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Janine Charles, LIFEbeat Volunteer

2009 Annual Report

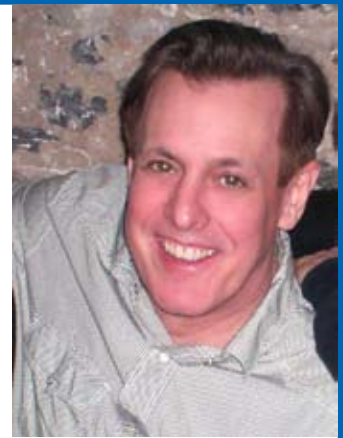


Volunteers from LIFEbeat's National Outreach program partner Gettin' Busy display a LIFEbeat poster at the 8th annual Miami Peace in Da Hood Festival on August 8, 2009.

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A message from the Executive Director



Despite the economic turmoil of 2009, LIFEbeat ended the year on an optimistic note. After 17 years of service, we remain fully committed to fighting the HIV/AIDS epidemic in America. That commitment is reinforced by the Obama administration's decision to focus domestic HIV/AIDS policy on prevention rather than abstinence-only education. The policy is still in development, but the outlook is encouraging.

2009 was extremely difficult financially for non-profits and community-based organizations. We watched many of our fellow advocacy organizations struggle. Sadly, too many had to shut down due to lack of funding. LIFEbeat experienced fundraising challenges of our own. However, smaller, cost-effective events, premium auctions, and increased efficiency enabled us to maintain our outreach and support programs. LIFEbeat also received an unexpected \$200,000 windfall after LIFEbeat board member Gary Dell'Abate appeared on Fox's *Don't Forget the Lyrics* in May and chose LIFEbeat as the beneficiary of his appearance.

According to the CDC, minority communities bear the brunt of the HIV/AIDS epidemic in America. African-Americans account for a higher proportion of cases at all stages of HIV/AIDS, from infection with HIV to death with AIDS, compared with other races and ethnicities. In the last year studied (2006) Latinos had an HIV infection rate 2.5 times that of whites. These groups are the focus of our HIV prevention outreach programs.

LIFEbeat's National Outreach program aggressively sought out top-level music tours with audiences predominantly comprised of people in these at-risk communities. As a result of this effort, last year we reached a higher number of minorities than non-whites with life-saving condoms and information about safer sex. Our Local Outreach program also focused mainly on events targeting at-risk youth. We restructured the program to make the most efficient use of limited resources, with a focus on the quality of our outreach, not quantity.

In 2008 we established a relationship with Global Protection Corp, the manufacturer of ONE® brand condoms. And in 2009 we developed co-branded, youth-friendly HIV prevention materials. As part of our campaign to reach at-risk Latino youth, we worked with ONE® to create bilingual (Spanish and English) condom packaging and an informational card to distribute on national Latin music tours.

To access a new pool of supporters, LIFEbeat began using mobile applications and fundraising through a partnership with MobileCause. We've instituted a Text2Give program and are planning to fully exploit all the possibilities mobile technology presents for raising both funds and awareness.

I would like to acknowledge and thank the 300-plus New York metro-area volunteers and all of our partner AIDS Service Organizations across the country, who are on the front lines of the fight against HIV/AIDS with us every day. I encourage you to read the inspiring letter written by a LIFEbeat volunteer, Janine Charles, on the following page.

As we enter a new decade, LIFEbeat's staff and board of directors are dedicated to combating the spread of HIV. We will continue to work with the music and entertainment industries and other partners to educate young people across America about HIV prevention, provide them with the resources to protect themselves and support the HIV/AIDS community.

Yours in the struggle,

A handwritten signature in black ink, appearing to read 'John Cannelli'. The signature is stylized and fluid.

John Cannelli
Executive Director

March 19, 2010

Foreword



I was born and raised in beautiful Cape Town, South Africa. Most of us, have at sometime or another in our lives broached the idea that we would participate in some or other charitable deed. Whether it was volunteering at a soup kitchen or donating clothes to charity it was something that I myself vowed to do, but someday. One day while having a conversation with a friend I was introduced to a stranger, who upon hearing my ancestry and origin of birth declared, loudly, "Oh you're South African, The AIDS Capital of the world right?" I could not refute or dispute his claim, because he spoke the truth. I was indeed a product of a country who has now received notoriety, not for our ability as a nation to overcome so many obstacles. But instead we were known for our inability to effectively bring this disease under control. That incident caused such an unsettling in me and angered me so much that I vowed to do something to change not only that negative perception, but also help be a person who would empower people to make a change in their current behaviour.

A couple of days later I searched online for an organisation that I could volunteer my services to. After conducting some research, the descriptions of what was offered at LIFEbeat seemed to perfectly fit into what I was able to do. The first LIFEbeat event I participated in happened to be a Hearts & Voices show. I have no idea what I had expected, but what I received was a life changing experience where hope was manifested. I left Housing Works East Village that day re-energised, passionate about life and vowing to make a difference in this fight against this monstrous disease.

I am a student and activist who has always had a deep rooted passion to eradicate ignorance and inject knowledge into the lives of children. I had been presented with an opportunity to volunteer at Incarnation Children's Center, a life altering experience. Incarnation Children's Centre houses children who were born with HIV due to mother-to-child transmissions. It is also here that I met a remarkable woman, Maria Davis. Maria is living with AIDS, yet she does not allow this to deter her. Instead she lectures daily, produces shows and is an active participant in creating change for people infected & affected by HIV. That experience humbled me tremendously. Before that day AIDS had, like other terminal diseases, been something other people lived through and died from. Here all of a sudden I was faced with terminally ill children who through no fault of their own had their lives impacted, because of someone else's choices.

I left that day and again vowed to fight HIV/AIDS daily, in whatever capacity I am able to do. In a war it is vital that you know your enemy, study its weaknesses and arm yourself with enough ammunition to outwit it. HIV/AIDS is a preventable disease, an enemy that we can control and hopefully eliminate. Therefore through education, prevention strategies and counselling we can empower people to make a considerable change in their behaviour. We are living in the Age of AIDS, our reactions, and participation in dealing with it will not only affect our lives today, but will impact our existence in the future.

Today I am a student who is working toward completing a doctorate in Psychological Counselling, with an area of concentration in HIV/AIDS. Initially I had naively thought that by volunteering I would be making a difference for someone else. Volunteering with Hearts & Voices allowed me to come into contact with the humanity of HIV/AIDS. Those who were infected with the disease affected my life by making me realise how precious life is, and how vital it is for us to make the right choices.

In South Africa there is a philosophy that we practice and believe in called UBUNTU. Ubuntu means, "I am, because we are." The idea that collectively we as a human race can bring about considerable change in the communities that we live in. Often people question what difference one person can possibly make in the fight against this disease. I believe the same doubts were presented to Martin Luther King Jr and Nelson Mandela, yet they chose to take that step, and be the change they were seeking. For me volunteering at Hearts & Voices has accomplished two things. Firstly, it has propelled me to not passively sit by, but actively go out and partake in the change. Lastly, it forced me to evaluate the importance of life and has injected the idea of hope into me, and I can truly say my living will not be in vain.

Janine Charles
LIFEbeat Volunteer

LIFEbeat is 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 to provide support to the AIDS community.

LIFEbeat's History

For more than eighteen 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 members 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 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. Leveraging our 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. Artists invite LIFEbeat to be a part of their tours, enabling us 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.

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



Hearts & Voices volunteer performer, singer Grace Garland, poses with a resident at Rivington House.

Volunteers are at the heart of what we do.

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 to help spread the message of HIV/AIDS prevention to young concert-goers nationwide.

Local Outreach Volunteers. LIFEbeat maintains a diverse pool of over 300 dedicated volunteers in the NYC metropolitan area. Our volunteers are out nearly every night at local performance venues, armed with knowledge learned at LIFEbeat trainings, to educate young people about HIV/AIDS prevention.

Hearts & Voices Artists. Over 104 performance acts lent their talents to the Hearts & Voices program in 2009, providing 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. In 2009, 129 volunteers helped produce more than 250 Hearts & Voices shows.



A volunteer displays safer-sex materials at Beyonce's tour date at the Oracle Arena in Oakland, California on July 10.



Programs

“Keep doing the Outreach until the Latin population becomes aware of HIV and the consequences.”

- **Miracle of Love Inc.**, Orlando, FL, Wisin y Yandel Tour 2009

“After you left, there was still a buzz about the karaoke party. It was such a hit. Abby* was so happy with the party. She had an appointment to meet with [her therapist] after the party to process how sad it is to say good-bye. . . **she said she didn’t need a therapy session because she was too happy from the party. Thank you for that.”**

- **Therapeutic Coordinator**, Incarnation Children’s Center

*Name changed to protect confidentiality.

National Outreach Program

An estimated 1.1 million people in the US are living with HIV/AIDS. Despite advances in treatment, HIV/AIDS is still a deadly epidemic in America and communities of color are particularly hard-hit. While African-Americans/Blacks represent approximately 12 percent of the U.S. population, they account for a higher proportion of cases at all stages of HIV/AIDS compared with members of other races and ethnicities, and Latinos have an infection rate 2.5 times that of whites.¹

LIFEbeat’s National Outreach program works nationwide to help AIDS Service Organizations reach those most at risk for HIV/AIDS. In the 2009 the program grew significantly, distributing over 80,000 condoms and almost 23,000 brochures at 113 events, representing a 25% increase in condom distribution and 27% increase in number of outreaches from 2008. Most importantly, for the first time our national audience was more minority than Caucasian (31% Caucasian versus 69% Black, Latino, Asian or other) reflecting LIFEbeat’s drive to reach minority audiences at higher risk for HIV infection.

We accomplished this goal by partnering with artists and events such as **Beyonce, Keyshia Cole, Anthony Hamilton Essence Music Festival, Pitbull, Paulina Rubio, and Wisin y Yandel**. LIFEbeat also produced special bilingual materials including ONE condom tins with both English and Spanish messaging, as well as a Wisin y Yandel co-branded HIV/AIDS information postcard, to deepen the connection between the artist, fans and the cause.

In addition to tours, LIFEbeat distributed outreach materials at 45 national events in 2009 including the South by Southwest Conference and Festival in Austin, Winter Music Conference in Miami, the United States Conference on AIDS in San Francisco, the Trey Songz Safe Sex and HIV/AIDS Awareness Concert in San Bernardino, California, the Latino Film Festival in San Diego, the Hip Hop Summit for Urban Latin Music in Phoenix , and numerous World AIDS Day events across the country.

“Our presence there was needed. The response of the crowd clearly tells us that HIV/STDs and sexual health are not on the minds of the youth present at the venue.”

- AIDS Action Committee, Boston, MA, Vans Warped Tour 2009

Tours and Events	Number of Cities	Condoms Distributed	Brochures Distributed
Beyonce	18	5,760	800
Pitbull	16	3,295	750
Keyshia Cole	21	7,200	1,300
Vans Warped Tour	23	8,050	690
Anthony Hamilton	6	1,860	300
Wisin y Yandel	14	3,405	715
Paulina Rubio	9	2,120	640
Rob Thomas	21	3,700	1,000
Other Events	N/A	53,329	16,760
TOTAL		88,719	22,955

Local Outreach Program

New York City remains the epicenter of the HIV/AIDS epidemic in the U.S. More than 100,000 New Yorkers are living with HIV, but thousands are unaware that they are infected. HIV is the 3rd leading cause of death below age 65 in New York City. HIV is also the health problem with the largest racial disparity; 80% of new AIDS diagnoses and deaths are among African Americans/Blacks and Latinos.²

LIFEbeat's Local Outreach program is at the forefront of HIV prevention efforts in the New York metro-area. Our unique affiliation with the music industry allows us to reach New Yorkers with prevention messaging and materials in a non-traditional setting. We are reaching young people where they choose to be.

In 2009 LIFEbeat's Local Outreach emphasized quality of outreach versus quantity. To maximize the efficiency of our distribution, we focused on outreaches targeting the most at-risk populations. While this resulted in a reduction in the total number of outreaches and materials distributed, we made valuable inroads in connecting with communities of color.

Distributing Life-Saving Materials

There were fewer suitable opportunities locally to reach our target audience and as a result the number of local outreaches dropped from 319 in 2008 to 210 in 2009. This also meant a decrease in the number of condoms distributed (58,310 in 2009 vs, 83,346 in 2008). We remain committed to seeking new venues and events that cater to African American/Black and Latino audiences in 2010 and beyond.

LIFEbeat distributed nearly 3,500 pieces of literature in addition to condoms and safer sex materials, as well as 1300 safer sex buttons and 18,000 individual packets of WET lubrication.

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:

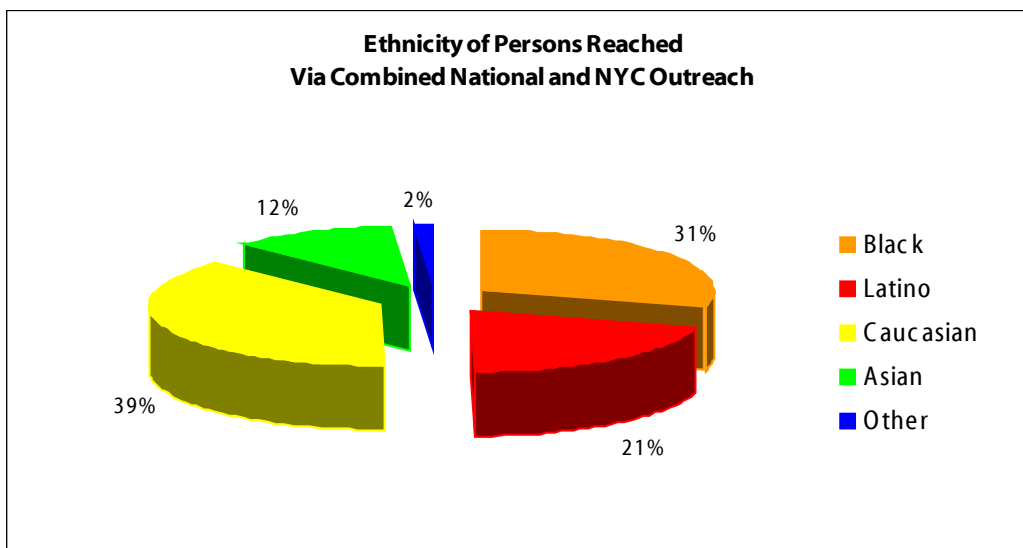
Blender Theatre at the Gramercy
The Fillmore at Irving Plaza
Nokia Theatre Times Square

Roseland Ballroom
Sounds of Brazil (SOB's)

In addition, LTO was present at events at **Madison Square Garden, NJ Performing Arts Center, Central Park Summerstage** and **Santos Party House**.

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. LIFEbeat's local outreach audience in 2009 was roughly 54% male and 46% Caucasian. The program reached more minorities in 2009: 26% African American and 18% Latino. Furthermore, 50% of individuals reached were under the age of 25.



Hearts & Voices Program

LIFEbeat's Hearts & Voices Program provided 254 live performances at New York metro-area HIV/AIDS care facilities throughout 2009, an increase from 250 shows in 2008. The total audience figure for the program also increased 2.5% from the previous year for a total of 6,037 guests at shows. One hundred four artists, groups and entertainers donated their time to Hearts & Voices in 2009 and the pool of general volunteers increased by 50% to 129 individuals.

Hearts & Voices Facilities

Housing Works East - Manhattan
Housing Works West - Manhattan
Incarnation Children's Center - Manhattan
Rivington House - Manhattan
Robert Mapplethorpe Residence - Manhattan
Schafer Hall - Manhattan
Terence Cardinal Cooke - Manhattan

VCNY Chelsea - Manhattan
Casa Promesa - The Bronx
Gibb Mansion - Brooklyn
Housing Works Women's Center - Brooklyn
Friends for Life - Oradell, NJ
Golden VIP - Patterson, NJ

Additional Hearts & Voices Partners

In 2009 the Hearts & Voices helped arrange and produce performances for other healthcare facilities and programs where we do not maintain a regular presence. These special events included World AIDS Day concerts, summer picnics and other special events. Partners included:

Friends House - Manhattan
Health Hospital Corporation - Manhattan
Iris House - Manhattan
Community Healthcare Network - Brooklyn

VIP Services, Women's Group - The Bronx
ACCESS - The Bronx
Dwight-Englewood School - Englewood, NJ
Hudson Pride Connections - Jersey City, NJ



From left: Jazz guitarist Stanley Jordan poses after a performance at Village Cares New York; Tha Heights meet with their newest fans at Casa Promesa.

2009 Performance Highlights

Hearts & Voices welcomed back jazz great **Stanley Jordan** for a phenomenal set at Village Cares New York in Chelsea on Friday, February 20, 2009. The usually boisterous lunch room grew quiet for 45 minutes while Stanley entranced them with his virtuosic guitar playing. The show left everyone in high spirits, and many audience members and staff lined up after the show to take pictures with Stanley.

The **New York Vocal Arts Ensemble** performed the comedic opera *The Maid and The Thief* at Terence Cardinal Cooke on May 28, 2009, for the enjoyment of a crowd of 100 residents and staff.

The **Hot House Jazz Big Band**, a 50-piece UK-based high school jazz band for gifted musicians, included Hearts & Voices as a special stop in their New York tour. A smaller ensemble of 15 students performed an hour-long set of big band standards to kick off the Rivington House Halloween Party on Wednesday, Oct. 28, 2009.

Hearts & Voices Program

Seth Rudetsky brought three Broadway divas, **Klea Blackhurst**, **Farah Alvin** and **Anne Steele**, to Terence Cardinal Cooke for a Thanksgiving performance on Wednesday, November 25, 2009. They presented 45 minutes of Broadway and jazz standards, ending with a sing-a-long of *Amazing Grace*. Seth has been performing regularly at Terence Cardinal Cooke for well over 18 years.

Tha Heights, a rising act and one of the most requested on the Hearts & Voices roster, brought their beautiful harmonies and choreographed dance moves to Casa Promesa on April 6, 2009. The mostly Latino audience loved their high-energy style and appreciated their performance of several songs in Spanish.

On **World AIDS Day 2009** Hearts & Voices provided entertainment at three facilities in the NYC area. At Rivington House, **Todd Alsop**, **Shaun Barker**, and Grammy award-winning songwriter, producer, and artist **Gordon Chambers** performed, while **Carlethal** entertained audiences at Hudson Pride Connections and **Dan Ferrari** brought his talents to Friends For Life.

Lavender Light Gospel Choir returned to Rivington House for another spectacular holiday show on Wednesday, December 16. The audience was visibly moved by the inspirational music, and in turn the choir expressed how much they treasured performing for such an appreciative audience.

Lil Mama, currently a judge on *America's Best Dance Crew* on MTV, made a surprise Christmas visit to Incarnation Children's Center. She spoke words of encouragement and distributed holiday gifts before posing for photos with the children.

Karaoke was a big hit at all of the facilities in 2009. LIFEbeat received a donated karaoke microphone at the end of 2008 and began having informal karaoke parties at a few facilities each month. The response was so overwhelmingly positive that we plan to create specific karaoke events at each regular facility in 2010.

Donations and Holiday Gift Bags

At Hearts & Voices shows, we often distribute donations of recorded music, merchandise, and personal care products to our audiences. At the end of the year we also give away gift bags to over 350 audience members. Stand-out donations in 2009 included 1,000 small toiletry and personal care items donated by the members of Unity of New York (whose Unity of New York Outreach Singers sing monthly for Hearts & Voices), 200 Michael Jackson Posters from Erol Ligouri (via Maeve Lenahan, a regular Hearts & Voices volunteer), 200 Frisbees from Citigroup, 275 Compilation CDs from Street Information Network (SIN) and a minivan donated by Zipcar for one day, to facilitate the delivery of large amounts of gifts to five of the largest Hearts & Voices facilities. For the fourth year in a row, LIFEbeat provided a compilation CD of popular Hearts & Voices artists as a special gift to our audiences. The 2009 *Hearts & Voices Superstar CD*, which features 18 of the most popular artists on our roster, was a highly-anticipated gift among the residents.



Lil Mama (left) makes a surprise holiday visit to Incarnation Children's Center in Harlem.

From left: Taj Weekes and Adowa perform at Rivington House in September; African Drum and Dance Ensemble delight audiences at Terence Cardinal Cooke.



Partnerships

Live Nation and LIFEbeat

Live Nation, the largest producer of live concerts in the world, teamed with LIFEbeat for a special World AIDS Day fundraising and awareness campaign. Concert fans were encouraged to purchase concert tickets through LiveNation.com starting at 12:01 a.m. on December 1st, World AIDS Day, with a portion of every ticket sold that day to benefit LIFEbeat.

“We are proud to stand alongside LIFEbeat on World AIDS Day to help educate music fans about prevention of this deadly disease.”

- **Michael Rapino**, President and CEO, Live Nation

MobileCause

Through partnership with MobileCause, LIFEbeat launched a Text2Give campaign, which allows our supporters and donors to simply text the word ‘LIFEBEAT’ to 85944 to make a one-time \$5 donation to the organization. MobileCause delivers nationally recognized non-profit organizations a simple-to-use web service for the complete launch and management of mobile giving, micro-billing, messaging, and text pledging over SMS, Twitter and SMTP. Future plans to expand the fundraising potential of the partnership include building a LIFEbeat mobile application.

Global Protection

Founded in 1988, Global Protection Cop 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 concertgoers across the country in 2009.

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.

LIFEbeat also worked with Global Protection to develop specially designed LIFEbeat-branded metal tins containing 2 ONE brand condoms. The tins were distributed at outreaches, LIFEbeat events, and national events. 13,000 ONE condom tins featuring the message “Rock Hard, Play Safe” and the LIFEbeat logo and URL were placed in the registration bags at the 2009 South by Southwest (SXSW) Music Festival in Austin, TX. LIFEbeat also developed a special bilingual Spanish/English tin and postcard for use on the 2009 Latin tours including Wisin y Yandel and Pitbull.

Crumbs Bake Shop

Crumbs, an upscale bakery specializing in gourmet cupcakes, created a signature cupcake in honor of LIFEbeat Board member Gary Dell’Abate. Called “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. Jason Bauer, owner of Crumbs, donated \$1.00 from every cupcake sold to LIFEbeat. At the end of 2009 Jason presented LIFEbeat with a check for \$5,000.





Grammy-award winning rock group Phoenix perform at *A Refreshing Night of Music* to benefit LIFEbeat in September 2009.

Events & Press

“LIFEbeat is a fabulous organization. What a great opportunity for us to team up together to send some love, some awareness and also bring you some good new music!”

-Performing artist **Vanessa Williams**
The Real Thing Album Release Party
June 3, 2009

LIFEbeat Events 2009

Bid 2 Beat AIDS 12/1/09

LIFEbeat launched our fifth annual Bid 2 Beat AIDS auction on eBay on World AIDS Day. The auction featured celebrity experiences and ticket packages for **Lady Gaga, Dave Matthews, John Mayer, Tim McGraw** and more, as well as autographed memorabilia signed by celebrities from **Beyonce** to **Steven Spielberg**.

Charitybuzz Holiday Auction 11/24 - 12/21/09

As part of ongoing auction fundraising with Charitybuzz.com, LIFEbeat participated in the non-profit auction site's Holiday Auction. Lots included a set visit to a **Ricky Martin** music video, front-row seats to a 2010 **William Rast** fashion show and a sit-in with sports radio personality **Chris 'Mad Dog' Russo** on SiriusXM Satellite Radio.

Regina Spektor Radio City AfterParty 10/14/09

Recording artist and New York native **Regina Spektor** joined LIFEbeat for a special party celebrating her Radio City Music Hall concert on October 14th, part of LIFEbeat's Red Carpet Series of events. Guests at Aspen Social Club in Manhattan enjoyed complimentary cocktails and music from **DJ Miss Guy**.

Charitybuzz Fabulous Fall Auction 9/29 - 10/22/09

The winning bidders for The Fabulous Fall auction took home packages like meet & greet passes to **So You Think You Can Dance** touring shows and VIP tickets to the **BET Hip Hop Awards**. Original movie poster art from LIFEbeat's John J. Lomasney collection was also auctioned off.

A Refreshing Night of Music 9/12/09

MTV and Pepsi presented this benefit event for LIFEbeat as part of the 2009 **MTV Video Music Awards** weekend in NYC. LIFEbeat Board Member and Howard Stern Show producer **Gary 'Baba Booney' Dell'Abate** emceed and **DJ Clinton Sparks** kept Terminal 5 rocking in between stellar sets from **Kid Cudi** and **Phoenix**.

Charitybuzz Hot Summer Auction 7/21 - 8/27/09

LIFEbeat's summer auction on Charitybuzz included outstanding lots like tickets to **VH1 Divas** and the **MTV Video Music Awards**, meet & greet passes for **Phoenix** and the **American Idol Tour** and backstage passes to **Jimmy Buffet** at Jones Beach.

Rob Thomas *cradlesong* Release Party 6/30/09

LIFEbeat, Atlantic Records and Chip Duckett hosted a special party celebrating the release of **Rob Thomas's** latest album *cradlesong*. Fans mingled with Rob Thomas at the Cabanas at the Maritime Hotel and sipped complimentary cocktails courtesy of Domain de Canton.

This page, from top: Young concertgoers at a LIFEbeat event, MTV executive Tom Calderone with Regina Spektor and LIFEbeat Executive Director John Cannelli, Phoenix backstage and Kid Cudi performing hits onstage at at *MTV and Pepsi Present: A Refreshing Night of Music*.

Opposite, from top: Rob Thomas with Justin Tranter from Semi Precious Weapons, Vanessa Williams gives an intimate performance for LIFEbeat, the legendary Stevie Nicks shows her support, and Barbara Tucker performs in memory of Mel Cheren at *Keep On Dancin'* in NYC.





LIFEbeat Events 2009

Vanessa Williams *The Real Thing* Release Party 6/3/09

Grammy, Emmy and Tony Award nominated **Vanessa Williams** gave a special live performance to celebrate the release of her album *The Real Thing* at eco-friendly NYC nightclub Greenhouse, for a packed room of fans and LIFEbeat supporters.

Charitybuzz Dads & Grads Auction 5/27 - 6/17/09

LIFEbeat's Dads and Grads auction on Charitybuzz included a **BET Awards** VIP package, a sit-in on *The Howard Stern Show*, tickets to see the **Jonas Brothers** and **Phish**, and a once-in-a-lifetime opportunity to be a backstage producer for one day on **U2's** 360° Tour.

AIDS Walk New York 5/1/09

Team captain **Gary 'Baba Boeey' Dell'Abate** and LIFEbeat Board member **Sonia Muckle** led the 50 members of Team LIFEbeat in raising over \$15,000 to benefit LIFEbeat and GMHC for the 24th annual AIDS Walk New York.

Charitybuzz Mother's Day Auction 4/15 - 5/6/09

Bidders on Charitybuzz got a chance to spoil their moms with auction items including tickets to *Saturday Night Live* hosted by **Justin Timberlake**, VIP tickets and after party passes to the **MTV Movie Awards**, seats at the 2010 **Baby Phat** fashion show, and *American Idol* finale tickets.

Stevie Nicks Listening Party and DVD Release Event 4/2/09

LIFEbeat and Chip Duckett hosted the legendary **Stevie Nicks** at Greenhouse in NYC to celebrate the release of her new DVD, *Live in Chicago*. Guests got a first listen of Stevie's new CD *The Soundstage Sessions* in the presence of Stevie herself, who personally thanked the audience for supporting LIFEbeat's programs.

Keep on Dancin' Miami 3/25/09

After the tremendous success of the *Keep on Dancin'* event in New York City, LIFEbeat and event partners Christina Visca, GMHC, AREA and JoeB took the party to Miami for the Winter Music Conference. The lineup included DJs **Jellybean Benitez**, **Quentin Harris**, **Hex Hector**, **Danny Krivit**, **Victor Rosado**, **Erv**, **Jovonn**, **Eric Kupper**, and **John Mateo**, and a performance by **Dawn Tallman**.

Night of a Thousand Gowns 3/21/09

LIFEbeat was honored by The Imperial Court of New York at the 23rd Annual *Night of a Thousand Gowns*, marking the second year LIFEbeat was chosen as beneficiary of the gala event. Honorary Chairs **Sir Elton John**, **Patti LuPone**, **Idina Menzel**, **John Cameron Mitchell**, **Joan Rivers** and **Robin Strasser** hosted an evening of entertainment by **Amber** and **Michelle Williams**.

Charitybuzz Valentine's Day Auction 1/14 - 2/12/09

LIFEbeat auctioned off tickets to tapings of *Saturday Night Live*, *The Ellen Degeneres Show* and *Jimmy Kimmel Live* as well as a meet & greet with **Idina Menzel** and sit-in on the *Howard Stern Wrap-Up Show* as part of Charitybuzz's Valentine's Day auction.

Keep on Dancin' 1/10/09

Three charities, eight DJ's and three recording artists all came together for one evening of music and remembrance. Christina Visca, AREA, GMHC and LIFEbeat presented *Keep on Dancin: Remembering Mel Cheren with the Music of the Paradise Garage* at Santos Party House in New York City. Dance music lovers came out in force to honor **Mel Cheren**, 'The Godfather of Disco', an original financial backer of LIFEbeat and a long-time board member who passed of AIDS complications in 2007.

Press and Media Partners

Don't Forget the Lyrics

LIFEbeat Board member and longtime Howard Stern Show producer **Gary "Baba Boeey" Dell'Abate** took center stage on the popular primetime FOX game show *Don't Forget the Lyrics* to raise money and awareness for LIFEbeat in May 2009. Hosted by actor, singer and comedian **Wayne Brady**, *Lyrics* is the addictive game show where contestants sing along to popular songs and then have to guess the missing lyrics when the song stops.

Gary showcased his extensive knowledge of popular music with renditions of "Rockin' Robin," "Rock 'n Roll Hoochie Coo," "Mississippi Queen," and others. Sugar Ray frontman **Mark McGrath** and fellow radio personality **Jon Hein** were also on hand to help Gary lock in those lyrics.

Between songs, Gary spoke of his work with LIFEbeat and his personal commitment to the fight against HIV/AIDS, which claimed the life of his brother in 1991.

Gary raised \$200,000 and gained national primetime exposure for LIFEbeat.



Sugar Ray's Mark McGrath, Gary 'Baba Boeey' Dell'Abate and Wayne Brady sing on *Don't Forget the Lyrics* which aired on May 29, 2009 on the FOX Network.

LIFEbeat was featured in the following publications:

ESSENCE.com
ESSENCE

FOX

M
TV
MUSIC TELEVISION®

NOXT
MAGAZINE

People

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Serving theatre since 1884

spinner

SIRIUS
SATELLITE RADIO
THE BEST RADIO ON RADIO™

The New York Times
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Online Outreach and Social Networking

LIFEbeat maintains a thriving online presence through the use of social marketing platforms and media sharing tools such as Facebook, Twitter and YouTube.

facebook.com/lifebeat

facebook

twitter.com/LIFEbeatDotOrg

twitter

youtube.com/user/LIFEbeatUSA

You Tube

Financials & Governance

Financial Statements

STATEMENTS OF FINANCIAL POSITION

	For the Year Ended December 31	
	2009	2008
ASSETS		
Cash	\$ 277,104	\$ 347,692
Contributions receivable	--	--
Prepaid expenses and other receivable	2,791	3,652
TOTAL CURRENT ASSETS	279,895	351,344
Property and equipment, net of accumulated depreciation of \$37,005-2007 and \$30,210-2006	69,563	74,206
Security deposits	16,100	16,100
TOTAL ASSETS	365,558	441,650
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts payable and accrued expenses	14,061	10,325
Due to fiduciary	--	--
TOTAL LIABILITIES	14,061	10,325
Net Assets		
Unrestricted	351,497	365,075
Temporarily Restricted	--	66,250
TOTAL NET ASSETS	351,497	431,325
TOTAL LIABILITIES AND NET ASSETS	\$ 365,558	\$ 441,650

STATEMENTS OF ACTIVITIES

	For the Year Ended December 31			
	Unrestricted	Temporarily Restricted	2009	2008
REVENUE AND SUPPORT				
Public contributions	\$ 652,027	\$	\$ 652,027	\$ 583,211
Special event	4,698		4,698	31,155
Other revenue	6,000		6,000	1,000
Interest income	111		111	1,379
	662,836	--	662,836	616,745
Net assets released from restrictions	66,250	(66,250)	--	--
TOTAL REVENUE AND SUPPORT	\$ 729,086	\$ (66,250)	\$ 662,836	\$ 616,745
EXPENSES				
PROGRAM SERVICES				
Outreach and education	491,619	--	491,619	411,886
Support and grants	62,849	--	62,849	92,412
	554,468	--	554,468	504,298
SUPPORTING SERVICES				
Management and general	58,997	--	58,997	109,953
Fundraising	129,199	--	129,199	155,530
TOTAL EXPENSES	742,664	--	742,664	769,781
DECREASE IN NET ASSETS	(13,578)	(66,250)	(79,828)	(153,036)
NET ASSETS, BEGINNING OF YEAR	285,247	66,250	431,325	584,361
NET ASSETS, END OF YEAR	\$ 271,669	\$ --	\$ 351,497	\$ 431,325

Financial Statements

STATEMENTS OF CASH FLOWS

	For the Year Ended December 31	
	2009	2008
Cash flows from operating activities		
(Decrease) in net assets	\$ (79,828)	\$ (153,036)
Adjustments to reconcile increase in unrestricted net assets to net		
cash provided by operating activities:		
Depreciation	4,643	5,040
Change in assets, (increase) decrease:		
Contributions receivable	--	70,761
Prepaid expenses	861	(882)
Change in liabilities, increase (decrease):		
Accounts payable and accrued expenses	3,736	(2,892)
Due to fiduciary	--	--
Net cash used in operating activities	(70,588)	(81,009)
Cash flows from investing activities		
Purchases of equipment and fixtures	\$ --	\$ (704)
Net cash used in investing activities	--	(704)
Net decrease in cash	(70,588)	(81,713)
Cash, beginning of year	347,692	429,405
Cash, end of year	\$ 277,104	\$ 347,692

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 Sarah Peters, Director of Operations at 630 9th Avenue, Suite 1010, New York, NY 10036.

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LIFEBEAT is grateful to the following individuals and organizations for their generous financial and promotional support in 2009:

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REFERENCES

1. Centers for Disease Control, www.cdc.gov
2. NYC Department of Health and Mental Hygiene, www.nyc.gov/html/doh/

PHOTO CREDITS

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