

HERIZON MUSIC
FOUNDATION

2020

ANNUAL REPORT



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OUR VISION

We envision a music industry where any woman can make a living based on merit - no matter her age, appearance, familial status, or orientation.

OUR MISSION

We are dedicated to uplifting the next generation of women in music through education, experience, and role-modeling programs.

OUR CORE VALUES

Music is the Great Uniter
Uplifting others brings joy
Sharing stories incites changes
Investing in women is wise
Collaboration trumps competition



PRESIDENT'S NOTE

"The healing power of music is real." That was the opening line for our 2020 year-end fundraiser video, and it couldn't have been more spot on.

During a time of fear, sorrow, and uncertainty, the music community's unprecedented unity has been a beacon of light and comfort. In all honesty, there were a few dark weeks when I thought our nonprofit's work had come to an end only a year after launching. Watching friends and associates lose their jobs and loved ones became almost too much to bare. All fundraising events were cancelled -- money and precious time lost. How could we support women's musical aspirations when they were struggling to eat, stay healthy, and care for their families?

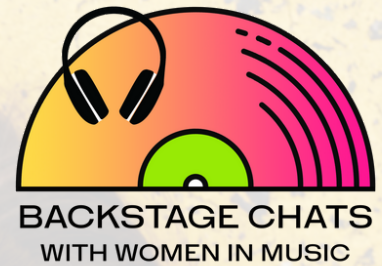
Then, something magical happened... You, our board of directors, volunteers, and others in the music community rallied to the cause. "How can we help?" became a question I heard almost daily. The result of your contributions is the 2020 Annual Report, which proves that Herizon Music Foundation weathered the storm and plans to continue its mission in 2021. Thirty percent of nonprofits are expected not to recover from the pandemic fallout, so this is a testament to not only music's healing power but also its ability to unite us all.

Words cannot express my gratitude and the deep impact your efforts have on the next generation of women in music.

In this, our first annual report as Herizon Music Foundation (we love our new brand!), you'll see the silver linings and highlights from 2020. New board members, expanded programming, celebrity support, and a refined focus on what really matters at the end of the day: uplifting each other. I will wrap this letter of appreciation by saying how thrilled I am that you joined our band of dreamers, rule breakers, and rockstars.

Thea Wood, President & Founder

PROGRAMS



PODCAST

Backstage Chats with Women In Music (<https://backstagechats.com>)

Featuring stories from trailblazers and rising stars in the music industry. Guests represent women who are on stage, on air, and behind the scenes, ranging from artists, to producers, to college professors, to music therapists. Their stories are enlightening, entertaining, and most of all relatable.

By the year's end, BCWIM guests included:

Susan Rogers, Berklee College of Music professor, audio engineer, producer

Karma Mayet, Blues artist and healer

Ali Daneen, Modern folk singer/songwriter

Angela Sheik, Looping artist/producer/singer/songwriter/musician

Hope Young, World-renowned music therapist

Denise Kaufman, Ace of Cups co-founder/guitarist and yogi

Jackie Venson, Funk rock guitarist/singer/songwriter/activist

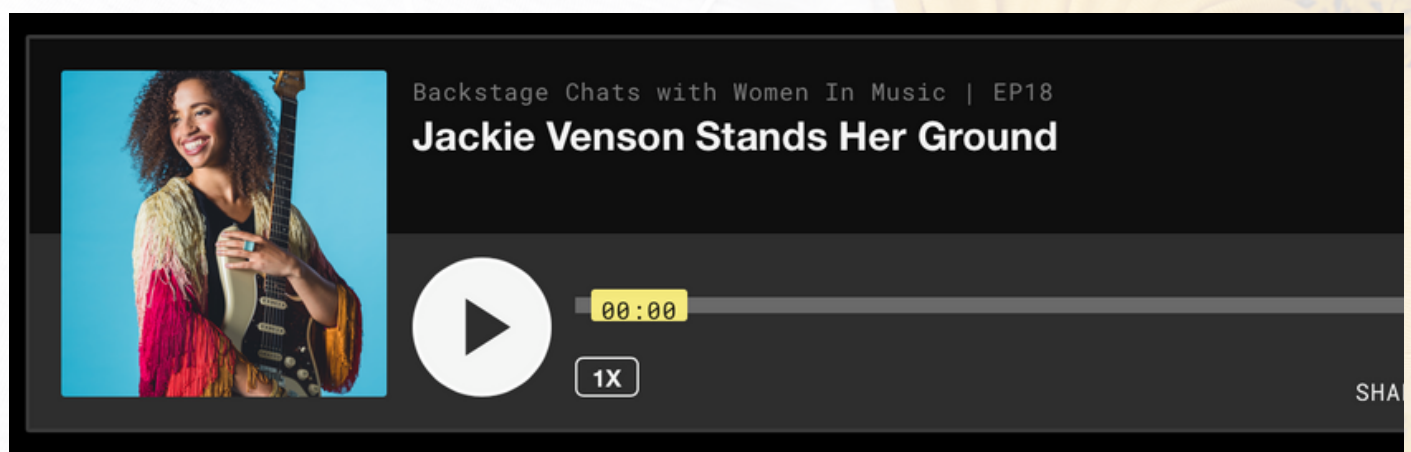
Kendal Conrad, Country Pop singer/songwriter/guitarist

Shelley King, Americana singer/songwriter/guitarist

Lauren Ellis & Jessica Baker, Guitar techs

Andra Liemandt, The Mrs. drummer and activist

Denise Parent, Browneyed Women co-founder, drummer



PROGRAMS

SCHOLARSHIP PROGRAM

Herizon Music raises funds for girls in need to attend music and sound camps during the summer.

Scholarship grants are awarded to partners each year when they start summer registrations. Partners use their own recipient selection methods for dispersement. In 2020, our program funded scholarship grants for 30 campers to attend Girls Rock Austin and SoundGirls.org. As we know, the in-person programs were cancelled due to COVID-19, but the show must go on! Thanks to the technical expertise and creative leadership of both organizations, virtual events took place so teens could continue to build their skillsets, make friends, and have fun at a time when they needed it most.

Herizon Music awarded its first-ever Rising Star merit scholarship to Izzy Jane, a 13 year-old musician/songwriter whose music helps her cope with bipolar disorder. You know what she did? She promptly donated her scholarship to Girls Rock Austin for a camper facing financial hardship. Izzy Jane personifies what the Herizon Music community is all about and we couldn't be more proud of her as a musician, an activist, and our 2020 Rising Star!

Take a moment to hear what Izzy has to say about our programs in her own words.

[Watch the video here](#)



PROGRAMS



RANDOM ACTS OF MUSIC

Random Acts of Music is a "silver lining" of 2020 as we saw the need for women to be able to perform and make money without the need to tour. RAM turns any virtual event into a memorable and engaging experience by adding a live musical performance and "give back" element to the mix. RAM connects independent female artists with nonprofits, social/professional networks, businesses, associations, and charitable music lovers who want to make their events stand out from the crowd.

According to EventPlanner.net, research shows that adding music to your event can:

- Make the learning process easier
- Lead to a higher degree of creativity
- Relieve stress and enhance higher brain functions
- Boost energy levels
- Differentiate your experience and minimize Zoom fatigue



This tax deductible program includes booking services, dress rehearsals, graphic design for promotions, and artist compensation. Part of the proceeds go toward Herizon Music Programs. Thanks to Kendra Scott and Austin Women & Wine, RAM co-hosted two events in 2020 with more in the pipeline for 2021.

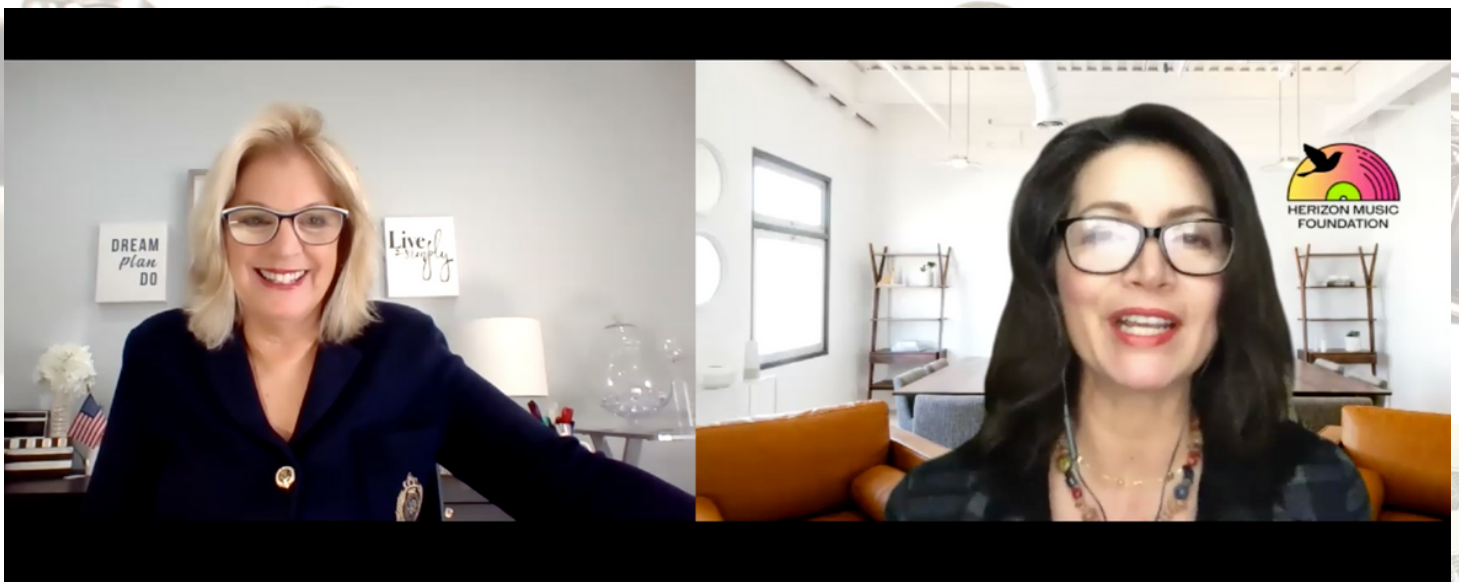
PROGRAMS

MUSIC BUSINESS EDUCATION

A "lesson learned" from the pandemic is that the next generation of women in music are in need of a music business program designed specifically for them. It needs to have access from anywhere/anytime in a safe and consistent environment. The Herizon Music Club concept was born.

Targeting women between ages 15 and 24, the HMC pilot program will include:

- 5 video/podcast episodes titled "My First Series" where host Thea Wood interviews a mentor who specializes in the episode topic. Premiere event planner Toni Caruso recorded an episode with Wood titled "Prepping for My First Virtual Performance."
- Access to a virtual Club area where members can access the episodes, checklists, resources, and tools associated with that episode.
- Access to virtual performances from other club members.
- The pilot program will expand and evolve based on member feedback and needs.



This pilot program requires \$25K funding for its pilot launch, and the Herizon team is looking for a corporate partner to help lead the charge and development. All inquiries or referrals can be sent to thea@herizonmusic.org.

WHY

Founder Thea Wood created Herizon Music Foundation upon learning that female representation in the music business was not only sorely lacking, but has not improved nearly enough over the past 30 years.

Women in the music industry fear "aging out" of commercial success by the time they are 30 years old. Due to the challenges of touring, many end up having to choose between their careers and childrearing. When COVID-19 forced the live music industry to "go dark," women were disproportionately affected by unemployment as childcare facilities closed and jobs in live performing, audio engineering, booking services, music production, management, promotions and more all disappeared.

Herizon Music asked the question, "How can we help create revenue streams for some of these women?" That was the seedling for our new Random Acts of Music program.

12% of major music festival acts are female or female fronted

12% of the 600 most popular songs are by female songwriters

5% of working audio engineers are women

2% of working music producers are women

Yet, women make up 50% of concert ticket sales and 51% of music streaming audiences. Talk about a major gender disparity gap.

WHY

Teens reported an 18% increase in anxiety, depression, and suicide since 2013.

Teen hotlines have seen a 50% increase in calls since COVID-19 sheltering began.

Approximately 25% of women in the music industry report unemployment or struggling to generate income.

About 1/3 of women in music reported suffering from mental health issues in 2020.

The mental health toll that pandemic caused is alarming. Teens mental health issues are skyrocketing under today's social and educational environments along with the isolation that comes with sheltering in place.

Adult women feel the pressures as well, as noted in a number of Backstage Chats with Women in Music podcast interviews.

Podcast guest Hope Young is a world-renowned music therapist who studies music's affect on the brain and body. Her insight into music therapy for addressing mental health issues is enlightening. [Listen to Young's experiences with "medical grade music" for details.](#)

< Our bandanas became PPE for Dr. Neyman's women's healthcare practice and patients when suppliers ran out of face masks.



2020 HIGHLIGHTS



teens who benefitted from
our scholarship grants



top-ranked of 6700
nonprofits on GlobalGiving.org



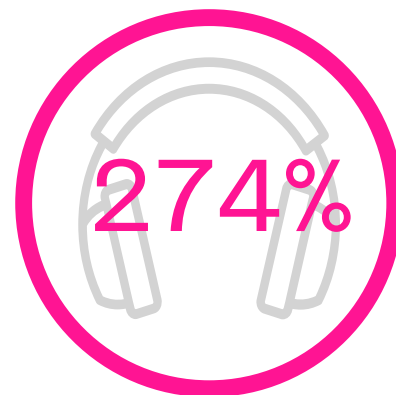
bandanas donated to
oncology & women's
healthcare providers



raised through auctioned
items signed by Joan Jett,
Carole King, and Kathy
Valentine



new podcast episodes of
Backstage Chats with
Women in Music



increase in podcast
listenership



raised on July 15th
"Bonus Day"



new board members,
Amamda Meyer and
Mary Appleton



donations from
individuals, foundations
and businesses

FINANCIAL REPORT

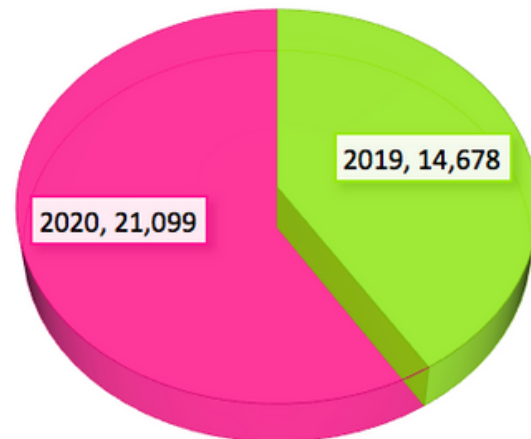
Year 2020 showed a 43% growth rate over 2019 with 54% of each dollar going directly to programming. Note that funds raised through GlobalGiving in December 2020 are not reflected in this report as they are not received until January 2021.

DONATION INCOME 2019 - 2020

Summary Balance Sheet	2020
Assets	4,863
Liabilities	14,807
Equity	(9,944)
Liabilities & Equity	4,863

Highlights in 2020:

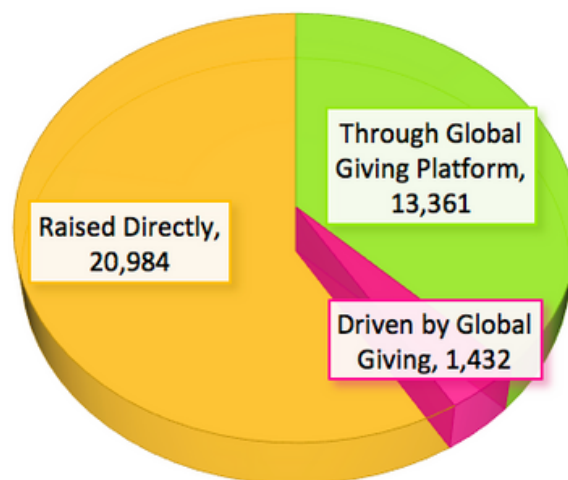
Grew 43%
 Started the Scholarship Program
 Reached Top 1000 on the Global Giving Platform



	2019	2020
Donation Income 2019 - 2020	14,678	21,099

DONATION INCOME 2019 - 2020

Summary Income Statement	2020
Donation Income	21,099
Scholarships Given	8,000
Contributions Made	1,263
Production Costs	2,749
Fundraising Costs	8,758
Professional Fees	3,277
General & Administrative	822
Net Income	(3,770)



	Through GlobalGiving	Driven by GlobalGiving	Raised Directly
Donation Income 2019 - 2020	13,361	1,432	20,984

THE TEAM

BOARD OF DIRECTORS

Thea Wood, President
Amanda Meyer, Treasurer
Mary Beth Appleton, Secretary
Grace Lanni, Networking Director
Christy Greeneisen, Director

VOLUNTEERS & INTERNS

Eleanor Bush
Wendy Kratzer
Judy Matejczyk
Shannon McCue
Chlorish Mitchell
Inger Olson
De'Asia Parks
Penny Jo Pullus
Brooke Ramos
Stefanie Raya
Myrsini Smith
Yaritza Torres

NONPROFIT PARTNERS

Girls Rock Austin
Soundgirls.org

SPECIAL THANKS TO

Joan Jett
Carole King
Kathy Valentine
The Inn At Newport Ranch
Search Plus International
Wood Family Trust
All About That Brand
NBT Consulting Group, LLC
Ralph C. Wilson, Jr. Foundation
Strait Music
eWomen Network, Austin Chapter
Moonraker Collective
Texchromosome
KOOP Radio 91.7 FM
Labyrinth, Inc.
GlobalGiving
BH Bookkeeping
Pete Allman, CPA
Nancy Manning
Kendra Scott
Izzy Jane
Toni Caruso
Texas State University
Austin Women & Wine

JOIN THE BAND

VOLUNTEER

Herizon Music celebrates our volunteers and their dedication to our mission. If you'd like to volunteer, please email info@herizonmusic.org for information.

If you are interested in a board of directors position or would like to act as an advisor, please email thea@herizonmusic.org

DONATE

Mail checks to:
Herizon Music Foundation
P.O. Box 161111
Austin, TX 78716-1111

Sign up for recurring monthly donations at:
<https://www.globalgiving.org/projects/herizon/>

Submit other online gifts to [PayPal](#)

STAY CONNECTED

Sign up for
[The Spotlight Newsletter](#)

Follow us on social media:

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[Facebook](#)

[LinkedIn](#)

IMAGE CREDITS

COVER and background images:
Canva.com

Thea Wood: Herizon Music

Jackie Venson: Waveform Studio

Izzy Jane: Herizon Music

Mandy Prater Ad: Herizon Music

Toni Caruso/Thea Wood: Herizon Music