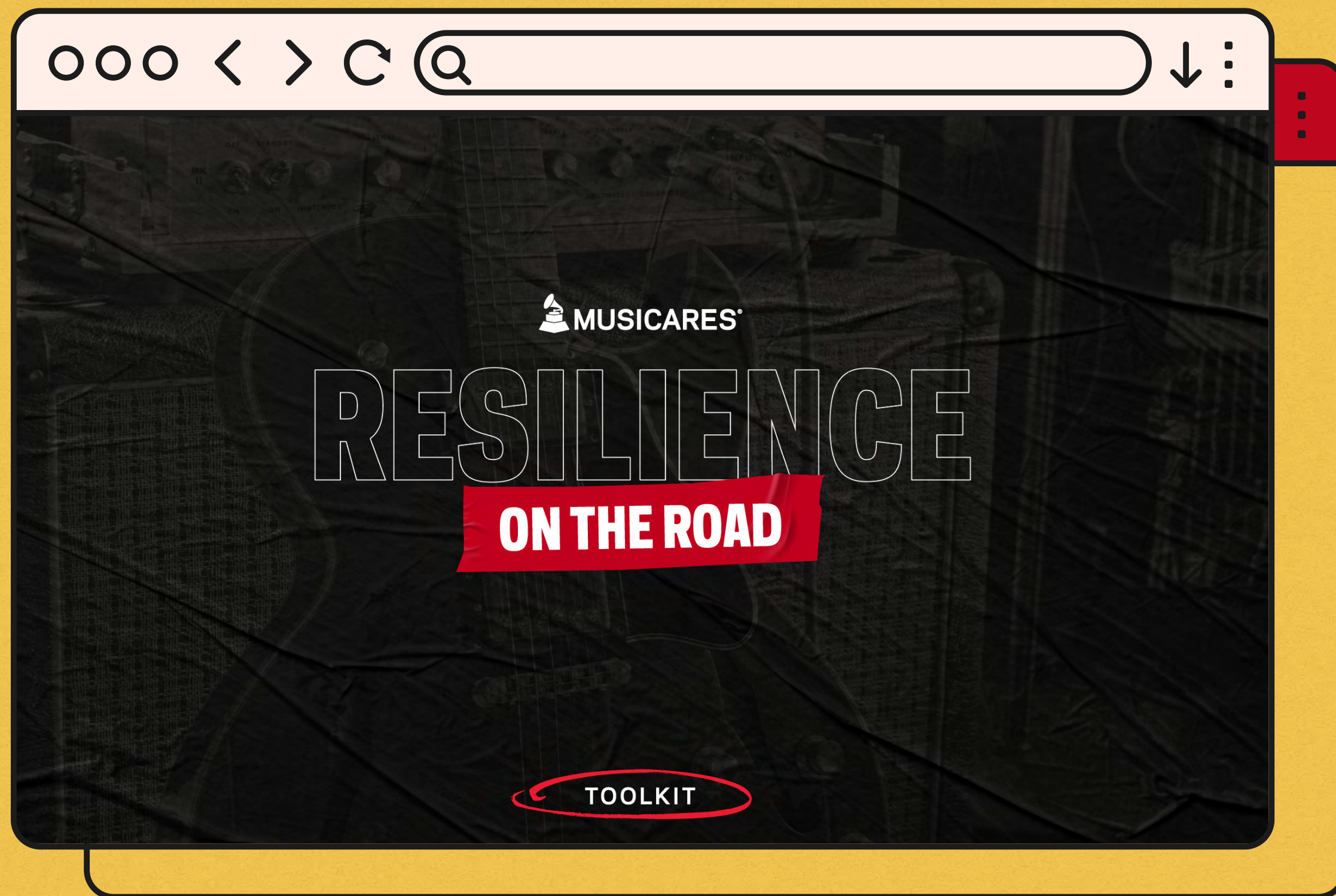
**Empathetic &  
Compassionate  
Community**

*Interested individuals can preview and download the toolkit [here](#).*

# FOSTERING RESILIENCE ON THE ROAD

With over 30 years of experience serving the unique needs of music professionals, MusiCares truly understands the challenges they face. But music is more than an industry; it's a community. Through our suite of support services and continuing efforts to cultivate a culture of connection within the industry, MusiCares is safeguarding the physical, mental, and social wellbeing of music professionals on the road.





“

*The MusiCares Resilience on the Road toolkit is coming out at the perfect time to help support touring professionals sustain their physical and emotional wellness on tour. It is what the touring industry needs right now to help support all the people on tour.*

”

*Marty Hom*

TOUR MANAGER



## SERVICE SPOTLIGHT: MUSICARES X TUNED

In fall of 2022, [MusiCares](#) partnered with [Tuned](#), a virtual audiological platform, to offer the music community access to highly specialized hearing health and wellness support. Tuned's certified audiologists bring years of experience focusing on the unique needs of music professionals in hearing loss prevention, amplification, tinnitus and disorder management, to name a few.

Through Tuned, approved individuals receive one virtual telehealth consult with a certified music audiologist. This consult includes:

1. A full hearing screening
2. Education and personalized recommendations
3. A pair of ER20XS (non-custom) filtered earplugs

“

*Caring for your hearing is caring for your overall health, but for music industry professionals **caring for your hearing is actually caring for your livelihood as well.***”

*Heather Malynuk*

HEAD OF AUDIOLOGY FOR TUNED

**60%** of referred clients had never seen an audiologist prior to this service.

**70%** of referred individuals were diagnosed with tinnitus.

“ This is amazing and so helpful. Having hearing trouble as a musician, or anyone for that matter, has been scary and a real challenge. [Tuned] is such a tremendous help, I can't thank you enough...I really appreciate all you do. ”

*Drummer,*

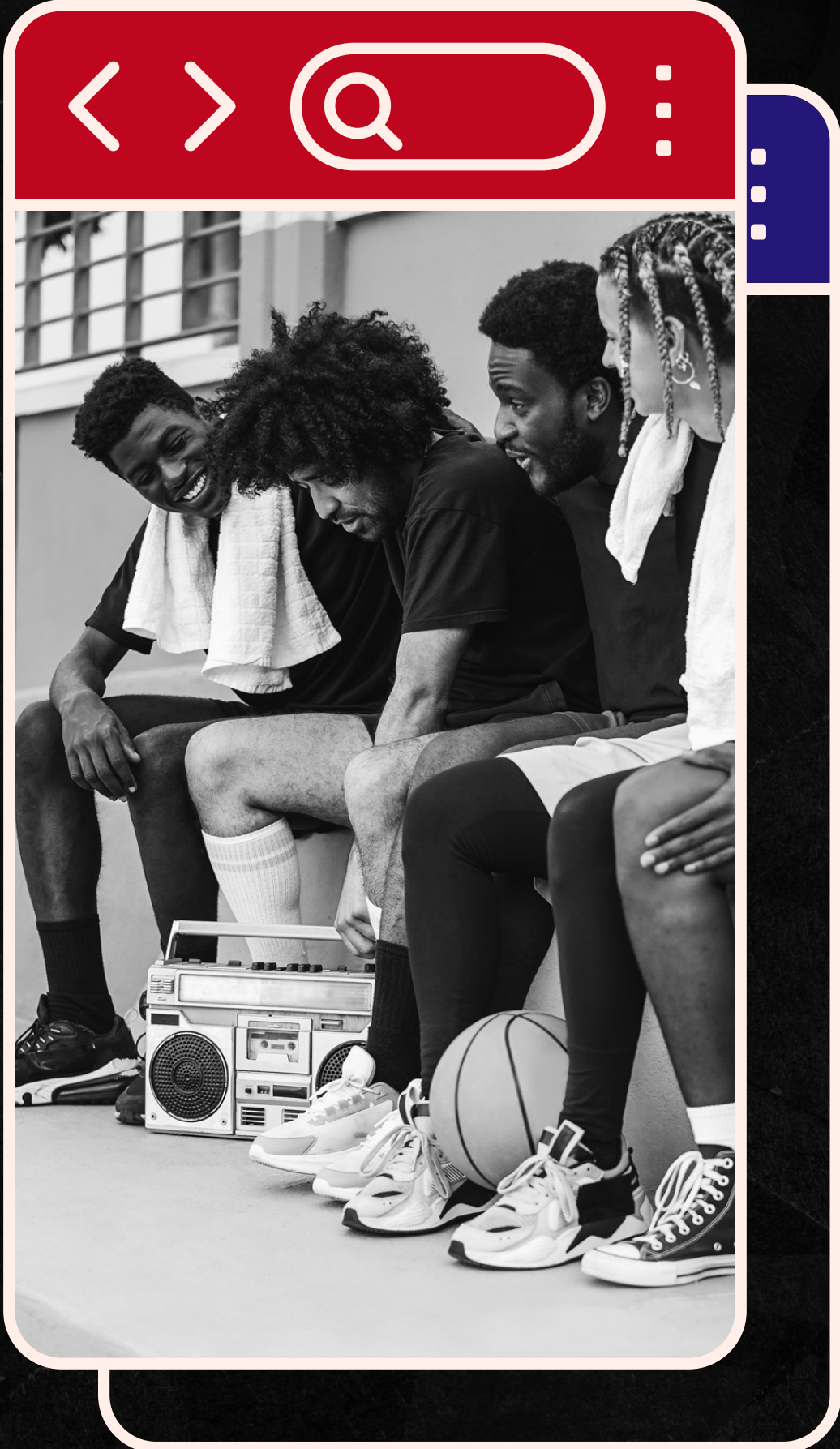
**30+ YEARS PROFESSIONAL EXPERIENCE**

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**PROGRAM SPOTLIGHT:**



# HUMANS OF HIP HOP



In 2023, the music community came together to celebrate 50 years of hip hop's influence.

Hip hop is the largest music genre worldwide, but the hip hop community is under-represented in access to financial, medical and mental health services.

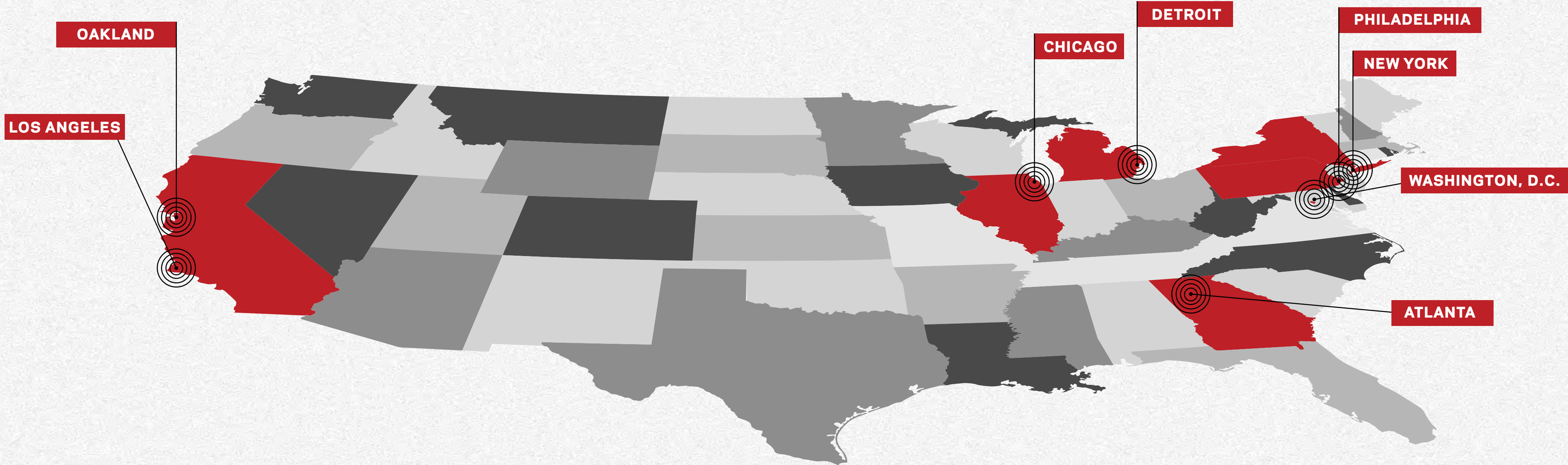
Launched in 2023, our new, three-year campaign "Humans of Hip Hop (H3)," will expand our reach and impact in the hip hop music community while also creating lasting links to support hip hop music professionals.



# H3 CORE OBJECTIVES

At its core, H3 is grounded in co-creation, working with and through the hip hop community to design programming and dialogue driven by their specific needs.

H3’s national efforts will kick off with a coordinated suite of targeted activations in 8 key hip hop cities. Initial community conversations will occur in Atlanta, Washington, D.C., and Philadelphia later in 2023, with future stops in Chicago, Detroit, Los Angeles, New York, and Oakland to follow in 2024.

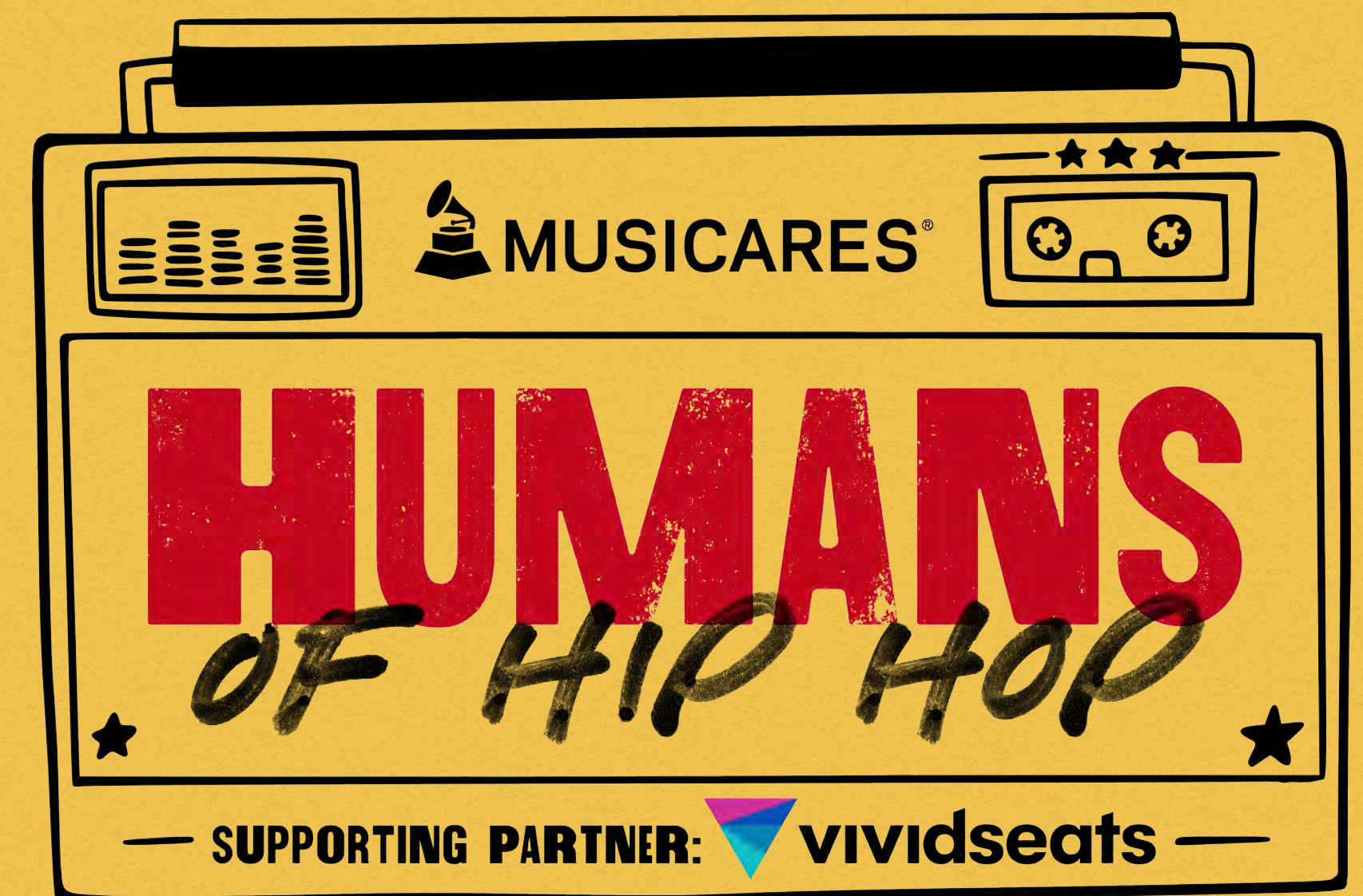


Through H3, MusiCares seeks to ensure the hip hop community nationwide has access to the financial support, as well as medical, dental, mental health and addiction recovery care they deserve.

“ Like so many other communities post-pandemic, the hip hop community is in need of support. I've heard my community voice their needs. With MusiCares and Humans of Hip Hop, I'm excited to work directly with artists and change-makers to get people the services that will really make a difference in their lives. ”

*Rico Love*

H3 ARTIST ADVOCATE & CHAIR OF  
THE RECORDING ACADEMY'S BLACK MUSIC COLLECTIVE



H3 Contributor: [amazon music](#)

## PROGRAM SPOTLIGHT: THE DAY THAT MUSIC CARES

In May 2023, U.S. Surgeon General Vivek Murthy released a health advisory on what his team describes as **America's epidemic of loneliness and isolation**.

The advisory drew particular attention to the physical health consequences of poor or insufficient connection:

**29%** increased risk of heart disease

**32%** increased risk of stroke

**50%** increased risk of developing dementia (for older adults)

Lacking social connection can increase the risk for premature death as much as **smoking up to 15 cigarettes a day**.

## 50% OF U.S. ADULTS REPORT EXPERIENCING MEASURABLE LEVELS OF LONELINESS

The impact of loneliness on mental health is just as staggering:

♥ Adults who report feeling lonely often are more than twice as likely to develop depression as compared to adults who report rarely or never feeling lonely.

♥ Social connection may be one of the strongest protective factors against self-harm and suicide among people with and without serious underlying mental health challenges.

*\*All data sourced from [Surgeon General Advisory on Loneliness](#)*

At MusiCares, the advisory – while incredibly distressing – was not a surprise. We saw the effects of pandemic isolation impact our community firsthand, with high levels of social anxiety and depression being reported throughout our Wellness in Music Survey.

**60%**

of Americans reported feeling very stressed (Gallup Poll, 2020)



**64% - 66%**

of respondents reported their overall level of stress as "moderately high to very high" (WIM Survey, 2020, 2021, 2023)

**19%**

of the US population have a diagnosed/diagnosable anxiety disorder (NIMH)



**56% - 65%**

of respondents reported "moderately high to very high" overall levels of anxiety (WIM Survey, 2020, 2021, 2023)

The Surgeon General cites **cultivating a culture of connection** as one of the six pillars to stopping the loneliness epidemic, noting that **VOLUNTEERISM** is one of the best ways to connect.



Connecting with your community through volunteering has been proven to lower an individual's mortality rate by **2.7%**.



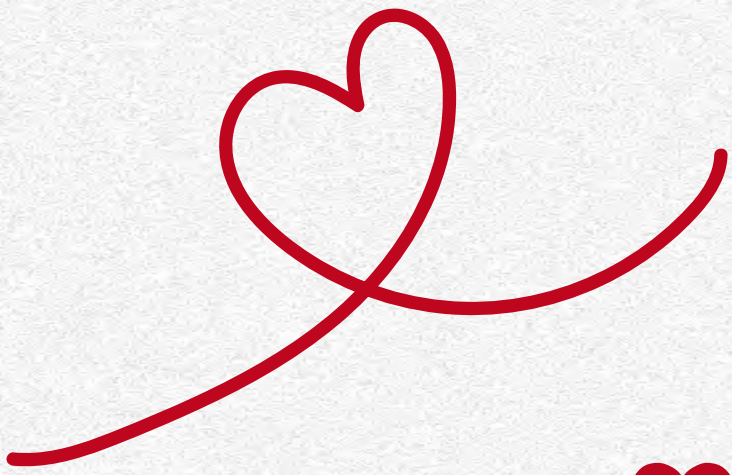
Volunteering reduces depression, improves self-esteem and **brings us closer to our community**.

We were left with the question:  
**HOW CAN MUSICARES HELP SOLVE THIS URGENT PHYSICAL & MENTAL HEALTH CRISIS?**

MusiCares has always believed in the healing nature of community, operating over 10 free, virtual addiction recovery and emotional support groups on a weekly basis. But with the crisis so widespread, a larger movement was needed to support the full music ecosystem on a greater scale.

\*All data sourced from [Surgeon General Advisory on Loneliness](#)

On July 28, 2023, the **music community came together to celebrate its first-ever day of service: The Day That Music Cares.** On this day, music people around the world pledged to give back to their communities through service activities like volunteering at a local food bank, organizing a clothing drive for unhoused individuals, or cleaning up a community park.



- ♥ Over **1400** volunteers worldwide
- ♥ **NATIONAL & INTERNATIONAL** participation
- ♥ Over **700** social media photos & videos shared by volunteers

“  
*The world needs more days like this.*”  
VOLUNTEER, BOGOTÁ, COLUMBIA, SOUTH AMERICA



The overwhelmingly positive response from the event showcased the benefits of community on the music ecosystem's mental health.



“

*It was amazing. People in the community saw us and just joined in and helped make it a success.*

VOLUNTEER, BROOKLYN, NY

”

“

*My overall experience volunteering at the Manna House Food Bank was amazing. The people were so welcoming and showed me exactly what I needed to do. It felt amazing helping others in the local community.*

VOLUNTEER, CANTON, TX

”

“

*Lo mejor que me ha pasado en mi vida. [Translation: This is the best thing that ever happened to me.]*

VOLUNTEER, LIMA, PERÚ

”




“

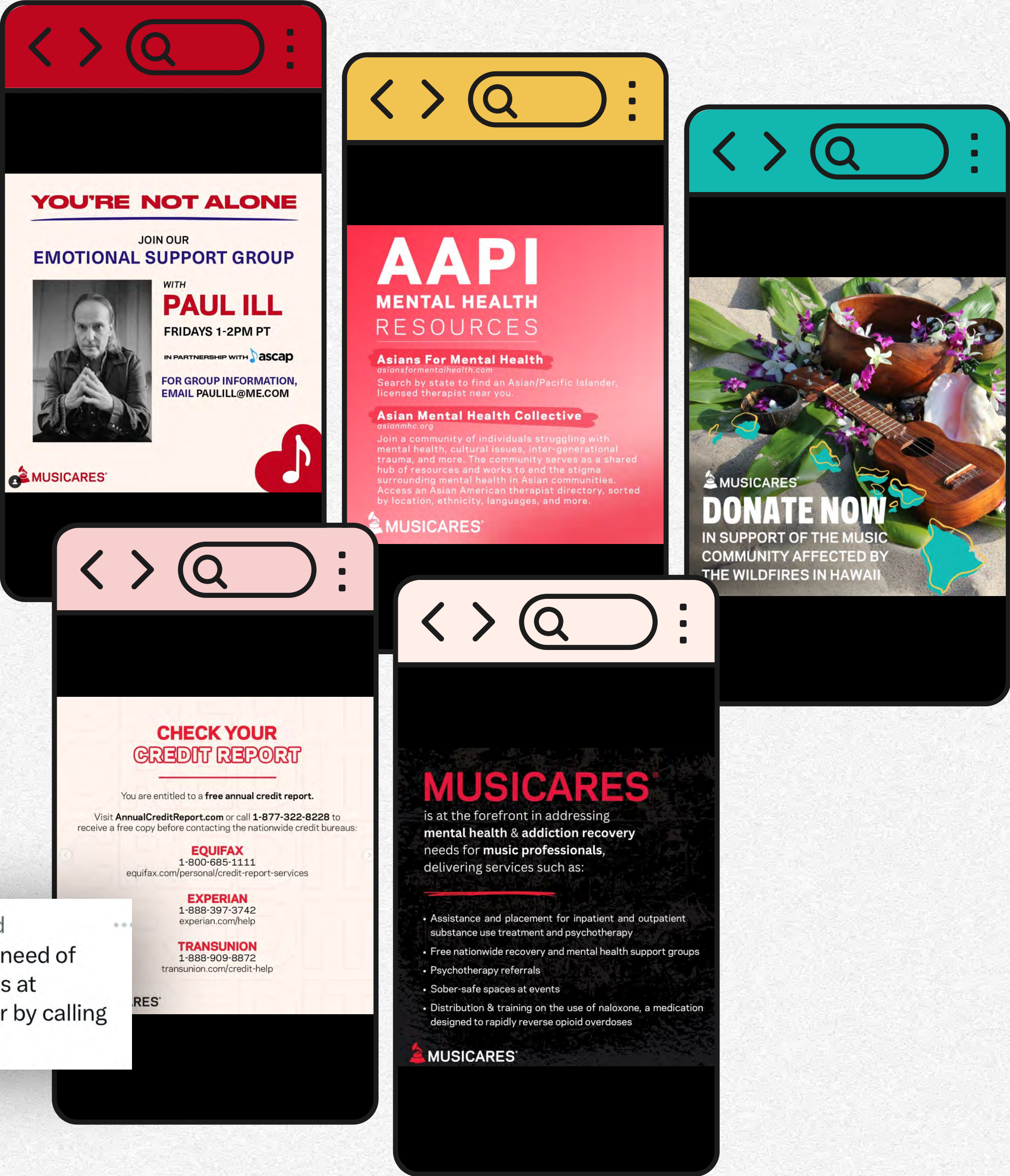
*It went amazing. Music heals. The seniors with Alzheimer's dementia came to life and were flooded with memories and stories. They mouthed the words to the songs, snapped their fingers, clapped their hands and danced in their chairs and wheelchairs.*

VOLUNTEER, SOUTHLINGTON, CT

”

In addition to initiatives like The Day That Music Cares, MusiCares also utilizes social media to scale our reach – serving as an authentic extension of our mission delivery in three key areas:

- 
 informing individuals of support offerings
  
- 
 providing informative tips to improve mental and physical health
  
- 
 connecting the community with a variety of helpful resources




**MusiCares**   @MusiCares · 5d  
 If you are a music professional in need of MusiCares' assistance, contact us at [musicaresrelief@musicares.org](mailto:musicaresrelief@musicares.org) or by calling 800-687-4227. 

“ Behind every remarkable performance is the dedication of music professionals who often bear invisible burdens. Julien’s Auctions’ support for MusiCares stems from the belief that we should shine a light on the mental health struggles faced by all music industry professionals and provide the help they deserve. ”

*Darren Julien and Martin Nolan*

**\$7.1 MILLION**

DISTRIBUTED TO MUSIC  
PROFESSIONALS

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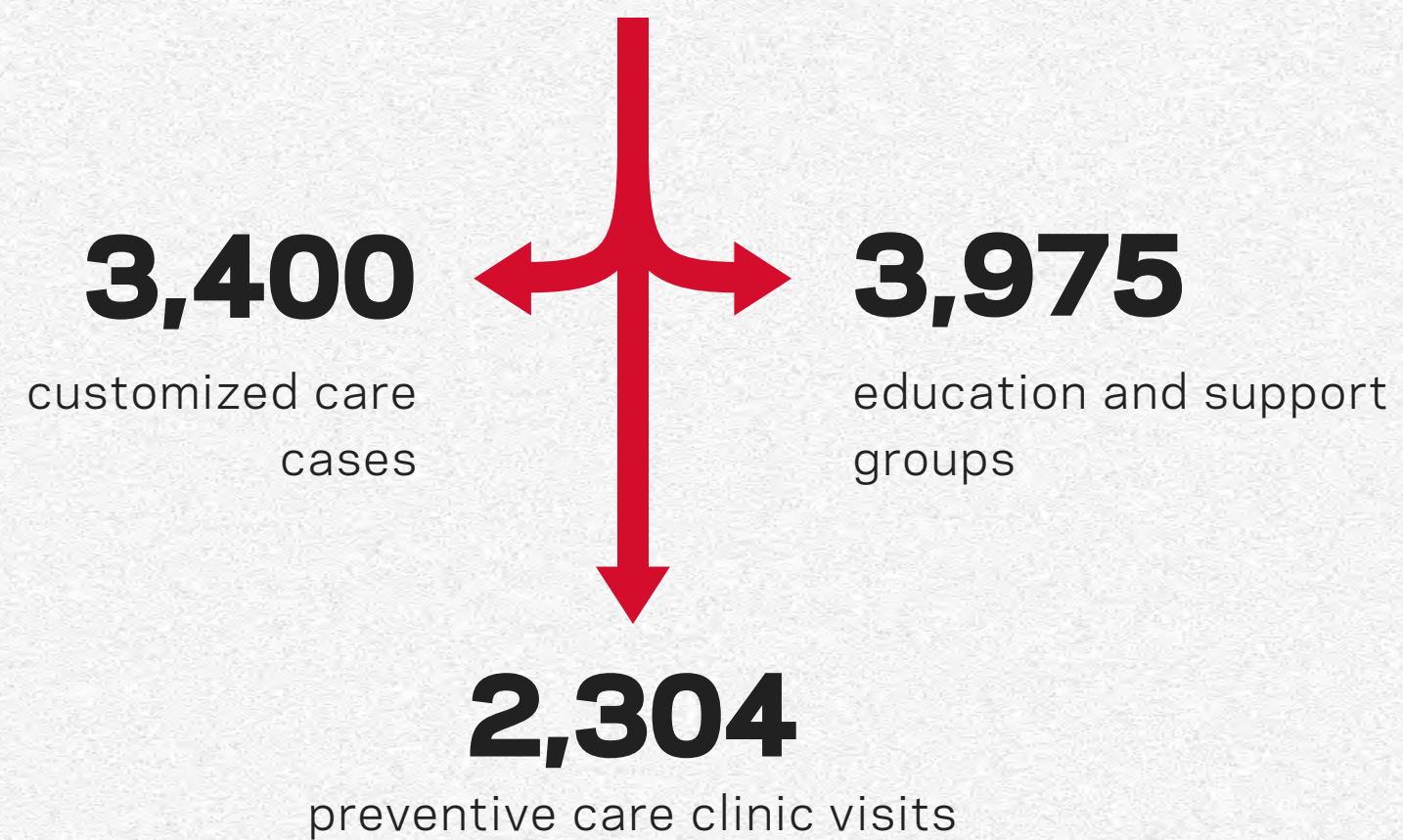
**716**

ACTIVATIONS

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**9,679**

TOTAL SERVICES TO THE  
MUSIC COMMUNITY



# FINANCIALS

# \$15.3M

DOLLARS RAISED

# \$4.1M

PERSONS OF THE YEAR  
2023 NET REVENUE

Sales, sponsorships, and contributions related to the February 3, 2023 gala honoring Berry Gordy & Smokey Robinson

## Trusted Direct Philanthropy Model

MusiCares' 34 years of integrity and transparency has earned the trust of donors around the world. All external charity-rating organizations confirm that MusiCares operates a direct philanthropy model, and that supporters may rest assured their donations are used wisely.



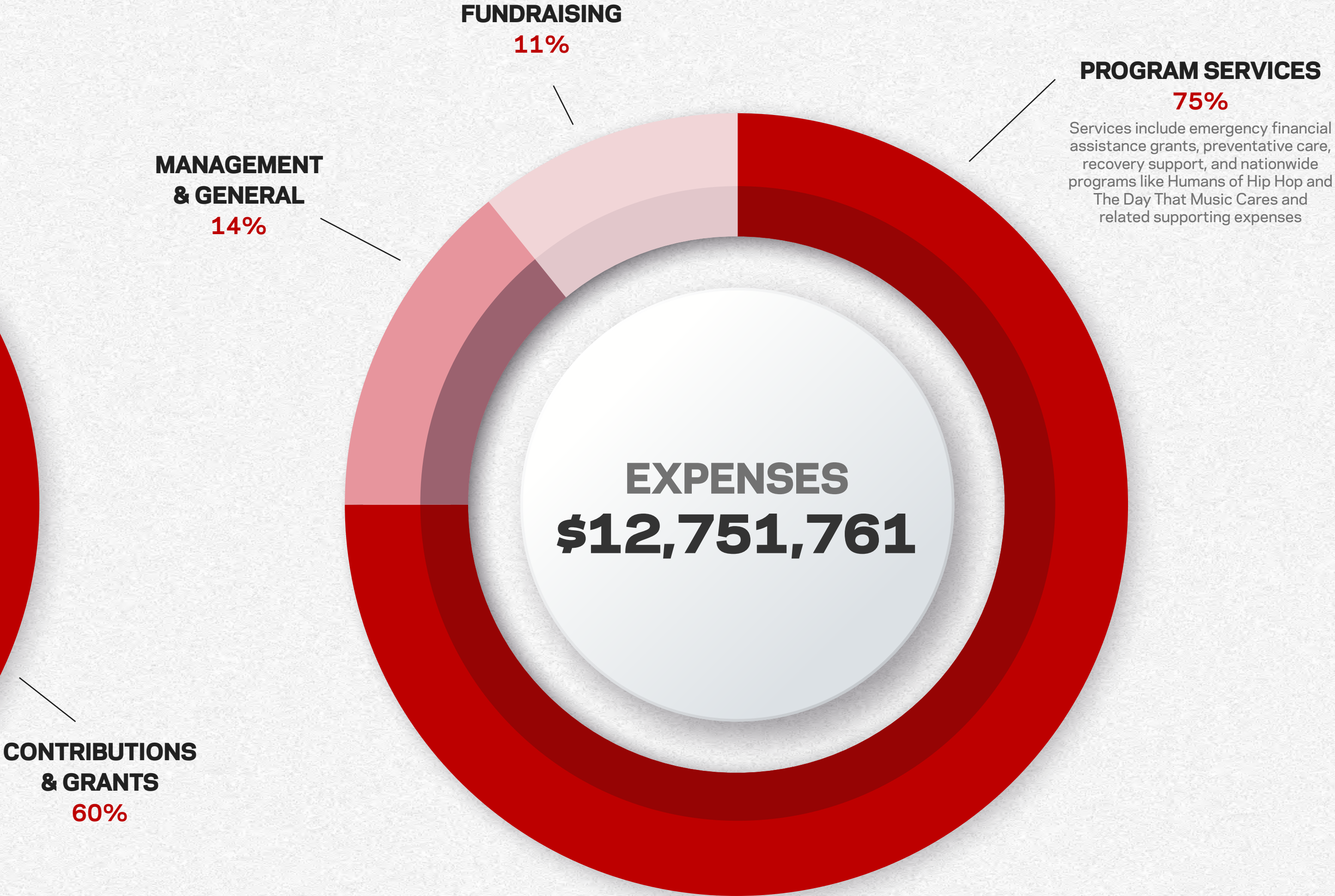
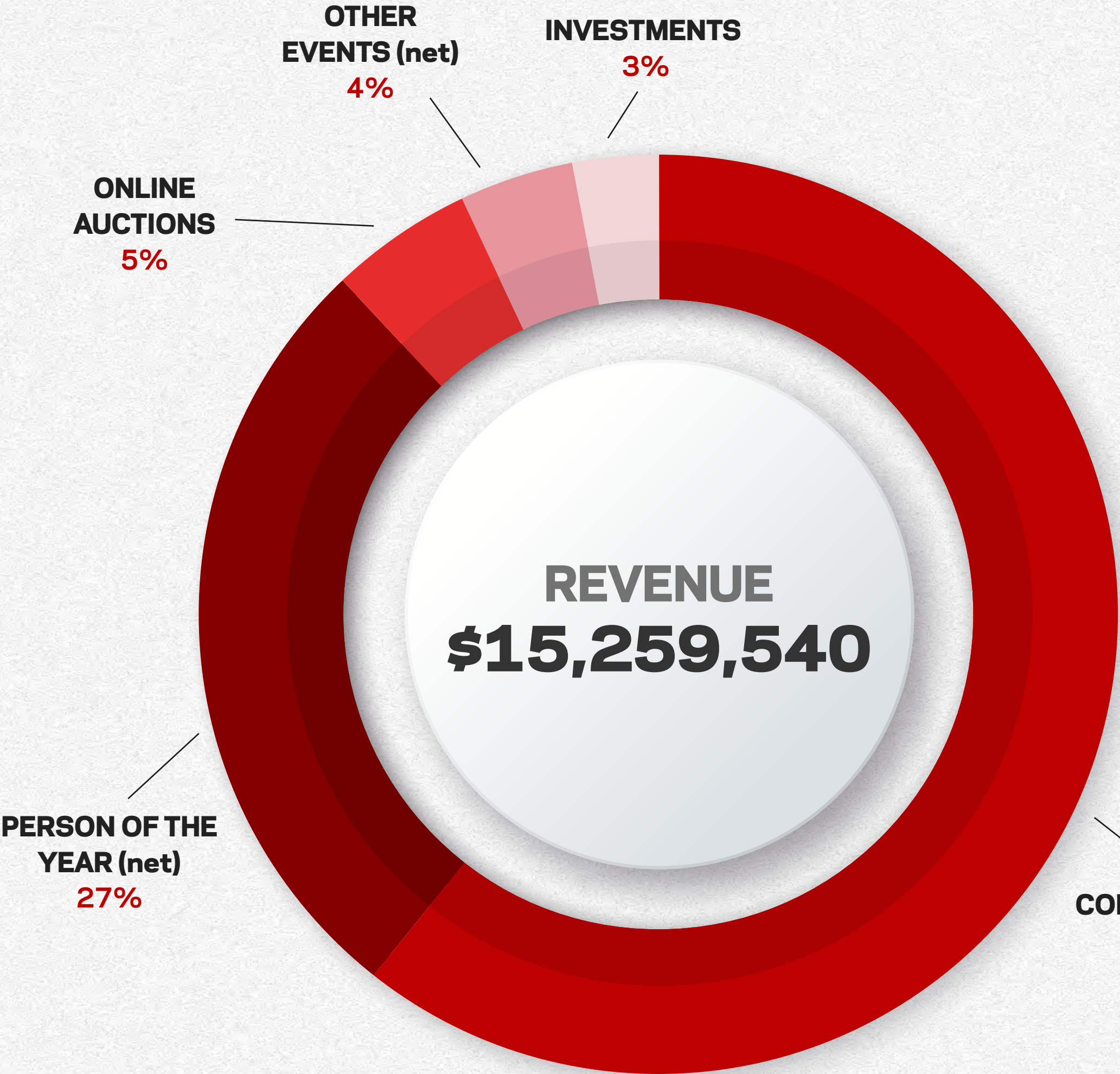
Charity Navigator gives MusiCares a 4-star rating and encourages donors to give with confidence.



MusiCares is a Platinum Candid/GuideStar participant, demonstrating the highest level of transparency.

\*Based on form 990 FYE 22/23 that has not yet been reviewed

# FINANCIALS



\*Based on form 990 FYE 22/23 that has not yet been reviewed

“ We see firsthand the dedication and passion that music professionals pour into their craft both on and off the stage. Activist proudly supports MusiCares’ mission to provide the vital and essential support that enables this community of music professionals to thrive. ”

*Bernie Cahill*

FOUNDING PARTNER,  
ACTIVIST ARTISTS MANAGEMENT

# OUR SUPPORTERS

## **Coalition**

Thank you to the MusiCares Coalition who champion our mission. This united and diverse group of benefactors is made up of leading philanthropists and corporate partners who believe in the healing power of music. The Coalition believes we need to do more than celebrate music. We need to support those who make it.

## **LEADERSHIP LEVEL**

Recording Academy

## **VISIONARY LEVEL**

Amazon Music  
Sony Music Entertainment  
Universal Music Group  
Warner Music Group

## **ILLUMINATOR LEVEL**

ASCAP  
Julien's Auctions

## **CHAMPION LEVEL**

City National Bank  
Hipgnosis Songs Fund  
Ray and Vera Conniff Foundation  
Rita Wilson & Tom Hanks  
Vivid Seats

## **Person of the Year 2023 Sponsors**

AEG, Elite Plus Sponsor

ELS STUDIO 3D Premium Audio,  
Signature Sponsor

Meta, Support Sponsor

United Airlines, Support Sponsor

Wasserman Foundation, Support  
Sponsor

## **Humans of Hip Hop 2023 Sponsors**

Vivid Seats, Supporting Partner

Amazon Music, H3 Contributor



# OUR LEADERSHIP

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# OUR TEAM

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Development Manager

**Tia Bennett**

H3 Project Lead

**Brendan Berry**

Client Manager, Mental Health & Addiction Recovery Services

**Angela Bilkic**

Client Manager, Health Services

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Managing Director, Mental Health & Addiction Recovery Services

**Kyra James**

Content Producer, Marketing & Communications

**Monica Kim**

Events Manager, Development

**Hannah Kulis**

Operations Manager, Finance & Operations

**Patrick La Cotera**

Director of Production, Development

**Kelly Lamb**

Systems and Database Manager, Finance & Operations

**Jennifer Leff**

Managing Director, Human Services

**Harvey Mason jr.**

CEO

**Breana Phelps**

Coordinator, Marketing & Communications

**Anita Ramsarup**

Client Manager, Human Services

**Carie Salas**

Client Manager, Mental Health & Addiction Recovery Services

**Laura Segura**

Executive Director

**Roger Tang**

Supervisor, Accounts Payable and Accounts Receivable, Finance & Operations

**Robert Taylor, Jr.**

Client Manager, Human Services

**Emanuel Tekle**

Sr. Accounting Coordinator, Finance & Operations

**Theresa Wolters**

Vice President, Health & Human Services

**Wynn Wynn**

Senior Director, Development

**Nana Yip**

Coordinator, Human Services

# OUR MISSION

MusiCares helps the humans behind music because music gives so much to the world.

Offering preventative, emergency, and recovery programs, MusiCares is a safety net supporting the health and welfare of the music community. Founded by the Recording Academy in 1989 as a U.S. based, independent 501(c)(3) charity, MusiCares safeguards the well-being of all music people through direct financial grant programs, networks of support resources, and tailored crisis relief efforts.

# OUR VALUES

## SERVICE

We lead with compassion using expertise to offer customized assistance. We believe empathy and kindness within the music community heals all involved.

## INCLUSIVITY

We provide a sense of belonging in a meaningful community, not just an industry. We unify all people behind music with the people who support them.

## EMPOWERMENT

We uplift the voices of those facing their own challenges, creating a safe space to get advice, access resources, and be heard. We want the music community to thrive, not just survive.

## INTEGRITY

We are committed to our values and follow through on our promises - clients and donors know they are safe with us.

“

*I am so grateful to MusiCares for this. I would try to put into words how much this grant will help us, but I'm afraid they would fall very short in appropriately expressing our gratitude.*

*I'm a pretty staunchly independent individual. Asking for help is not something I am accustomed to or comfortable with. But it's nice to know that, in a field such as the arts where 'stable' ground is rare, an organization such as MusiCares exists to help creatives when there are no other options.*

*You can rest assured that, the minute we are back 'on our feet', this blessing WILL be paid forward. We have always believed in supporting the artistic community...because the artistic community has supported me. We will show the kindness you have shown us, to some other artist, writer, etc, who needs a brief hand up.*

”

*Songwriter,*

**29 YEARS PROFESSIONAL EXPERIENCE**



**MUSICARES<sup>®</sup>**

