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IMPACT





MUSIC IS A POWERFUL FORCE FOR GOOD IN THE WORLD.


It heals. It unites. It moves us like nothing else.

The people who create music deserve an organization
dedicated to their well-being.

That's exactly why the Recording Academy® exists.

Through acts of advocacy, mentorship, direct assistance,
and by honoring musical excellence, we serve music.

AND ALL THE PEOPLE WHO MAKE IT.



IN 2020 the Academy embarked on a transformational journey, determined to evolve, modernize, and reimagine the ways we serve today's broad, vibrant, global music community.

Today we have new leadership, a new vision, new programming — and a completely remade membership body that is more reflective of the music community than ever before.

Our transformation has not only enabled us to better serve the music community — it has substantially grown our impact.



MR. MASON





THIS IS THE STORY

of how we impacted music people in 2024 and is the combined work of more than 300 dedicated employees of the **Recording Academy**, the **Latin Recording Academy**,[®] the **GRAMMY Museum**,[®] **MusiCares**,[®] and thousands of music creators who volunteered their time in service to their peers.



STAGES

Every artist benefits from being introduced to new audiences. In 2024, the **Recording Academy** impacted the lives and careers of thousands of artists by recognizing their work and providing public stages, platforms, forums, and other opportunities for discovery.







500+

The number of artists who performed on a GRAMMY® stage in 2024, from the 66th GRAMMY Awards® and other GRAMMY Week events, to concerts at the **GRAMMY Museum** or at one of the 300+ live events we held across the U.S. and around the world.



900+

The number of creators
who received GRAMMY
nominations for the
upcoming 67th
GRAMMY Awards.

From emerging artists to some of music's biggest stars, a GRAMMY nomination creates immediate opportunities for artists. The growth in consumption following the 67th GRAMMY nominations spanned genres and all corners of the industry. Some of the streaming increases:

ALTERNATIVE

Kim Gordon's *The Collective* **+98%**

AMERICANA / AMERICAN ROOTS

T Bone Burnett's *The Other Side* **+456%**

The Fabulous Thunderbirds, Bonnie Raitt, Keb' Mo',
Taj Mahal & Mick Fleetwood's "Nothing In Rambling" **+56%**

COUNTRY

Kacey Musgraves' *Deeper Well* **+39%**

Beyoncé's *Cowboy Carter* **+21%** / "16 Carriages" **+62%**

GLOBAL MUSIC

Arooj Aftab's "Raat Ki Rani" **+104%**

Jacob Collier, Anoushka Shankar & Varijashree Venugopal's "A Rock Somewhere" **+65%**

JAZZ

Kurt Elling & Sullivan Fortner's *Wildflowers, Vol. 1* **+409%**

Samara Joy & Sullivan Fortner's "Twinkle Twinkle Little Me" **+71%**

LATIN

El David Aguilar's *Compita del Destino* **+49%**

POP

Ariana Grande's *Eternal Sunshine* **+15%**

R&B

Durand Bernarr's *En Route* **+51%**

RAP

Common and Pete Rock's *The Auditorium, Vol. 1* **+58%**

Rapsody and Hit-Boy's "Asteroids" **+103%**

ROCK

IDLES' "Gift Horse" **+88%**

Data provided by Luminate

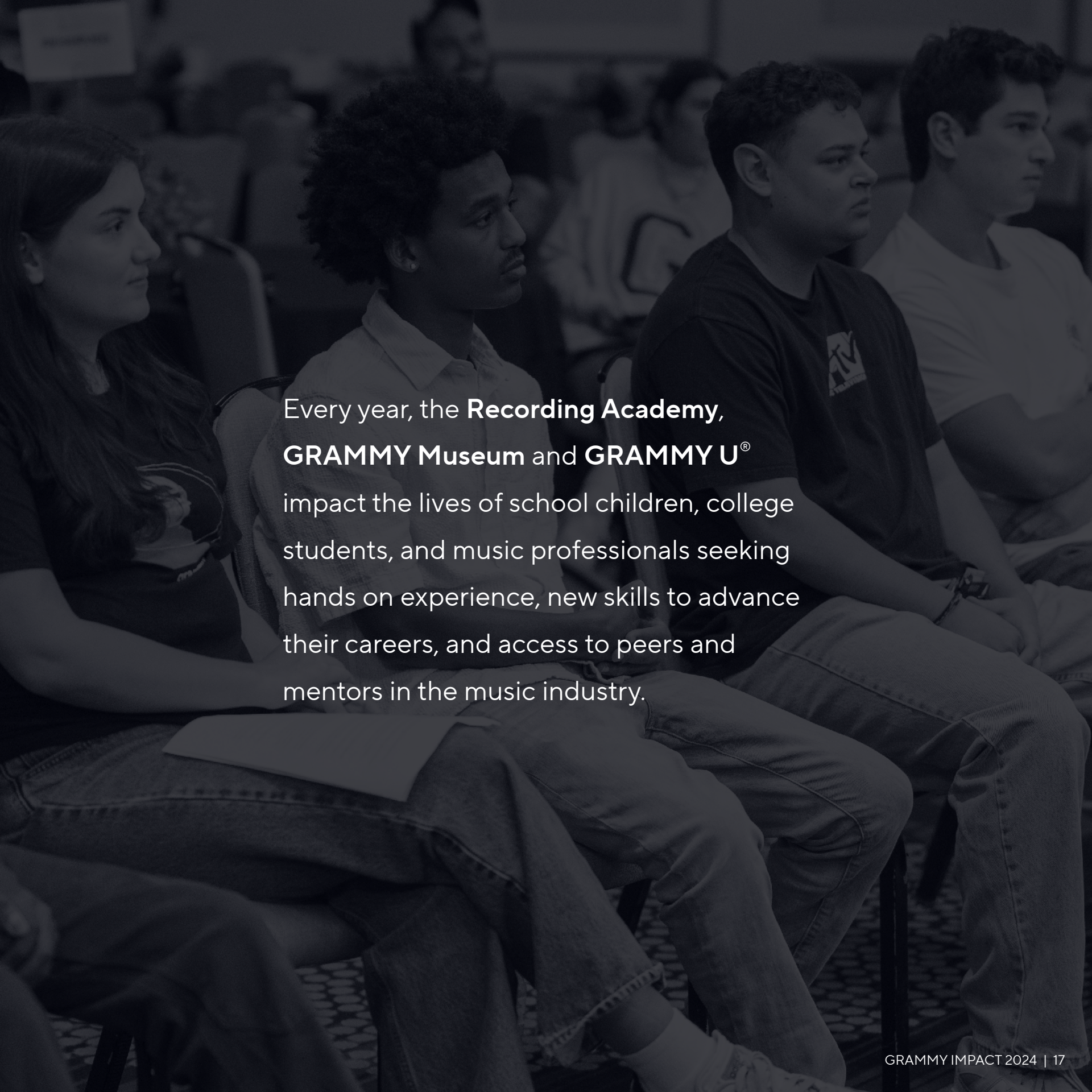


A GRAMMY nomination
or win can increase live and
recorded income by millions.

According to a 2024 study by Will Page,
Former Chief Economist at Spotify

ACCESS, SUPPORT & RESOURCES





Every year, the **Recording Academy**,
GRAMMY Museum and **GRAMMY U**[®]
impact the lives of school children, college
students, and music professionals seeking
hands on experience, new skills to advance
their careers, and access to peers and
mentors in the music industry.

16,000+

Number of K-12 students who attended a workshop, field trip, or program at the **GRAMMY Museum** in Los Angeles.

33,000+

Number of students and teachers who were impacted by 409 music education programs and initiatives at the **GRAMMY Museum** and across the country.

6,908

GRAMMY U members, representing more than 350 schools and 30 countries. The program facilitated over 950 mentorship pairs, including 25 internationally.



\$85,000

In scholarship grants to Black college students and HBCU music programs.

\$200,000

In grants awarded by the **GRAMMY Museum** to researchers at New York University, Northwestern, University Of Toronto, and Harvard Medical School, among others. Studies are underway testing music's ability to reverse neurological damage done by social media overuse in teens, and how the use of singing and breathwork can serve as an accessible, low-cost response to mental health concerns in young people around the world.

ACCESS, SUPPORT & RESOURCES

23,000+

Number of music creators who attended one
of the 262 professional development events
held by the Academy in 2024.

POLICYMAKING

Our Washington, D.C.-based Advocacy team galvanizes Academy members and music professionals from across the country to present a powerful lobbying force that fights for music creators' rights at the local, state, and federal levels.

STAND WITH MUSIC
MUSIC ADVOCACY DAY
RECORDING ACADEMY





Harvey Mason jr and **Lainey Wilson** testify at the first House Judiciary Committee hearing ever held during GRAMMY Week in Los Angeles.

5

Number of new laws the **Recording Academy** helped pass in 2024. Musicmakers in Tennessee, Illinois, and California now have critical protections against the misuse of artificial intelligence, while artists and fans in Maryland and Minnesota are protected from exploitative practices used by some ticket brokers and resellers, setting a powerful standard nationwide.

20

The number of bills we supported at both the state and federal levels addressing creative expression, AI, and fair ticketing. These efforts lay the foundation for future legislation that will safeguard the livelihoods of music creators nationwide.

3,500+

Recording Academy members who participated in advocacy work across GRAMMYs on the Hill, online activations, and Music Advocacy Day, the largest nationwide grassroots lobbying campaign for music.



7

Number of local advocacy days to advance pro-music policy at state capitals across the country, including Albany, N.Y., Annapolis, Md., Baton Rouge, La., Jefferson City, Mo., Nashville, Tenn., Sacramento, Calif., and Springfield, Ill.

DIRECT ASSISTANCE

MusiCares supports music professionals in the areas of physical and mental health, addiction recovery services, need-based financial assistance and more.

\$5.2M

Amount distributed to music professionals in FY '23-'24.

30,348

Number of services provided to the music community.

- 1,762 individualized care cases, including a tailored plan for referral services, placement, and financial assistance.
- 3,324 preventive care clinic visits: MusiCares works with healthcare providers throughout the United States to offer free dental, vision, hearing, vocal and physical therapy services to music professionals through a bi-annual clinic model.
- 25,262 reached through education and support groups. Every year, MusiCares offers dozens of educational sessions on financial, health, mental health and substance use topics of importance to the music community.

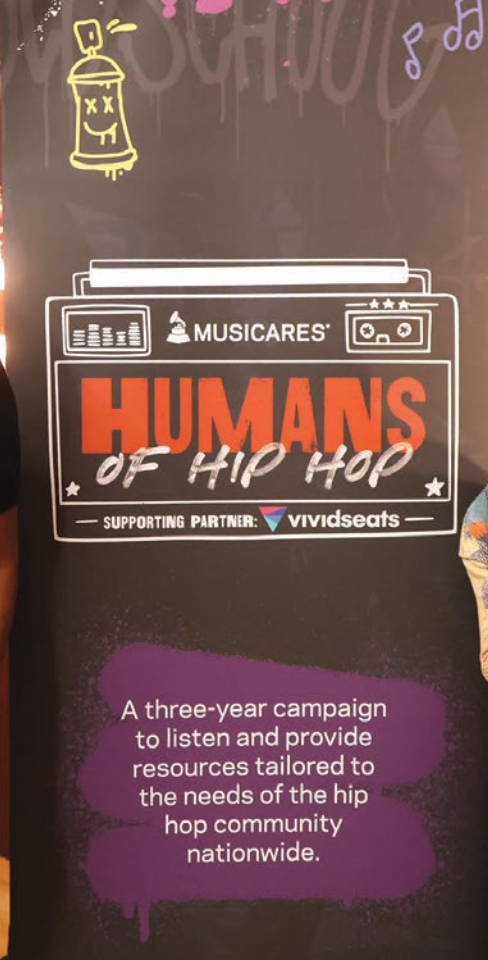




2,500+

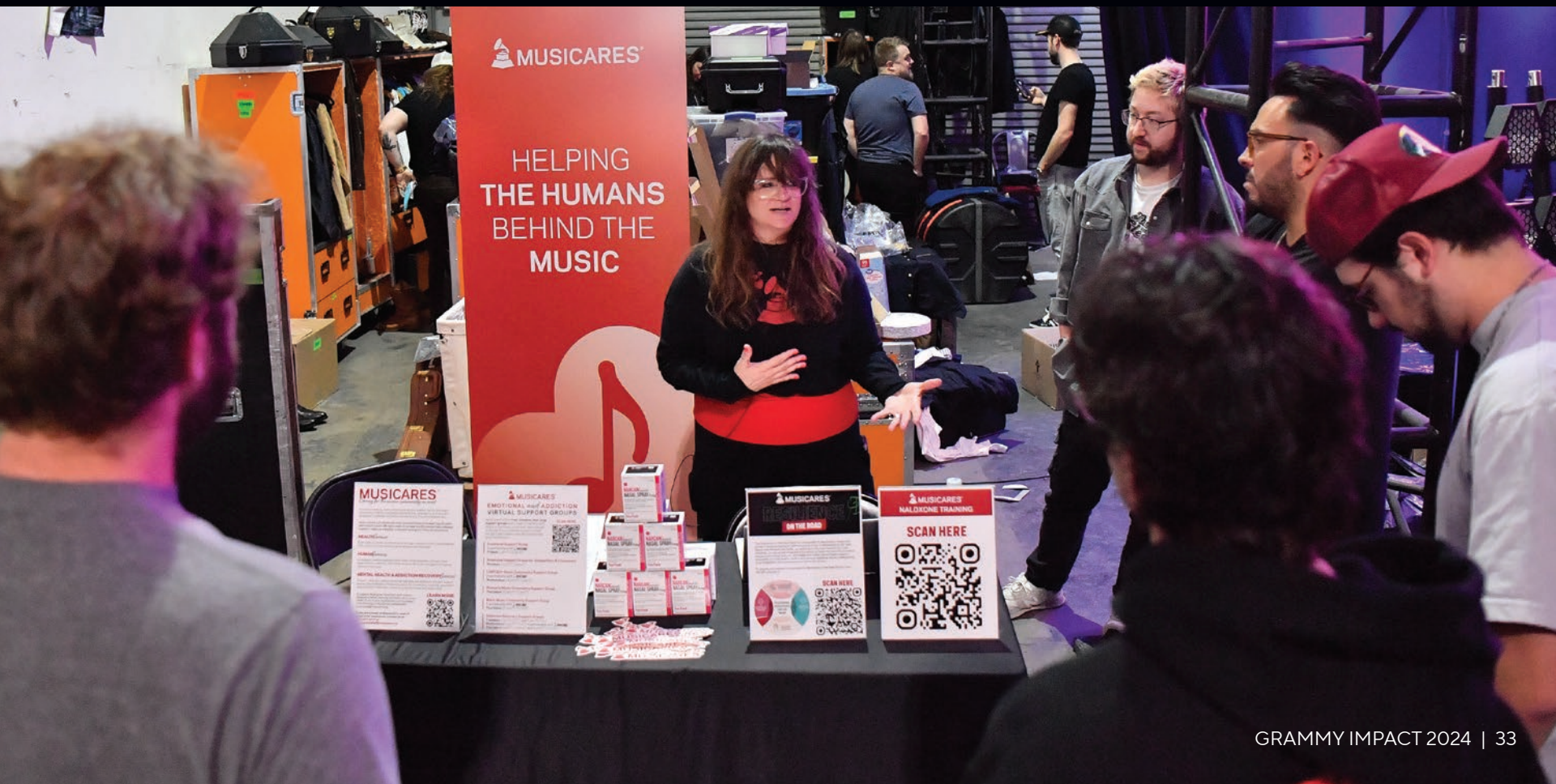
Number of music people who volunteered during *The Day That Music Cares*, our annual nationwide day of service.

DIRECT ASSISTANCE



MUSICARES EXPANDED ITS REACH OF SERVICE OFFERINGS IN 2024.

- The launch of new financial wellness programs, such as one-on-one financial coaching and free access to an app for money management.
- Increased access to in-patient addiction recovery treatment and sober living options, as well as virtual accountability coaching.
- Continued focus on fostering connection and building community through initiatives like Humans of Hip Hop (H3) and Mindful May.



REFLECTING AND SERVING

We strive to always reflect and serve *all* of today's broad, bold, diverse, global music communities, from traditionally underrepresented creators to overlooked genres and emerging music movements around the world.



GRAMMY VOTERS

3,000+

The number of women voting members who have joined the Academy in the past five years.

38%

The percentage of people of color in the Academy's voting membership.

66%

The percentage of voting members who are new since 2019.

IN 2024

We launched the Recording Academy **DREAM (Diversity Reimagined by Engaging All Musicmakers)** Network, activating eight distinct resource groups for creators from across the musicscape.

Continued our **Listening Sessions** with music creators from genres such as dance + electronic, opera, K-pop, and music from Asia.

Held our third annual **Recording Academy Honors Presented by the Black Music Collective**. This event united 1,000 GRAMMY nominees, creators, and music leaders to celebrate the impact and contributions of legendary Black music creators. Honorees included Mariah Carey, Lenny Kravitz and Jay-Z.

In our ongoing efforts for open, honest and direct dialog, alongside UltraViolet, we facilitated a conversation on **Women's Safety in Music**, bringing together dozens of parties to strengthen industry commitments around safe workspaces.

Hosted the third annual **#GRAMMYSNextGen Party** for leading creators and professionals who are shaping the future of music. The event brought together more than 1,100 music creators and featured live performances by Romy, Blaqbonez, Cyanide Beats, and Yasmin.





GRAMMY
HOUSE

IN 2024

In collaboration with GLAAD and OUTLOUD, the **Recording Academy** hosted **Academy Proud Day Party**, the first-ever GRAMMY Week event dedicated to serving the LGBTQIA+ community at GRAMMY House. Programming included DJ sets by Queer DJs, DJ DOMO and Brian Henry.

We also saw enormous success in the first year of our Humans of Hip Hop (H3) program. More than **700 hip-hop professionals** across the country joined H3 launch events in Atlanta, D.C., Philadelphia, Chicago, Los Angeles, Oakland, and Detroit. **MusiCares** provided more than **\$1.3 million in financial assistance** through H3 in FY 23-24.

Twenty-five years after founding the **Latin GRAMMYs**, the **Recording Academy** embarked on a bold global expansion, working with stakeholders in **Africa** and the **Middle East** to help foster the dynamic music markets emerging there.

The Academy's outreach to the independent music community has resulted in another 2024 milestone: **Once again, more than 50% of GRAMMY nominees are independent artists.**

COLLABORATION



When music is a collaborative process, with different instruments, voices and perspectives coming together, the end result is far greater than the sum of its parts. We approach our mission of serving musicmakers in the same way, knowing that our impact is multiplied when we engage and partner with organizations who share a common goal. Some of the company we kept in 2024:

U.S. STATE DEPARTMENT

UNITED NATIONS

CULTURE SUMMIT ABU DHABI

ULTRAVIOLET

GLAAD

OUTLOUD

INDIE WEEK NYC

A2IM

MIXHER

WE MAKE NOISE

LIBRARY OF CONGRESS NATIONAL RECORDING PRESERVATION BOARD

HELA (HEALTHY EARS, LIMITED ANNOYANCE)

MOMS IN MUSIC

BERKLEE COLLEGE OF MUSIC

FOLK ALLIANCE INTERNATIONAL CONFERENCE

WEITZMAN NATIONAL MUSEUM OF AMERICAN JEWISH HISTORY

AMERICANA MUSIC ASSOCIATION

STAX ACADEMY

MICHAEL J. FOX FOUNDATION

2025

This year, the Academy is poised to expand its impact. In January alone, we raised millions of dollars to support music creators and professionals devastated by the Los Angeles wildfires. In the months ahead we'll continue to champion the rights of music makers, equip them with tools and training to elevate their careers, and celebrate emerging talent from our increasingly global community.

MUSIC SERVES THE WORLD. WE SERVE MUSIC.



**Music serves the world.
We serve music.**