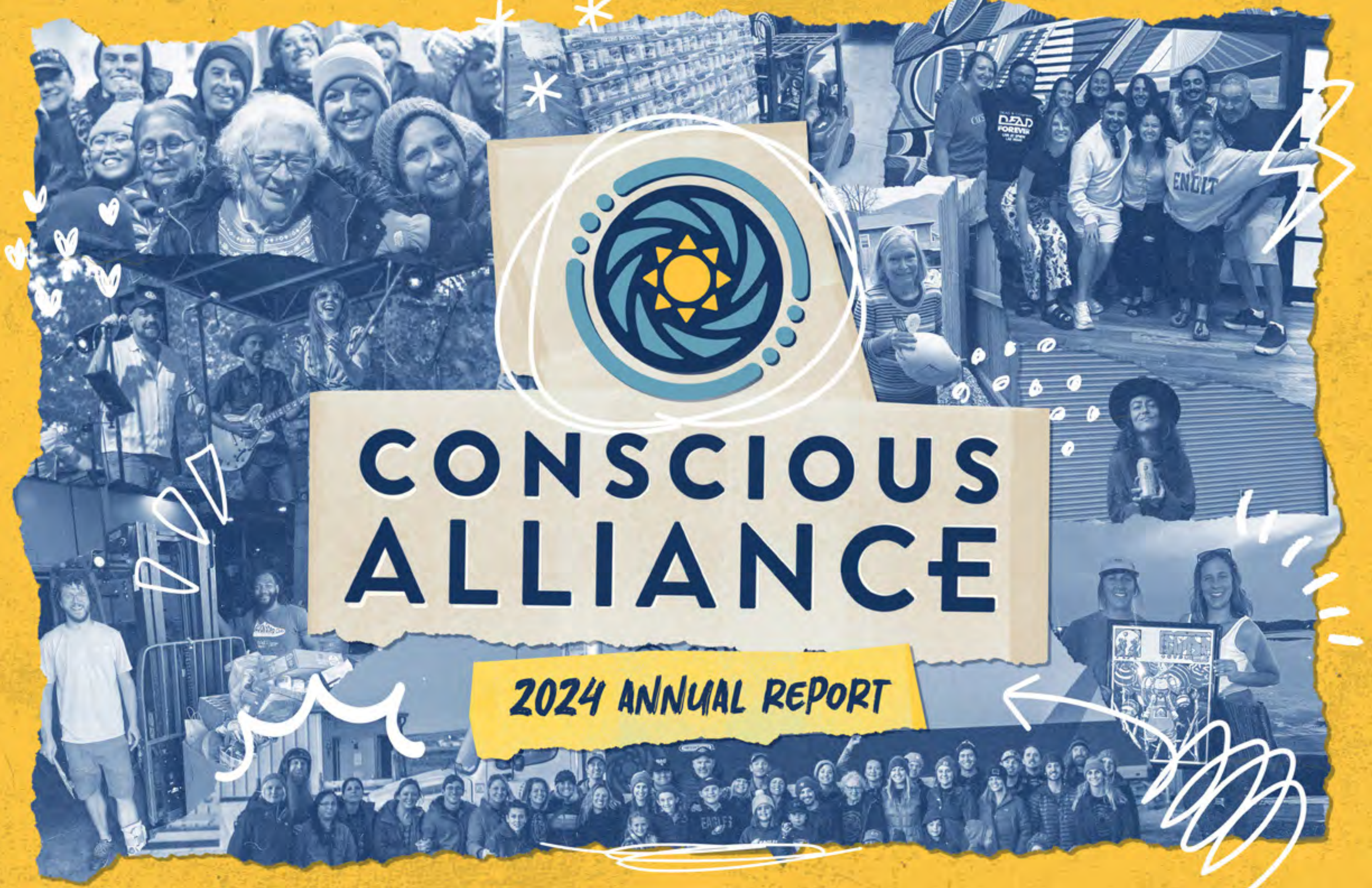




CONSCIOUS ALLIANCE

2024 ANNUAL REPORT



WHAT'S INSIDE

A LETTER FROM JUSTIN

1

THE FINANCIALS

3

OUR NATIONAL IMPACT

5

PLUS! PARTNERSHIPS

7

ART THAT FEEDS

8

PINE RIDGE RESERVATION + BEYOND

11

IN MEMORIAM MICHAEL EVERETT
+ DELORES PRICE

13

10TH ANNUAL ALL-STARS BENEFIT

15

HURRICANE HELENE

17

HOLIDAY MEAL DELIVERY

19

WILCO TOY DRIVE

21

OUR HERO
OF THE YEAR

ELAINA JOHNSON

23

HOW TO GIVE

25

OUR TEAM

27

FEED KIDS NOT LANDFILLS

SCAN HERE TO FIND OUT
MORE WAYS YOUR BRAND
CAN GET INVOLVED



FRIEND!

Thank YOU! From the bottom of my heart for being an integral part of making our ALLIANCE so special.

I also want to thank our staff who give it their all, with endless compassion. Their talent and dedication is the true catalyst for our positive impact in the community, and they inspire me every day.

2024 marks my 20th year with Conscious Alliance. It's an adventure that began with donating food at a String Cheese Incident concert in Denver, which led to joining as a volunteer at the Wakarusa Music Festival, and eventually to the honor of leading this organization.

This year proved that we all support each other in unexpected ways. Back in September, our friends from Goose called. They had seen the devastation from Hurricane Helene and wanted to team up. Within two days we had boots on the ground and were on our way to distributing \$3 million worth of essentials and grants. The effort really hit home for our Program Director who lives there, and myself as well because that's where I spent many of my early days with this organization. At Warren Wilson College in Swannanoa I planned and executed nationwide Art That Feeds Drives from my dorm room while working on an integrative studies degree centered on developing Conscious Alliance impact. The local venue, Salvage Station, where we held our food drives, was sadly destroyed in the hurricane.

I have so many other stories where we got together to support our communities that I want to share with you... from our Ham Giveaway and Block Party in partnership with Discover, to getting the team together at Natural Products Expo West to continue our goal of keeping food out of landfills, to our volunteers braving freezing temperatures to deliver 650 turkeys to Pine Ridge Reservation, to continuing our work to hold food drives with our favorite artists.

Together, we provided \$29.9 million in services while keeping our combined administrative and fundraising expenses below 4%. We provided over 3.3 million meals and countless semi-truck loads of household essentials to kids, families and individuals across the country. That's a testament to our incredible ALLIANCE of bands, brands, artists and fans.

While I'm thrilled to have these big, impressive stats to share, that's not really what's most important to me. I like to focus on the small numbers—like one. For me that number represents one person. And that's what we're investing in—the wellbeing of each individual, from the people that make up our team to the members of the community we serve.

On the topic of celebrating individuals, I want to recognize two people who are no longer with us. Michael Everett, our first poster artist—thank you for the beautiful art you created for us over the last two decades, and for believing in our work together from literally day one. And Delores Price, our 2017 Hero—it's no exaggeration to say that the Electric Forest Festival could not have happened without your generous donation of your home and time every year. Thank you for welcoming us into your family and fully embodying what it means to be a Hunger Hero.

The number one has also played a pretty big role this year in other ways:

- **1 meal = 1.2lbs.** Previously it was a 1-1 ratio - the adjustment aligns with changing industry standards and ensures that each individual gets enough to eat.
- **1% for the Planet.** Our commitment to sustainability via diverting food from landfills earns us this distinction.
- **PLUS1** Our partnership with PLUS1 turned \$1 donations from six bands' ticket sales into hundreds of thousands of meals.

When I think of one, I also think of you. Of each of our incredibly hard working staff. Of each volunteer who gives us their time and energy. Of each donor who contributes money, food, art and music. And of each fan, who helps power what we do. Each and every one of you gives your compassion, your heart, and your all to this ALLIANCE and that's an incredibly beautiful thing.

XOXO,
Justin



NOW, FOR SOME SERIOUS (LY AWEsome) NUMBERS

IN 2024, CONSCIOUS ALLIANCE PROVIDED
\$29,984,145 IN SERVICES SUPPORTING
CHILDREN AND FAMILIES ACROSS THE U.S.

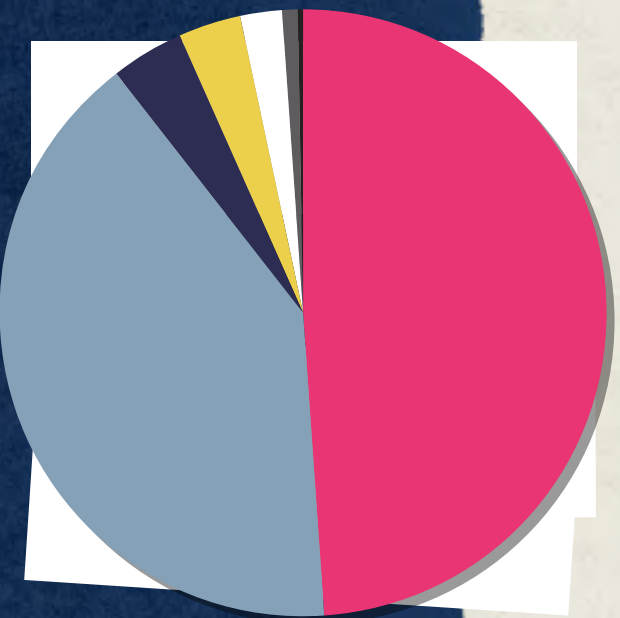
WE DID THIS WHILE KEEPING OUR COMBINED
ADMINISTRATIVE AND FUNDRAISING
EXPENSES BELOW 4%

OUR GREATEST CONTRIBUTION
TO PROGRAMS SO FAR:

OVER \$27 MILLION
WORTH OF GOODS + FOOD

TOTAL INCOME

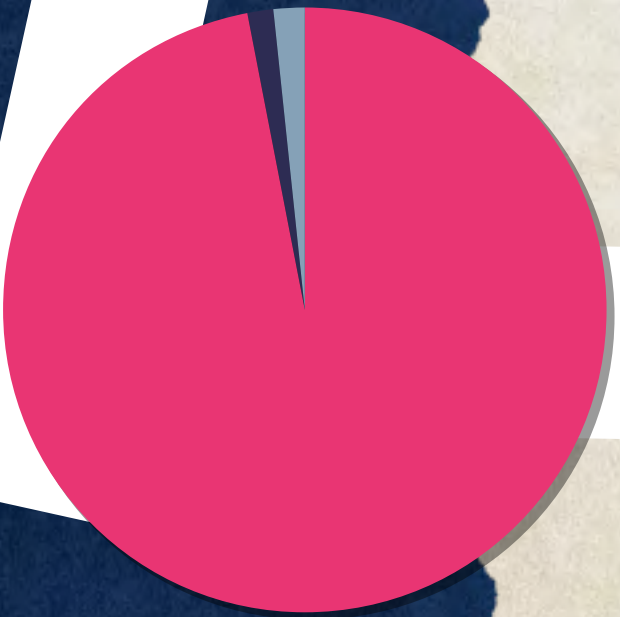
\$31,005,053



IN-KIND FOOD:	\$15,185,821	48.99%
IN-KIND GOODS:	\$12,560,096	40.51%
CORPORATE DONATIONS:	\$1,244,702	4.00%
PRIVATE CONTRIBUTIONS:	\$1,019,548	3.29%
GRANTS:	\$683,116	2.20%
PRODUCED EVENTS:	\$263,245	0.85%
MEMBERSHIP:	\$48,525	0.16%

TOTAL EXPENSES

\$30,874,082



PROGRAM:	\$29,984,146	97.12%
ADMINISTRATIVE:	\$454,569	1.47%
FUNDRAISING:	\$435,367	1.41%

Conscious Alliance is committed to sound fiscal management and financial stewardship of every dollar raised. When you donate to Conscious Alliance, you can be sure your contribution will be used responsibly to fulfill our mission.



OUR 2024 IMPACT REACHED FAR AND WIDE

26 BAND
PARTNERS

WE'RE BEYOND THANKFUL
FOR THE FEAST THAT
JENNIE-O SHARED WITH US
THIS YEAR. ONE MILLION
POUNDS OF TURKEYS
WERE DELIVERED ACROSS
13 STATES BENEFITING
ORGANIZATIONS LIKE THE
CHEYENNE RIVER YOUTH
PROJECT.

ALL TOLD, IT ADDED UP TO
ONE OF THE LARGEST ONE-
TIME FOOD DONATIONS IN
OUR HISTORY.

53
ART THAT FEEDS
POSTERS

39 POSTER
ARTISTS

\$12.5 MILLION
IN HOUSEHOLD NECESSITIES PROVIDED

4 MILLION
POUNDS OF FOOD RESCUED

OUR COMMITMENT
TO SERVING NATIVE
COMMUNITIES CONTINUED
STRONG WITH 334,134
POUNDS OF FOOD
DELIVERED ACROSS
5 RESERVATIONS AND
MANY URBAN NATIVE
ORGANIZATIONS.

57
BRAND PARTNERS

90
COMMUNITIES
SERVED

LESS THAN
4%
OVERHEAD

3.3 MILLION
MEALS DISTRIBUTED

CONSCIOUS ALLIANCE



PLUS1 is a nonprofit that works with artists to help raise awareness and funds by giving fans the opportunity to donate \$1 of their ticket to a cause.

Their work with artists makes them a perfect partner for Conscious Alliance and together we had an incredible year.



THE DECEMBERISTS
41,181 MEALS



FRUITION
3,476 MEALS



DANIEL DONATO
2,468 MEALS



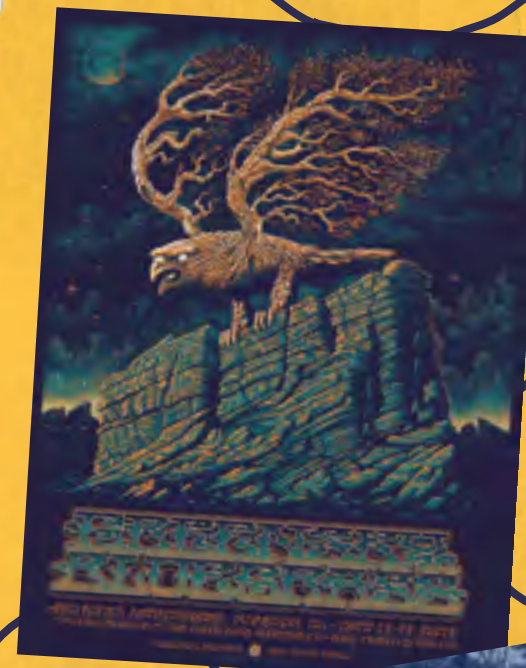
QUINN XCII
55,946 MEALS

**\$1 OF EVERY
TICKET SOLD
= 2 MEALS**

We kicked it off with **The Decemberists** who chose us as one of the \$1 per ticket beneficiaries of their summer tour. **Fruition** and **Quinn XCII** joined in on the fun, selecting us to receive donations from their fall tours. We rounded out the year with **Daniel Donato** partnering with us for his Cosmic Country shows at the Brooklyn Bowl in Nashville.

ART THAT FEEDS FOOD DRIVES IN REVIEW

**38,643 LBS
OF FOOD
DONATED**



**26 BANDS
+ FESTIVALS**

**39
POSTER
ARTISTS**



**2,275
VOLUNTEER
HOURS**



**116
FOOD
DRIVES**



PRETTY LIGHTS SWIRLS INTO THE SPOTLIGHT



We hosted our first Art That Feeds Food Drive with Pretty Lights! Fans lined up at Red Rocks with their donations, and received a limited-edition Pretty Lights x Conscious Alliance Nalgene bottle. We collected 2,112 pounds of food over the run that helped stock our food pantry on Pine Ridge Reservation.

THE TURNPIKE TROUBADOURS DELIVER

Our friends, the Turnpike Troubadours, held two hugely successful food drives with us this year.

At their Red Rocks show, we collected enough food and donations to distribute 53,771 meals, including 723 pounds of food that was delivered directly to Pine Ridge Reservation.

FANDIEM
DONATE TO WIN
FUNDRAISER
38,448 MEALS
DISTRIBUTED

TEXAS
20,778 Meals
Distributed



112,577
MEALS
TO FAMILIES
IN NEED



COLORADO
54,494 Meals
Distributed

In New Braunfels, TX our partnership resulted in 20,358 meals thanks to fans who were excited to collect a stunning limited edition poster by Derek Hatfield.

PINE RIDGE RESERVATION & BEYOND



IT'S MORE THAN FOOD.
IT'S A COMMITMENT TO:

- ☒ Preserving cultural connections
- ☒ Building lasting partnerships
- ☒ Addressing systemic food access challenges



334,134 POUNDS OF
FOOD DELIVERED!

- ☒ Cheyenne River
- ☒ Pine Ridge
- ☒ White Earth
- ☒ Rosebud
- ☒ Crow Creek
- ☒ Lower Brule



PINE RIDGE RESERVATION

We delivered 150,144 pounds of food to Pine Ridge in 2024. We couldn't have done it without local community partners who ensured the food reached families across the Reservation.

IN MEMORY OF MICHAEL EVERETT

In 2002, Michael created the poster for our very first Art That Feeds Food Drive with The String Cheese Incident—a pivotal moment that helped us collect 4,000 pounds of food and launch our movement.



CREATED OVER
20 ART THAT
FEEDS POSTERS
OVER THE YEARS



DESIGNED
ICONIC POSTERS
FOR STS9,
ROTHBURY
FESTIVAL, AND
BONNAROO

For over two decades, his artistic vision would become inseparable from our mission to end hunger.

His art will continue to feed hearts and souls for generations to come.

THANK YOU, MICHAEL,
FOR MAKING THE WORLD
A MORE BEAUTIFUL PLACE.

IN MEMORY OF DELORES PRICE

Delores Price wasn't just another member of Conscious Alliance. She opened her home to us, literally, every year during Electric Forest Festival. She was family.



Delores called herself a people-person, and helping people was her passion. As anyone who interacted with her can also attest, she was an incredibly hard worker. With those two qualities combined she was truly a force of nature.

In the festival's off-season you only had to stop by the local food pantry or town meeting to see Delores still hard at work, donating her time and boundless energy to her community.

DELORES WAS OUR HERO OF THE YEAR IN 2017, AND WILL ALWAYS REMAIN A HERO IN OUR HEARTS, AND INSPIRATION FOR THE AGES.

A NIGHT TO REMEMBER

**\$300,000
RAISED
TO FIGHT
HUNGER!**

Our 10th Annual Conscious Alliance All-Stars Benefit and Auction, hosted by the MacMillan Family, was an unforgettable celebration of community, music, and compassion.



THE STARS ALIGNED



Brandi Cyrus opened & closed the show

Ross James led an all-star band featuring:

- | | |
|--|----------------------------------|
| + Aron Magner
Disco Biscuits | + Kris Myers
Umphrey's McGee |
| + Parris Fleming
Harry Styles Live Band | + Alex Cazet
Mama Magnolia |
| + George Gekas
The Revivalists | + Lyle Divinsky
Mama Magnolia |
| + Grahame Lesh
Midnight North | + Megan Letts
Mama Magnolia |

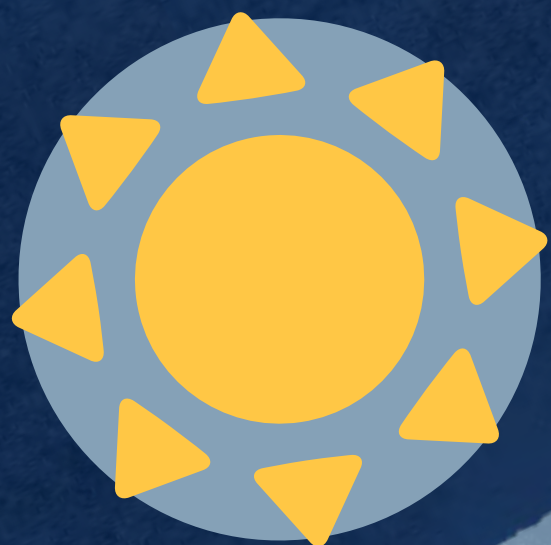
GAME-CHANGING MOMENTS

- + Another **sold out** celebration
- + **Orchard Valley Harvest** kicked off the paddle raise with a **\$50,000** donation
- + New **Conscious Alliance** van unveiled



**SAVE THE DATE!
AUGUST 16, 2025**

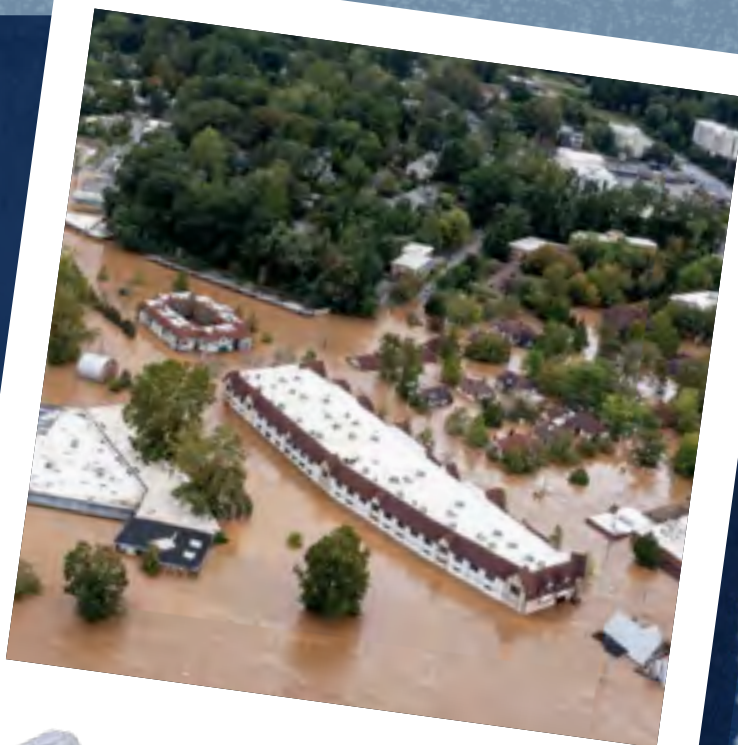




HOPE SHINES BRIGHTER

AFTER HURRICANE HELENE

Hurricane Helene unleashed record rainfall and intense winds onto the mountains, creating floods, wind damage, and landslides that devastated Western North Carolina in late September. Within 48 hours, we were on the ground distributing food and essential supplies by the semi-truck load.



LOT OF
A ~~LITTLE~~ HELP FROM
OUR FRIENDS



Through a series of Hurricane Helene benefit concerts and donating \$1 per ticket from their 2024 tours, Goose raised \$298,000, empowering us to provide \$3 million worth of food and goods to devastated communities. Our brand partners came to the rescue with donations of food, drinking water, baby food and formula, cleaning products, and rain boots.

We were also able to issue 35 grants, including

- X **\$100,000** to local nonprofit organizations
- X **\$85,000** directly to impacted families
- X **\$33,000** to local businesses



WE WANT TO SEND A HUGE SHOUT OUT TO THE BAND, THEIR CREW, AND THEIR FANS FOR MAKING THIS AMAZING IMPACT POSSIBLE—THANK YOU!

2024 HOLIDAY MEAL DELIVERY



Each turkey delivered represents far more than a meal—it embodies hope, connection, and the strength of community coming together in times of need.

THIS YEAR, WE DELIVERED 4,072 TURKEYS NATIONWIDE!

PINE RIDGE

This effort continued our long-standing commitment to supporting Indigenous communities.

650

TURKEYS + MEAL BOXES
SHARED WITH FAMILIES

500 TURKEYS PROVIDED
IN PARTNERSHIP WITH THE STORE

NASHVILLE

The Store is a free grocery store founded by country music artist Brad Paisley and his wife, actress Kimberly Williams-Paisley that provides free groceries to those facing food insecurity in a way that offers dignity and respect.

COLORADO

We collaborated with school and community snack program partners to distribute the turkeys.

446 TURKEYS SHARED
IN THE DENVER METRO AREA

2,400 TURKEYS SHARED
WITH FAMILIES

CHICAGO

In Chicago's Chatham neighborhood, we teamed up with Discover and local partners—including Social Works, Gyrls in the H.O.O.D., and Taste for the Homeless—to host an unforgettable Turkey Giveaway and Holiday Block Party!

NORTH CAROLINA

We partnered with an incredible network of local organizations to host a turkey giveaway for families recovering from Hurricane Helene.

76 TURKEYS PROVIDED
TO SUPPORT HURRICANE HELENE VICTIMS

WE ARE DEEPLY GRATEFUL FOR EVERYONE WHO CONTRIBUTED. TOGETHER, WE ARE NOT ONLY NOURISHING FAMILIES BUT ALSO STRENGTHENING THE BONDS THAT UNITE US ALL.

WHERE THERE'S WILCO



CONSCIOUS
ALLIANCE

THERE'S A WAY

Wilco has been working alongside us to make amazing things happen ever since our first concert collaboration with them all the way back in 2012 at Red Rocks.



“THESE TOYS ARE GOING TO GO INTO THE HANDS OF OUR CLUB YOUTH AND WE ARE REALLY APPRECIATIVE OF THIS GIFT FROM CONSCIOUS ALLIANCE AND ALL THE WILCO FANS WHO DONATED.”

**- GRACE BETTENDORF,
BOYS AND GIRLS CLUB OF THE TWIN CITIES**



This year we did something extra special.

During their 3-night run in St. Paul, MN we collected toys for kids, resulting in 100 toys being delivered to the local Boys & Girls Club just in time for the holidays.

OUR HERO OF THE YEAR

ELAINA JOHNSON



HELPING HANDS

Elaina, TFK's Kid of the Month, fights food insecurity. Learn how you can too.



At just 6 years old, Elaina began her journey of compassion by helping provide food to those in need. Now, at age 11, her focus has turned to Denver's newcomers, with the city receiving 50 new refugees each day. As families move between shelters, Elaina ensures they have access to essential resources, demonstrating wisdom and empathy beyond her years.

**WHEN ELAINA RECEIVES
REWARD MONEY FOR GOOD
GRADES, SHE DOESN'T SPEND
IT ON HERSELF—INSTEAD,
SHE CHOOSES TO PURCHASE
CLOTHING FOR REFUGEE
FAMILIES.**

Her innovative spirit led her to the Little Debbie's factory, where she secured a car load of snacks that she quickly distributed to a nearby shelter. She's even rallied her entire school community, spearheading fundraising initiatives to support newcomer families.

Elaina's story reminds us that compassion knows no age limit. Her impact shows how one young person's dedication can transform an entire community, one act of kindness at a time.



THANK YOU
THANK YOU
THANK YOU

LET'S KEEP MAKING
AN IMPACT!

TAX DEDUCTIBLE DONATIONS CAN BE MADE
QUICKLY AND EASILY

HOW TO GIVE

MONEY

- **GRAB A POSTER** with a suggested donation at ConsciousAlliance.org/Posters
- **DONATE ONLINE** ConsciousAlliance.org/Donate or scan the QR code
- **SEND A CHECK** 3801 Industrial Lane Broomfield, CO 80020
- **BECOME A MONTHLY MEMBER** ConsciousAlliance.org/Membership
- **DONATE \$1/TICKET** ConsciousAlliance.org/Bands

Reach out to Donations@ConsciousAlliance.org or call 720-406-7871 to learn more about planned giving, donating through wire, estate plans, retirement, stocks, securities, or crypto.

FOOD

- **ART THAT FEEDS FOOD DRIVES**
Our schedule: ConsciousAlliance.org/Events
- **BRANDS WITH FOOD** can fill out this form: ConsciousAlliance.org/Brands

TIME

- **VOLUNTEERS PLAY A CRITICAL ROLE**
Visit ConsciousAlliance.org/Volunteer

OUR ALLIANCE WOULD BE
NOTHING WITHOUT YOU AS
OUR ALLY. THANK YOU!

AGAIN!!!



DONATE
TODAY

MEET THE TEAM

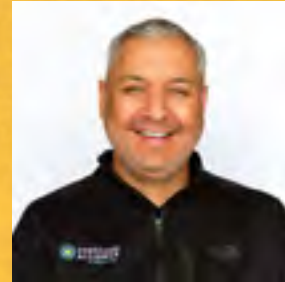
OUR STAFF



JUSTIN LEVY
Executive Director



CATHRYN FOLKESTAD
Operations Director



BJ COCHRAN
Touring + Logistics
Director



KATHRYN KEITH
Program Director



ALI STONE
Marketing + Digital
Partnerships Director



PETER HOY
Freight + Special
Projects Director



MICHAEL CANTRELL
Program Manager



DILLON DUBOIS
Program Manager



KAYLA MLODZIK
Organization Manager



NATALIE HAND
Looks for Buffalo
Foundation

BOARD OF DIRECTORS

ALICIA KARLIN
VP, GLOBAL TOURING & TALENT,
AEG PRESENTS

DON STRASBURG
PRESIDENT,
AEG ROCKY MOUNTAINS
& PACIFIC NORTHWEST

ERIC MAYERS
ARTIST MANAGER, RED LIGHT
MANAGEMENT

ERIC PIRITT
PRESIDENT, ENDIT!

GAGAN J LEVY
FOUNDER & CREATIVE DIRECTOR,
WE ARE GURU

GIL B. SELINGER
DIRECTOR,
FAIRFIELD AND WOODS, P.C.

JOHNNY ALAMO
JOHNNY ALAMO ENTERTAINMENT

JUSTIN GOLD
FOUNDER, JUSTIN'S

LAUREN HILLSBURG
DIRECTOR, ILLY CAFFÈ

LAUREN LORTIE
CMO, BRAZI BITES

MIKE BANK
ENTREPRENEUR, MUSICIAN

MIKE LUBA
EVP, STRATEGY, LIVE NATION

PETER-CHRISTIAN OLIVO
EXECUTIVE VP & GENERAL
COUNSEL, CIRCADENCE

RYAN BONVILLAN
CEO, TUNED MANAGEMENT

STEVE SIMON
MANAGING MEMBER,
SIMON EQUITY PARTNERS

VICTORIA FIORE COHEN
FOUNDER/CEO, ASSEMBLY

ADVISORY BOARD

AMY CUMMINS
SPECIAL EVENTS COORDINATOR

ANDREW STONE
DIRECTOR OF FESTIVAL
MARKETING, AEG

ANN KINGSTON
RED LIGHT MANAGEMENT

BEN BARUCH
11E11VEN MANAGEMENT

CHEWY SMITH
CEO/FOUNDER, ALSO ORGANICS
CONSULTANT

DARCY JOHNSON
VICE PRESIDENT, BRAND
STRATEGY—FESTIVALS,
AEG PRESENTS

DAVE WEISSMAN
MUSICAL EARTH PUBLICITY

ETHAN SCHWARTZ
EVENT DIRECTOR

EVAN BAKER
ORGANIZATION CONSULTANT

JASON MASTRINE
HATCHERY 17

JAY CURLEY
INTEGRATED MARKETING
MANAGER, BEN & JERRY'S

JEFF KING
EVENT DIRECTOR

JEFF WOOD
OWNER, ZEN MYSTIC STUDIO

JEFFREY SWAGER
FOUNDER/CEO, SYMBIOTIC
EVENTS

JENNY MUELLER
DEVELOPMENT CONSULTANT

JIMMY MACMILLAN
PHILANTHROPIC CONSULTANT

JOHN WARREN
CEO, JAY DUB PRODUCTIONS, INC

JON BLACKBURN
PRINT SPECIALIST

JUSTIN BASCH
TOUR, PRODUCTION MANAGER

KEVIN GREGORY
AUDIO/RECORDING ENGINEER
& PRODUCTION MGMT.

LAUREN EVANS
365 BY WHOLE FOODS MARKET

LIZ FOLKESTAD
LIVE NATION

MARTINA HOFFMANN
VISIONARY ARTIST

MATT JOHNS
TECHNOLOGY & FUNDRAISING
CONSULTANT

MICHAEL BENJAMIN
CREATIVE CONSULTANT

MICHAEL TRAVIS
THE STRING CHEESE INCIDENT

NAT KEEFE
HOT BUTTERED RUM

NATHAN PRENGER
PRESIDENT, KAABOOWORKS

NEAL LUECKING
CHIEF OF MARKETING/CO-
FOUNDER, CHIA VIVA

NICK MORGAN
PEAK EXPERIENCE PRODUCTIONS

NORM & SANDY RUTH
VICE PRESIDENT, DELUXE DESIGN

RAY PIAGENTINI MA., MS.
PROFESSIONAL SCHOOL
COUNSELOR

RICK HARTMAN
OPERATIONS RESEARCH, D.O.D.

ROB HUNT
MANAGING MEMBER,
LINNAEA HOLDINGS

ROBEY GIBSON
MARKETING ADVISOR,
MESH MARKETING

SCOTT 'FREE' JAFFKE
SIMPLE FUELS BIODIESEL,
FREE ENTERTAINMENT

SCOTT NICHOLS
PRESIDENT, LIFESTYLE EVENTS

TARA RISELEY
PRINCIPAL, RISE DESIGN CO.

TOBIN VOGGESSER
CO-FOUNDER, NOCOAST

TYLER ANDREWS
PHILANTHROPIC CONSULTANT

VERONICA JOHNSON
EDUCATIONAL CONSULTANT

WALT POURIER
OWNER/CREATIVE DIRECTOR,
NAKOTA DESIGNS



DONATE TODAY



@CONSCIOUSALLIANCE

3801 INDUSTRIAL LANE, BROOMFIELD, CO 80020

TAX ID 27-0035894

TEL 720.406.7871

CONSCIOUSALLIANCE.ORG



CONSCIOUS
ALLIANCE