



MUSIC FIGHTS HIV/AIDS

2013 Annual Report



Macklemore & Ryan Lewis perform at the TWC Pre-VMA Concert to benefit Lifebeat.

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Lifebeat, Music Fights HIV/AIDS, is a national non-profit organization dedicated to reaching America's youth with the message of HIV/AIDS prevention. Lifebeat mobilizes the talents and resources of the music industry to raise awareness and provide support to the HIV/AIDS community.

Lifebeat's History

For more than 21 years, Lifebeat has mobilized the talents and resources of the music industry to raise awareness and funds, and to provide support to the HIV/AIDS community.

In 1992, the music industry had not yet addressed the AIDS crisis with a unified voice, although many had succumbed to the disease. Bob Caviano, a respected music manager, wrote a moving *Billboard* magazine editorial disclosing his illness and challenging the industry to take action. Several high-level executives heeded his call and formed Lifebeat.

Over the years, Lifebeat has been a leading advocate for prevention efforts directed at youth. Recognizing that music has always played a significant role in the lives of young people, Lifebeat has carved out a unique niche by effectively using the power of music to reach this population. Lifebeat strives to cultivate a strong sense of self-worth and self-respect in youth to help them resist negative influences that may lead to risky behaviors.

Lifebeat's Programs

National Outreach. Leveraging our affiliation with the music industry, Lifebeat strengthens the outreach efforts of over 100 partner AIDS service organizations (ASO's) throughout the United States. Artists invite Lifebeat to be a part of their tours, enabling us to cast a wide net to reach a large and diverse number of young people. At each venue, Lifebeat teams up with local ASO's to provide concert-goers with important HIV/AIDS literature, condoms, and information on testing and counseling services in the area.

Local NYC Outreach. Lifebeat has reached millions of at-risk youth in the NYC Metropolitan area with the local New York City-based outreach program. Lifebeat's trained volunteer peer educators distribute information and safer sex materials to concert-goers at clubs, concert venues, and community events throughout the city.

Hearts & Voices. Lifebeat's Hearts & Voices program brings the gift of live music to thousands of people living with AIDS at facilities throughout New York City including hospitals, hospices, residential facilities and treatment centers. Every week, talented musicians from all genres volunteer their time to play for the most appreciative of audiences. Most people in these facilities are unable to go out to enjoy live music and entertainment, so Hearts & Voices brings the beat of the city to them.

National Tour Outreach Program

Lifebeat's National Outreach program works with AIDS Service Organizations nationwide to reach those most at risk for contracting HIV/AIDS. In 2013 the program saw an increase in tour participation.

Lifebeat performed Outreach on 5 national tours including **Fall Out Boy, Juanes, Macklemore & Ryan Lewis, CHVRCHES, and Romeo Santos.** In addition, Lifebeat conducted outreach at 5 music festivals including **South by Southwest (SXSW)** in Austin, TX, **Ultra Music Festival, Electric Daisy Carnival, Electric Zoo, and CBGB Festival.**



NTO for Macklemore & Ryan Lewis w. Metro-Teen AIDS, DC

Local Tour Outreach Program

New York City continues to be one of the U.S. cities hit hardest by HIV/AIDS. Approximately 129,000 people were diagnosed with HIV/AIDS in New York State with almost 80% living in New York City. Teens and young adults continue to be at risk, with those under 35 accounting for 56% of new HIV infections.

Lifebeat's Local Outreach program is at the forefront of HIV prevention efforts in the New York metro-area.

Distributing Life-Saving Materials

Local Tour Outreach (LTO) condom distribution increased this year. Distribution for both LTO and NTO were significantly higher due to a generous donation of 1,000,000 condoms from AIDS Healthcare Foundation and a 65,000 condom donation from ONE Condoms.

Lifebeat distributed 26,906 pieces of educational materials including brochures, All Access Pass booklets, and various palm cards to event-goers. The crowds were very generous this year and we made \$1763.41 in donations at local concerts and festivals. ONE brand condoms are still popular amongst all groups.

The Local Outreach program depends on relationships with some of New York City's premiere concert venues for access to shows and audiences. Regular outreaches occurred at:

- **Irving Plaza**
- **Gramercy Theatre**
- **Best Buy Theatre**

We also partnered with Local High Schools and organizations including the Lab School, Pan-American High School, Brighton Beach High School, and GEMS to talk about the effects of engaging in risky sexual behavior.

Reaching Those Most At-Risk

Lifebeat remains committed to finding more outreach opportunities within communities of color, who are most at-risk for HIV transmission. In 2013, 72% of our audience reached was under the age of 25, while 56% of our audience was composed of minorities.

NTO/LTO by the Numbers

Outreaches Attended	77
Literature distributed	41,706
Condoms and condom packages distributed	137,232

Hearts & Voices Program

In 2013 Hearts & Voices continued to provide its steady and reliable weekly/monthly performance schedule. We are proud to have continued multiple successful shows in Washington, D.C., as well. We've put on almost the exact same number of shows in 2013 as we did in 2012, doing just over 200 shows both years. The attendance has been declining for the past few years, speaking to the general change in trends regarding the population affected by HIV and the way it is being treated. These numbers are being noted in the way Hearts & Voices will carry forth into 2014. Total audience: 3372, down 15% from 2012's total of 3976.

Goals for 2014: Continue to secure new artists and get more volunteers involved. Bring the music outside of the treatment centers and to more affected youth who fall within the overall demographic of Lifebeat.

Hearts & Voices Facilities

Casa Promesa - The Bronx
Friends House - Manhattan
Glass Factory - Manhattan
Housing Works East - Manhattan
Housing Works West - Manhattan

Incarnation Children's Center - Manhattan
Rivington House - Manhattan
Robert Mapplethorpe Residence - Manhattan
Terence Cardinal Cooke - Manhattan

Hearts & Voices Affiliates

H.E.A.T. Program - Brooklyn
SmartYouth - Manhattan
Adolescent AIDS Program - The Bronx

Donations & Holiday Gift Bags

Every year Hearts & Voices gives holiday gift bags containing recorded music, merchandise, and personal care products to over 300 people living with HIV/AIDS. This year we received generous donations from **BET, MTV, E.L.F. Cosmetics, and Ozone Socks.** This year's bags included T-shirts, socks, water bottles, CDs, general toiletries, and more.

2013 Performance Highlights

2013 was a year of winning performances from many of the favorites in the Hearts & Voices roster. Vestapolitans, Cassandra Kubinski, Dave Rudbarg, Emory Toler, Deni Bonet, Jake Walker, Amber Ferrari, Jonny Mantra, Lovari, Seth Rudetsky, Todd Alsup, and Voices In Unity all took on more shows. It is the generosity of these performers and our other regular contributors that make the program so successful.

Carly Ozard performed a great set of Freddy Mercury covers at Housing Works East - so good that it inspired one of the audience members to volunteer with Hearts & Voices and perform on his own.

Natasha Castillo continues to put on amazing revues with a fantastic mix of musicians that always surprises and delights the crowds.

We had a couple of amazing holiday shows - Up and coming rap group **Loaf Muzik** delighted the crowd at Incarnation Children's Center and then proceeded to hang with the kids and pose for lots of pictures. Glassnote recording artist **Brad Oberhofer** played to a full-house at Rivington and won them over with his original songs and passionate guitar playing.

A number of new performers came aboard, but **Nhojj** and **Katie Bloom** in particular have been an astounding resource for Hearts & Voices - truly connecting with their audiences and always happy to jump in whenever there's an open date.



Loaf Muzik Holiday Show at Incarnation Children's Center



From left: Two All-Star Outreach Volunteers pose with The Ying Yang Twins, Jake Walker & Friends performing at Terence Cardinal Cooke for Hearts & Voices

Volunteers are at the heart of what we do!

Lifebeat relies on a diverse group of dedicated and generous volunteers to help us carry out our mission.

National Outreach Volunteers. Lifebeat works with an extensive network of partner AIDS Service Organizations across the U.S. to help spread the message of HIV/AIDS prevention to young concert-goers nationwide.

Local Outreach Volunteers. Lifebeat maintains a diverse pool of dedicated volunteers in the NYC metropolitan area. Volunteers canvas local performance venues armed with knowledge learned at Lifebeat training sessions to educate young people about HIV/AIDS prevention and distribute prevention materials.

Hearts & Voices Artists. In 2013, Hearts & Voices artists, provided uplifting music and entertainment to those living with HIV/AIDS. Lifebeat attracts artists and performers from all genres including R&B, hip-hop, jazz, classical, gospel, rock, cabaret and more, but one thing they all have in common is dedication to service and a belief in the healing power of music.

Hearts & Voices Volunteers. General volunteers are an integral part of the Hearts & Voices program, from setting up the performance space, to running the sound system. Most importantly, volunteers comfort and support people living with HIV, including bed-bound patients.

Monthly training sessions are held to ensure the growth of both Outreach and Hearts & Voices volunteers.

“I think the table was well received by the attendees. There were numerous parents who asked for condoms to give to their children or sent their children over to the table to get it themselves..”

– AIDS Arms, Inc. - Dallas, TX
Fall Out Boy NTO

Partnerships

PACHA/RPM

Pacha, one of New York’s biggest dance clubs, and RPM, the world’s premier dance music focused marketing and management team allowed us to conduct outreach at various concerts at Pier 94 throughout the year. Major acts included Calvin Harris, Steve Aoki, Hardwell, and Paul Van Dyk. Additionally, we have condom dispensers set up in the club bathrooms to distribute free condoms. Combined both Pacha & RPM donated \$20,000 to support Lifebeat’s programs.

GLOBAL PROTECTION/ONE CONDOMS

Founded in 1988, Global Protection is committed to making condoms as socially acceptable as toothpaste and safer sex as second nature as wearing a seatbelt. With a common goal of promoting safer sex and condom use, Lifebeat and ONE worked together to educate young concert-goers across the country in 2013. ONE condoms, with their eye-catching round packaging, youthful designs and catchy slogans, continued to be very popular among Lifebeat’s target audience and have proven very effective at outreaches. They also generously donated 65,000 condoms to Lifebeat to support major campaigns around National HIV Testing Day in June and World AIDS Day in December.

CRUMBS BAKE SHOP

Crumbs, an upscale bakery specializing in gourmet cupcakes created a signature cupcake in honor of Lifebeat Board member Gary Dell’Abate. Named “The Baba Booeey” after Gary’s nickname on The Howard Stern Show, the cupcake was a combination of Gary’s favorite flavors: chocolate cupcake with a peanut butter filling, topped off with a peanut butter and chocolate icing, and mini peanut butter chips. A portion of from every cupcake sold goes to Lifebeat.

AIDS HEALTHCARE FOUNDATION

Condom Nation, a public health campaign sponsored by AIDS Healthcare Foundation (AHF) donated 1,000,000 condoms to Lifebeat enabling us to expand our outreach efforts.

VIACOM

Viacom is the world’s fourth-largest media conglomerate. In 2013, Viacom deepened its partnership with Lifebeat by donating time on the Jumbo Screens in Times Square for the days leading up to National HIV Testing Day, June 27th, and World AIDS Day, December 1st.

ELECTRIC ZOO

Electric Zoo is one of the leading EDM festivals attracting thousands of fans and hundreds of DJ’s over Labor Day Weekend at Randall’s Island. Lifebeat was named the official charity partner of this year’s festival which enabled us to perform an extensive outreach and form relationships with notable DJ’s behind the scenes.



From left: Tour Outreach at Electric Zoo Festival, Assorted ONE Condoms, Crumbs Baba Booeey Cupcake

Events & Campaigns 2013

ARCHES OF HOPE – JANUARY 17TH

Presented by Lifebeat and MTV Staying Alive Foundation, Arches of Hope was an interactive art installation and social media campaign to raise awareness of the rising HIV infection rate among young people. The public was asked to share their messages of hope for an AIDS-free generation by using the hashtag #ArchesofHope. Messages were then beamed to two Viacom billboards in Times Sq. and on a ticker-tape embedded in the Arches of Hope art installation at THE OUT NYC hotel. The campaign garnered 82MM+ impressions and an additional 17MM+ people on Twitter. Sponsored by, AIDS Healthcare Foundation and Ciroc, \$52k+ was raised through the various initiatives.

NEW YORK CITY HALF MARATHON – MARCH 17TH

For the third year in a row, Lifebeat was an official Charity Partner of the New York Road Runners and the 2011 New York City Half Marathon. Lifebeat secured 9 entries in the Half Marathon and raised over \$17.6k to help fund programs.

NATIONAL HIV TESTING DAY CAMPAIGN – JUNE 27TH

Lifebeat partnered with the CDC, MTV and Viacom to distribute PSAs in English and Spanish featuring Swizz Beatz and Juanes to promote National HIV Testing Day. The campaign reached 55MM+ people through a number media outlets including People Español, Hip Hop Weekly and Huffington Post. A Times Square live outreach and video screen campaign rounded out Lifebeat's efforts.

AIDS WALK – MAY 19TH

Lifebeat joined GMHC, and hundreds of other AIDS Service Organizations (ASOs), Community Based Organizations (CBOs) and their supporters for the 28th annual AIDS Walk in New York City's Central Park. This year's team raised over \$5.5k for Lifebeat.

PRE-VIDEO MUSIC AWARDS (VMAS) COCKTAIL PARTY – AUGUST 22ND

Lifebeat's Board of Director's invited their friends and industry contacts to a cocktail party marking the VMA's return to New York City. Held the night before Lifebeat's official pre VMA concert, the party was also the perfect platform for the organization to introduce itself to potential new supporters. Board member Maneesh K. Goyal helped organize the event and generously hosted it at his Manhattan residence.

THE ANNUAL MTV VMAS CONCERT TO BENEFIT LIFEBEAT – AUGUST 23RD

The 11th annual –pre VMA concert benefitting Lifebeat featured Robin Thicke and Macklemore at New York City's Terminal 5. This year the event was the official kick-off to MTV's VMA activities and, in conjunction with VMA-themed auctions through CharityBuzz, raised \$126k for HIV/AIDS awareness. Time Warner Cable was once again the official partner of the event.

From left: Macklemore at MTV Pre-VMA Concert, Billboard in Times Square for World AIDS Day, CHVRCHES filming a PSA.



NEW YORK CITY ING MARATHON - NOVEMBER 3RD

For the second year in a row, Lifebeat was an official charity partner of the New York Road Runners and 2013 New York City Marathon. Two runners raised over \$5300 in donations.

WORLD AIDS DAY – DECEMBER 1ST

In honor of World AIDS Day, December 1st, the biggest names in the music and media industry partnered with Lifebeat to launch #MusicFightsAIDS, a multifaceted nationwide campaign aimed at raising awareness of the sharp increase of HIV infections among young people. Notably, Viacom and Walgreens partnered with Lifebeat to display messages on nine jumbo screens in the heart of Times Square. Messages were rotated over 6500 times, reaching more than 6 million people over a three day period. Artists including Macklemore, CHVRCHES, and 3LAU spread the word about campaign via social media. Media companies such as MTV, Spotify, Billboard Magazine, Village Voice, Zuus, Beatport, Traxsource, and Resident Advisor donated digital, print and broadcast space.

PSA CAMPAIGNS - YEARLONG

Lifebeat harnesses the reach of popular artists to deliver critical messages that youth find relevant across multiple platforms. In 2013, Snoop Dogg, CHVRCHES, Swizz Beatz, Juanes, Khloe Kardashian, Juicy J and Vinny from the Jersey Shore recorded PSAs for Lifebeat.

ONLINE AUCTIONS – YEARLONG

Lifebeat leverages its celebrity relationships to secure items for online auctions held at strategic times throughout the year. Through partnerships with auction companies like CharityBuzz and Heritage Auctions a total of \$49,772 was raised in 2013.

Notable Press



From left: Arches of Hope, Robin Thicke & Gary Dell'Abate at the Pre-VMA's, Billboard in Times Square for National HIV Testing Day.

Financial Statements

STATEMENTS OF FINANCIAL POSITION

	For the Year Ended December 31	
	2012	2011
ASSETS		
Cash	\$ 111,244	\$ 136,335
Contributions receivable	60,783	--
Prepaid expenses and other receivable	367	1,137
Donated Inventory	432,500	448,750
TOTAL CURRENT ASSETS	604,894	586,222
Property and equipment, net of accumulated depreciation of \$11,506	62,821	64,193
Security deposits	--	--
TOTAL ASSETS	667,715	649,184
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts payable and accrued expenses	9,538	5,015
Due to fiduciary	--	--
TOTAL LIABILITIES	9,538	5,015
Net Assets		
Unrestricted	658,177	644,169
Temporarily Restricted	--	--
TOTAL NET ASSETS	667,715	644,169

STATEMENTS OF ACTIVITIES

	For the Year Ended December 31			
	Unrestricted	Temporarily Restricted	2012	2011
REVENUE AND SUPPORT				
Public contributions	\$ 340,622	\$ 340,622	\$ 441,915	
Special event	230,544		15,100	
Other revenue	--		--	
Interest income	12		12	
Loss on sale of donated inventory	(12,600)		(5,323)	
	558,578	--	451,704	
Net assets released from restrictions	--	--	--	
TOTAL REVENUE AND SUPPORT	\$ 558,578	\$ --	\$ 451,704	
EXPENSES				
PROGRAM SERVICES				
Outreach and education	261,251	--	235,363	
Support and grants	110,570	--	60,306	
	371,821	--	295,669	
SUPPORTING SERVICES				
Management and general	56,459	--	55,032	
Fundraising	116,290	--	116,503	
TOTAL EXPENSES	544,570	--	467,204	
Net Assets, Beginning of Year, as Originally Reported	644,169		659,669	
Restatement to Reflect Correction of Donated Inventory	-		-	
DECREASE IN NET ASSETS	(14,008)		(15,500)	
NET ASSETS, BEGINNING OF YEAR	644,169		659,669	
NET ASSETS, END OF YEAR	\$ 658,177	--	\$ 644,169	

Financial Statements

STATEMENTS OF CASH FLOWS

	For the Year Ended December 31	
	2012	2011
Cash flows from operating activities		
(Decrease) in net assets	\$ (14,008)	\$ (15,500)
Adjustments to reconcile increase in unrestricted net assets to net cash provided by operating activities:		
Depreciation	141	1,231
Loss on sale of inventory	12,600	5,323
Change in assets, (increase) decrease:		
Contributions receivable	(60,783)	(2,900)
Prepaid expenses	770	2,036
Security deposits	--	--
Change in liabilities, increase (decrease):		
Accounts payable and accrued expenses	4,523	(3,918)
Due to fiduciary	--	--
Net cash used in operating activities	(28,741)	(7,928)
Cash flows from investing activities		
Purchases of equipment and fixtures	\$ --	\$ 9,677
Net cash used in investing activities	3,650	9,677
Net decrease in cash	(25,091)	(1,749)
Cash, beginning of year	136,335	134,586
Cash, end of year	111,244	136,335

These financial statements have been excerpted from statements issued by Lifebeat's independent auditors, Dinowitz & Bove, CPA. Copies of the audit report are available on www.Lifebeat.org or upon request to Ben Wymer, Executive Director at 1515 Broadway, New York, NY 10036.

Board of Directors

In Memoriam

Bob Caviano, Founder 1950-1992
Mel Cheren 1933-2007

Executive Committee

Gary Dell'Abate - Board President
Daniel Glass - Founding Board President
Burton Goldstein - Board Treasurer
Donna Futterman, MD - Board Secretary
Tim Rosta - Founding Executive Director

Sandra 'Pepa' Denton
Maneesh K. Goyal
Ali Harnell
Stephen Hill
Sonia Muckle
Denise Rich
Mitch Slater
Van Toffler
Ross Zapin

Staff

Daniel Cwirka
Manager, Hearts & Voices

Sharlene Shortt
Manager, National and Local Tour Outreach

Leslie B. Doyle
Marketing & Special Events Consultant

Alison Schwartz
Programs Assistant