

SURVIVOR #MYHAAM

HOME

LIFESAVER

SPARK MUSIC



ALIVE & WELL Love

CREATIVE

APPRECIATE

HAPPY

SAFE VALUE

COMMUNITY

HEALTH

COOL PEACE OF MIND

AUSTIN Gift

BLESSING CULTURE SUPPORT

WELLNESS

STRENGTH

RESPECT

SECURITY

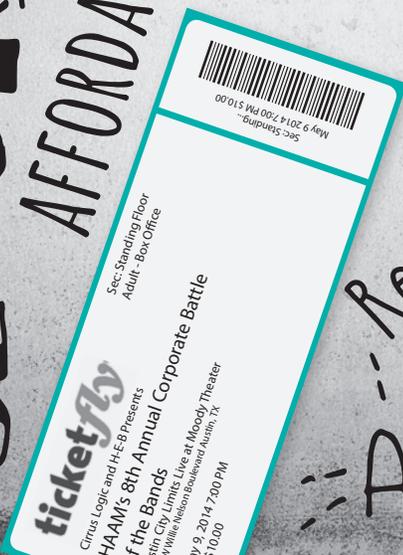
AFFORDABLE

Resource

GRATEFUL PREVENTION

miracles

ROCK





## DEAR FRIENDS OF HAAM:

During the past three years that I have served as chairman of the board, I have watched HAAM deftly adapt to the countless changes affecting the nation's health care landscape.

In 2014, HAAM began to lay the foundation to help our members comply with the Affordable Care Act (ACA) and obtain full health insurance coverage. We also expanded access to dental care by working with our partners, the St. David's Foundation and the Capital Area Dental Foundation, to increase the number of private practice dentists available to treat HAAM patients.

The next few years will bring even bigger challenges for HAAM and its members as the ACA takes full effect. However, the changes looming on the horizon have only strengthened HAAM's resolve to achieve its mission of providing access to affordable health care services for Austin's low-income, underinsured, working musicians, with a focus on prevention and wellness.

HAAM is not alone in its steadfast commitment to the health and well-being of Austin musicians. Our affiliate service providers: Seton Healthcare Family, St. David's Foundation in partnership with the Capital Area Dental Foundation, SIMS, Estes Audiology and Prevent Blindness Texas, are equally committed and provide expert care every step of the way.

I am so thankful to be surrounded by a group of talented and committed board members whose vision, hard work and support of our mission is so critical to HAAM's existence. I would also like to thank the HAAM staff for their tireless efforts and congratulate our new executive director, Reenie Collins, for a successful first year with HAAM. To our dedicated army of HAAMBassadors, I offer my deepest appreciation for your energy and enthusiasm.

As you will read in the pages of the 2014 Annual Report, Austin musicians continue to need and value HAAM's services. I am confident that with your support, we will successfully navigate health care reform for the benefit of our member-musicians in Austin.

Sincerely,

Chris Adams  
Chair, HAAM Board of Directors  
Partner, Maxwell Locke & Ritter LLP

## HAAM SERVICES PROVIDED IN 2014

### Health Alliance for Austin Musicians provided:

742 eligibility and renewal appointments

### Seton Healthcare Family provided:

3,252 clinic visits for 969 patients

607 hospital services, including outpatient, inpatient and emergency room procedures

1,880 prescriptions

384 referrals to specialists

### St. David's Foundation in partnership with the Capital Area

#### Dental Foundation provided:

1,450 dental visits to 730 patients

### The SIMS Foundation provided:

8,614 sessions of counseling, psychiatric and addiction-recovery services for member-musicians

### Estes Audiology provided:

320 hearing screenings for members who then received custom earplugs

### Prevent Blindness Texas provided:

200 vouchers for complete eye exams, prescriptions and free pairs of glasses to musicians

## STATEMENT OF ACTIVITIES 2014

### Revenue

Foundation Support	\$ 506,217
Special Events	\$ 648,964
Individual Contributions	\$ 164,831
Interest & Dividends	\$ 1,562
In-Kind Professional Services	\$ 36,416

Total Revenue \$1,357,990

### Expenses

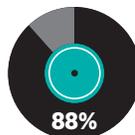
Fundraising	\$ 181,468
Management/General Program	\$ 73,863
	\$ 695,855

Total Expenses \$ 951,186

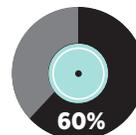
### Summary

Change in Net Assets	\$ 370,388
Net Assets, Beginning of Year	\$ 990,130
Net Assets, End of Year	\$ 1,360,518

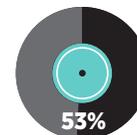
## HAAM MEMBERS



of members earn less than \$17,000 annually.



do not qualify for the Affordable Care Act, earning less than \$12,000 annually.



members under 40 years of age.

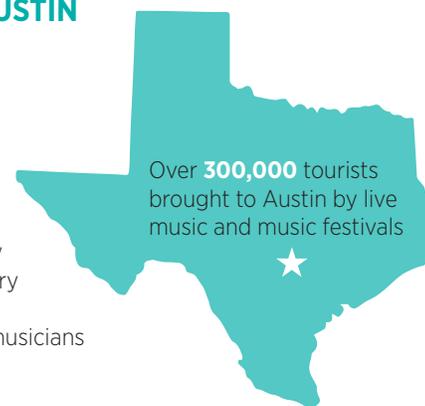
## ECONOMIC IMPACT OF LIVE MUSIC IN AUSTIN

\$2 billion in economic activity in Austin

\$38 million in local tax revenue each year

18,148 jobs provided by the Austin music industry

8,000+ working local musicians in Austin



\*Revenue and expense figures do not include the market value of health care services provided by HAAM affiliate service providers: Seton Healthcare Family, St. David's Foundation, The Sims Foundation, Capital Area Dental Foundation, Estes Audiology and Prevent Blindness Texas.

## WE LOVE OUR AFFILIATE SERVICE PROVIDERS





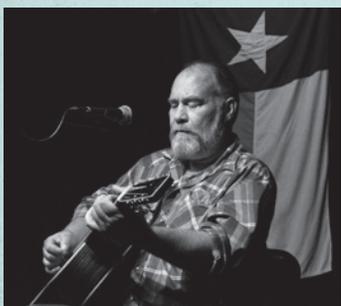
Photos by: Theresa Dimenno

“ONE THING THAT HASN’T CHANGED IN AUSTIN IS THAT AUSTIN MUSICIANS TAKE CARE OF EACH OTHER. DONATING SOME OF OUR ROYALTIES BACK TO HAAM IS A WAY FOR THE BAND TO GIVE BACK TO A SERVICE THAT HAS BEEN VERY KIND AND USEFUL TO US.”

– JON DEE GRAHAM, GUITARIST FOR THE TRUE BELIEVERS

## TRUE BELIEVERS

“HAAM is one of the beacons that makes Austin still a good place to be a musician,” said legendary Austin guitarist and songwriter, Jon Dee Graham. One of the first Austin musicians to sign up for HAAM, Jon Dee remembers what it was like when the program launched. “When HAAM first appeared on the scene, everyone was talking about it since it seemed like such an unlikely thing to happen,” he recalled. “At first people were skeptical and didn’t believe it could be real. Now when I’m on tour, I get asked about it from musicians all over the country.”



Jon Dee Graham

Jon Dee, who performs weekly at Austin’s iconic Continental Club, is one of the original members of one of Austin’s most unforgettable bands, the True Believers, along with Alejandro Escovedo, Javier Escovedo, Denny DeGorio and Rey Washam.

Jon Dee is grateful for having HAAM in his life and appreciates the security that the program offers him and his family: “It’s nice to know that worse comes to worse, someone’s got your back.”

### Giving Back to HAAM

Formed in 1982, the True Believers (affectionately known as the Troobs) lit up the Austin music scene for more than five years. In 2013, the highly revered band reunited at ACL Live to pay tribute to SXSW creative director, Brent Grulke, who died suddenly. The energy from that reunion sparked the recording of two new songs, *Dedication* (composed by Jon Dee Graham) and *Gypsy Son* (composed by Javier Escovedo), both of which appear on the EP titled “Dedication.” The EP also contains three popular True Believers songs from a March 2015 KUTX Live Set.

Always HAAM devotees, The Troobs have taken their support of Austin musicians one step further. The band members generously donated their share of the “Dedication” EP and downloads to HAAM and its mission. Thank you, True Believers!

*Pictured: Rey Washam, Denny DeGorio, Javier Escovedo, Jon Dee Graham and Alejandro Escovedo*

“AUSTIN NEEDS HAAM. MUSICIANS PROVIDE THE SOUL TO THIS CITY. HAAM HELPS KEEP MUSICIANS PROTECTED AND HEALTHY. IT ALLOWS US TO BUILD CAREERS. WHEN YOU INVEST IN AUSTIN MUSICIANS, YOU INVEST IN AUSTIN.”

– JONATHAN CHAKA MAHONE, RIDERS AGAINST THE STORM



## RIDERS AGAINST THE STORM

The dynamic husband and wife duo behind Riders Against the Storm, Jonathan Chaka Mahone and Qi Dada Jean, moved to Austin from Rhode Island six years ago to make music. Like so many newcomers to Austin’s close knit music community, the couple soon learned about HAAM and quickly became members. “With HAAM, you have a peace of mind,” said Chaka. “You know that you are protected. That’s a good feeling as an artist that you just don’t get in other cities.”

Winner of the 2013 and 2014 Austin Band of the Year, Riders Against the Storm has been a shot in the arm to the Austin music scene. Never before has a hip hop band received top honors at the Chronicle’s Austin Music Awards. Besides making history with their music, performing locally and on tour, Chaka and Qi Dada are co-founders (with DJ Chorizo Funk) and producers of Body Rock ATX, a pulsating, monthly dance party.

“Since moving to Austin, our music career has really taken off. HAAM is a big part of that,” said Chaka, a former high school world history teacher and graduate of Brown University. “Not having to worry about health coverage gives you a piece of your life back. It lets you focus on being an artist.”

Chaka and Qi Dada have used many of the preventive health care services that HAAM offers through its affiliate service providers to stay healthy: “We consider ourselves hip hop healers. Our music is about healing. We can’t heal anyone if we are sick.”

*Pictured: Riders Against the Storm’s Qi Dada Jean and Jonathan Chaka Mahone*



Photos by: Todd Wolfson

*Bob Livingston (right) and a local musician jamming at HAAM Benefit Day*

# HAAM BENEFIT DAY 2014

Now in its ninth year, HAAM Benefit Day is more than a fundraiser, it is one of Austin's most iconic celebrations of community and live music.

The 2014 HAAM Benefit Day rocked Austin on September 23 with over 260 participating businesses and 200 spectacular performances by local musicians.

With the support of presenting sponsor Whole Foods Market and All ATX, HAAM raised over \$400,000, a \$50,000 increase from the previous year. All proceeds support HAAM's mission of providing affordable access to health care for Austin's hardworking, underinsured musicians, with a focus on prevention and wellness.

Thank you to the entire community and all of the participating businesses for making HAAM Benefit Day 2014 a banner year. A special thanks to event chair Keith Donahoe and the dynamic 2014 HAAM Benefit Day Committee: Keith Donahoe, Keith Carmichael, Nancy Coplin, Brian Estes, Rikki Hardy, John T. Kunz, Adam Morgan, Jorge Rangel, Catarina Sigerfoos, Tim Taylor and Lauren Urban.

## HAAM Benefit Day 101

On HAAM Benefit Day, participating businesses pledge to give back a percentage of the day's proceeds or make a cash donation to HAAM. From dawn to late at night, Austin musicians perform shows all over the city. Fans do their part by shopping, dining and relaxing at one or more of the participating businesses.



*Marcia Ball HAAMing it up at Waterloo Records*

"IF MUSICIANS ARE THE HEART AND SOUL OF THE LIVE MUSIC CAPITAL OF THE WORLD, THEN HAAM IS THE LIFE BLOOD THAT HELPS KEEP THEM HEALTHY. ALL ATX IS PROUD TO HELP SUPPORT HAAM AND KEEP IT STRONG, SO THAT THEY CAN DO THE SAME FOR AUSTIN MUSICIANS."

- RANDY MILLER, EXECUTIVE PRODUCER, ALL ATX

Photos by: Theresa DiMenno



*Ruthie Foster captivates the audience*



*Dynamic duo, Van Wilks & Guy Forsyth*



*Ian McLagan, member of the Rock 'n Roll Hall of Fame*

## ALL ATX PRESENTS: THE BRITISH INVASION

On September 22, All ATX took over ACL Live at The Moody Theatre, kicking off HAAM Benefit Day 2014.

The All ATX concert showcased the talents of some of Austin's finest musicians, including Alejandro Escovedo, Christopher Cross, Bruce Robison & Kelly Willis, Shinyribs, Ian McLagan, Ruthie Foster, Van Wilks, Guy Forsyth, Monte Montgomery, Malford Milligan, Dave Sebree, Erin Ivey and Hector Ward, who shared the stage with two of the United Kingdom's most treasured acts: Eric Burdon and The Animals & The Zombies.

All proceeds from both the concert and the annual All ATX album, which featured never-before collaborations, benefited HAAM and its mission of providing affordable access to health care for Austin's underinsured musicians, with a focus on prevention and wellness.

A special thank you to Community Manager, Laura Hill-Nash, Executive Producer, Randy Miller, Gary Keller, Valerie Vogler-Stipe, Liz Krakow and Garrett Lenderman for this incredible, ongoing support.



*Eric Burdon & Cast enjoying the moment*



*The Zombies playing to a packed house*

"MY WIFE AND I SUPPORT HAAM THROUGH ALL ATX BECAUSE OF THE HUGE DIFFERENCE THE ORGANIZATION MAKES IN THE AUSTIN COMMUNITY. SO MANY MUSICIANS HAVE BEEN TOUCHED BY THEIR INFLUENCE, AND WE AT ALL ATX STAND BEHIND WHAT THEY DO."

- GARY KELLER

# GINGER LEIGH

Global performing goddess, Ginger Leigh, credits HAAM for saving her life.

While performing in the lead role of a Zach Scott production of the musical *Rent*, Ginger noticed a lump in one of her breasts. Backstage, she mentioned it to her friend and fellow HAAM member, John Pointer.

She recalled John saying: “Well, you’ve got HAAM. Get it checked out. They will take care of you.”

So she did. Following a battery of tests covered by HAAM, Ginger was diagnosed with early stage breast cancer. “One of the most awesome benefits of HAAM is that you have the ability to go and take care of things early. If I didn’t have HAAM, I probably would have waited longer to see a doctor.”

Because her cancer was caught so early, Ginger was cured with surgery and did not require radiation or chemotherapy. Ginger sees her oncologist once a year and never misses her annual wellness check with her primary care physician at the Seton clinic.

A fifth-generation musician who has toured around the world, Ginger also taps into her HAAM benefits for dental, vision, hearing, mental health care and wellness.

“I care about myself and because I have access to things like counseling at a lower cost, I make sure that I am mentally healthy and doing all the things that I need to be doing.”

Like so many Austin musicians, Ginger is endlessly grateful for HAAM and the donors that make the program possible. “HAAM is very much a glue for Austin’s music community. It binds us together as artists and makes us feel valued.”



Photo by: Andrew Chan

“IT’S NOTORIOUSLY TOUGH TO SURVIVE IN THE MUSIC BUSINESS, BUT HAAM KEEPS US HEALTHY AND ALLOWS MUSICIANS TO CONTINUE MAKING MUSIC IN A CITY THAT IS BUILT LARGELY ON THE MUSIC INDUSTRY.”

*Pictured: HAAM member, Ginger Leigh*



Photo by: Gwid Design

“MUSIC IS THE SOUNDTRACK TO LIFE’S MOST PROFOUND MOMENTS – LOVE, HEARTACHE, WEDDINGS, FUNERALS AND SELF-DISCOVERY. IT’S TRULY A UNIVERSAL LANGUAGE – A COMMUNICATION FAR BEYOND WORDS. ENABLING MUSICIANS TO CONTINUE CREATING, WHILE BEING HEALTHY ALONG THE WAY, IS NOT JUST LIFE-CHANGING, IT’S CULTURE-SHAPING.”

## JAYME IVISON

Singer-songwriter Jayme Ivison moved to Austin from Florida to pursue his music. “When I moved here, there was a huge buzz about HAAM being formed. It gave me another layer of pride to be in Austin,” Jayme said.

In the beginning, Jayme recalls how good it felt to be able to go to the doctor when he came down with something as simple as a sinus infection. When Jayme suffered a career-threatening injury, HAAM and its affiliate service provider, the Seton Healthcare Family, were right by his side.

More recently, Jayme has benefited from HAAM’s dental program, a partnership with the St. David’s Foundation and the Capital Area Dental Foundation.

While on tour in Seattle, Jayme volunteered with a nonprofit group that was renovating a home. A sledge hammer broke in half, hitting him in the face and breaking his front tooth. “When I got to the ER, the doctors told me that there was no time so they took my broken teeth and wired them back in. The teeth stayed that way until I bit into a bagel and out came my tooth.”

For a year, Jayme performed with a broken tooth. “I was really self-conscious and always aware of how I opened my mouth while singing,” he said. “It was really hard standing in front of an audience with a broken tooth.”

With help from HAAM, Jayme was connected to a CADF dentist who repaired his front teeth and gave him his smile back. “I feel really privileged to have the chance to go to the dentist. I never used to want to go because I was afraid of what the dentist might find and how I would pay for it. My whole concept of taking care of my health has changed since becoming a part of HAAM.”

*Pictured: Long time HAAM member, Jayme Ivison*

# CORPORATE BATTLE OF THE BANDS

Photos by: Brenda Ladd

On May 9, cheering friends, family and co-workers packed ACL Live to watch nine bands compete in HAAM's seventh annual Corporate Battle of the Bands.

Sponsored by H-E-B and Cirrus Logic, the 2014 Corporate Battle of the Bands showcased the inner rock star of employees from nine Austin businesses, raising more than \$100,000 to expand access to affordable health care services for underinsured Austin musicians.

The lineup of corporate sponsors and their competing bands included:

**Cirrus Logic:** Superhet

**H-E-B:** Code55

**CLEARResult:** Gigawatt

**Drilling Info:** Heavy Waters

**Do512:** Free with RSVP

**HomeAway:** Foot Traffic

**Intel:** Atomic Large Band

**Seton Healthcare Family:** Low Rent

**Wenzel Spine:** Sleeping on Silver

A panel of celebrity judges, including Olga Campos and Austin-based musicians Patricia Vonne and Nakia, had the tough job of naming all of the winners, except, of course, Fan Favorite. Seton Healthcare Family's Low Rent earned the title of Best Overall Band, winning a free day of recording of Bismieux Studios and 3-day passes to the ACL Music Festival.

All Winners:

**Best Overall Band:** Low Rent, Seton Healthcare Family

**Best Cover Band:** Free with RSVP, Do512

**Best Original Band:** The Atomic Large Band, Intel Corp.

**Fan Favorite:** Gigawatt, CLEARResult Consulting Inc.

A special thank you to the 2014 Corporate Battle of the Bands committee (Chair, Stephen Jeffrey, Kim Couch, Catarina Sigerfoos and Amy Barton), all of the bands, fans and our sponsors for donating prizes and silent auction items.



*CLEARResult's Gigawatt wins Fan Favorite*



*Seton Healthcare Family's Low Rent captures Best Overall Band*

## PRESENTING SPONSORS



"HAAM DOES AMAZING WORK IN OUR COMMUNITY PROVIDING HEALTH CARE SERVICES TO CENTRAL TEXAS' GREAT LOCAL MUSICIANS, MANY OF WHOM ENTERTAIN US DURING OUR MONTHLY "CIRRUS ROCKS!" CONCERTS FOR OUR EMPLOYEES. CIRRUS LOGIC IS A PROUD SUPPORTER OF HAAM AND THE ANNUAL CORPORATE BATTLE OF THE BANDS."

BILL SCHNELL, CORPORATE COMMUNICATIONS PUBLISHER, CIRRUS LOGIC

# HEALTH ALLIANCE FOR AUSTIN MUSICIANS DEVELOPMENT COUNCIL 2014

HAAM Development Council members are a dedicated group of supporters and music lovers who act as advocates for HAAM and work to expand the organization's impact in the community. Development Council members make an annual financial contribution of \$1,000 or more to HAAM and are invited to attend four exclusive, intimate music performances each year. To learn more about the HAAM Development Council, please contact Brandi Kinslow at [bkinslow@myhaam.org](mailto:bkinslow@myhaam.org).



## ROBIN R. SHIVERS ENDOWMENT

Robin R. Shivers had a dream of finding affordable health care for Austin's working musicians. She was the driving force behind HAAM's creation in 2005 and left a legacy that has helped thousands of Austin's musicians live better, healthier lives. To honor Robin's vision and unwavering support for Austin's musicians, HAAM created the Robin R. Shivers Endowment at the Austin Community Foundation. Your gift to the endowment will help create long-term sustainable funding for HAAM, something Robin strongly supported. We are pleased to announce that the Robin R. Shivers Endowment has received an anonymous matching gift of \$200,000, which makes your donation go even further. To learn how you can help grow the endowment, please contact HAAM Executive Director, Reenie Collins at [reenie@myhaam.org](mailto:reenie@myhaam.org).

## 2014 HAAM BOARD OF DIRECTORS

- Chris Adams**, Partner, Maxwell Locke & Ritter LLP
- Marcia Ball**, Marcia Ball Band
- Ray Benson**, Asleep at the Wheel
- Olga Campos**, Community Relations Director, Milton Verret
- Keith Carmichael**, President Austin Region, MHBT/Marsh
- Jeff Cook**, President and CEO, Insurance Division, Seton Healthcare Family
- Keith Donahoe**, Executive Vice President, Frost Bank
- Scott Gillmore**, Vice President and Market Manager, Emmis Austin Radio
- Lisa Hickey**, Events and Marketing Consultant
- John T. Kunz**, President, Waterloo Records & Video
- Earl Maxwell**, Chief Executive Officer, St. David's Foundation
- Diana Resnik**, Consultant
- Edward Safady**, President, Prosperity Bancshares
- Alison Silverstein**, Consultant, Alison Silverstein Consulting
- Tim Taylor**, Partner, Jackson Walker LLP
- Richard Topfer**, Topfer Family Foundation/Managing Director, Castletop Capital

## CURRENT HAAM STAFF

- Reenie Collins**, Executive Director
- Bianca Briseno**, Member Services
- Rikki Hardy**, Marketing and Outreach
- Brandi Kinslow**, Special Events/  
Fundraising Coordinator

Special thanks to HAAM former staff,  
Jenn Stowe and Chris Alberts.



**A special appreciation to ALL our  
HAAMBassadors without whom  
HAAM could not exist.**

**OUR MISSION:** Health Alliance for Austin Musicians provides access to affordable health care services for Austin's low-income, uninsured working musicians, with a focus on wellness and prevention.

DEVOTION  
Appreciation

PASSION  
Gratitude  
Music

# THANK YOU

For more information on how you can help keep music in Austin alive and well by making a donation or volunteering, visit our website at [www.myhaam.org](http://www.myhaam.org). If you are a musician or know a musician who would benefit from HAAM, please contact us at (512) 322-5177 or email us at [support@myhaam.org](mailto:support@myhaam.org) to see if we can help.



#### CONTACT US

Health Alliance for Austin Musicians  
Reenie Collins, Executive Director  
P.O. Box 301496  
Austin, Texas 78703  
512-322-5177  
[info@myhaam.org](mailto:info@myhaam.org)

[www.myhaam.org](http://www.myhaam.org)

KEEPING MUSIC IN AUSTIN ALIVE AND WELL

STRONG  
HEALTHY

LOVE

COMFORT



@myhaam

