

HAAM ANNUAL IMPACT REPORT

20
23



**KEEPING MUSICIANS
ROOTED IN AUSTIN**

HAAM member Mélat performing at KMFA Studios on HAAM Day 2023. Photo by Laura Skelding

HAAM IS HERE TO STAY



HAAM Board Chair Emmett Beliveau and HAAM CEO Paul Scott photographed on Doug Sahm Hill. Photo by Marc Fort

Dear HAAM Family & Friends,

When HAAM (Health Alliance for Austin Musicians) was created by its founder Robin Shivers in 2005, Austin still felt like a small college town with a buzzing music scene and a lot less traffic. As HAAM approaches our 20th anniversary, Austin’s skyline is barely recognizable, and the city has morphed into a bustling metropolis—the 10th largest in the United States.

What hasn’t changed in all these years? The fact that music still grounds Austin. Live music continues to play a central role in our shared experience as a community, and HAAM is committed, with your support, to keeping it that way. HAAM’s new permanent home, rooted in the heart of Austin, is a physical reminder of that commitment.

Felipe Granados, one of the seven HAAM musicians profiled in this year’s Impact Report said it best:

“HAAM Headquarters is not just a new shiny office space. It’s a visible symbol that HAAM is putting permanent roots in the community so artists can have a healthcare home. That stability, especially in a city that is changing so much, gives musicians like me great comfort about the future of making music in Austin. It’s a beautiful thing.”

For our HAAM members and our larger music community, the new HAAM Headquarters continues to be a beautiful thing. In less than a year’s time, HAAM’s permanent home has become a hub of activity not only for our dedicated staff, who helped over 3,100 musicians access healthcare this year, but also for HAAM members. On any given day, you can find Austin musicians at HAAM Headquarters using the new space to access services like hearing screenings, attend events like PNC financial literacy workshops, and network at social gatherings like the pancake meet-up featured on page 16.

HAAM musicians are also now using the new space to rehearse, perform, and host record release listening parties. It is truly a home for all of us who love music. HAAM is deeply grateful to the diverse community of donors who’ve made our dream a reality, including Lynne Dobson and Greg Wooldridge (Tejemos Foundation) whose \$1 million gift helped complete the first phase of the capital campaign.

Our continued growth is made possible in no small part by the many preeminent healthcare providers HAAM is privileged to call strategic partners. The generosity of Ascension Seton, St. David’s Foundation, Central Health, Sendero, Greater Austin YMCA, and Estes Audiology is essential to our success, helping us leverage funds raised to maximize service impact and achieve many of the goals laid out in HAAM’s 2020 - 2024 strategic plan including expanding premium assistance to more HAAM members and ensuring equitable access to HAAM’s lifesaving programs and services.

HAAM is here to stay, but we need the support of donors like you to nurture our roots in the community and amplify the impact we have on the lives of Central Texas musicians. The successes you will read about in the pages that follow are made possible by your commitment to our work. Your donation today at myhaam.org/donate of any amount will support the most significant needs of our members and help HAAM keep our incredible local musicians healthy and rooted in Austin for years to come. Thank you for keeping music in Austin alive and well.

Sincerely,

Paul E. Scott
Chief Executive Officer

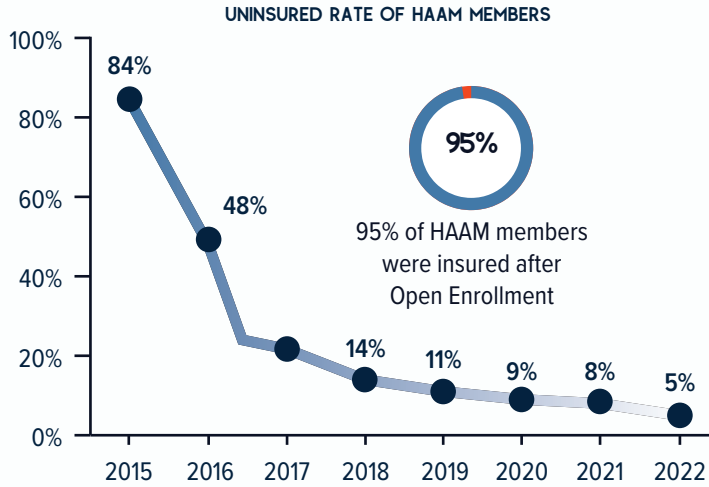
Emmett S. Beliveau
Board Chair

HAAM BY THE NUMBERS

HAAM IS MAKING A DIFFERENCE ...



100% OF HAAM MEMBERS have access to dental, hearing, vision, wellness, specialty care programs, and healthcare navigation services



\$144,000,000
Total healthcare value to musicians since 2005

EVERY HAAM MEMBER IS UNIQUE ...

42

AVERAGE AGE

94

MEMBERS ARE EXPERIENCING HOMELESSNESS



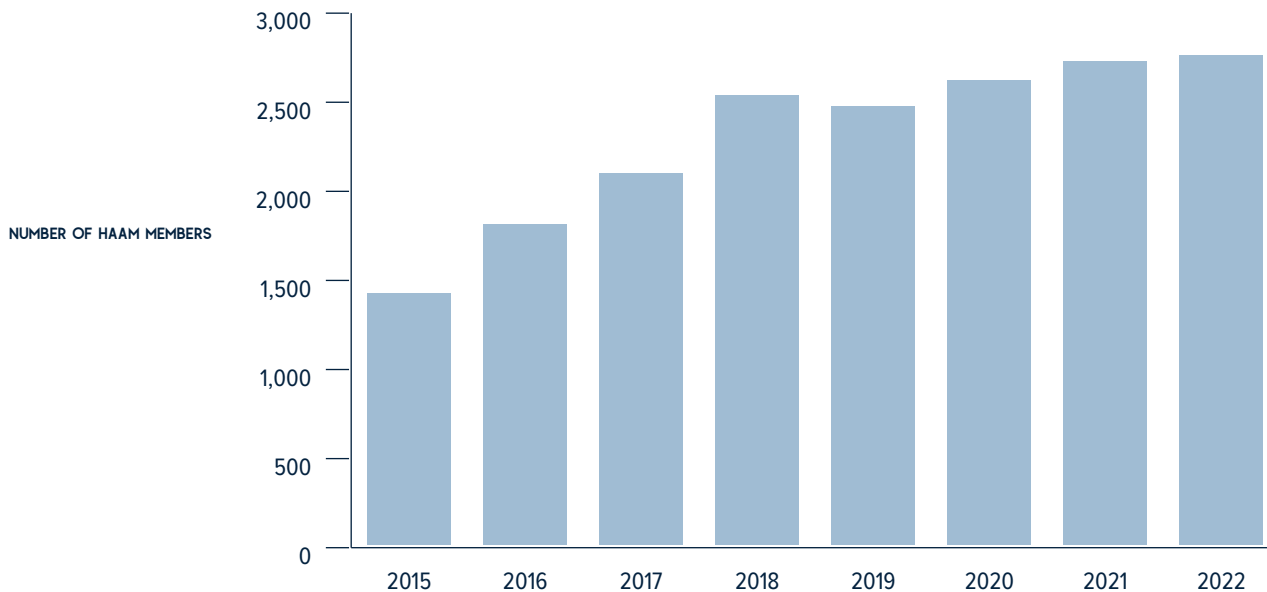
75% MAKES LESS THAN \$30,000



3,149
TOTAL NUMBER OF MEMBERS SERVED SINCE 2022

HAAM SERVES TRAVIS AND SURROUNDING COUNTIES

HAAM MEMBERSHIP CONTINUES TO GROW...



61% GROWTH IN MUSICIANS SERVED SINCE 2015



Photo by Laura Skelding

ISIS LEE

“HAAM is one of the main reasons why I want to stay in Austin. Where else will I find this kind of artistic community!”

HAAM member Isis Lee was making a name for herself in Waco's small, but growing music scene. But two years ago, on a cold winter night, she packed her car and drove to the city that was calling her name. She landed a job washing dishes in a hotel and lived in her car for six months.

“I want to be involved professionally in the entertainment scene, whether in the foreground or background. That's why I moved to Austin,” she said.

Isis joined HAAM shortly after arriving in Austin and establishing herself as a musician. She says HAAM stands alone in how the organization makes her feel.

“I have never felt like a charity case with HAAM. I feel like a whole person,” she said.

Isis has tapped into the wide range of healthcare and wellness services HAAM offers its members, including vision and hearing care, and a discounted membership with the Greater Austin YMCA.

She also recently received extensive dental work

for a painful abscessed tooth and a cracked molar that was affecting her smile and confidence. Isis paid only \$10 for each dental visit. HAAM's partnerships with St. David's Foundation and MusiCares covered the rest.

“Seeing the HAAM sticker on the door at my dentist's office was so cool. The idea that they care that I'm an artist made me feel so good,” she said. “The dental work I received was one of the biggest blessings of my life.”

In addition to performing locally in her indie rock act Finger Jane, Isis is wrapping up her bachelor's degree and interning at a local radio station. She also drives for a ride share company, serving, she says, as an unofficial HAAM ambassador. She has no intention of leaving her adopted city.

“I want to be part of the continual growth of Austin. I came here with the intention of putting down roots, and that's what I'm doing,” she said.



HAAM members report having an outstanding dental need

\$1 MILLION

Total value of dental care accessed by HAAM members in 2023



Self-portrait photo by Bear Ryan

“I’ve talked to lots of musicians who say that they would never leave Austin because of HAAM. I’m one of them.”

When it comes to performing, HAAM member Bear Ryan describes herself as a late bloomer. Although Bear didn’t step on a stage until her early 30s, it didn’t take long for her music career to take off.

A barber by day and guitarist/vocalist by night, Bear relies on her hands for her livelihood. When she developed debilitating pain and numbness in both hands two years ago, she had no choice but to cut back on both performing and barbering.

“It was terrifying,” she said. “The pain at night was unbearable to where I couldn’t sleep. I really thought it was going to be a career ender for both barbering and playing the guitar.”

Bear was diagnosed with carpal tunnel syndrome and needed surgery. However, the health insurance she had at the time had a relatively high deductible. Fortunately, during 2022 open enrollment, Foundation Communities and HAAM staff helped her find a more affordable plan with no deductible.

“I cried tears of joy on the phone when I found out. I knew this meant I could get the surgery,” she said.

Dr. David Ring, an orthopedic hand surgery specialist with UT Health Austin, performed Bear’s surgery in March 2023 at Dell Seton Medical Center at The University of Texas. Within a month, Bear was back on stage and seeing a full roster of clients again.

In addition to helping her access this life-changing surgery, Bear credits HAAM with helping her keep her overall health on track.

“I existed for so long without health coverage, it’s hard for me to wrap my head around that I can go to doctors,” she said. “I love that HAAM reminds me about things like getting my hearing checked out and starting my annual mammograms.”

Bear moved to Luling during the pandemic in search of cheaper rent, but she just signed a lease to move back to Austin, closer to her work and gigs. She has no plans to leave the city she moved to as a college student almost 30 years ago.

“Having HAAM and health coverage is a huge factor in my decision to set down roots here in Austin,” she said.

87%

of HAAM members receive help paying for their insurance through the Premium Assistance Programs

50%

of HAAM members receiving premium assistance have zero dollar deductible health plans

JAKE AMES AND TYLER JORDAN

“A lot of folks move to Austin because it’s culturally interesting. If we want to keep it that way, we need to support HAAM because it makes it possible for musicians like us to afford to be here and stay in town.”



Jake Ames and Tyler Jordan of the roots rock band Good Looks. Photo by Laurel Coyle

Hailing from small-town Texas, HAAM members Jake Ames and Tyler Jordan moved to Austin eight years ago for the music scene. The best friends and bandmates in the rock band Good Looks exemplify the tight bond that forms between musicians trying to make it in a notoriously tough industry.

Jake was last featured in the HAAM Annual Impact Report in 2017 shortly after completing a grueling, but successful course of treatment for non-Hodgkin’s lymphoma. Jake calls himself the “three-time champion of surviving” and for good reason. Since surviving cancer, Jake has had a run of bad luck, including being hit by a car on the side of the road in 2022 and a collision in 2023 that resulted in a fire, that destroying his band’s van and merchandise.

The 2022 car accident landed Jake at Dell Seton Medical Center at the University of Texas, an Ascension hospital offering the only adult Level 1 trauma center in the 11-county Central Texas region. He was treated for a traumatic brain injury and a fractured skull and tailbone.

Tyler was by Jake’s side during his extended hospital stay and long recovery as both a committed friend and caregiver. Together, Tyler and HAAM advocated for Jake and provided hands-on support such as help navigating medical bills and scheduling follow-up doctor’s appointments.

Jake has recovered physically from his 2022 accident, but continues to work on the emotional side with biweekly therapy sessions.

On tour, Jake and Tyler proudly talk up HAAM and how it helps Austin musicians afford to live and work in an increasingly expensive city. Both Jake and Tyler have 100% of their healthcare premiums covered by HAAM’s premium assistance program.

“We were telling a fellow musician from Philadelphia that there’s a nonprofit in Austin that connects musicians to free healthcare. That broke their brain,” Jake said.

60% of HAAM members said their main barrier to accessing healthcare is cost

95% of HAAM members are insured

VIOLET LEA

“I’ve put down roots in Austin. The sense of security and community I have here is directly tied to HAAM and what it does for Austin musicians.”

Violet Lea was working in South Korea as a musician and teacher when she noticed a tiny scaly spot on her face. Her dermatologist told her that the problem was inside her body and that there was nothing he could do. She saw more doctors, tried prescription creams, and changed her diet, but the spot just got bigger and bigger.

Eventually, Violet’s face, forehead, and scalp were covered with a scaly, itchy rash. Soon, the rash moved down her body, arms, and torso.

“It was horrifying,” Violet said. “The rash covered my scalp like a helmet. Chunks of my skin would literally fall off when I scratched my head.”

In 2015, Violet returned to Texas. She’d planned to move to Berlin to play music but came across a Craigslist band posting that piqued her interest. She auditioned for the band in Austin and was hired on the spot. The band’s manager told Violet about HAAM and within a few months, Violet had health coverage, a dermatologist, a diagnosis, and a renewed sense of hope.

Violet’s condition, plaque psoriasis, is now completely under control thanks to monthly injections of a biologic covered at 100 percent by her insurance through Sendero Health Plans. Between subsidies through the Affordable Care Act and premium assistance funding from Central Health, Violet pays \$0 for her health insurance plan — a savings of over \$7,100 a year. HAAM has also helped Violet access dental care, custom ear plugs, and mental health counseling through her health insurance plan.

In 2022, one of Violet’s two bands, Madam Radar, was named Austin Monthly’s “Best Band.”

Violet is full of awe and gratitude for HAAM and the role it has played in her life. “I’m not exaggerating when I say that HAAM gave me my life and career back.”



Violet Lea performing with rock and Americana band PAACK at a Pearl Society concert. Photo by Stacey Lovett

\$8,320

Average amount saved by HAAM members on health insurance premiums

\$15.5 MILLION

amount HAAM members collectively saved on health insurance costs



Nu Funk / Tropical House DJ and party starter, Dámino. Photo by Chasity Jacobo

“There is nothing like the music scene in Austin, and HAAM is there front and center connecting you to so many opportunities.”

HAAM member Day Pazmino is a dreamer in more ways than one. Legally speaking, they are a “Dreamer” residing in the United States under the Deferred Action for Childhood Arrivals (DACA) program. Day is also a DJ (under the name Dámino), musician, and visual artist who moved to Central Texas from New York after graduating college.

HAAM helped Day find a therapist shortly before the COVID-19 pandemic. Weekly therapy sessions helped Day process the many stressors in their life during that time including the political instability surrounding DACA and a strained relationship with their parents. Day continued therapy throughout the pandemic, something they say they would never have been able to afford without help from HAAM.

“I attribute the person I am now to the help that I received from my therapist,” Day said. “I can’t explain how much the therapy made a difference for me.”

In late 2022, a HAAM staffer reached out to Day because they were uninsured. Because of Day’s immigration status (which at that time made them ineligible for premium subsidies under the Affordable Care Act), HAAM stepped in to pay 75 percent

of Day’s full-priced premium to make their health coverage more affordable.

“HAAM made a huge investment in me,” Day said. “I didn’t have insurance during the pandemic and was in constant fear that something might happen.”

One thing Day didn’t expect to happen was the opportunity to have their vision permanently fixed with free LASIK surgery. Day put their name on a waiting list when they learned about HAAM’s partnership with Sharpe Vision and was shocked when they got the call and was scheduled for the surgery a week later. The result was amazing, they say.

“The day after the surgery, I had perfect vision. The doctors are top notch, and the whole experience felt so nice and comfortable,” Day said.

Although Day continues to work at the nonprofit Creative Action!, their career as a DJ is taking off. They are involved in three different collectives, booking one to two gigs per week.

“My music career has blossomed living here in Austin,” Day said. “I love Austin and have built an amazing community. I don’t want to leave.”

24

number of free LASIK procedures offered to HAAM members annually by Sharpe Vision

188

HAAM members were seen by vision providers in 2023 and 179 members received free glasses



Photo by Erin Sellers, courtesy the city of Pflugerville

“HAAM understands the emotional, physical and financial challenges musicians face. They walk alongside us and do whatever they can to make our lives a little bit easier. HAAM has not only helped me access health insurance, they have helped me feed and shelter my family.”

Watching television one night after work, HAAM member Roland Kemokai became enraptured in a program he had never seen before. That program was called Austin City Limits.

“I watched Ziggy Marley perform before the live audience, and in that moment I decided that I needed to move to Austin and pursue my music,” he said.

Roland, a political refugee from Liberia, has always been surrounded by music. But his family and culture steered him away from pursuing music as a career.

That all began to change when Roland, his wife, and two toddlers picked up and moved to Austin from Charlotte, North Carolina, in August 2010.

For the first few weeks in Austin, Roland and his family lived in a run-down hotel before finding a duplex apartment and eventually an affordable rental home in Round Rock. The family had no health insurance for years.

Once established as a musician in Austin, Roland signed up for HAAM’s Basic Assistance Program, and by 2021 his entire family was covered by a marketplace insurance plan. Between 2020 and 2023, Roland and his family saved over \$55,000 on insurance premiums because of HAAM.

“Seeing the joy in my wife’s eyes and knowing that

our family’s insurance coverage came through my music was life-changing,” he said.

When the pandemic hit, the income Roland earned from his reggae band, Roland and the Roots Riddim dried up. Around that same time, the rent on their home doubled, forcing the family to live in a hotel once again, until the hotel went up in flames one evening.

HAAM came through for Roland — and hundreds of musicians like him — with H-E-B gift cards and other financial support through the Basic Needs Assistance Program, established in the earliest weeks of the pandemic. HAAM also nominated Roland and his family for the Austin American-Statesman Season for Caring program. The program covered his housing costs for a year and connected his family to much-needed dental care.

Despite the many challenges that Roland and his family have faced since moving to Austin, he has no regrets, only hope.

“HAAM has given me a sense of community and a support system,” he said. “I plan to keep my roots firmly grounded in Austin, but like a tree, I hope to spread my branches and play in more festivals and venues outside the Greater Austin area.”

ACCESS TO INSURANCE AND HAAM’S PREMIUM ASSISTANCE PROGRAM

Access to health insurance provides comprehensive coverage with healthcare providers, increases all-around access to care, and funnels federal funds into our local healthcare system. Additionally, HAAM’s Premium Assistance Program helps members pay for their monthly premiums. Coverage includes:

- Outpatient, inpatient, emergency, and specialty care
- Pregnancy, maternity, and newborn care
- Mental health and substance use disorder services
- Prescription drugs
- Rehabilitative services and durable medical equipment
- Laboratory and radiology services
- Preventative screenings and wellness programs for chronic disease management
- Pediatric services, including oral and vision care

204

Number of dependents covered by HAAM member’s insurance plans

CORPORATE BATTLE OF THE BANDS 2023

Where do engineers, doctors, bankers and software developers perform their hearts out to support HAAM and its health and wellness programs? That would be HAAM's Corporate Battle of the Bands.

Presented by Cirrus Logic, along with stage sponsors, H-E-B, Netspend and PNC Bank, HAAM's 2023 Corporate Battle of the Bands on June 7, 2023 raised a record-breaking \$255,000, all of which will go directly towards providing healthcare services for the musicians HAAM serves.



Band of the Year winners Noella Grey and the Invisible Band. Photo by Jake Rabin

Six bands composed of employees from six local businesses performed before a crowd of more than 1,000 fans at the iconic ACL Live at the Moody Theater. CBS Austin's Trevor Scott and KVUE-TV's Quita Culpepper served as the evening's emcees. A panel of celebrity and music industry judges, including musicians and duo, THEBROS FRESH; local Radio personality, Momo Vemireddy; and local philanthropist and business owner, Bobby Jenkins of ABC Home & Commercial Services had the tough job of picking the winners.

Congratulations to the 2023 CBOB Winners:

Band of the Year - Noella Grey and the Invisible Band (Ascension Seton)

Best Song - The C Notes (PNC Bank)

Best Showmanship - Knuckle Sammich (H-E-B)

Fan Favorite - The Haptics (Cirrus Logic)

Thanks to additional competing bands The Mag Stripes (Netspend) and Useless Amenities (Cushman & Wakefield).

PRESENTED BY:  NETSPEND

RAY BENSON'S BIRTHDAY BASH 2023



Asleep at the Wheel at the Ray Benson Birthday Bash. Photo by David Brendan Hall

Ray Benson's Birthday Bash celebrates not only HAAM's founding board member's annual trip around the sun, it celebrates Austin music – in a big way. This year's guests were wowed with performances by The Tierras, The Shootouts, William Beckmann, Willis Alan Ramsey, and indie rock legends, Spoon. As always, Ray Benson and his multi-GRAMMY Award winning western swing band Asleep at the Wheel headlined an unforgettable evening of homegrown music.

The Birthday Bash, held March 14, 2023, at GSD&M raised more than \$260,000 for access to affordable health and wellness services for Austin musicians.

Special thanks to Presenting Sponsor Netspend and major supporters Delaware North, GSD&M and Judy and Patrick Cantilo. HAAM would also like to thank CBS Austin's Trevor Scott and Chesley Khan for serving as emcees and for everyone who came out to celebrate Ray and support HAAM. For a full list of supporters, please visit our website.

HAAM LOVES YOU



HAAM member Bob Slaughter receives an ear check during the 2nd annual HAAM Loves You Pop-Up Health Services Event. Photo by Bennett Creative

HAAM members may be rooted in Austin, but it's not uncommon for musicians and DJs to spend weeks, if not months, on the road touring. Even for HAAM members who stay closer to home, life can be hectic. Enter HAAM Loves You, a yearly pop-up event offering one-stop access to a host of health and wellness services and resources.

The second annual HAAM Loves You took over HAAM Headquarters on June 16, 2023. More than 175 HAAM members took advantage of the one-stop event and accessed services and information ranging from hearing and vision tests to reproductive health resources and chair massages. Thank you to all of our providers for showing the love to HAAM members and making the event a joyous and productive day.

And special thanks to 2023 HAAM Loves You sponsors, Jerry and Catherine Gindele. For a full list of supporters, please visit our website.



Drummer Felipe Granados. Photo courtesy the artist.

“Having healthcare gives you more courage. HAAM has taught me to get things checked out and to worry about the bill later.”

Like many musicians before him, Felipe Granados moved to Austin to pursue his dream of becoming a professional musician. A year after arriving in Austin from McAllen, he landed his first paid gig at the 29th Ballroom playing the tambourine for the Bad Lovers.

For years, without health insurance, Felipe self-medicated with drugs and alcohol to mask both physical and emotional pains. When COVID-19 shut down the music industry, Felipe found himself at a crossroads.

“I got sober on December 15, 2021. Before that, when the pandemic hit, I was in a really bad spot,” Felipe said. “I was at the height of struggling with alcoholism and wasn’t taking care of myself.”

Felipe found clarity in his life due to his newfound sobriety. He started taking better care of himself, working out regularly, and signing up for HAAM.

Newly insured, Felipe went to see a doctor about a pain in his groin that wouldn’t go away.

“I thought it was just a hernia, but when I got sober I could no longer cover up the pain with alcohol and drugs,” he said.

Felipe’s doctor ordered an MRI scan at an Ascension facility and a few days later, broke the

news that the MRI detected a mass and that Felipe had Stage 1 testicular cancer. The good news was that Felipe’s cancer was detected early and was highly treatable.

Felipe had surgery the week after SXSW in March 2023. Now in remission, every two months, Felipe undergoes an MRI scan to check if his cancer has spread. His \$100 MRI co-payment is not insignificant, but it’s only a fraction of the actual cost of the exam. Felipe estimates that without HAAM, he would have amassed at least \$30,000 in medical debt.

In addition to helping navigate his cancer diagnosis and treatment, HAAM has helped Felipe access dental care, free glasses, custom ear plugs to protect his hearing and importantly, mental health therapy sessions every other week.

Back to playing with several bands in town, including Bad Lovers, Fajita Flats y las Familia, and Loteria, Felipe is filled with love and gratitude for HAAM and the community of musicians that keep him rooted and sober in Austin.

“Why would I want to move anywhere else when you have HAAM as a musician? Your health, at the end of the day, is all you’ve got.”



of HAAM members reported that their primary care provider was excellent



By enrolling members in healthcare plans, HAAM is able to mitigate their healthcare debt

HAAM DAY 2023



OUR CUP RUNNETH OVER!

Music lovers and HAAM supporters reveled in another jam-packed HAAM Day on September 19, 2023, with more than 250 live music performances scattered across the Greater Austin area. Powered by PNC and SXSW, HAAM Day 2023 raised over \$800,000 to provide access to affordable healthcare and wellness services to HAAM's more than 3,000 members.

More than 300 homegrown Austin musicians performed shows from the crack of dawn until the wee hours of night. For the first time ever, HAAM Day featured shows at three major Austin jazz clubs, adding a new element of excitement to an already amazing day of live music.

Thank you to all the musicians, fans, HAAM volunteers, and the HAAM Day Committee members.

Additional thanks to HAAM Day sponsors, including major support for the day from C3 Presents, Tito's Handmade Vodka, Brown Distributing Company, Cirrus Logic, Cousins Properties, H-E-B, Karbach Love Street, and Barilla Foundation.

POWERED BY:



MegaFauna are all smiles performing on the Moody Center patio before Pearl Jam on HAAM Day. Photo by Marc Fort



Jazz vocalist Pamela Hart and friends performing as a part of the Women In Jazz showcase at Monk's on HAAM Day. Photo by Victor Ramos



HAAM CEO Paul Scott presents a honorary gold record to Estes Audiology's Soriya Estes and Kelli House during the 15 year celebration. Photo by Laura Skelding

15 YEARS OF EARS

CELEBRATING HAAM'S PARTNERSHIP WITH ESTES AUDIOLOGY!

One of the most popular health benefits available to HAAM members are HAAM Hear Clinics, which offer free hearing screenings and custom fit filtering earplugs for a \$25 co-payment.

Since 2008, HAAM and Estes Audiology have provided more than 4,100 hearing screenings and custom earplugs to HAAM members. HAAM celebrated this important milestone on April 11, 2023, at HAAM's new headquarters. Close to 100 HAAM members were among the first to experience a hearing exam in the brand new soundproof hearing room, which was designed by Sorya Estes and Kelli House, and funded by Estes Audiology.

PEARL SOCIETY VIP ALL THE WAY!

Becoming a member of the Pearl Society is not only your ticket to four exclusive VIP events each year, it's a simple and convenient way to provide HAAM with a stable funding source to maintain and expand the life-changing services and support we offer Austin musicians. Each paid membership makes it easier for HAAM musicians – including those featured in this year's Annual Impact Report – to afford to stay rooted in Austin.

READY TO JOIN?

Join the Pearl Society online by signing up for your monthly gift of \$100 or more at myhaam.org/donate, or email Rikki Hardy at rikki@myhaam.org for more information.

Want to dig deeper?

Check out myhaam.org/pearl-society for a detailed description of Pearl Society benefits and a current listing of Pearl Society members.



Natalie Price performing at the November Pearl Society concert at Antone's. Photo by Laura Skelding



HAAM staff, donors, and community supporters at the HAAM Headquarter's grand opening on March 2, 2023. Photo by Jake Rabin.

PERMANENT HEADQUARTERS OPENS IN HEART OF AUSTIN

The highly anticipated ribbon cutting celebrating HAAM's purchase and renovation of its new permanent home made one thing perfectly clear. HAAM is here to stay.

The Robin & Bud Shivers HAAM Headquarters located in the heart of Austin at 3036 South 1st Street is a 7,314 square-foot community hub specifically designed to be a welcoming and collaborative environment for Central Texas musicians. HAAM Headquarters features private and comfortable spaces for HAAM members to access hearing screenings and healthcare navigation services, spacious rooms to host educational workshops and networking events, a musician resource center with computers, printers, and high-speed internet access, and even a stage for intimate live performances. Designed with musicians in mind, HAAM Headquarters is close to public transit and offers plenty of free parking.

HAAM Headquarters would not be possible without the generous legacy gift of nearly \$2.7 million, which was

donated to HAAM by the Shivers family in 2019 to be used toward the purchase of a permanent home for the organization. St. David's Foundation and Lynne Dobson and Greg Wooldrige (Tejemos Foundation) helped complete the first phase of the capital campaign.

HAAM Headquarters also helps us honor the legacy of Robin and Bud Shivers, whose visionary initiative and leadership continue to guide HAAM as one of the most impactful and respected nonprofits in Austin. Robin founded HAAM in 2005 to address the challenges and previously unmet healthcare needs of Austin musicians. Since that time, we have connected over 6,700 musicians to more than \$144 million in healthcare services.

HAAM's success has encouraged more musicians to enroll every year, and it has become imperative that we build our capacity in people, space, and resources to address the growing needs of our local musicians.

HAAM would like to thank Gary Keller and Ascension Seton, both of whom provided HAAM low-cost centers of operations for HAAM's first 16 years.

Thank you to our Capital Campaign Chairs

Ray Benson, Honorary Co-Chair
Soriya Estes, Honorary Co-Chair
Matthew Long, Co-Chair
Alison Silverstein, Co-Chair

HAAM IS PROUD OF ITS NEW HOME AND WELCOMES VISITORS. REACH OUT TO ANY OF OUR STAFF TO SCHEDULE A TOUR OR JUST DROP BY AND WE'LL SHOW YOU AROUND.

HAAM COMPLETES PHASE ONE OF CAPITAL CAMPAIGN

PLANNING FOR THE FUTURE BEGINS WITH PHASE TWO

Thanks to the collective generosity of the community, HAAM successfully completed the first phase of our capital campaign. Your support enabled HAAM to translate our vision for a permanent home into a reality. Today we proudly offer our members a unique space not only to access healthcare services but to grow their careers through educational workshops, networking events, and other hands-on support.

HAAM would like to extend its deepest appreciation to music supporters Lynne Dobson and Greg Wooldridge (Tejemos Foundation) who closed phase one of the campaign with a gift of \$1 million, the largest individual gift in HAAM's history. HAAM would also like to recognize key gifts from the Estate of Robin and Bud Shivers,

St. David's Foundation, C3 Presents, Patrick and Judy Cantilo, Cayetano Development, FVF Law, and Richard and Kelly Topfer.

With the doors to HAAM Headquarters wide open and HAAM's roots permanently established in the heart of Austin, we're now entering the second and final phase of our capital campaign. HAAM's goal is to raise \$1 million through our HAAM 2 Hundred Campaign to create usable outdoor spaces including an amphitheater and remembrance garden, and to establish a sustainability and maintenance fund for the building. By planning today for ongoing and future building expenses, we are protecting programmatic funds that directly serve HAAM members and keep them rooted in Austin.

THANK YOU TO OUR CAPITAL CAMPAIGN DONORS

Estate of Robin and Bud Shivers

Lynne Dobson and Greg Wooldridge (Tejemos Foundation) • St. David's Foundation
C3 Presents • Judy and Patrick Cantilo • Cayetano Development • FVF Law • Kelly and Richard Topfer
Reenie and Kent Collins • Kathy Marcus and John T. Kunz • The Moody Foundation
Leigh and Clifford Chiu • Francisco Cardenas • Estes Audiology
Carol and Chris Adams • Heather Ladage and Steve Tych • Alison Silverstein and Ernie Wood • Jessica and Dillan Knudson

HAAM 2 Hundred Contributors* (includes donors listed above)

Catherine and Emmett Beliveau • Kyndel and Laura Bennett (in Honor of Matt Long) • Olga Campos Benz and Kevin Benz • Roy Blum • Nikki and Chris Castle
Sally Cohen and Jeffrey Cohen • Donald and Kathryn Counts • Ann and Keith Donahoe • Julie Fitch • Vince and Louise Foster • Rebecca and Josh Gindele
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Kate and Ty Henderson • Becky Austen and Stacy Holt • Belinda Bennett and Dave Husen • Lauren and Stephen Jeffrey • Lee and Roger Kintzel • Kelley Knutson
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Ellen and Alan Muskin • Cheryl and Walt Penn • Leilani and Ron Perry • Missy Bledsoe and Richard Rees • Catherine L. Robb • Jill and Shan Rutherford
Sophie Ryan-Wood • Fern and Jerre Santini • Paul Scott and Scott Simons • Mafalda Tan and Jeff Straathof • Elisa and Joel Sumner • Kathy and Tim Taylor
Roy and Dale Truitt • Howard and Mary Garwood Yancy

**The HAAM 2 Hundred is a founding group of 200 individual donors giving at least \$5,000 in support of HAAM's first permanent home.*

SCAN THE QR CODE TO DONATE



For more information about HAAM 2 Hundred, please contact Christopher Alberts at christopher@myhaam.org.

PANCAKE BRUNCH MEET-UP!

With funding support from new grant partner Episcopal Health Foundation, HAAM hosted pancake brunch meet-ups at the new HAAM Headquarters for members to enjoy pancakes, community and conversation. This new program gives existing HAAM members an opportunity to gather and ask HAAM's knowledgeable staff questions about their coverage and prospective members (musicians, DJs, and teachers who meet the eligibility requirements for HAAM) a chance to learn about the services and benefits of HAAM membership.

HAAM's tasty and informative pancake brunches will continue throughout 2024, providing more opportunities for existing and prospective HAAM members to network and learn all about what HAAM has to offer.



HAAM Program Services Coordinator Emily Fredericks serves up pancakes while Nemeqata multi-instrumentalist César Valencia (aka "Nova") enjoys the brunch. Photos by Robin Selman



HAAM members and staff enjoying fellowship (and great food) at a Pancake Brunch Meet-up. Photos by Robin Selman

WE GOT YOU HAPPY HOUR WITH MAS CULTURA

With support from Central Health, HAAM is leveraging community partners to raise awareness about HAAM in communities of color and other marginalized populations. On September 5, 2023, HAAM partnered with MAS Cultura, a local organization that connects Austin's Latino artists to resources they need to thrive in Austin.

HAAM staff hosted more than 30 prospective HAAM members at an informal reception at HAAM headquarters with free food and drinks and DJ sets by Manolo Black, DJ Zetroc, DJ Lauren Light, and DJ Gabby Got It, along with special guests Juiccy Fruit from KAZI and HAAM Board Member Stephanie Bergara!

Stay tuned for similar events to be scheduled throughout 2024. Remember: Friends Tell Friends about HAAM!



Attendees hamming it up at the HAAM + Mas Cultura happy hour. Photo by Laura Skelding

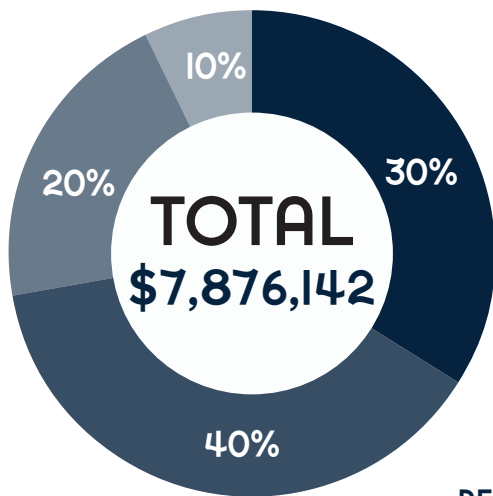


DJ Zetroc bringing the heat at the HAAM + Mas Cultura happy hour. Photo by Laura Skelding

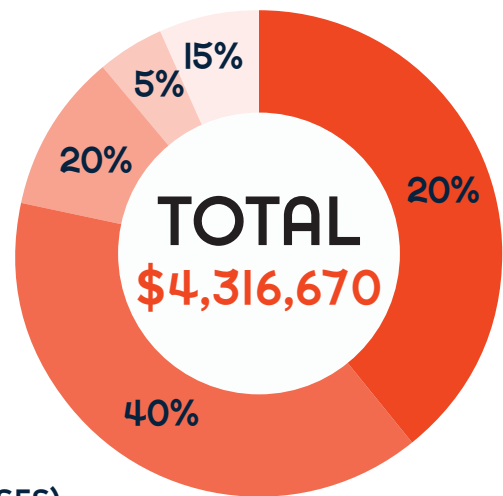
HAAM 2022 FINANCIALS

**HAAM's financial year is January — December*





REVENUE








EXPENSES

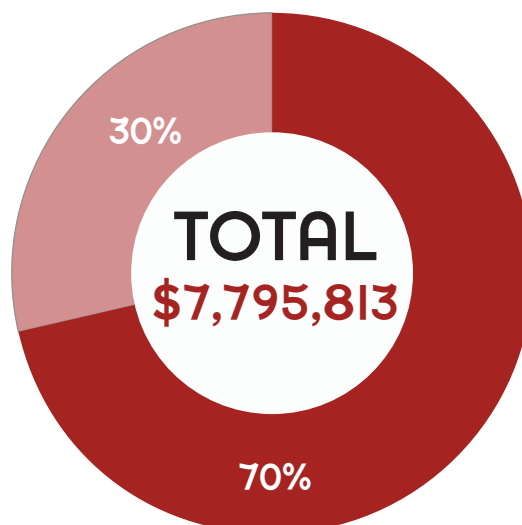



REVENUE (MINUS EXPENSES)
\$3,559,472

	Individual Contributions	\$2,685,365
	Foundation and Corporate Contributions	\$1,618,763
	Special Events	\$3,010,097
	Other Revenue	\$561, 917

	Access to Care	\$2,695,612
	Prevention and Wellness	\$148,458
	Guidance and Advocacy	\$711,847
	Management and General	\$304,301
	Development and Fundraising	\$456,452

HAAM NET ASSETS



	Net Assets without restrictions	\$5,586,552
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	Net Assets restricted to Capital Campaign	\$2,209,261
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Photo by David Brendan Hall

HELP HAAM KEEP MUSIC ALIVE AND WELL!

DONATE a legacy gift. Make an individual donation. There are so many ways to impact the lives of our musicians, DJs, and music teachers, keeping music in Austin alive and well. Every \$100 you donate to HAAM is turned into \$700 in healthcare services. Donate today at myhaam.org/donate.

JOIN the Pearl Society. For a monthly donation of \$100, you can help provide HAAM with a stable funding source to maintain and expand the life-changing services and support we offer Greater Austin's musicians. Pearl Society membership provides exclusive access to live industry events and concerts. Learn more at myhaam.org/pearl-society.

VOLUNTEER for HAAM by becoming a HAAMBassador. Opportunities are available year-round and include activities like collecting donations at concerts and assisting HAAM staff at events. Sign up at myhaam.org/volunteer or email volunteer@myhaam.org to learn more.

PARTNER with us. Make an impact by becoming a sponsor of one of our events or programs. Host an event and donate the proceeds to HAAM.

LIKE us on Facebook, and follow us on Instagram, X, YouTube, and LinkedIn via [@myhaam](https://www.instagram.com/myhaam) to stay up to date on our latest news, videos, and photos.

SCAN THE QR CODE AND DONATE TO HAAM TODAY!



HAAM'S 2023 BOARD OF DIRECTORS

Emmett Beliveau – Chair

Chief Operating Officer, C3 Presents

Marcia Ball

Musician, The Marcia Ball Band

Ray Benson

Musician, Asleep at the Wheel

Olga Campos Benz

PR & Marketing, i-Media Strategies

Stephanie Bergara

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Senior Advisor & External Corporate Director, Vista Equity Partners – Austin

Keith Donahoe

Regional President, Central Texas – Southside Bank

Julie Fitch

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Cellist/Senior Professor, Miró Quartet/UTAustin

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Kate Henderson

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Diana Resnik – Emeritus

Principal, Resnik Consulting

Edward Safady – Emeritus

President, Prosperity Bancshares Inc.

SPECIAL THANKS TO OUR AFFILIATE SERVICE PROVIDERS

Over the years, HAAM has formed deep and lasting alliances with the region's top healthcare providers so that Austin musicians continue to have access to the best and most affordable care possible.





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.

HAAM STAFF

Paul Scott, Chief Executive Officer
Rachel Hanss Blair, Chief Operating Officer
Christopher Alberts, Chief Development Officer
Katie Adams, Finance Manager
Marcela Antonioli, Program Services Coordinator
Jamie Bunch, Special Events Manager
Jenny Cavazos, Lead Program Services Associate
Serena Cernosek, Program Services Coordinator
Katie Crowley, Public Relations Contractor
Megan Davis, Digital Marketing Specialist Contractor
Melissa Davis, Program Manager
Emmet Duff, Program & Data Coordinator

Marc Fort, Marketing & Communications Manager
Emily Fredericks, Program Services Coordinator
Rikki Hardy, VP of Donor Relations & Community Engagement
Ally Keeper, Community Engagement Coordinator
Douglas Leveton, Signature Events Coordinator
Lais Milburn, Office Manager
Leilani Perry, Special Events Manager
Mia Saldana, Administrative Assistant
Robin Selman, Program Services Coordinator
Lisa Stuesser, Senior Director of Programs
Heidi Tso, Program Services Coordinator
David Winsman, Program Services Associate

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@myhaam

If you are a musician or know a musician who may benefit from HAAM services, please contact us at support@myhaam.org. We're here to help.



HAAM Day 2023 staff photo by Mark Weiss