



 **LIFE**beat
THE MUSIC INDUSTRY FIGHTS **AIDS**

annual report
2008

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letter from the executive director

In his address to the Democratic National Convention in August of 2008, President Bill Clinton impressed upon an audience of millions the importance of “a renewal of the battle against HIV and AIDS here at home.” In November the United States saw a change of leadership that has given AIDS Service Organizations a reason to believe that renewal is beginning. It is reasonable to assume, based on their campaign, the Obama administration will shift HIV/AIDS funding priorities away from abstinence-only programs towards more evidence-based prevention methods.

With these developments in mind, LIFEbeat had a challenging year in 2008, but a year that inspired us to renew and redouble our efforts to reach at-risk populations and streamline our organization to work in the current economic climate.

A turbulent world economy, and more specifically, the evolving music and touring industries presented LIFEbeat with some challenges in 2008. The number of tours our Local and National Outreach programs were able to partner with decreased and thus the number of outreach opportunities decreased. In response, we realigned our focus on community events, especially those geared toward people of color, a disproportionately at-risk population.

LIFEbeat responded to the troubled economy by holding several smaller, low-cost fundraising events in place of traditionally higher-priced gala fundraisers. Once again, these events focused on at-risk communities to raise money and awareness and have become a more grass-roots approach to fundraising. LIFEbeat further maximized our fundraising efforts by launching an online presence across the social media platform.

There have been troubling stories in the news in recent months about the disconnect Americans face with HIV/AIDS in their own country; infection rates aren't decreasing and, in areas like our nation's capitol, the number of HIV/AIDS cases is higher than that of West Africa. Yet many Americans believe the battle against HIV/AIDS in the United States has been won.

LIFEbeat remains committed to reaching out to the music industry and artists to help raise awareness among America's at-risk youth. We are dedicated to making sure young people have the information and tools necessary to make wise decisions. And we will continue to enlist the music and entertainment industries in supporting the HIV/AIDS community.

Sincerely,

A handwritten signature in black ink, appearing to read 'John Cannelli', with a long horizontal stroke extending to the left.

John Cannelli
Executive Director

mission and services

LIFEbeat is the music industry's charitable organization dedicated to reaching America's youth with the message of HIV/AIDS prevention. For more than seventeen years, LIFEbeat has helped to mobilize 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 of its members had succumbed to the disease. Bob Caviano, a respected music manager, wrote a moving editorial in Billboard magazine disclosing his illness and challenging the industry to take action. A number of high-level executives heeded his call and formed LIFEbeat.

Over the years, LIFEbeat has emerged as 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 engagement in risky behaviors.

LIFEbeat's programs

National Outreach. Using our unique affiliation with the music industry, LIFEbeat is able to strengthen the outreach efforts of over 100 partner AIDS service organizations (ASO's) throughout the United States, Puerto Rico and Canada. Artists invite LIFEbeat to be a part of their tours, enabling the organization to cast a wide net and reach a large and diverse number of young people. At each venue, LIFEbeat reaches out to local ASO's to assist in providing concert-goers with important HIV/AIDS literature, condoms, and information on testing and counseling services in their area.

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

Music Therapy. 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 not able to go out to enjoy live music and entertainment, so Hearts & Voices brings the beat of the city to them.



LIFEbeat's outreach efforts include information about HIV/AIDS and other sexually transmitted infections, as well as safer sex materials and information about testing and counseling services.

national tour outreach program

The total national distribution of condoms and condom packages through the National Tour Outreach program decreased approximately 20% from 2007 (64,330 compared to 81,515). The decline can be attributed mainly to a lack of outreach opportunities, as touring dwindled as the result of worldwide economic uncertainty.

maintaining a national presence

LIFEbeat conducted outreach on 7 national tours in 2008 including: **Vans Warped, John Mayer, Blind Melon, Wyclef Jean, Maroon 5 & Counting Crows**, and more. Through partnerships with over 100 local AIDS Service Organizations LIFEbeat was able to conduct 89 outreaches on those tours and other special events nationwide, distributing more than 14,000 condom packages (including one condom and a booklet of safer sex information), a 35% increase over the previous year's distribution.

In addition to tours, LIFEbeat maintained a presence at music festivals, special events, and HIV/AIDS conferences across the country. LIFEbeat provided donated outreach materials at 72 national events, up 125% from 32 in 2007. These events included South by Southwest (SXSW) in Austin, Winter Music Conference in Miami, United States Conference on AIDS in Fort Lauderdale, World AIDS Day events across the country and in Puerto Rico, a hip-hop symposium in Washington D.C., a fashion show in Texas, and many more. Through increased coordination with SXSW and the Winter Music Conference, LIFEbeat was able to distribute literature in registration bags for all participants, resulting in a 373% increase in literature distribution.

national tour outreach by the numbers

Total outreach opportunities

89

Literature distributed

26,690

Condoms and condom packages distributed

64,330

local tour outreach program

New York City continues to be one of the U.S. cities most hard-hit by HIV/AIDS, with approximately 1 in 70 New Yorkers infected with HIV.¹ Headquartered in New York City, LIFEbeat is at the forefront of HIV prevention efforts, using our unique affiliation with the music industry to reach New Yorkers outside of the clinical and medical setting to spread the message of HIV prevention.

As with national outreach numbers, local outreach was also affected by the general economic downturn. Due to fewer outreach opportunities and canceled events, LIFEbeat's local outreach events decreased by approximately 40% from 522 in 2007 to 319 in 2008. Even with a reduction, LIFEbeat's volunteers performed an average of **nearly 1 outreach every day of the year**.

distributing life-saving materials

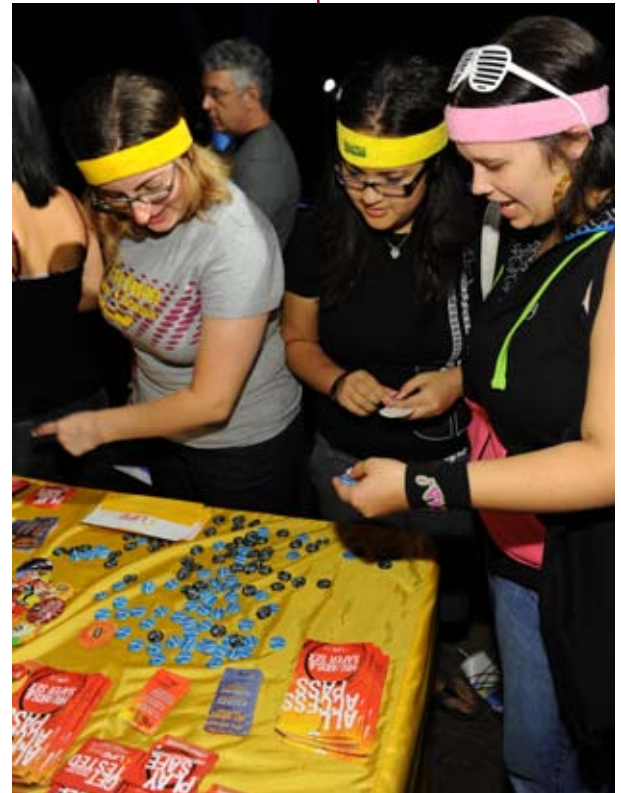
Fewer outreaches resulted in a 45% decrease of total condoms distributed, from 147,118 in 2007 to 80,541 in 2008. LIFEbeat ended our distribution partnership with Trojan Brand Condoms, instead participating in the distribution program for New York City-branded condoms introduced by Mayor Bloomberg in 2008. This interruption in our condom supply coupled with the reduced number of outreach opportunities meant the total number of condoms distributed in 2008 was down by 45%. Lifestyles and ONE brand condoms were also introduced to LIFEbeat's inventory, and both new brands have been received well by concertgoers.

As in years past, regular outreach continued through partnership with New York City venues such as **The Fillmore at Irving Plaza**, **Blender Theater at Gramercy**, **Nokia Theatre**, **Roseland Ballroom**, **Sounds of Brazil (S.O.B's)**, **Knitting Factory**, and **Virgin Megastore** (Times and Union Square locations). Single events took place at Central Park during **SummerStage** festival, **Pianos**, the **Jacob Javits Convention Center**, **Santos Playhouse**, the **Manhattan Center** and others.

reaching those most at-risk

Due to fewer outreach opportunities, the approximate number of patrons reached at concerts and other local outreaches declined by 48% in 2008 (62,408 versus 119,284 in 2007).

LIFEbeat remains committed to finding more outreach opportunities within communities of color, who are most at-risk for HIV transmission.² LIFEbeat's local outreach audience is still mostly male (54%) and Caucasian (63%). The majority of outreach that took place in 2008 was at venues that predominantly book rock acts, which attract a mostly male, mostly white audience. Nevertheless, LIFEbeat was able to reach communities of color through a series of LIFEbeat events in Harlem and outreach events in the Bronx, Brooklyn and Queens. In addition, material donations were up by 106% to schools and organizations that cater to underserved communities and people of color.



LIFEbeat tailors prevention messaging to those most at-risk, including young people under 30.

¹ NYC Department of Health and Mental Hygiene, <http://www.nyc.gov>.

² Centers for Disease Control and Prevention, <http://www.cdc.gov/hiv/>.

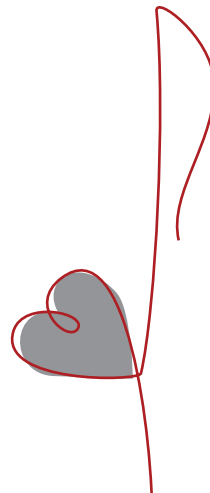
hearts & voices program

Over the past three years, LIFEbeat has continued to grow and expand our Hearts & Voices program, producing 250 shows in 2008, a 15% increase over 2007's total of 218. The program's total audience figure was 5888, up 11% from 2007's total of 5287. 101 artists and groups performed for Hearts & Voices in 2008, a 33% increase over 2007's total of 76. The general volunteer pool (volunteers assisting with production) increased 28% with 86 volunteers contributing their time as compared to 67, last year. In July of 2008, then coordinator Ben Godwin transitioned the Hearts & Voices Program over to the current Coordinator, Erika Banks.



Hearts & Voices Facilities

Rivington House
Terrence Cardinal Cooke
Housing Works East
Housing Works West
Robert Mapplethorpe Residence
VCNY Chelsea
Gibb Mansion
Incarnation Children's Center
Beth Isreal Hospital
Friends For Life
Golden VIP
Casa Promesa



2008 Performance Highlights

Three-time Grammy Nominated jazz guitar sensation **Stanley Jordan** brought his signature guitar style and smooth sound to LIFEbeat's Hearts & Voices program twice in 2008. In April, Stanley made a surprise visit to Incarnation Children's Center, where he captivated the room with some virtuosic guitar playing and got everyone involved in some wild percussion improvisation. In September, Stanley visited Housing Works East where he again captivated the audience with his virtuosic style.

On August 5th, Glassnote recording artist and VH1 "Artist You Ought to Know" **Justin Nozuka** brought his unique brand of guitar driven, soulful-pop to Rivington House, with a little help on percussion by one of the residents.

Gordon Chambers, two time Grammy Award Winning singer/songwriter, performed at Housing Works East Village in July and at Rivington on World AIDS Day, December 1, 2008. He sang familiar songs, many of which he wrote, like "I Apologize" and "If You Love Me" inviting three women from the audience to stand up and sing backup on the chorus.

amberRose Marie had people up and dancing at two ACCESS events: a summer picnic in June & holiday party in December, each with at over 100 attendees. Along with the energy and fun she brought to the events, amberRose distributed gifts of t-shirts, key chains and CD's to the audience.



Jazz phenom Stanley Jordan (top) and pop sensation Justin Nozuka (bottom, with fellow H&V performer Nisha Asnani) uplifted H&V residents with their heartfelt performances.

hearts & voices program

Lavender Light Gospel Choir treated over 100 residents of Terence Cardinal Cooke to an inspiring and uplifting concert just before Thanksgiving, celebrating a spirit of love and family with all in attendance.

Hip-hop star **Fatman Scoop**, host of the hit internet sex-ed show *Man And Wife* that went on to air on MTV, appeared at Incarnation Children's Center with his wife and co-host Shonda during the holiday season. They had the whole room jumping, singing and dancing. At the end of performing for and speaking to the kids, they distributed Hearts & Voices Holiday gift bags.

The 2008 holiday season provided holiday entertainment at all of the Hearts & Voices facilities throughout the month of December. There were seven 'Superstar' shows with 3 or more Hearts & Voices artists or bands performing together, each coinciding with handing out the holiday gift bags. Among the many gifts in each gift bag there was a 2008 Hearts & Voices Superstar CD, a compilation of 17 tracks from the most popular artists on our roster in 2008.



Fatman Scoop gets the party jumping at Incarnation Children's Center, a skilled nursing facility providing specialized care for children and adolescents living with HIV/AIDS. Scoop, a hip-hop star who has commanded packed arenas, calls his work with LIFEbeat's Hearts & Voices program some of the most uplifting and meaningful of his career.

Donations & Holiday Gift Bags

At particular Hearts & Voices shows, LIFEbeat provides recorded music, merchandise, and personal care products to the audience. The gift giving ramped up at the end of the year away with holiday gift bags for over 300 audience members! This year's efforts were aided greatly by new memberships to National Association for the Exchange of Industrial Resources (NAEIR) and Materials For The Arts (MFTA). Standout donations in 2008 included 500 toiletry kits, paper pads & pens from Gilead Sciences, Inc., 200 Misty lip glosses from MAC, 200 CDs from Michael Ashanti, 200 GIANT Magazines, and 150 Body Spray samples from MAC.



The Lavendar Light Gospel Choir (above) and The Imperial Court of New York (right) brought their inspirational live shows to appreciative residents.



LIFEbeat volunteers



LIFEbeat depends on dedicated and generous volunteers from all walks of life to help us carry out our mission.

National Outreach Volunteers

LIFEbeat works with a network of over 100 partner AIDS Service Organizations in 42 states and Puerto Rico to help spread the message of HIV/AIDS prevention to young concert-goers nationwide. Working with local ASO's and volunteers help LIFEbeat foster a local connection at 89 events.

Local Outreach Volunteers

LIFEbeat maintains a pool of over 300 diverse and dedicated volunteers in the NYC metropolitan area. Our LTO volunteers are out nearly every night at local performance venues using the training they learned at the LIFEbeat offices to educate young people about HIV/AIDS and distribute safer sex materials and information. In 2008, our local volunteers conducted over 320 Outreaches.

Hearts & Voices Volunteers

Hearts & Voices general volunteers are an integral part of LIFEbeat shows at HIV/AIDS residences and day treatment facilities in the New York metro area. The 86 volunteers from 2008 helped with everything from setting up the performance space to running the sound system to assisting patients to the performances. Most importantly, the volunteers comfort and support the people living with HIV in the facilities where Hearts & Voices operates. There are a number of bed bound patients that don't get to attend the shows that our general volunteers visit and uplift weekly.

Hearts & Voices Artists

Over 101 artists and groups from various musical genres lent their talents to the Hearts & Voices program in 2008, providing uplifting music and entertainment to those living with HIV/AIDS. LIFEbeat attracts artists and performers from R&B, hip-hop, jazz, classical, gospel, rock and more, but the one thing they all have in common is a dedication to helping and belief in the healing power of music.

LIFEbeat events 2008



The Rock Band 2 Party to Benefit LIFEbeat, held at the House of Blues in Los Angeles, featured performances by Panic at the Disco and Plain White T's and was hosted by Farnsworth Bentley.

Bid 2 Beat AIDS Online Auction

12/1/2008

LIFEbeat launched its fourth annual Bid 2 Beat AIDS auction on eBay on World AIDS Day, December 1st. The auction focused more on celebrity experiences and hard-to-find tickets than past auctions, including packages from **The Jonas Brothers**, **Jewel**, **Tony Bennett** and **Michael Phelps**. There was plenty of autographed memorabilia as well, signed by everyone from **Madonna** to **Ricky Martin**.

Rock Band 2 Launch Event at the 2008 MTV Video Music Awards

9/6/2008

On Saturday, September 6th at House of Blues in Los Angeles, LIFEbeat and MTV enlisted the help of Rock Band Live Tour artists **Panic at the Disco** and **Plain White T's** for special short performances to bring awareness to LIFEbeat's cause and celebrate the forthcoming launch of Rock Band 2. The "Rock Band 2 Party to Benefit LIFEbeat" during MTV's Video Music Awards weekend was a unique occasion where stars, the music industry and true fans alike all took in a hot show and fought for a cause with proceeds from the show benefiting LIFEbeat. **Farnsworth Bentley** from MTV's "From G's to Gents" hosted the evening.

Let's Talk About Pep

9/16/2008

VIBE magazine joined LIFEbeat in celebrating the release of "Let's Talk About Pep", a new autobiography by **Sandy "Pepa" Denton**. LIFEbeat feted the book and Pep, a longtime supporter of the charity, at HOME nightclub in Manhattan. **Cheryl "Salt" Wray** stopped by to show some love as well.

AIDS Walk New York

5/18/2008

The LIFEbeat team was among 45,000 walkers who came out on a Sunday to the annual AIDS Walk New York. The event raised over \$7 million dollars for GMHC and other local AIDS Service Organizations, including nearly \$30,000 for LIFEbeat. LIFEbeat is proud to participate in the Walk that has become the world's largest AIDS fundraiser. Since 1986 AIDS Walk New York has raised over \$105 million.

Lyfe Change Album Release

4/29/2008

Columbia Records recording artist Lyfe Jennings, Magic Hat Brewing Company, Music World Entertainment, Power 105 and DJ Suss ONE all came together to celebrate Lyfe's latest album Lyfe Change. The event raised funds for LIFEbeat and gave fans a chance to meet Lyfe. While in town, Lyfe also visited Hearts & Voices facility Incarnation Children's Center to talk to the kids.

LIFEbeat events 2008



LIFEbeat increased outreach and visibility among the at-risk African American community, including events in Harlem and a book signing with Sandy Denton of hip-hop trio Salt-N-Pepa.

Rahsaan Patterson at N Boutique

4/24/2008

LIFEbeat celebrated the success of **Rahsaan Patterson's** album *Wines & Spirits* and his appearance at The Filmore at Irving Plaza with a cocktail reception at N Boutique in Harlem. Guests enjoyed hors 'oeuvres courtesy of Cocktail Caterers and drinks courtesy of BLAT vodka. Fans got the chance to meet Rahsaan and one lucky guest won two tickets to his April 26th show.

Love Beats AIDS

2/14/2008

On Valentine's Day **Idina Menzel**, **Suzanne Vega**, **Gary "Baba Boeey" Dell'Abate** and the gang from **The Howard Stern Show**, **Betty Buckley**, and the casts of "**Legally Blonde**" and "**Forbidden Broadway: Rude Awakening**" all made special appearances in New York City Borders stores as part of Love Beats AIDS. Fans downloaded a coupon giving them 10% off their Valentine's Day purchases, and Borders matched the amount of that discount dollar-for-dollar in a matching donation to LIFEbeat.

Fashion and Compassion

2/13/2008

LIFEbeat teamed up with chic Harlem boutique N to hold a special Pre-Valentine's Day shopping event to benefit LIFEbeat. **Terrence J**, co-host of BET's 106 & Park, and **Jasmine**, WBLS midday personality, hosted the event featuring music by **DJ SUSS.ONE** and cocktails and hors d'oeuvres courtesy of sponsors Sobieski Vodka, Uptown Magazine and Digiwaxx Media. Fifteen percent of the evening's sales were donated to LIFEbeat.

LIFEbeat events were covered by internet, radio, television, and print press including:



financials

STATEMENTS OF FINANCIAL POSITION

For the Year Ended December 31

ASSETS	2008		2007	
Cash	\$	347,692	\$	429,405
Contributions receivable		--		70,761
Prepaid expenses and other receivable		3,652		2,770
TOTAL CURRENT ASSETS		351,344		502,936
Property and equipment, net of accumulated depreciation of \$37,005-2007 and \$30,210-2006		74,206		78,542
Security deposits		16,100		16,100
TOTAL ASSETS	\$	441,650	\$	597,578
LIABILITIES AND NET ASSETS				
Liabilities				
Accounts payable and accrued expenses	\$	10,325	\$	13,217
Due to fiduciary		--		--
TOTAL LIABILITIES		10,325		13,217
Net Assets				
Unrestricted	\$	365,075	\$	518,111
Temporarily Restricted		66,250		66,250
TOTAL NET ASSETS		431,325		584,361
TOTAL LIABILITIES AND NET ASSETS	\$	441,650	\$	597,578

STATEMENTS OF ACTIVITIES

For the Year Ended December 31

UNRESTRICTED NET ASSETS	2008		2007	
REVENUE AND SUPPORT				
Public contributions	\$	583,211	\$	626,633
Special event		31,155		215,492
Other revenue		1,000		
Interest income		1,379		4,090
TOTAL UNRESTRICTED REVENUE AND SUPPORT	\$	616,745	\$	846,215
EXPENSES				
PROGRAM SERVICES				
Outreach and education		411,886		493,033
Support and grants		92,412		102,037
		504,298		595,070
SUPPORTING SERVICES				
Management and general		109,953		105,724
Fundraising		155,530		176,471
TOTAL EXPENSES	\$	769,781	\$	877,265
DECREASE IN UNRESTRICTED NET ASSETS	\$	(153,036)	\$	(31,050)
NET ASSETS, BEGINNING OF YEAR		584,361		615,411
NET ASSETS, END OF YEAR	\$	431,325	\$	584,361

financials

STATEMENTS OF CASH FLOWS

	For the Year Ended December 31	
	2 0 0 8	2 0 0 7
Cash flows from operating activities		
(Decrease) in net assets	\$ (153,036)	\$ (31,050)
Adjustments to reconcile increase in unrestricted net assets to net cash provided by operating activities:		
Depreciation	5,040	6,795
Change in assets, (increase) decrease:		
Contributions receivable	70,761	(28,964)
Prepaid expenses	(882)	2,932
Change in liabilities, increase (decrease):		
Accounts payable and accrued expenses	(2,892)	(16,357)
Due to fiduciary	--	(1,710)
Net cash used in operating activities	(81,009)	(68,354)
Cash flows from investing activities		
Purchases of equipment and fixtures	\$ (704)	\$ --
Net cash used in investing activities	(704)	--
Net decrease in cash	(81,713)	(68,354)
Cash, beginning of year	429,405	497,759
Cash, end of year	\$ 347,692	\$ 429,405

These financial statements have been excerpted from statements issued by LIFEbeat's independent auditors, Dinowitz & Bove, CPA. Copies of the audit report are available upon request to Sarah Peters, Director of Operations at 630 9th Avenue, Suite 1010, New York, NY 10036.

board of directors

In Memoriam

Bob Caviano, Founder - 1950-1992

Mel Cheren - 1933-2007

Executive Committee

Mitch Slater - President

Daniel Glass - Founding Board President

Robert Reicher, Esq. - Secretary

Burton Goldstein - Treasurer

Gary Dell'Abate

Bruno del Granado

Arthur Fogel

Donna Futterman, MD

Stephen Hill

Sonia Muckle

Tim Rosta

Denise Rich

Paul Schindler, Esq.

Lisa Sherman

Derrick Thompson

Van Toffler

Emil Wilbekin

Ross Zapin

staff

John Cannelli - Executive Director

Sarah Peters - Operations Director

Benjamin Wymer - Development Director

John Atanasio - National Tour Outreach Manager

Kizzy-Kay Graham - Local Tour Outreach Coordinator

Erika Banks - Hearts & Voices Coordinator