



CONSCIOUS ALLIANCE

Art That Feeds

2010

**A YEAR FOR
GROWTH**



A Letter from the Executive Director

Dear Friends:

I am happy to report to you that at the end of 2010 Conscious Alliance has been able to weather a leadership transition and the extreme economic downturn with flying colors. In fact, financially, Conscious Alliance is the healthiest and strongest it has ever been.

We have significantly reduced fixed overhead, insuring that more dollars go directly into the field for programs in the communities we serve. We have secured more economically efficient ways to deliver food to our full time food pantry. We have expanded our network of supporters and are rapidly developing the network of foundations that are supporting our activities. We have extended our programs beyond social service into social and economic development. We now are making significant progress with the following programs:

1. Emergency Food Relief / Pine Ridge Food Pantry
2. Language Immersion School / Pine Ridge Oglala Community
3. Cultural Music Programs
4. Ft. Robinson Run and other positive youth development programs
5. Pangea Organics cottage industry project

Credit goes to many people. First and foremost, Justin Levy and Jenny Mueller, who keep the day to day operation going in Boulder. Also to our diverse and active board, who have all made significant contributions in a variety of ways. To the String Cheese Incident and STS9 who have never wavered in their generous support, as well as all the other musical partners we work with. To our network of visual artists that supply the world class art that helps drive our grassroots fundraising. To our corporate partners like Justin's Nut Butter, Pangea Organics, and Whole Foods, who help drive awareness and fundraising initiatives. And to our broad network of friends and family that help support us in a variety of ways.

I would like to acknowledge our many local partners in the Native American community that work tirelessly against great odds to help advance the future of their people's children. In particular, Floyd and Natalie Hand on Pine Ridge, and Phillip Whiteman, Jr. and Lynette Two Bulls on The Northern Cheyenne Reservation, have worked tirelessly, inspiring others and giving us a doorway to bring effective support to their communities.

Lastly, Conscious Alliance would not exist without the vision, passion and hard work of its founder Justin Baker. Justin decided this year that it was time for him to undertake new endeavors and leave Conscious Alliance in the hands of the network he created. We wish him the best as he begins this new chapter.

Sincerely,
Robert R Titley
Executive Director



Board of Directors

Deborah Adams-Welles
Founding Member, Pajwell Foundation

Matt Atwood
Project Manager, Biodiesel Systems, LLC

Ira Chernus
Professor of Religion Studies

Joe Grasso
Venture Capitalist

Lance Gentry
President, Justin's

Natalie Hand
Director, Looks for Buffalo Foundation

Rick Hartman
Operations Research, D.O.D.

Tania F. Hollingsworth
Health Consultant

Heather Lieder
Director of PR and Marketing, Pangea Organics

Mike Luba
Co-Founder, Madison House

Jason Mastrine
Regional Manager Tickets West

Peter-Christian Olivo
Managing Director, Sage Canyon Advisors, LLC

Kathy Partridge
Director, Interfaith Funders

Don Strasburg
Vice-President, AEG Live Rocky Mountain

Matthew Smith
Entertainment Consultant

Steve Simon
Managing Member, Simon Equity Partners

Bob Titley
Entertainment Consultant

PROJECTS

FOOD DISTRIBUTION

Food drives have always been one of the main focuses of Conscious Alliance, and last year was no different. We hosted dozens of food drives around the country in 2010, resulting in the distribution of over **70,000 pounds** of food. Food drives with the String Cheese Incident and STS9, both long-time supporters of Conscious Alliance, were particularly successful. The items collected at these food drives were distributed to both the local communities where the food drive occurred, and to our emergency food storage on the Pine Ridge Reservation in South Dakota, which we plan on keeping stocked at all times.





YOUTH AND SOCIAL DEVELOPMENT

In 2010, we shifted our focus to include not only emergency food relief, but social and economic development work on reservations as well. This included several projects directed toward Native American youth, intended to help the younger generation develop and uphold a strong relationship to their community and culture. Conscious Alliance sponsored the Ft. Robinson Outbreak Spiritual Run, a 400-mile journey run by 100 Northern Cheyenne youth that pays homage to their ancestors. We also sponsored the Lakota War Pony Races on Pine Ridge, which commemorates the Lakota victory at the Battle of Little Bighorn. We will continue to sponsor these events this year, and will additionally help fund a Lakota language camp and a drum-making after school program in 2011.

A Letter from our partners on the Northern Cheyenne Reservation:

In the Cheyenne way of life, giving is an integral part of the culture. Through the commitment to help create a conscious shift, Conscious Alliance and Yellow Bird have teamed up to reinforce those Cheyenne values by giving and feeding the children and elders, and educating the people to become self sufficient and make sound healthy choices. This is accomplished through providing informational forums on issues that affect the Northern Cheyenne people today. After they participate in the forums they receive their baskets of food. Not only are we feeding them food, but feeding their soul with positive information. In addition, we ask that they volunteer with Yellow Bird in the many activities we coordinate such as the Fort Robinson Outbreak Spiritual Run. This activity is a forum for

healing and overcoming the obstacles that our youth face today, so they may look to a brighter future. The Christmas toy give-away is something the children and parents look forward to, not only do they receive a gift, but get to see the elves and ride with Santa. To see the joy on their faces is priceless. With the continued support and collaboration of Conscious Alliance and Yellow Bird we can make a positive difference in the lives of the Northern Cheyenne.

Sincerely,

Phillip Whiteman Jr., President - Yellow Bird, Inc.
Lynette Two Bulls, Vice President - Yellow Bird, Inc.

ANNUAL HOLIDAY MEAL DELIVERY

The Conscious Alliance holiday meal delivery last Thanksgiving was once again one of our largest fundraisers of the year. In 2010 we were able to deliver thousands of holiday meals to the people of Pine Ridge and the Northern Cheyenne Reservation. Several sponsors helped with this large delivery, including Whole Foods Market and Cargill, who donated 1000 turkeys that were delivered to families on both reservations. The Charlottesville Area Community Foundation donated \$7500, which was used to directly purchase meals. We also developed a new relationship with US Foods, a food distribution company that offers items at discounted wholesale prices. Working with US Foods allows the money that is donated to us to be stretched much further, providing more food for more people at a lower cost.



ANNUAL TOY DELIVERY

We ended the year with our annual holiday toy delivery. Jakks Pacific donated 1000 toys to Conscious Alliance, which were delivered to the children of the Northern Cheyenne Reservation in Montana last December. With the help of Phillip Whiteman, Jr. and his family, these children were able to enjoy a Christmas complete with Santa and his elves.



Sponsor Spotlight

Justin's played an integral part in our success this year. The nut butter company sponsored our food drives at several large-scale events during the summer including Bonnaroo and Mile High Music Festival. In December, Justin's donated \$1 from every jar of nut butter sold at Whole Foods Markets nationwide throughout the month to Conscious Alliance. The end result was over \$12,000 in donations, ending the year on a very high note. A very special thanks goes to both Justin's and Whole Foods for the promotion and execution of this fundraiser.



FINANCIALS

In 2010, Conscious Alliance raised more than \$412,000 in donations, a \$173,623 increase over 2009. The majority of this was brought in through our food drives, private donations, memberships and in-kind donations. As the cornerstone of the organization, food drives have brought in a majority of the revenue over the past five years. Our grant income doubled from \$24,500 in 2009 to \$51,170 in 2010. We hope to continue seeing an increase in grant activity as we participate in more social and economic development projects.

We significantly decreased administrative costs from \$72,170 in 2009 to \$48,377 in 2010. This was achieved by reduction in office and staff size in Boulder. Our administration costs were 15% of our expense budget. Fundraising costs were 7%.

EXPENSES:

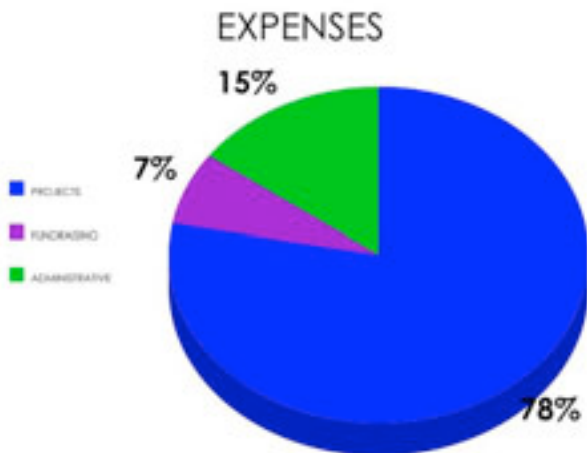
Projects:	\$ 249,811
Fundraising:	\$ 22,541
Administrative:	\$ 48,377

TOTAL: \$ 320,730

REVENUE:

Food Donations:	\$ 117,272
In-Kind Donations:	\$ 28,427
Fundraising Events:	\$ 5,883
Grants:	\$ 51,170
Memberships:	\$ 23,801
Poster Donations:	\$ 21,836
Private Contributions:	\$ 163,925

TOTAL: \$ 412,314



Conscious Alliance provided the equivalent of over 71,000 meals in 2010, as well as winter clothing and propane fuel for winter heating. In addition, we provided supporting sponsorship in the form of meals for a variety of youth and community development events.

THANK YOU TO OUR SUPPORTERS

Our accomplishments in 2010 could not have been possible without the help of our steadfast community of supporters and sponsors who selflessly donate their energy, funds, time, and skills to the organization. We would like to thank the following people, whose dedication keeps the organization functioning. In 2010, Bob Titley took over the position of Executive Director and is largely responsible for keeping the financial aspects of Conscious Alliance in order. Thanks to the Toan family for sponsoring our new 'Art That Feeds' clothing line, which will be released in 2011. Michael Bank, who donates barrels for our food drives and has begun coordinating trucking for food delivery to Pine Ridge. Fran Lewis, who regularly finds in-kind donations from Boulder area stores. To the volunteers that help run food drives at events, particularly Carrie Ann Thimsen who works our ongoing project at the Fillmore Auditorium, and Adrienne Beck, who ran many of our festival food drives in the summer of 2010.

A very special thanks to our Board of Directors, Advisory Board, and Native American Advisory Council:

ADVISORY BOARD

Amy Cummins — *Special Events Coordinator*
Ann Kingston — *Red Light Management*
Bob Frankel — *Paper Specialist*
Darcy Rae Johnson — *Social Media & Community*
Dave Weissman — *Entertainment Marketing Guru, Musical Earth*
Eric Pirritt — *Manager for STS9, Vice President-Live Nation Rocky Mountains*
Ethan Schwartz — *Co-Producer Langerado Music Festival*
Jared Levy — *Guru Media Solutions*
Jay Curley — *Integrated Marketing Manager-Ben & Jerry's*
Jeff King — *Event Director*
Jeff Wood — *Artist, Drowning Creek Studios*
John Warren — *CEO-Jay Dub Productions, Inc.*
Jon Blackburn — *Poster Specialist*
Justin Basch — *Special Events and Touring Manager-ENDIT Management*
Justin Gold — *CEO-Justin's*
Lauren Evans — *Marketing Program Specialist: Whole Foods Market*
Martina Hoffmann — *Visionary Artist*
Michael Travis — *The String Cheese Incident*
Mike Bank — *Shipping & Container Coordinator*

Nadia Prescher — *Founding Partner of Madison House, Inc.*
Nat Keefe — *Singer, guitarist, producer - Hot Buttered Rum, Concert Carnival*
Nathan Prenger — *Wakarusa Music Festival*
Nick Morgan — *Director of Synergy-Peak Experience Productions*
Ozzy Finley — *Penske Representative*
Ray Piagentini — *MA., MS., Professional School Counselor*
Rob Hunt — *Colorado Attorney; Owner-Rocky Mountain Hydroponics*
Robert Venosa — *Visionary Artist*
Robey Gibson — *Marketing Advisor-Mesh Marketing*
Scott "Free" Jaffke — *Simple Fuels Biodiesel; Free Entertainment*
Scott Nichols — *All Phases Event Group, LLC*
Walt Pourier — *Nakota Designs*

NATIVE AMERICAN ADVISORY COUNCIL

Floyd "Looks for Buffalo" Hand — *Chairman*
Lynette Two Bulls
Natalie Hand
Phillip "Yellowbird" Whiteman Jr.
Steve Lily

SPONSORS

Aloft Broomfield Denver
CandyTech
Clif Bar
Container Buyers
Izze
Jakks Pacific
Justin's
Method
Pangea Organics
Prana
Organic India
Simple Fuels Biodiesel
Stone-Buhr
Whole Foods Market

FOUNDATIONS

Academy of Country Music
Anschutz Foundation
Blair Family Foundation
Charlottesville Community
Area
Compton Foundation
East Tennessee Foundation
Gottwald Foundation
High Sierra Foundation
Mimi Fishman Foundation
Pajwell Foundation
Wilmac Foundation
Rex Foundation
Water Wheel Foundation
Way Trust

MUSICIANS

Allman Brothers Band
Bassnectar
Big Gigantic
Bluetech
Boombox
Bruce Springsteen
Chris Berry & Pangea
Dark Star Orchestra

Dave Matthews Band
Deep Fried Pickle Project
Disco Biscuits
Dispatch
DJ Rootz
Elephant Revival
Dubconscious
Emmitt Nershi Band
EOTO
Everyone Orchestra
Fareed Haque Group
Feist
Foo Fighters
GFE
Glitch Mob
Gov't Mule
Greyboy Allstars
Head for the Hills
Hot Buttered Rum
Izabella
Jack Johnson
Jahsun
Jamie Janover
Keaton Simons
Keller Williams
Kyle Hollingsworth
Lotus
Matty C.
MF Doom
Michael Franti
moe.
Mountain Standard Time
Naked Rhythm
New Monsoon
Ooah
Page McConnell
Paper Diamond
Perpetual Groove
Phil & Friends
Pnuma Trio
Railroad Earth
Raw Russ
Robert Randolph & the Family

Band
Robert Walter's 20th Congress
Rose Hill Drive
Signal Path
Souleye
Sporque
Steel Train
Steve Kimock Band
String Cheese Incident
STS9
The Dead
The Glitch Mob
The Meters
The Motet
The New Mastersounds
Toubab Krewe
Umphrey's McGee
Vibesquad
Weezer
Yonder Mountain String Band
Zilla

ARTISTS

AJ Masthay
Allison Boozer
Amanda Sage
Amet Watanabe
Andy Carroll
Arik Roper
Bill Sparks
Brian Langeliers
Brian Michel
Carey Thompson
Chris Huang
Chris McMurray
Christian Calabro
Damon Soule
David Bywater
David Hale
David Heskin
Drowning Creek
Emily Butterfly
Erica Simon
Evan Baker
Gary Houston
George Mench
Hepcat
Ian Millard
J. Garcia
James Flames
Jamie Burton
Jamie Huntsman
JDK Design
Jeff Wood
Jim Pollock
John Lackey
John Mavroudis
Josh Holland
Joy Engine
Justin Hampton
Kathleen Hart
Kathryn Rogers
Kris D.
Krystle Smith
LEBO

Lindsay Swan
Lori Salisbury
Louie Gong
Loyal Family Design
Luke Brown
Malcolm Buick
Mark Brabant
Marq Spusta
Mars-I
Martina Hoffman
Matt Beard
Michael Boyer
Michael Divine
Michael Everett
Michael Garfield
Mike Laughead
Mikio Kenedy
Ned Beebe
Nemo
Odenedo
Oliver Vernon
Phil Lewis
Reuben Rude
Rhett Johnson
Richard Biffle
Rob Pea
Rob Servo
Robert Marx
Robert Venosa
Roman Villagrana
Ryan Johnson
Ryan Kerrigan
saNe
Scott Cranmer
Scott Saw
Scramble Campbell
Stanley Mouse
Table2Press
Timothy Ripley
Tom Giffin
Tourmaline Todd
TRiPP
Warren Binder

Will Ruocco

FESTIVALS

10KLF
All Good
Bonnaroo
Camp Bisco
Earthdance
Electric Forest
Gathering of Nations
Gem and Jam
High Sierra
Horning's Hideout
Joshua Tree
Mile High
NedFest
Power to the Peaceful
Rothbury
Sea of Dreams
Sonic Bloom
Summer Camp
Taos Solar
Telluride B & B
Virgin Fest
Wakarusa
Wanee
YarmonyGrass

INDUSTRY SUPPORTERS

1320 Records
ISTBANK Center
AEG Live
All Phases Event Group
American Rainbow Rapid Response
Avery Brewing Company
Bear Orange
Bluebird Theater
Boulder Book Store
Boulder Theatre
Boyer Apparel and Screen Printing
Cloud 9 Adventures
Collective Conscious
Container Buyers
Denver Indian Center, Inc.
eConsciousMarket.com
EFAA
Elm and Oak
Euphonic Conceptions
Feeding America
FestivaLink, LLC
Fillmore Auditorium
Fox Theatre
Good Thoughts 4 All Printing Studio
Gothic Theater
Great Divide Brewing Company
guitART Shop
Head Count
Into the Wind
Jack Mento
Jambands.com
Jambase
JC Barber
Jim Tobin
Kynd Tribe
Live Nation
Living Tree Paper
Looks For Buffalo Foundation
Loyola University Chicago
Madison House, Inc.
Madison House Publicity
Metro CareRing
MoBoogie
Mountain Sun Brewery
MusicWorth Publishing, Inc.
Ogden Theater

OnTour Marketing
Our Future Now
Ozo Coffee
Patagonia
Pharmaca
Phish, Inc.
PrintPro
Rage Unlimited
Red Light Management
Relix Magazine
Rock The Earth
Sacred Sound Ascension, LLC
SCI Fidelity
Superfly
UMASS, Lowell
Universal Movement
University of Colorado at Boulder
University of Georgia, Athens
Urban Outfitters
Vector Defector
Visionary Art Central
Walter Productions
Warren Wilson College
World Hunger Year
Yellow Bird, Inc.
Yo Gabba Gabba! Live!

We appreciate your support and contributions. Thanks to supporters like you, we are able to uphold our primary mission of providing the basic necessities of life to those in need.

To find out more visit www.ConsciousAlliance.org

Conscious Alliance
2525 Arapahoe Ave.
Suite E4-182
Boulder, CO 80302

Office: (720) 406-7871

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