

# Annual Report 2013



For over ten years, HeadCount has been registering voters, raising social consciousness, and organizing the music community into action.

We've **registered over 300,000 voters** over that span, and launched nearly a dozen projects that translate the energy of live music into positive social change.

We spent 2013 **launching innovative programs** that furthered our mission. Whether we are making it easy to tweet at members of Congress, creating a new model for how non-profits engage fans at music festivals, or spreading the word about health insurance through the stories of musicians, HeadCount never stops encouraging **participation in democracy** through the power of music.







# #SOUND<sup>OFF</sup>

- Making it easy to tweet @ Congress
- Providing a free tool to activists and music fans
- Maximizing the power of social media

In 2013, HeadCount developed #SoundOff, a free campaign tool for directing tweets at members of Congress. Found at [www.SoundOffatCongress.org](http://www.SoundOffatCongress.org), it's been utilized by Bono's ONE Campaign, Oxfam, and The Sierra Club, to name just a few. We also got an assist from dozens of musicians, who tweeted photo messages at their Congressional Reps - many of whom tweeted back!





## Participation Row

- Brought organized action to festivals
- Created an interactive village for NPO's
- Generated 5,500+ actions at 1 event

Participation Row lets multiple non-profits and advocacy groups benefit from our ten years of organizing experience at live music festivals. We hosted a Participation Row at **Lockn'** and **True Music Festival** in 2013, generating over \$50,000 for the non-profits in attendance and establishing a model for the future.

Each Participation Row featured local organizations as well as national groups like **Planned Parenthood**, **PRIDE**, and **Habitat for Humanity**.



# Health Care

- Helped musicians get insured
- Educated the public through their stories
- Connected musicians with policy makers

According to one survey, only 40 percent of working musicians had health insurance prior to the full launch of the Affordable Care Act. Working directly with the Dept. of Health and Human Services and its marketing agency, HeadCount opened a **24-hour hotline** for musicians with health insurance questions. We also shot **video segments** with musicians most affected by the new law.

The program culminated at the **SXSW Music Conference**, where dozens of musicians got in-person advice days before the open enrollment deadline, and many recorded interviews and PSAs about their experience.



**CONFUSED ABOUT HEALTH CARE AND INSURANCE ?**

Call the HeadCount Health Care Hotline: (919) 264-0418

A resource for **musicians, managers,** and the entire music community. Your questions answered by a dedicated team of experts dedicated to serving you.

2013 MARATHON  
HeadCount  
Musicians • Managers • Artists

Email Us: [Healthcare@HeadCount.org](mailto:Healthcare@HeadCount.org)  
Web: [www.HeadCount.org/artists-healthcare](http://www.HeadCount.org/artists-healthcare)

SPIN Spotify 20TH ANNIVERSARY The Real Story of Nas' "Illmatic" LISTEN NOW

NEWS NEW MUSIC REVIEWS FEATURES PHOTOS LISTS

PREV NEXT

### Monsters of Health: Pearl Jam, Jim James Help Clear Up Obamacare Confusion

Most rock bands don't know their options, insurance-wise. Now is the time.

January 30 2014, 10:23 AM ET

20TH ANNIVERSARY The Real Story of Nas' "Illmatic"

**SXSW WORKSHOP**

### ARTISTS + THE AFFORDABLE CARE ACT:

get answers | get covered

THURSDAY, MARCH 13 • 3:30PM - 6:00PM

AUSTIN CONVENTION CENTER • ROOM BBC  
500 E. Cesar Chavez St.

CO. FESTIVAL





## Capitol Community

- Partnership with the Capitol Theatre and the Rock and Roll Hall of Fame
- Sending teachers to the Rock Hall for curriculum training
- Emphasizing the history of music and activism

Through our work with **The Capitol Theatre** in Port Chester, NY, area school teachers can receive **scholarships** to attend curriculum training at the Rock and Roll Hall of Fame and Museum, with a **focus on how music has driven social change**. Funding for the program comes from HeadCount auctioning Presidential Box seats at every concert at the Theatre. In year one the program sent three teachers to the Rock Hall. In year two it will be ten or more!

**CAPITOL**  
*Community*



## What's Next...

- #GoVote campaign for the midterm elections
- Combines music, visual art and social media
- Making the election a “cultural event.”

On Election Day 2014, a **digital wave of photos** and images will remind Americans to vote. HeadCount is organizing a massive social media campaign where **musicians and entertainers** take photos holding **images with the phrase #GoVote**. Then, they'll tweet, Instagram and Facebook post their photos on Election Day. Every post and tweet will have a link to our voter information web site.

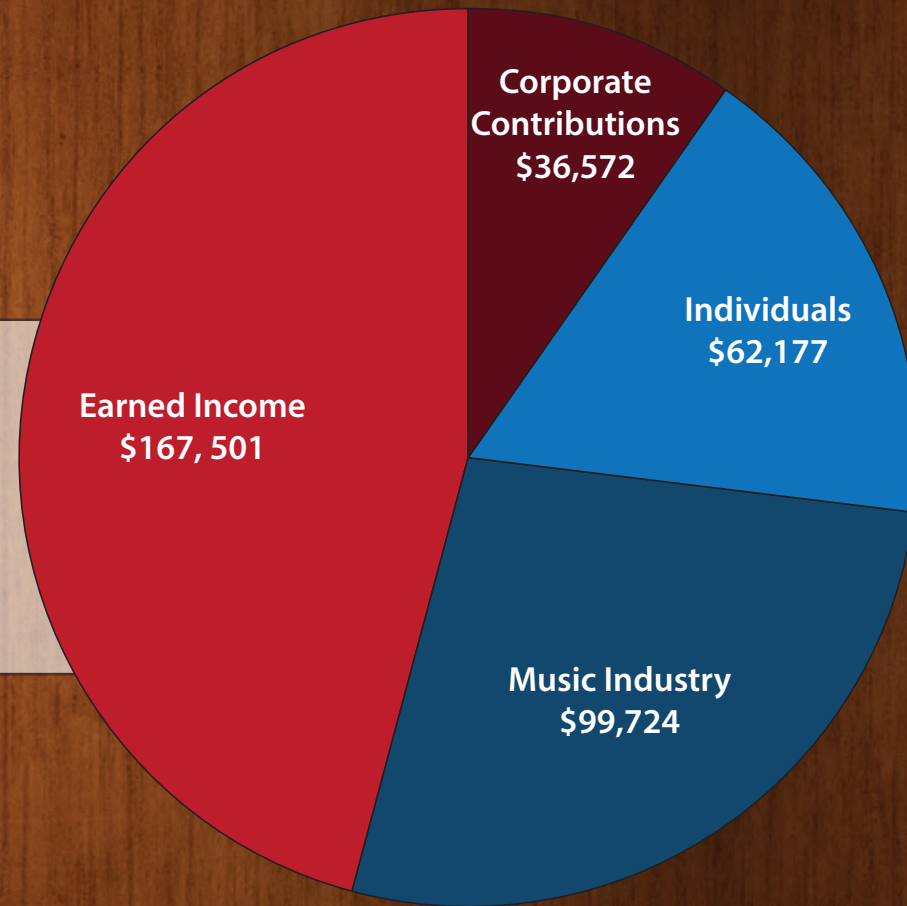
Building on the success of our “Clipboard Campaign” for National Voter Registration Day in 2012 (which will continue this year), we expect #GoVote to generate over 100 million impressions.



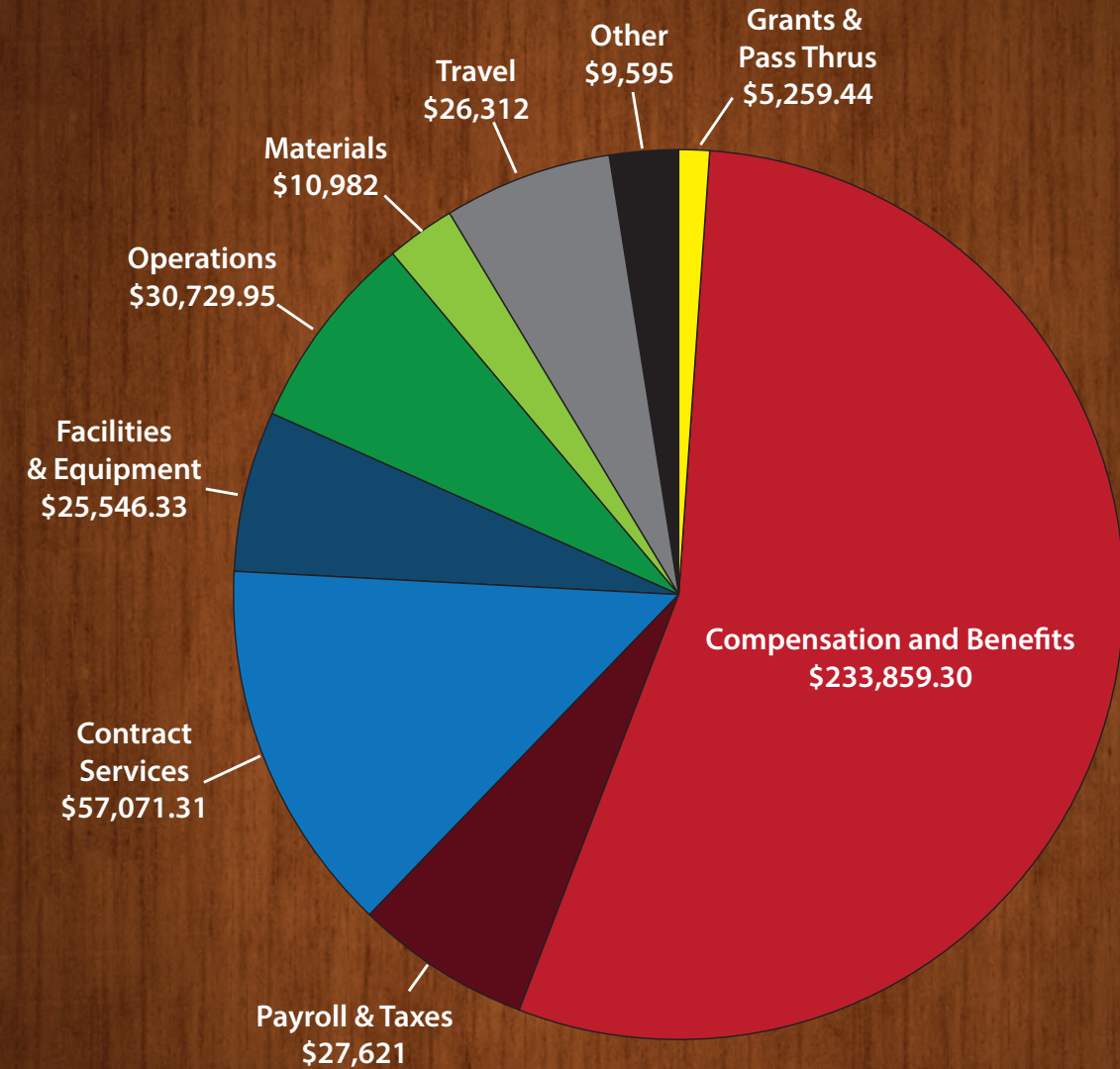


## 2013 Financial Information

Income \$366,993.40  
Expenses \$431,352.20  
**Net (\$64,358.80)**



Sources of Income



Expense by Category