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for a snapshot of
HAAM's impact on
Austin's music
community

Rivercity

December 2019

eclectic austin

HAAM CONTINUES TO HELP AUSTIN'S MUSIC COMMUNITY THRIVE



Asleep at the Wheel performing at
Ray Benson's Birthday Bash 2019
PHOTO BY ANDREW BENNETT PHOTOGRAPHY



“In an increasingly expensive city, the Health Alliance for Austin Musicians continues to provide a necessary lifeline to the musicians that make Austin the “Live Music Capital of the World.” By providing access to critical healthcare services, HAAM has made it possible for countless musicians to stay in Austin, creating the art they are so passionate about and that we all enjoy.”

- STEPHEN JEFFERY, 2019-2020 HAAM BOARD CHAIR & SENIOR VICE PRESIDENT OF BBVA



Stephen Jeffrey

Fellow Austinites and music lovers,

While the Health Alliance for Austin Musicians (HAAM) has had a great year in 2019, every day more and more musicians come to us with new needs—HAAM provides healthcare and a supporting hand to as many as we possibly can. Since 2015, HAAM membership has increased by 40%, and we are working hard to keep our funding in line with that growth.

What many don't realize is that 83% of Austin musicians are earning less than \$24,000 annually, with the majority of HAAM musicians earning closer to \$12,000 to \$15,000 a year. Sadly each year, HAAM runs out of funding and has to put musicians in need on waiting lists. Our dream is to one day be able to help every musician who qualifies for our services get the healthcare and financial assistance they need.

Since 2005, HAAM has helped more than 5,300 low-income, underinsured working musicians access over \$73 million in healthcare services, including primary and specialty care, dental, vision, hearing and mental health services. We currently have more than 2,600 HAAM members, but there are more than 8,000 musicians in Austin. That means there are thousands of musicians in Austin who could potentially benefit from HAAM, but we need your support to close this gap.

HAAM's success in creating strategic partnerships has allowed us to leverage every dollar donated into \$7 of direct healthcare services. Our partnerships with leading healthcare providers like Ascension Seton, Central Health, St. David's Foundation, Capital Area Dental Foundation and Estes Audiology allow us to increase the value of services to our members by millions of dollars each year. As a fiscally responsible nonprofit, we have been able to successfully grow and take on new members, and we want to thank you for being a part of our community. I hope you realize just how much your support makes it possible for Austin musicians to stay in this city.

Music is the very soul of this city. As a professional musician and a community businessman, I love Austin and I love HAAM because together, we make it possible for musicians, from the legends to the rising stars, to stay here in Austin. Musicians are a critical piece of Austin's identity. This is why it's not a stretch to say HAAM plays a big part in keeping Austin, Austin. Supporting organizations like HAAM helps to foster and nurture Austin's unique creative appeal and take care of the musicians that make this city what it is.

Please take a moment to visit our website at www.myhaam.org to learn more about ways to get involved and support HAAM in any way you can. The last few months of every year are especially important for HAAM, and by making a year-end gift, you will help us to continue providing lifesaving services to Austin musicians.

Thank you for helping us protect our musicians and our community's creative spirit.

Sincerely,

Stephen Jeffrey
2019 HAAM Board Chair

"Without musicians, Austin loses its identity."

— STEPHEN JEFFREY

2019 HAAM BOARD OF DIRECTORS

- | | |
|---|---|
| Stephen Jeffrey , Board Chair, BBVA | Matthew Long , Cayetano Development |
| Chris Adams , Maxwell Locke & Ritter | Earl Maxwell , St. David's Foundation |
| Marcia Ball , Musician | Nikelle Meade , Husch Blackwell LLP |
| Emmett Beliveau , C3 Presents | *Diana Resnik , Diana Resnik Consulting |
| *Ray Benson , Musician | Catherine Robb , Haynes and Boone LLP |
| Olga Campos Benz , Foster Community | Alison Silverstein , Alison Silverstein Consulting |
| Keith Donahoe , Frost Bank | Tim Taylor , Jackson Walker LLP |
| Scott Gillmore , Waterloo Media | *Richard Topfer , Castletop Capital |
| Kate Henderson , Ascension Seton | *Edward Safady , Emeritus Member |
| Lisa Hickey , Panacea Collective | *Robin Shivers , Founding Chair (1956-2009) |
| *John T. Kunz , Waterloo Records & Video | |
| Heather Ladage , Austin Business Journal | |

"HAAM's influence throughout the City of Austin is profound. Without HAAM, many of our musicians would probably have to move to another city, and Austin would lose the centerpiece of our cultural identity. I am proud to support HAAM and its mission to provide healthcare services for the music community in Central Texas."

— TIM TAYLOR, PARTNER AT JACKSON WALKER LLP AND FOUNDING HAAM BOARD MEMBER

"As a founding board member of HAAM, I truly know the value of the work that HAAM does in Central Texas. Austin's musicians are the heart of our city, and an underserved community that we need to protect."

— JOHN T. KUNZ, PRESIDENT & OWNER OF WATERLOO RECORDS & VIDEO AND FOUNDING HAAM BOARD MEMBER



1. Board Member Ray Benson and Robert Earl Keen at Ray's Birthday 2. Tomar Williams of Tomar & the FCs at The ABGB on HAAM Day 3. Shiela Gonzalez of C3 Presents' Hell Yeah Years at Corporate Battle of the Band 4. Van Wilks at Ray's Birthday 5. Auction item at Ray's Birthday 6. KC Onyekanne of Epicor Software's Cloud 9 at Corporate Battle of the Bands 7. Madison McWilliams and Jacob Gonzales at Waterloo Records & Video on HAAM Day 8. Hector Ward of Hektor Ward & the Big Time at Antone's Nightclub on HAAM Day 9. Chris Peters of Wenzel Spine's Kings of the Night Time World at Corporate Battle of the Bands 10. Hannah Hagar at Still Austin Whiskey Co on HAAM Day 11. Katie Pruitt at Ray's Birthday 12. HAAM Board Members Heather Ladage and Nikelle Meade at Corporate Battle of the Bands 13. Board Member Ray Benson and Andy Langer at Ray's Birthday 14. Board Member Marcia Ball and the HAAMily Band at Corporate Battle of the Bands 15. Mitch Ballard, Brendon Anthony and Rikki Hardy at Guero's Oak Garden on HAAM Day

WELCOMING THE NEXT GENERATION

CHARLIE FAYE



PHOTO BY ALIX ROBIN PHOTOGRAPHY

Charlie Faye

Charlie Faye, founder of the modern-day '60s girl group Charlie Faye and the Fayettees, is about to become a first-time mom. She considers herself lucky and is deeply grateful to have HAAM by her side for this chapter of her life.

"I had been playing music in New York and that was great, but I never experienced the kind of thing that I felt when I

came to Austin," she said. "Austin has a real sense of community with everybody playing with everyone else."

Charlie first learned about HAAM when she helped sign up a friend. Four years ago, Charlie enrolled in HAAM herself.

"For the first time, I felt like I needed the assistance," she said. "Before that, I felt like there were others who needed help more than I did."

Besides keeping Charlie's monthly health premium costs low, HAAM has helped her navigate the healthcare system as she struggled with infertility and three miscarriages.

"The last few years health-wise have been the most difficult time of my life," Charlie said.

HAAM helped Charlie find her new OB physician and has helped troubleshoot with her insurance carrier.



PHOTO BY ERYN BROOKE

Charlie Faye and the Fayettees: (L-R) BettySoo, HAAM Members Charlie Faye and Akina Adderly.

"When I need help with my insurance coverage, I know I can call the HAAM offices, and I've had to do

that in some really tense moments," she said. "Having a high-risk pregnancy is incredibly stressful. I have

UPDATE: IT'S A GIRL!



Charlie and proud papa, Eric, welcomed Edie Faye Holden to the world on November 2, 2019. Welcome to the HAAMily!

had to see a number of specialists in addition to my OB for visits and tests. The HAAM team was amazing in those really tough moments, helping me navigate the healthcare system under a lot of stress to try to get those visits covered."

Charlie is excited about becoming a first-time mom and is booked to play at South by Southwest in March 2020. She is grateful for the donors and

volunteers that support HAAM musicians and make it possible for them to receive care like this.

"I want to say thank you for supporting an organization like HAAM that supports the creative culture of Austin and allows the music community here to continue to thrive and grow," she said.

AUSTIN MUSICIANS ON THE RISE

KATE PRIESTLY

Founder and lead siren with the neo-soul band KP and the Boom Boom, Kate Priestly relocated to Austin from England almost a decade ago. Like many musicians before her, Kate did not plan on staying in Austin indefinitely, but she found both love and a community that deeply supports musicians.

One of the things Kate worried about when making the big move across the

pond was healthcare. Growing up in England, healthcare was widely available through the National Health Service.

"I was used to socialized medicine and we took having access to healthcare for granted," Kate said. "I have asthma and also need to be closely monitored for some women's health issues so it was a big relief for me when I qualified for HAAM. It took a huge weight off my shoulders."



PHOTO BY JOSHUA GUERRA

Kate Priestly of KP and the Boom Boom

"As musicians, it's really important to know that we don't have to forego our health because we have an organization like HAAM to support us."

- KATE PRIESTLY, HAAM MEMBER

ASCENSION SETON & HAAM

"Ascension Seton has always been committed to providing compassionate, quality care to all Central Texans. When HAAM founder, Robin Shivers, approached us with the idea of partnering in 2005, we immediately knew we wanted to help provide healthcare services to our underserved music community."

-KATE HENDERSON, REGIONAL HOSPITAL PRESIDENT OF ASCENSION SETON AND HAAM BOARD MEMBER

CELEBRATING AUSTIN LEGENDS

JON BLONDELL

Austin legend Jon Blondell is a HAAM super fan. The world-renowned trombone and bass player has been a fixture in Austin's live music scene for decades. His Monday night residency at the Elephant Room is one of the longest and most successful residencies in the country.

Like many HAAM members, Blondell was encouraged to sign up for HAAM by another musician, in this case his close friend and fellow jazz musician Michael Mordecai.

"Before HAAM, I had insurance for a year with one of my bands, but after that I was uninsured so I just didn't go to the hospital," he said.

Shortly after enrolling in HAAM, Blondell found

himself fighting for his life after developing a deadly case of blood poisoning. He spent two months in a coma and three months in an Intensive Care Unit at an Ascension Seton hospital.

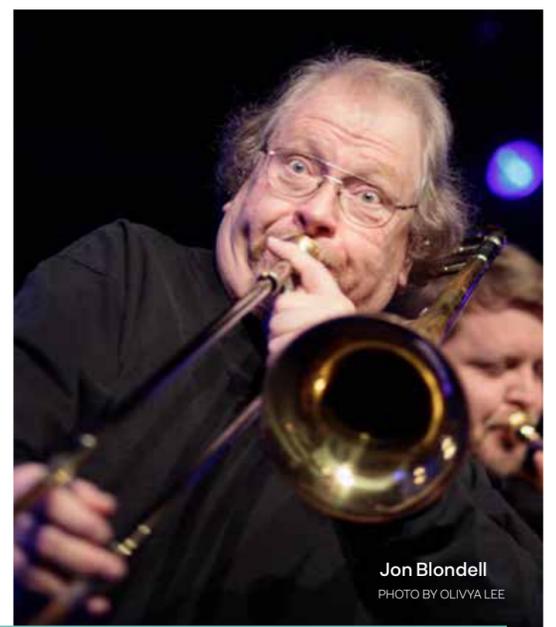
"If it wasn't for HAAM, I would be dead," he said. "I would never have gone to the hospital. It's not my way."

Like many Austin musicians, Blondell feels a deep love and appreciation for HAAM and the respect and support it provides musicians from all backgrounds.

"I am very indebted to HAAM and will do everything I can to support them," he said. "I see how HAAM helps people. I see it with my eyes. It's a wonderful organization."

With HAAM, you see the impact in the community. You see it with the

musicians on the stage. You see it in front you."



Jon Blondell
PHOTO BY OLIVIA LEE

"To make it as a musician, you have to play your ass off. HAAM evens things out. It gives you the break or gets you the help you deserve. They help a lot of people."

- JON BLONDELL, HAAM MEMBER

ST. DAVID'S & HAAM

"St. David's Foundation is working hard to make Central Texas the healthiest community in the world. Partnering with HAAM has allowed us to expand our reach, resulting in better oral health for the music community in Central Texas."

- EARL MAXWELL, CEO OF ST. DAVID'S FOUNDATION AND HAAM BOARD MEMBER

CENTRAL HEALTH & HAAM

"Central Health is privileged to partner with HAAM to support local musicians with low income through our premium assistance program, which provided insurance to over 600 musicians and their family members last year. Thanks to groups like HAAM, we're creating new ways to connect people with our programs."

-MIKE GEESLIN, PRESIDENT AND CEO OF CENTRAL HEALTH

The Health Alliance for Austin Musicians (HAAM) is a local nonprofit that provides access to affordable healthcare for Austin's low-income, working musicians, with a focus on prevention and wellness. Throughout the year, HAAM has three flagship events – Ray Benson's Birthday Bash, Corporate Battle of the Bands, and HAAM Day. Funds raised during these events go directly towards providing healthcare services for the musicians HAAM serves.

In our upcoming 15th year, we hope you will join us at one or more of the many events that support the musicians we all love and care about, and will consider sponsoring one or more of our events in support of HAAM's mission and our music community! For information on sponsorship opportunities for all of our events and how to get involved in our 15th year, visit www.myhaam.org or contact rikki@myhaam.org.

RAY BENSON'S BIRTHDAY BASH 2019

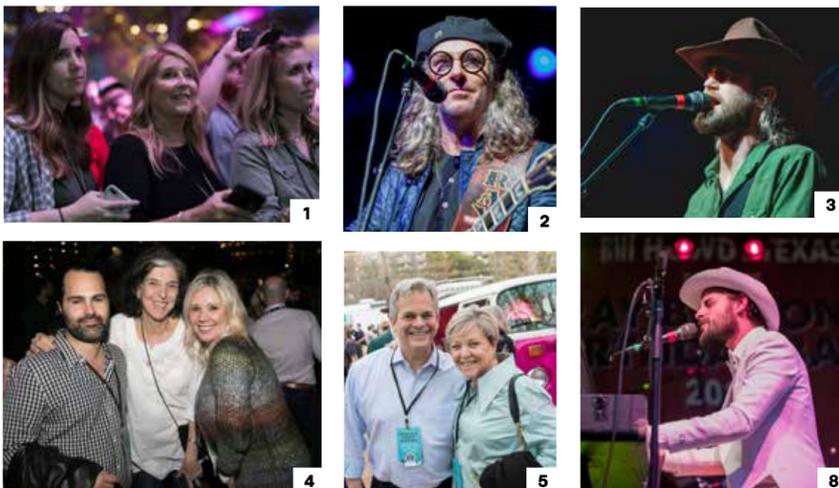
Ray Benson's Birthday Bash is an exclusive, invite-only, intimate night of music held in the backyard of GSD&M that always has a killer lineup – past surprise musical guests have included notable musicians like Robert Earl Keen, George Strait, The Avett Brothers, Randy Rogers and Willie Nelson.

Asleep at the Wheel frontman and founding HAAM Board Member Ray Benson, serves as the evening's host, and the celebration of his birthday in support of HAAM is the unofficial kickoff of SXSW.

This year, HAAM partnered with the global leader in performing rights management, BMI, to combine their party, Howdy Texas, with Ray Benson's Birthday Bash, which resulted in an even bigger event with more talent than ever. We are excited to continue this partnership in the coming years!

This party is both a celebration of what is best about Austin – our local music – and the way our city cares for our musicians through organizations like HAAM. In 2020, we will celebrate Ray Benson's 69th birthday and hope to raise even more funds through sponsorships, a silent auction and on-site donations.

For more information on table sponsorship at Ray's Birthday Bash in 2020, contact Rikki Hardy at rikki@myhaam.org



1. Kailee McCall, Teri Johnson and Skye Crane 2. Ed Roland of Collective Soul 3. Chris Shiflett of Foo Fighters at Ray's birthday 4. Board Member Marcia Ball and attendees 5. Mayor Steve Adler and Diane Land 6. Robert Ellis

BROWN DISTRIBUTING & HAAM

“As a native Austinite, I knew the Health Alliance for Austin Musicians would be one of the most influential non profit organizations for the Austin music community. As one of HAAM's first community partners, Brown Distributing is proud to support their mission toward providing much-needed healthcare for the musicians that make our city so special.”

- BLAIR WATSON, ANHEUSER-BUSCH BRAND MANAGER

TITO'S VODKA & HAAM

“The work that HAAM does keeps Austin the city that we all love, and at Tito's we are proud to support them in keeping musicians alive and well. While we have been a longstanding partner, this year we were honored to feature HAAM as the first nonprofit of our brand's inaugural video series, 'Love, Tito's'. HAAM is doing such special a special thing for musicians that we chose to highlight their good work. HAAM is a great organization that we are proud to support!”

- LISA HUDDLESON, DIRECTOR OF STRATEGIC PHILANTHROPY FOR TITO'S VODKA

CORPORATE BATTLE OF THE BANDS 2019



1. Reenie Collins and emcee B-DOE 2. Judge Mitch Ballard, Rikki Hardy and Judge Emily Parker 3. Board Member Emmett Beliveau and C3 Presents' Hell Yeah Yeahs 4. Attendees 5. Judge John Moyer and Keith Ploeger of H-E-B's Knuckle Sammich 6. Emcee B-DOE and Netspend's The Mag Stripes

This year, we celebrated our 12th annual Corporate Battle of the Bands, presented by Cirrus Logic, with stage sponsors H-E-B and Epicor Software. Bands were given a once-in-a-lifetime opportunity to perform in front of a live audience at ACL Live at the Moody Theater.

This year's Corporate Battle of the Bands drew in a crowd of more than 1,000 attendees. Eight bands from local businesses performed throughout the evening. This year's "Band of the Year" was awarded to newcomer, Cloud 9 (Epicor Software). Along with Cloud 9, additional award winners included: The Mag Stripes (NetSpend); King of the Night Time World (Wenzel Spine); and the Hell Yeah Yeahs (C3 Presents).

Becoming a sponsor of HAAM's Corporate Battle of the Bands is a great way to support the Austin music community while giving your employees a night they won't forget. Multiple sponsorship levels are available, ranging from sponsoring your own company band, leading event activations onsite and access for you and your guests to the VIP Pre-Party.

We hope you will join us on Friday, May 8, 2020 for next year's Corporate Battle of the Bands!

HAAM DAY 2019

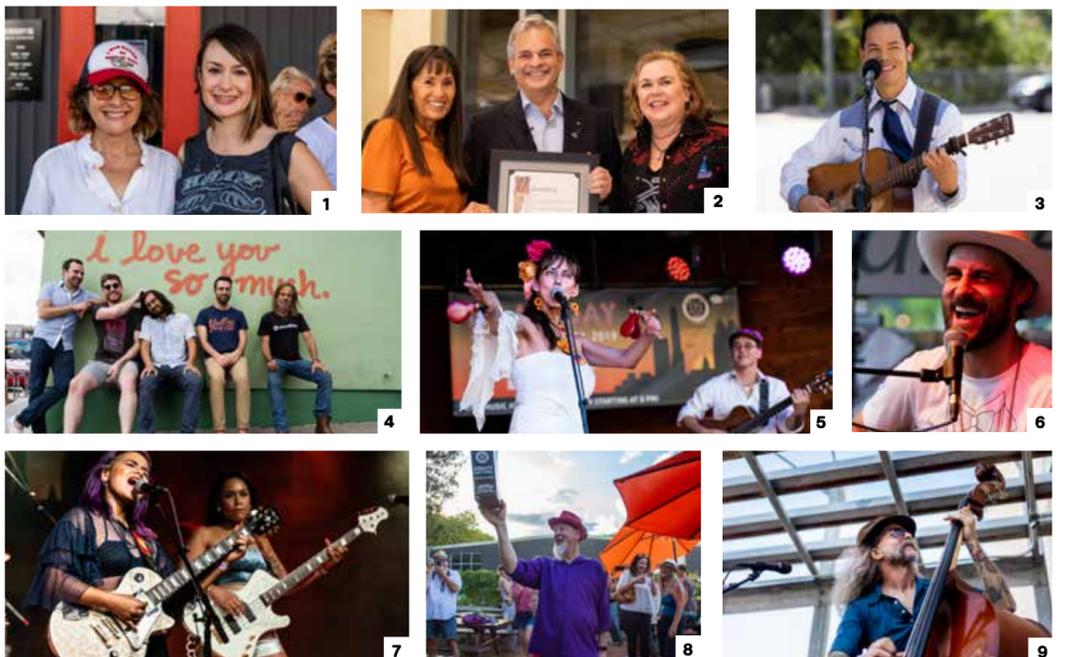
In its 14th year, HAAM, raised a significant amount of funding for Austin musicians during its annual HAAM Day held this year on September 24th. HAAM Day is HAAM's largest fundraiser of the year, bringing in more than one-third of its operating budget.

During HAAM Day 2019, there were more than 240 performances held across town in celebration of what makes our city so unique – the music! The day was kicked off at Whole Foods Market Lamar by Mayor Steve Adler, as he officially proclaimed September 24th, 2019 as HAAM Day in the City of Austin.

Additional highlights from this year included a conga line led by Kevin "Shinyribs" Russell during his performance at Cosmic Coffee + Beer Garden; the inaugural Latinapalooza, which featured an all-Latinx lineup with performances by Patricia Vonne, Bidi Bidi Banda, Lesly Reynaga and more at the Historic Scoot Inn; and musician Robert Ellis with a surprise performance at the BMI Songwriter Showcase at Guero's Oak Garden that evening.

Austin area-businesses can show their support by sponsoring HAAM Day at one of the many participation levels, including pledging a percentage of their earnings on HAAM Day. Join others in attracting national and local attention as well as giving your customers, clients and employees the satisfaction of knowing you are supporting the musicians of Austin.

We hope you will join us on Tuesday, September 22 for HAAM Day 2020!



1. Catarina Sigerfoos and Alyce Zawacki at Still Austin Whiskey Co. 2. Board Member Olga Campos Benz, Mayor Steve Adler and Reenie Collins at Whole Foods Market Lamar 3. Bob Appel at Austin City Hall 4. Fertility House and David Rosenblad at Jo's Coffee 5. Patricia Vonne and Rick del Castillo at Historic Scoot Inn 6. Robert Ellis at Guero's Oak Garden 7. Tori and Tiffany Baltierra of The Tierra Girls at Historic Scoot Inn 8. Kevin Russell of Shinyribs at Cosmic Coffee + Beer Garden 9. Guiseppe Antonio Volpi of Amanda Hickey and the Bruises at Whole Foods Market Domain

LYFT & HAAM

“Lyft's multi-year partnership with HAAM has grown tremendously and evolved into what it is today. Through our Round Up & Donate program, Lyft has been able to play a role in HAAM's mission of providing access to affordable healthcare for Austin's low-income, working musicians. It is amazing to see how our community can come together and make such an impact in the lives of the artists that make this city great.”

-WILL LINDOW, TEXAS MARKETING MANAGER FOR LYFT

PEARL SOCIETY

The Pearl Society is an outlet for music lovers to plug into Austin's legendary music scene while backing HAAM's life-saving healthcare programs. The name Pearl Society is a tribute to HAAM's founder, Robin Shivers. In both body and spirit, Robin was beautiful and known for her signature pearls. When Robin passed away in 2009, her signature pearls became a symbol of her dedication and love for HAAM.

Pearl Society Memberships are \$1,000 per year, offering exclusive access to industry events and concerts throughout the year. For a full list of member-only benefits, visit our web site at www.myhaam.org/pearl-society.

Please contact Rikki Hardy at rikki@myhaam.org for more information on joining Pearl Society.

Your \$1,000 annual membership to the Pearl Society offers exclusive access to industry events and concerts throughout the year, including:

- Exclusive access to four curated Pearl Society music events per year at unique Austin venues for you and a plus one
- Two intimate industry insider lunches each year with top musicians and industry professionals
- Four VIP tickets to Ray Benson's Annual Birthday Bash and the chance to buy limited seated tables in advance
- Two VIP tickets to HAAM's Corporate Battle of the Bands, including access to the VIP Pre-Party backstage at ACL Live at the Moody Theater
- Advance notice of ticket sales to select Austin-area events during the year
- The opportunity to invite guests to each Pearl Society event (space permitting)
- Artist signed collectible posters at Pearl Society events
- Invitation to sit on HAAM event committees (space permitting)
- Many more exciting perks and events throughout the year!

You will be recognized you as a Pearl Society member by having your name listed on this page and on the invitations to our four annual Pearl Society events. Your membership can also be anonymous or donated to a friend or family member.

"This is the first year of HAAM's Pearl Society and we have already seen an impressive number of donors that have joined, and are excited for even more in the new year. Throughout the year, HAAM hosts four Pearl Society events where you get a front-row seat to watch some of our community's best musicians. The \$1,000 annual membership price provides healthcare to one musician for an entire year!"

-MATTHEW LONG, PRESIDENT OF CAYETANO DEVELOPMENT, HAAM BOARD MEMBER & DEVELOPMENT COMMITTEE CHAIR



"We always look forward to HAAM events! We support HAAM because of the work they are doing to ensure that Austin stays The Live Music Capital of the World by keeping musicians healthy and playing. But go to as many HAAM events as we can because we are guaranteed to hear great music, and have a good time while doing good. These events are a great way to meet individuals that share the same passion as you and hear amazing live music in an intimate and personal venue."

-AARON VON FLATERN, FOUNDING PARTNER AT FVF LAW



1. Ruthie Foster and Dale Truitt **2.** Mary Ann and Lee Gros **3.** Board Member Alison Silverstein and Ernest Wood **4.** Katie Crowley, Steven Baker and Jeff Simecek **5.** Board Members Chris Adams and Ray Benson **6.** Jeff Straathof and Mafalda Tan **7.** Kevin Benz, Board Member Olga Campos Benz and Board Member Matt Long **8.** Dr. Laura Gilby, Kelley Berlin and Kelli House **9.** Dr. Chad Whited and his daughter **10.** Board Member Emmett Believeau and Jimbo Cotton **11.** Alex Peterson at Gold Rush Vinyl **12.** Chris, Katie and Covert Crowley **13.** Bruce Robison and Kelly Willis at Gibson Showroom **14.** Denise & Alan Valiant **15.** Dr. Garrick Baskerville and Rolando Balli **16.** Roggie Baer and Polly Parsons **17.** Reenie Collins and Olga Campos Benz **18.** Lesly Reynaga at Gibson Showroom **19.** Francis and Lori Fey



(L-R): Statesman Cap 10K Race Director Jeff Simeck, musician Robert Ellis, Reenie Collins and musician Waylon Payne

JOIN OUR RUNNING HAAMILY AT STATESMAN CAP 10K 2020!

HAAM is so excited to, again, be the race beneficiary for the Statesman Capitol 10,000 Race! In its 43rd year, the Cap10K is an Austin tradition as well as the largest 10K race in Texas and one of the top 10 in the nation.

Again, this year, a portion of all registrations are being donated to HAAM!

JOIN OUR TEAM and run (or walk) with us! If you haven't registered, make sure to select "Health Alliance for Austin Musicians (HAAM)" under Join a Team when you do.

If you've already registered, go to "Manage My Registration" and select HAAM as your team!

"The Cap10K is a race with soul in large part because of our local musicians. They not only kick-off the race and keep runners going with their music along the course, but also help them cool down at the festival. We are honored to support HAAM for a second year because of the important work they do to support the health and wellness of these talented artists."

- JEFF SIMECEK, STATESMAN CAPITOL 10,000 RACE DIRECTOR



The mission of the Health Alliance for Austin Musicians is to provide access to affordable healthcare to Austin's low-income, underinsured working musicians, with a focus on prevention and wellness.

KEEPING MUSIC IN AUSTIN ALIVE & WELL