

HAAM is...



music is...



2024 ANNUAL IMPACT REPORT



HAAM CEO Paul Scott and HAAM Board Chair Nikelle Meade on HAAM Day. Photo by Dave Hawks.

Music has been central to the human experience since the beginning of time. We celebrate with music. We mourn with music. We heal with music. We connect with music.

Founded nearly 20 years ago to connect low-income, working musicians to healthcare, HAAM has grown from a scrappy, small non-profit to a model for other communities. Our organization is always evolving to respond to changing times and needs, but our focus on improving the health and wellness of Austin area musicians, DJs, and music teachers never wavers.

Although HAAM's core mission is to expand access to affordable healthcare, we understand that non-medical factors like housing and food security also impact our musicians' health. Fortunately, HAAM navigators are experts at connecting HAAM musicians to what they need to live healthy lives. We succeed not by duplicating services but by helping our musicians tap into the broad pool of existing resources and services available in our growing community.

HAAM musician Taz Thompson said it best: "HAAM is the facilitator between musicians and our health, connecting us to healthcare and other resources we need to stay healthy both on and off the stage."

As we enter our 20th year, HAAM is listening and responding to the needs of our musicians. A newly created advisory committee of HAAM member musicians plays a critical role, especially as we seek to sustain and expand some of our most popular programs like dental and premium assistance and reach deeper into underserved communities.

With your generous support, HAAM will continue connecting low-income working musicians, DJs, and music teachers to comprehensive health insurance, premium assistance, dental care, wellness and fitness programs, vision and hearing screenings, healthcare navigation and literacy, financial education, and basic needs like groceries and housing resources.

As you plan your end-of-year giving, please consider these two questions: Is healthcare a luxury? Is music a luxury? At HAAM, we believe that access to healthcare transforms lives and that music is as essential as the air we breathe. Music connects us to our shared humanity and brings boundless wonder and joy at every life stage.

Thank you to our generous donors, passionate Board of Directors, hardworking staff and volunteers, and the musicians who add so much magic to our everyday lives. As you read this year's annual report, we hope you will take a moment and ponder what Music is . . . to YOU.

Please help keep music alive and well in Austin by donating to HAAM at www.myhaam.org/donate. Every \$100 you donate to HAAM is leveraged into \$700 in healthcare services thanks to our affiliate service providers Ascension Seton, Central Health, Estes Audiology, and St. David's Foundation.

Fondly,

PAUL E. SCOTT
CHIEF EXECUTIVE OFFICER

NIKELLE MEADE
BOARD CHAIR



SCAN
TO EXPLORE
OUR DIGITAL
REPORT



OUR 20TH ANNIVERSARY CELEBRATIONS BEGIN IN 2025

For close to two decades, HAAM has been a lifeline for the musicians who power the Live Music Capital of the World. Since our founding by Robin Shivers in 2005, we've transformed the landscape of healthcare for our musicians in partnership with a community-minded network of providers and supporters. Next year we will celebrate those key partners who have committed their vision and energy to our mission.

OUR IMPACT: By 2025, we will have provided over \$200 million in services and programs to HAAM musicians. As we celebrate our 20th anniversary, we will share stories of musicians whose lives have been changed by HAAM. The stories in this year's annual impact report and the stories we plan to share throughout 2025 are a testament to the vital role access to healthcare plays in fueling the creative spirit of our city.

MUSIC IS: HAAM isn't just about healthcare—it's about the music. Our years of work meeting the needs of local musicians have deepened our understanding of how music unites us, heals us, and energizes our lives. We

love hearing what music means to the community, and we're excited to share the heart of what music is for our members.

LOOKING AHEAD: As we enter our third decade, we're not just celebrating our past—we're kick-starting our future. Our anniversary logo features bold colors and a modern take on our iconic logo design, representing our vision to continue the HAAM mission into the next twenty years.

From enrolling our 100th musician just months after launching in 2005 to raising \$1.5 million in our first five years, HAAM is proud to build on a legacy that began with a small group of visionaries led by Robin Shivers who believed that every musician deserves access to healthcare. The story of HAAM is the story of Austin itself—growth, creativity, and resilience. We've proven that when we provide for each other, we power the music we all love.

Help us turn up the volume on our impact over the next 20 years. Support HAAM with your donations, time, or talent!



NEW MURAL AT HAAM HEADQUARTERS

We're thrilled to feature our new South Stairwell mural at HAAM Headquarters featuring art by local muralist and musician Wiley Ross, who was voted Best Visual Artist in *Austin Monthly's* Best of ATX 2024 Readers' Choice poll! Wiley's design reflects Austin's diverse and dynamic music scene in bright colors and a lively crowd of musicians and fans. The mural embodies the community spirit that HAAM fosters—a celebration of collaboration, support, and love for the art form that unites us all.

This project was generously supported by Lynne Dobson and Greg Wooldridge with the Tejemos Foundation, who connected HAAM with University of Texas Track Star and Olympian Raasin MacIntosh. Raasin founded Raasin in the Sun, an Austin-based multicultural art nonprofit devoted to educating, inspiring, and uniting revitalized communities through cultural arts and environmental initiatives. Thank you to Wiley Ross and everyone who contributed to this vibrant work of art!

“ IF IT WASN'T FOR ORGANIZATIONS LIKE HAAM, MUSICIANS WOULDN'T BE ABLE TO THRIVE AND THE COMMUNITY THAT THEY BUILD AROUND THEM WOULDN'T EXIST. AS A WORKING ARTIST AND MUSICIAN, IT IS HARD OUT THERE, I KNOW HOW HARD IT IS.

—WILEY ROSS



HAAM's South Stairwell mural by Wiley Ross. Photo by Naedaze Productions.

HOW DOES YOUR SUPPORT IMPACT MUSICIANS?

**OVER
\$16
MILLION
INSURANCE
SAVINGS**



AVG. \$710 PER MONTH

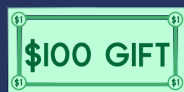
HAAM MEMBERS SAY



50%

MORE LIKELY TO SAY
THEY FEEL GOOD
ABOUT THEIR HEALTH

HALF AS LIKELY TO REPORT ANXIETY
OR STRESS OVER HEALTH



=



SINCE 2005, HAAM HAS PROVIDED

**OVER
\$191 MILLION**

IN HEALTHCARE SERVICES

WHO IS THE HAAM MUSICIAN?



70% SUPPLEMENT THEIR MUSIC INCOME
WITH OTHER WORK



63% RECORDED OR PLAYED ON AN
ALBUM IN THE LAST YEAR



25% TEACH MUSIC IN ADDITION
TO PERFORMING

**HALF OF HAAM
MUSICIANS MAKE
LESS THAN
\$1,975 A MONTH.**

GENRES & ROLES

ROCK | ACOUSTIC | SINGER/SONGWRITER | AMERICANA | POP | INDIE | COUNTRY | JAZZ | FOLK | BLUES | ALTERNATIVE
INSTRUMENTAL | R&B | SOUL | EXPERIMENTAL | FUNK | ELECTRONIC | COVER BAND | PSYCHEDELIC | PUNK | CLASSICAL
WORLD MUSIC | HIP-HOP | DANCE | LATIN | POST-PUNK | ROOTS | AMBIENT | MOTOWN | HEAVY METAL | SWING | REGGAE
DREAM | RAP | BLUEGRASS | SHOEGAZE | DISCO | ROCKABILLY | THEATRE | CHURCH BAND | NOISE | SURF | HOUSE | GOSPEL
TECHNO | CUMBIA | AFROBEAT | CHRISTIAN | CHILDREN | HARDCORE | SALSA | NEWAGE | BRASS | AFRICAN | COMEDY | TEJANO
CAJUN | TRANCE | COLUMBIAN | MARIACHI | VOCALS | GUITAR | SONGWRITER | LYRICIST | PRODUCER | COMPOSER | DRUMS/
PERCUSSION | GROUP LEADER | BASS | ARRANGER | KEYBOARD/KEYS | PIANO | SYNTH/ELECTRONICS | DJ | WIND | VIOLIN/FIDDLE
| UKULELE | BRASS | TURNTABLES | HARMONICA | MANDOLIN | STEEL | GUITAR | CELLO | BANJO | VIOLA | ACCORDION

COMMUNITY AWARDS

OURO COMMUNITY AWARD

In February, Ouro (formerly Netspend) celebrated the Austin community and Ouro's employees, partners, and supporters with a celebration at the iconic ACL Live at the Moody Theater. HAAM was honored to receive a Community Award at the event, and we're so grateful to Ouro for their ongoing support!



Roy Sosa, CEO-Ouro; Rikki Hardy; and Paul Scott.
Photo courtesy of Ouro.

THE AUSTIN CHRONICLE

BEST MUSIC NONPROFIT

HAAM was voted "Best Music Nonprofit" in the *Austin Chronicle's* 2023-2024 Austin Music Awards. The *Austin Chronicle* has recognized HAAM in the Austin Music Awards every year since the *Chronicle* started the awards!



Q2 grant recipients with Paul Scott, Rikki Hardy, and Christopher Alberts

Q-MMUNITY AWARD

Austin FC and Q2 Holdings, Inc. support local nonprofits dedicated to promoting diversity, equity and inclusion in Central Texas through its Q-mmunity Gives grant program. HAAM was one of three grant recipients for the 2023 award cycle alongside Central Texas nonprofits CareBOX Program and Seedling.

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.



2023-2024 MUSICIAN ADVISORY COMMITTEE

In 2023, HAAM recruited members to come together and form the Musician Advisory Committee (MAC) to gather fresh ideas and unfiltered perspectives on HAAM programs and services. Diverse by design, one of the MAC's primary aims is to help develop outreach strategies to ensure that HAAM's powerful programs and services are widely known and accessible to underserved communities including communities of color.

During its first year, MAC members brainstormed, strategized, and debated ways HAAM can contribute to making the music community in Central Texas the most supported and innovative in the United States. A special thank you to our Musician Advisory Committee members!



HAAM Musician Advisory Committee left to right: Nicole Quinn, DJ Shani, Stefan Castro-Del Bosque, Miggy Milla, Cesar Valencia, Julieann Banks, Zack Morgan, Natalie Price, Thelonious Love, Clemente Castillo, Violet Lea, Vanessa Lively, Kelsi Creek. Photo by David Brendan Hall.

Violet Badger (Violet Lea)
Julieann Banks
Nikki Birdsong
Clemente Castillo
Stefan Castro-Del Bosque
Kelsi Creek
Jacob Gonzales

Shani Hebert (DJ Shani)
Thelonious Love
Vanessa Lively
Miggy Milla
Zack Morgan
Julie Nolen
Daisy O'Connor

Natalie Price
Nicole Quinn
Carrie Rodriguez
Candi Sanders
Sarah Sharp
Scott Strickland
Cesar Valencia



Singer-Songwriter Nicole Quinn. Photo by ViperVee Photography.

NICOLE QUINN

MUSIC IS . . . MAGIC

For more than half of her life, HAAM member Nicole Quinn lived with pain, fatigue, dizziness, and other debilitating symptoms. Uninsured, she accrued “a Lamborghini’s worth of medical debt” but still had no diagnosis.

A few months after joining HAAM in 2022, the newly insured Houston native and self-described Indie Neo-Folk Singer-Songwriter attended her first HEAR Clinic sponsored by Estes Audiology. That short visit led to the medical diagnosis that Nicole had been waiting years to receive. During Nicole’s hearing exam, her audiologist found a concerning abnormality and referred her to a specialist. A few weeks later, Nicole was diagnosed with Meniere’s disease, a rare inner ear disorder.

Finally having a name for her collection of symptoms and a treatment plan to alleviate the worst of them set Nicole on the

path to recovery, both physical and emotional.

“My disease is not going to go away. But when you have information, you can do something about it. Before my diagnosis, I was walking around blindly and suffering silently. My career stalled,” she said. “Now I am surrounded by a supportive team of healthcare providers and am getting my career back on track. HAAM made all of this possible.”

Nicole experienced another health setback in 2023 that required major surgery. Although she had

insurance through HAAM, she couldn’t afford the out-of-pocket costs of the procedure. HAAM connected Nicole to Sofaburn, a nonprofit started in part by a former HAAM member who was involved in a tragic car accident that killed his bandmates.

Sofaburn not only helped Nicole pay the out-of-pocket expenses for her surgery, they helped her reduce her previous medical debt from a Lamborghini to a compact sedan!

Feeling stronger every day, Nicole takes full advantage of the wide range of health and wellness services HAAM offers all of its members. She enjoys a discounted Greater Austin YMCA membership and gets hearing exams regularly. She received her first pair of glasses following a free vision exam and has used her HAAM dental benefits to address some long-standing issues.

Because Nicole was able to work with HAAM to get her health back on track without medical debt, she was able to release new music in 2024!

“HAAM is the biggest reason I stay here in Austin. I know I can get healthcare, do what I love, and still pay my bills,” she said.

“MUSIC MAY BE THE ONLY MAGIC I STILL BELIEVE IN, BUT I ALSO BELIEVE IN HAAM AND THE POWER OF OUR COMMUNITY COMING TOGETHER TO HELP MUSICIANS LIVE HEALTHY LIVES.”

SEE NICOLE
TELL HER STORY:





TAZ THOMPSON

MUSIC IS . . . REDEMPTION

SEE TAZ TELL
HIS STORY:



*Singer Taz Thompson. Photo
by Kelly Hornberger, Fine Art
Photography.*

Watching HAAM member Taz Thompson command the stage as the lead singer of the cover band Blind Date, you'd never guess that gospel music was the only music he knew until he was in his early 30's.

"I didn't even know the song 'My Girl' the first time I had to perform it live," said Taz, who grew up in his parents' church performing with his eight siblings.

they started to help me get insurance and find a dentist."

It's been a long, painful journey, but in 2024 Taz got his smile back thanks to Austin Periodontal Associates who redid his implants (with grant funding from MusicCares and the St. David's Foundation) and Dr. Cindy Rho, DMD with The Honest Tooth who donated Taz's partials.

Taz is eternally grateful for the HAAM staff, especially HAAM Program Coordinator Serena Cernosek, who stood by his side during one of the darkest periods of his life. Around the time of his two accidents, Taz lost both his brother and his mother.

"I felt like I had an individual guardian angel," Taz said. "Serena kept telling me that we are going to get this done. I never had anyone outside the church stand in the gap like that for me."

Now that Taz has his smile back, he is honoring his late mother's memory by taking more steps to protect his health. Taz visited the doctor for a complete physical and had his first colonoscopy last year.

I HAVE MANY CLOSE FRIENDS IN THE AUSTIN MUSIC SCENE, SO HAAM MEANS A LOT TO ME FOR THE CARE I CAN PROVIDE THROUGH THE HONEST TOOTH. ”

—DR. CINDY RHO, DMD, THE HONEST TOOTH

A true believer in the power of music, Taz is ready for the next 20 years as a performer, songwriter, music producer, and dad to a budding musician!

"The music world embraced me with open arms and saved me. I am so blessed to do what I want to do for a living. I mean, I get to wear a cape on stage." he said.

“ HAAM GAVE ME MY SWAGGER AND MY SMILE BACK. THEY TRULY MADE ME FEEL LIKE A PERSON AGAIN. WHEN YOU CAN'T SMILE, YOU LOSE ALL KINDS OF MOMENTUM AND STOP GROWING INTO THE PERSON YOU ARE SUPPOSED TO BE.

Now Taz's repertoire is 400 songs deep. He performs twice a week, mostly at corporate events and weddings. A devoted fan of cover bands, he is committed to saving the genre, which he says is slowly dying.

Like most HAAM members, Taz has several side hustles. He runs a recording studio, freelances as a videographer and audio engineer, and is a sous-chef at his son's elementary school. He had employer-based insurance for a few years early in his career, but until joining HAAM in 2023, he was uninsured and hadn't been to a doctor in 20 years.

In 2020, Taz was in a serious car accident that thrust his face into the steering wheel of his car, cracking his left jawbone and smashing the bottom row of his teeth. Two months later he tripped playing basketball and fell face-first to the ground, destroying the top row of his teeth. Uninsured at the time, he decided to go at it on his own and spent two years and his life savings on implants that ultimately failed.

In the summer of 2023, Taz connected with HAAM.

"I was in so much pain that I had to ask my roommate to call HAAM and find out who I should talk to," he said. "The next day HAAM called and

HAAM DAY 2024

MUSIC IS . . . EVERYWHERE

POWERED BY:



*Paramount Theatre's HAAM Day message, Stephanie Bergara with her son.
Photos by Kevin Garner and Laura Skelding.*



HAAM Day—powered by PNC and SXSW—returned for its 19th year on September 24th. The all-day celebration of live music and community raised a record-smashing \$850,194 to

provide lifesaving

services for working musicians across Central Texas. Music fans in Austin, Round Rock, Dripping Springs, Pflugerville, Lockhart, Georgetown, and more enjoyed live musical performances from over 300 local bands and musicians at more than 100 locations. From traditional clubs and restaurants to everyday spots like grocery stores, parks, and even convenience stores, HAAM musicians were everywhere!

Although HAAM Day is our biggest fundraiser of the year, the event is about so much more than dollars and cents. HAAM Day is about the power of music to form lasting connections and build community. This year we had more new venues, a brand new digital interactive map, showcases with the Austin LGBT Chamber of Commerce, Women in Music, and Latinplooza with UT Austin's College of Fine Arts/Live Music Initiative.

Thank you to all the HAAM musicians who performed their hearts out, our business partners who generously sponsored and pledged a portion of their HAAM Day sales, and the over 100 HAAMBassadors who volunteered their time to deliver another unforgettable day of music and community.



Top left to bottom right: HAAM Day crowd at Antone's, HAAM Day family at Guero's Oak Garden, The University of Texas Mariachi Paredes de Tejastlán, and Lesly Reynaga at Latinplooza at Radio East. Photos by David Brendan Hall and Crystal Glaze.





SCAN TO
EXPERIENCE
HAAM DAY



For the second year in a row, the Lake Austin H-E-B graciously served as HAAM Day Headquarters.

Thank you to all our sponsors!

ROBIN SHIVERS COMMUNITY CHAMPIONS
H-E-B, The Barilla Foundation, C3 Presents, and Tito's Handmade Vodka

PLATINUM SPONSORS
Cirrus Logic, Metropolis Apartments, Brown Distributing Company, Karbach Love Street, and NFP.

HAAM DAY COMMITTEE

Co-chairs:
Steven Gonzalez (PNC Bank)
Laura Johnson (PNC Bank)
Jenn Roland (SXSW)

Committee Members:
Becky Arreaga, Lauren Baker, Marty Butler, Megan Davis, Josh Gindele, Denise Grodé, Kelly Hyten, Luke James, Stephen Jeffrey, Tamra Jones, Beth Krueger, Nikelle Meade, Sweet John Muehlbauer, Debbie Stanley, and Tim Taylor.



THE \$850,000 RAISED ON HAAM DAY TRANSLATES TO \$5.9 MILLION IN HEALTHCARE SERVICES!

For a full listing of HAAM Day sponsors, please visit myhaam.org/haam-day.

Top Right to bottom left: DJ Erin Millington and Eva Musoke KAZI FM 88.7 at Rivian, members of Die Spitz enjoying Farmer's Wife at Guero's Oak Garden, Ray Benson plays the Capitol Steps, HeartByrne at Antone's, PAACK at the Capitol Steps, Noella Grey and the Imaginary Band at ABGB. Photos by David Brendan Hall and Dave Hawks.

C.J. SPARKS

MUSIC IS . . . THERAPY

“ HAAM HAS BROUGHT ME PEACE OF MIND AND GIVEN ME A SENSE OF RELIEF THROUGH SOME TREACHEROUS AND SCARY TIMES. SINCE BECOMING A HAAM MEMBER, I FEEL LIKE MY LIFE HAS ENTERED A NEW CHAPTER AND I’M EXTREMELY GRATEFUL FOR EVERYTHING HAAM DOES AND FOR THE DONORS WHO MAKE IT ALL POSSIBLE.



Singer Songwriter C.J. Sparks. Photo courtesy of C.J. Sparks.

A musician's life is not all glitz and glamor. Most work long and erratic hours, spending weeks if not months on the road touring, not in luxe private jets or tour buses but in cramped passenger vans. For HAAM musician C.J. Sparks, touring and performing is complicated by his Type 1 Diabetes, a chronic condition that isn't curable but can be managed with insulin and support.

C.J. was diagnosed with Type 1 Diabetes while growing up in Commerce, Texas. He relocated to the outskirts of Austin at nineteen to chase his dream of becoming a professional musician. For several years, C.J. toured with his folk-pop band, the Beatnik Bandits, as lead singer/songwriter.

Before becoming a HAAM member in 2023, C.J. struggled to get the insulin and supplies he needed from his insurance plan when he needed them, especially on the road. More than once, C.J. ended up in the hospital because he ran out of insulin while on tour.

"I was always at the will of the insurance company, and I could never get a real person on the phone," he said. "Sometimes my parents would have to overnight my medication to me."

C.J. worked with HAAM and our partner, Foundation Communities, to find an insurance plan that meshed with the rhythms of his life as a touring musician. Now C.J. can get 90 days of insulin, test strips, and syringes and he can always get a person on the phone to help. Visits to his diabetes specialist cost an affordable \$15 copayment.

With a health plan that fits his lifestyle, C.J. is embarking on a solo career. He released his first solo project, "Almost Fiction," an autobiographical story of a small town boy trying to make it in the big city.



87% OF ELIGIBLE HAAM MEMBERS RECEIVED HELP FROM HAAM TO PAY THEIR MONTHLY INSURANCE COSTS

"Writing songs is therapeutic for me and allows me to internalize my emotions and then get them out," he said. "Instead of my emotions getting lost in a loop in my dream, I can put them on a page and let them go."

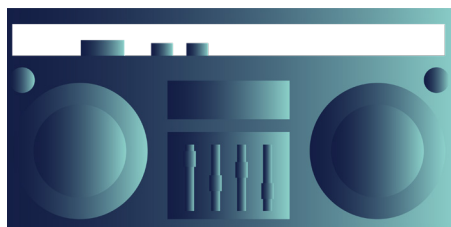
With plans to get back on the road soon, C.J.'s future looks bright. But his latest adventure, being a first-time dad to daughter Birdie along with his wife Hendrik, is perhaps the best gig of all!

SEE C.J. TELL HIS STORY:



DJ KICKIT

MUSIC IS . . . MY HEARTBEAT



DJ KICKIT. Photo courtesy of DJ KICKIT.

“MUSIC IS THE HEARTBEAT OF MY LIFE AND THE ENERGY THAT FUELS MY CREATIVITY. I FEEL BLESSED TO LIVE IN AUSTIN AND BE A PART OF HAAM.

Karla Rendon (aka DJ KICKIT) joined HAAM shortly after attending a joint MAS Cultura and HAAM outreach event with close friend and MAS Cultura founder Monica Maldonado. The event was held at HAAM Headquarters to raise awareness about HAAM among Latine musicians and piqued DJ KICKIT's interest. The San Antonio native had recently lost her corporate job as a Senior Digital Product Manager and was at a crossroads.

“The world was pushing me to music and I rode the wave. I tried shopping for different insurance on my own, which was overwhelming, but then I talked to Monica and then I talked to HAAM and now I am insured,” she said.

DJ KICKIT enrolled in HAAM in 2024 and used her shiny new insurance plan to schedule an annual wellness check and her first mammogram at Austin Regional Clinic. Both the wellness check and mammogram had zero co-pays. She also recently attended a HEAR clinic where she scored custom earplugs and a clean bill of health.

In addition to being a busy DJ (the City of Austin recognizes May 17th as DJ KICKIT Day), Karla is a sought-after motivational speaker, sharing her inspiring story as an immigrant from a conservative Latine background who has found success and acceptance.

“It's a privilege to live here in the live music capital of the world and be unapologetically myself,” said DJ KICKIT, who identifies as Latina and part of the LGBTQ+ community.

She successfully transitioned to being a full-time DJ in 2024 and is having the time of her life while building a booming business. Named a Top Five Austin Business Woman of the Year in 2023, DJ KICKIT was also recently nominated for the Latino Media Orgullo Award.

“I WAS SHOCKED WHEN I LEARNED EVERYTHING HAAM OFFERS. MY PEERS IN OTHER CITIES DON'T HAVE ACCESS TO THIS TYPE OF SUPPORT.

SEE DJ KICKIT
TELL HER STORY:



CORPORATE BATTLE OF THE BANDS 2024

MUSIC IS . . . FOR EVERYONE

Fundraisers should be fun and no one knows that better than we do at HAAM. Now in its 15th year, our Corporate Battle of the Bands presented by Cirrus Logic returned on June 5th, raising a record-breaking \$275,000. Nine bands composed entirely of performers from local companies unleashed their inner rockstars in front of our largest crowd yet at ACL Live at the Moody Theater.

JUDGES

Kendall Antonelli, founder of Antonelli's Cheese

Aaron "Fresh" Knight and Confucius Jones, hosts of the award-winning KUTX show "The Breaks"

Pixie Weyand, Music Programmer at SXSW

AWARDS

Band of the Year:
The Uncommon
(Husch Blackwell)

Best Song: The Anteaters
(ABC Home and Commercial Services)

Best Stage Presence:
The Mag Stripes (Ouro)

Fan Favorite/Fan Club:
The Haptics (Cirrus Logic)



SCAN TO RELIVE
THE NIGHT

Visit myhaam.org/cbob for more photos and a full listing of CBOB sponsors.

PRESENTED BY:  CIRRUS LOGIC®



Right: Band of the Year winners The Uncommon. All competing bands onstage. Photos by Jake Rabin.

CBOB COMMITTEE MEMBERS

Megan Blanchard, Megan Davis, Fely Garcia, Kelly Greenwalt, Natalie Hollingsworth, Kelly Hyten, Stephen Jeffrey, Laura V. Johnson, Tamra Jones, Beth Krueger, Patrick Michalik, Jaime Moreno, David Ramirez, Ryan Rhue, Thomas Salas, Staci Sprayberry, and Wade Weisser.

STAGE SPONSORS

H-E-B, PNC Bank, SXSW

COMPETING BANDS

PNC Bank, Ascension Seton, Maxwell Locke & Ritter, Epicor

RAY BENSON'S BIRTHDAY BASH 2024

MUSIC IS . . . CELEBRATION

PRESENTING SPONSOR: 

Music lovers gather every year to celebrate the birthday of one of Austin's most treasured musical legends, HAAM founding board member Ray Benson. On March 12th, lucky Austinites gathered at GSD&M's courtyard for a perfectly-curated lineup featuring Bidi Bidi Banda, Madam Radar, Shakey Graves, and Asleep at the Wheel (with special guests Jack Barksdale, Jack Harris, Kelly Willis, Brennan Leigh, Melissa Carper, Tami Neilson, Jimmie Vaughan, and Ruthie Foster). This signature HAAM event raised \$340,000 for HAAM's musicians, DJs, and music teachers.



Ray Benson, Jimmie Vaughan, and Ruthie Foster. Photo by Jake Rabin.



Shakey Graves, Ray Benson and Mayor Kirk Watson, Madam Radar. Photos by Jake Rabin.

STAGE SPONSOR



MAJOR SUPPORT

GSD&M
Patrick & Judy Cantilo
Chevron
Cirrus Logic
Warren Smith

ADDITIONAL SUPPORT

Airbnb
Dulce Vida Tequila
Catherine & Jerry Gindele
Planet K
St. David's Foundation
Still Austin
Whiskey Co.
Tito's Handmade
Vodka



EXPERIENCE RAY'S BASH HERE:

PEARL SOCIETY

MUSIC IS . . . COMMUNITY

Music brings people together and so does the Pearl Society. Launched in 2012 to provide HAAM with a consistent funding source, Pearl Society has become a popular and diverse community of music lovers.

Simple, accessible, and meaningful, your ticket to the HAAM Pearl Society membership is an annual gift of \$1,000 or more. Members enjoy private events throughout the year featuring local artists in unique venues. Membership donations can be made on a monthly, quarterly, or annual basis, all of which provide HAAM with a predictable income stream we can rely on year round.



Pearl Society members have VIP access to four exclusive music events per year (as well as Ray Benson's Birthday Bash and HAAM's Corporate Battle of the Bands) with a few surprises sprinkled in. This year, HAAM Pearl Society events featured live music from: THEBROS FRESH, Jack Barskdale & Mike Meadows, Marcia Ball's Pianorama, Carolyn Trowbridge, Black Joe Lewis & the Honeybears, Sarah Hall, and Daniel Fears. All of these performances took place at unique venues across Austin: Arlyn Studios, Strait Music, Q2 Stadium and C.L. Butaud Tasting Room.



Pearl Society guests THEBROS FRESH; Serena Cernosek, Dr. Devish Patel of Enamel Dentistry, and Paul Scott. Photos by Jake Rabin.

A special thank you to our inaugural Pearl Society Committee Members: Becky Arreaga, Emily Beckman, Emmett Beliveau, Olga Campos Benz, Stephanie Bergara, Madison Hanusa, Lauren Jeffrey, Christopher Jones, Jennifer Jones, Luis Patiño, Debbie Stanley, and Tim Taylor.

READY TO JOIN?

Join the Pearl Society at www.myhaam.org/pearl-society
or email Rikki Hardy at
rikki@myhaam.org for more information.

A NIGHT OF SONG AND STORYTELLING WITH DR. BRENÉ BROWN

MUSIC IS . . . HEALING

"A Night of Song and Storytelling" with Dr. Brené Brown, musicians Gina Chavez and Carrie Rodriguez, and Texas Monthly's John Spong delivered on its promise of a memorable evening featuring soulful and relatable tales of love, loss, change, and hope. Held April 7th at the Long Center, the highly anticipated event raised \$225,000 for HAAM programs and services and reminded everyone who attended that music can heal hearts and inspire minds.

Late last year, sponsors and VIP ticket holders who helped make the event possible enjoyed an intimate brunch with Brené Brown and John Spong to kick off this meaningful conversation.



Above: Carrie Rodriguez and Gina Chavez; attendees at the Long Center. Opposite: Carrie Rodriguez, Gina Chavez, John Spong, and Dr. Brené Brown. Photos by David Brendan Hall.



PRESENTED BY: FERN SANTINI
COLLABORATIVE

Special thanks to event sponsors Soriya Estes & Kelli House, Tito's Handmade Vodka, *Texas Monthly*, and the always elegant Long Center.

HAAM LOVES YOU!

MUSIC IS . . . LOVE



Left to right: Joseph Woullard, Serena Cernosek with DJ Shani, Rachel Blair with Congressman Lloyd Doggett. Photos by Laura Skelding.

HAAM understands that our musicians spend a lot of time on the road. So, we created "HAAM Loves You!" an annual event offering a true one-stop health and wellness experience.

Held on June 18th at HAAM's spacious new headquarters, 168 HAAM members attended the 2024 pop-up event to take advantage of a diverse selection of free and/or discounted health-related services—hearing screenings, free STI testing, primary care appointment scheduling—as well as information, education, and opportunities worth over \$150,000.

HAAM would like to thank event sponsors Jerry & Catherine Gindele and the 24 partners/vendors and supporting organizations that made this year's event an overwhelming success.

Visit myhaam.org/haam-loves-you for a full list of supporters and partners.

MUSIC MONDAYS

MUSIC IS . . . A WAY TO START YOUR WEEK

HAAM Music Mondays is a weekly music series on CBS Austin that joyfully celebrates Austin's music culture. Featuring live performances on the 'We are Austin' stage, Music Mondays showcases the diverse talents of HAAM musicians and local artists. Powered by FVF Law, all proceeds raised during Music Mondays benefit HAAM programs and services. Local musicians who have performed on Music Mondays this year include promqueen, Kevin Russell of Shinyribs, Scott Strickland, Daniel Fears, Lesly Reynaga, Carrie Rodriguez, and many more!



Scott Strickland, Paul Scott and Caitlyn Macaluso (photo by Dave Hawks), Carrie Rodriguez and Luke Jacobs. Artist photos by We Are Austin.

PANCAKES + HAAM

MUSIC IS . . . COMFORT



Members jam and enjoy Pancakes + HAAM. Photos by Melissa Davis.

Pancakes are the ultimate comfort food, and HAAM served them up piping hot at six pancake brunches in 2024. Now in their second year, these popular gatherings provide a cozy space for current and prospective HAAM members to catch up with old friends, jam with other artists and network for business opportunities. Members of the HAAM staff are always on hand to answer any and all questions about HAAM eligibility, coverage, benefits, and special events.



H-E-B's Luis Garcia, City Councilman Ryan Alter, Rachel Blair, Paul Scott. Photo by Megan Davis.

H-E-B PRIMARY CARE

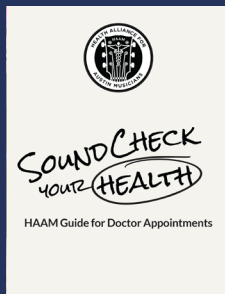
MUSIC IS . . . PERSONAL

HAAM has proudly partnered with H-E-B Wellness Primary Care to create the Musician Primary Care Program. Generously supported by Clifford & Leigh Chiu in honor of Robert F. Smith, this new program is free to HAAM members who are uninsured and ineligible for traditional insurance through the ACA Marketplace. After signing up, HAAM members who enroll receive primary care at an H-E-B Wellness Primary Care clinic of their choosing. Covered services include 24/7 telehealth, annual wellness checks, sick visits, basic lab testing, immunizations, physical therapy, behavioral health services, nutritional consultations, and select specialty services such as navigation for complex health needs.



HEALTH & INSURANCE LITERACY

MUSIC IS . . . SUPPORT



Although HAAM is best known for connecting musicians to affordable health insurance coverage, our team provides equally important services: healthcare literacy and navigation. Whether it's sitting down with a new HAAM member to explain the confusing world of insurance, making sense of hospital bills, or arranging

referrals to specialists, the HAAM team is always ready to help. In 2024, we ramped up our health and insurance literacy efforts with funding from Central Health to publish "Soundcheck Your Health," a how-to guide for navigating preventive care, doctor visits, and health insurance benefits. The Episcopal Health Foundation is also supporting HAAM's efforts to reduce disparities in access to health insurance and healthcare services among Austin's low-income musicians of color, nonbinary musicians, and women-identifying musicians.

VOICE CLINIC

MUSIC IS . . . STRENGTH

HAAM connects our musicians with a full range of health services tailored to their specific needs. With over half of our HAAM musicians identifying as vocalists, HAAM voice seminars and clinics are essential to addressing the occupational risks of being a vocalist. In 2024, HAAM musicians attended our annual voice seminar which featured educational presentations by Board-Certified Otolaryngologists, Dr. Chad Whited and Dr. Michael Yium with Austin ENT Clinic; Vocologist Adam K. Roberts; Certified Speech-Language Pathologist and Assistant Professor at The University of Texas at Austin, Dr. Rosemary A. Lester-Smith, and other experts. HAAM also hosts an annual vocal screening clinic in partnership with the University of Texas Speech and Hearing Center (UTSHC) which offers highly specialized perceptual and acoustical screenings. Staff from UTSHC and graduate



HAAM member Connor Behrmann (right) with UT graduate clinicians receiving acoustical screenings of their voice.

student clinicians interpret the findings to assess each musician's vocal health and provide individually tailored vocal hygiene and follow up recommendations.



EXPLORE
OUR
DIGITAL
REPORT

PNC FINANCIAL LITERACY

MUSIC IS . . . EMPOWERMENT

Ask a HAAM musician what it takes to succeed in the music industry, and they'll likely tell you talent, perseverance, a little bit of luck . . . and good business sense.

To help HAAM musicians acquire the skills needed to become savvy and creative entrepreneurs, HAAM offers free Financial Literacy Workshops powered by PNC Bank. Check out the six specially tailored business and personal finance workshops we offered in 2024 thanks to PNC Bank!



Stephen Jeffrey leads a workshop.
Photo by Robin Selman.

Personal Finance
& Budgeting

Small Business Basics

Credit Scores & Reports

Debt Management

Preparing for a
Financial Emergency

First-Time Homebuyers



Estes Audiology staff give HAAM members ear exams. Photos by Laura Skelding.

HAAM HEAR CLINICS

MUSIC IS . . . LOUD

For professional musicians, hearing loss or injury is more than an inconvenience, it's potentially career-ending. To protect the hearing health of Austin musicians, HAAM and Estes Audiology partnered in 2008 to launch our wildly popular HAAM HEAR Clinics. Offered four times a year, each HEAR Clinic serves up to 100 HAAM musicians in the soundproof hearing room at HAAM Headquarters (funded and designed by Soriya Estes and Kelli House). Musicians receive a baseline hearing test, a visual inspection of their ear canal, individual counseling, and impressions for filtered custom earplugs (valued at \$1,000 but offered for a \$25 co-payment).

Since 2008, HAAM and Estes Audiology have provided more than 5,000 hearing screenings and custom earplugs to HAAM members valued at more than \$5 million.

SEE MOHAMMAD
TELL HIS STORY:



Vocalist Mohammad Firoozi. Photo by Bailey Morrison.

MOHAMMAD FIROOZI

MUSIC IS . . . “THE SQUEAKING SOUNDS TO THE DOORS OF HEAVEN.”

HAAM member Mohammad Firoozi is a natural storyteller. One of his favorite stories is about how his band Atash, which had a residency at the beloved, but long-shuttered Empanada Parlour, was paid \$50, two empanadas, and a salad bowl each.

“One day the owner approached me and told me that times were tough and that she was sorry but she had to cut the salad bowl from our pay,” said Mohammad with a laugh.

Mohammad was only seventeen when he fled Iran to settle in the United States. No family, no friends, and only \$200 in his pocket. Little did he know that one day he’d perform music for a living and get paid in empanadas! Soon after arriving in the United States, he attended Del Mar College in Corpus Christi.

Although music was his first love, it took a back seat for many years. That all started to change in 1979 when Mohammad moved to Austin determined to make music his life’s work. At that time, the Austin music scene was buzzing and surprisingly diverse for what was still a sleepy university town.

“Musicians were flocking to Austin from all over the world. I felt right at home,” he said.

Mohammad started playing in a reggae band and became entrenched in Austin’s diverse music community. Around that time, he joined HAAM in its early years.

“I’ve been with HAAM since the beginning,” said Mohammad. “For many years, HAAM was the primary source of my medical coverage. I got physicals, routine blood work, and my first colonoscopy because of HAAM at an Ascension Seton Primary Care clinic on the eastside.”

In 1996, Mohammad and fellow musicians Jason McKenzie, Roberto Riggio, and Oliver Rajamani formed

a band called the Gypsies, which later became Atash, Mohammad’s musical home for the past 25 years. Voted Best World Music Band in Austin seven times, Atash celebrates diversity and our shared humanity. The 9-member band has toured the world but still plays locally in popular spots like the Sahara Lounge and Radio/East.

Although Mohammad, a proud grandfather, has reached the golden age of Medicare eligibility, he is still an active

HAAM member. He uses HAAM to access dental care and keep his smile healthy. All HAAM members have access to up to \$600/year in dental services, but funding is first-come, first-serve. When Mohammad needed more care in 2024, HAAM connected him to a free Community Dental Day sponsored by the Capital Area Dental Foundation.

When Mohammad’s eyesight deteriorated, HAAM connected Mohammad to MusicCares to help pay for cataract surgery.

HAAM also helped connected Mohammad to a hearing aid when his hearing became so poor that he could barely hear his granddaughter.

**HAAM MEMBERS ACCESSED
A TOTAL OF \$1 MILLION IN
DENTAL CARE IN 2023.**

“**HAAM HAS BEEN A GIFT TO ME AND MY FAMILY. MY LIFE’S PASSION IS TO SPREAD LOVE THROUGH MUSIC. I FEEL LIKE HAAM DOES THE EXACT SAME THING THROUGH ITS STAFF AND PROGRAMS.**

JOEL DUHON

MUSIC IS . . . MY DESTINY

“ HAAM HELPS MUSICIANS FULFILL THEIR DESTINY AS PERFORMERS. I CAN'T PERFORM IF I'M NOT HEALTHY, AND I CAN'T STAY HEALTHY IF I DON'T HAVE HEALTH INSURANCE. HAAM NOT ONLY HELPS ME PAY FOR MY HEALTH INSURANCE, THEY HELP ME FIGURE OUT THE BEST WAY TO USE IT TO PROTECT MY HEALTH AND MY FUTURE.

SEE JOEL TELL
HIS STORY:



Drummer Joel Duhon. Photo by Michael Golab

Drummer Joel Duhon has the distinction of being one of HAAM's first 100 members. He even remembers the fateful morning he signed up for HAAM. When his car stalled on Mopac on his way to HAAM's tiny downtown office, Joel begged a family member to pick him up so he wouldn't miss his appointment.

"There wasn't much to it at first, but I knew HAAM was something important and I wanted to get in on the ground floor," he said.

Joel is one of those musicians who knew at a young age that he wanted to make music his life. His parents got him his first drum kit when he was six and by age nine he was in a neighborhood band playing with kids twice his age. By age 16, Joel was sneaking into nightclubs to play paid gigs.

"Discovered" by Van Wilks's bassist while jamming at a venue in Houston during the late 1980's, Joel's music career took off! In the blink of an eye, he was performing for massive crowds and touring with music royalty such as ZZ Top, Stevie Ray Vaughan, Eddie Money, and Willie Nelson.



In 2020 at the height of the COVID-19 pandemic, Joel faced a potentially career-ending medical crisis. While tracking songs, Joel noticed that his right hand was numb.

"As soon as I picked up the drumsticks, I knew something was terribly wrong," he said.

HAAM helped connect Joel to Dr. Lee M. Reichel, an orthopedic hand surgeon with Austin Regional Clinic, who diagnosed Joel with severe damage to the ulnar nerve. The good news was that surgery could fix the problem, but Dr. Reichel advised moving fast to avoid permanent damage. Overwhelmed with the prospect of his first-ever surgery, especially during the early days of the pandemic, Joel was terrified, but he wasn't alone.

"HAAM came through and took care of everything. I don't know what I would have done without HAAM," he said.

With a successful surgery behind him, Joel is back to playing regular gigs with the Angelyn Band.

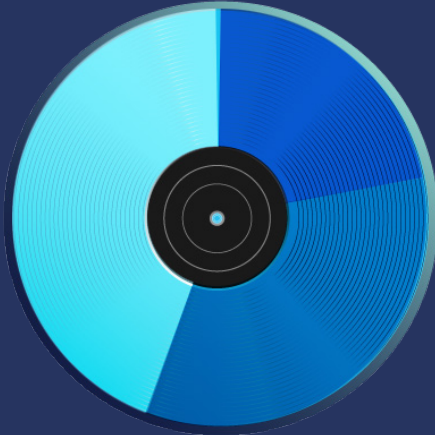
"Making it as a professional musician is a hard road. But in Austin we are lucky to have HAAM because they help musicians like me achieve our childhood dreams and keep playing music," he said.



HAAM 2023 FINANCIALS

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

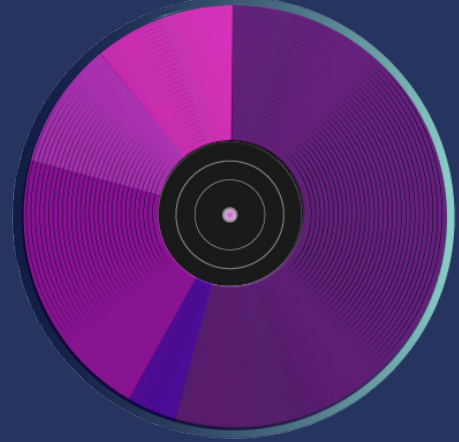
TOTAL REVENUE



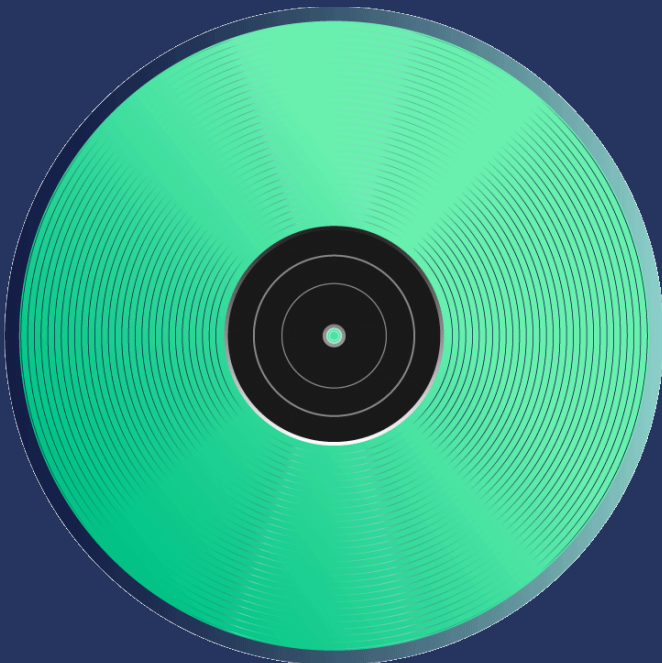
\$4,113,180



TOTAL EXPENSES



\$4,736,387



TOTAL HAAM NET ASSETS

DECEMBER 2023

\$7,360,600

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
 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
 Emily Fredericks – Program Services Coordinator

Rikki Hardy – VP of Donor Relations & Community Engagement
 Lisa Trevino Jackson – Program Services Associate
 Ally Keeper – Community Engagement Coordinator
 Douglas Leveton – Signature Events Coordinator
 Lais Milburn – Office Manager
 Bailey Morrison – Marketing & Communications Manager
 Leilani Perry – Signature Events Manager
 Jillian Riojas – Administrative Assistant
 Robin Selman – Program Services Coordinator
 Lisa Stuesser – Senior Director of Programs
 Heidi Tso – Program Services Coordinator
 David Winsman – Program Services Associate

HAAM Staff at HAAM Day 2024. Not present (but pictured) are Serena Cernosek and Marcela Antonioli. Photo by Mark Weiss.



Jamie Bunch, Marc Fort, and Mia Saldana were HAAM Staff in 2024.

**EXPLORE OUR
DIGITAL REPORT**



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Luis Patiño

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Tomas Salas

Theater Productions Coordinator, Austin Community College

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Partner, Jackson Walker LLP

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Diana Resnik - Emeritus

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Edward Safady – Emeritus

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HELP HAAM KEEP MUSIC ALIVE AND WELL!

SCAN THE QR CODE AND DONATE TO HAAM TODAY!



“MUSIC AND MUSICIANS
ARE AN INTEGRAL PART OF
WHAT MAKES OUR CITY UNIQUE.
TO SUPPORT THE MUSIC
COMMUNITY, IT IS ESSENTIAL

TO SUPPORT THE COMPREHENSIVE ECOSYSTEM
SURROUNDING MUSICIANS.

—STEVEN GONZALEZ, PNC REGIONAL PRESIDENT FOR AUSTIN

DONATE There are so many ways to impact the lives of our musicians, DJs, and music teachers. Want to do your part to keep music in Austin alive and well? Make an individual donation, or contact Christopher Alberts at christopher@myhaam.org to include HAAM as part of your will or estate giving plans.

JOIN the Pearl Society. For a monthly donation of \$100, you can help provide HAAM with a consistent 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.

“WHEN YOU VOLUNTEER WITH
HAAM, MUSICIANS COME UP
TO YOU AND THANK YOU FOR WHAT
YOU DO. PEOPLE COME UP TO YOU
AND SAY, 'HAAM SAVED MY LIFE' OR
'HAAM SAVED MY FAMILY MEMBER'S
LIFE.' IT HAPPENS SO OFTEN.

—PAUL GONZALES, HAAM VOLUNTEER



Photo by David Brendan Hall

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

3036 South 1st Street • Austin, Texas 78704
(512) 541-HAAM • info@myhaam.org • myhaam.org



Find us @myhaam



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.

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.