

## HAAM BENEFIT DAY – TELETHON



MYHAAM.ORG

- **WHAT IS HAAM?** The Health Alliance for Austin Musicians provides access to affordable health care for Austin's low-income, uninsured working musicians.
- **WHAT SERVICES ARE OFFERED AND BY WHOM?** There are 3 service providers offering services to musicians enrolled in the Health Alliance for Austin Musicians.
  - Seton Family of Hospitals provides primary medical care (There is a sliding fee scale for services and the musician pays small co-pay).
  - St. David's Community Health Foundation Leadership provides basic dental care (free services).
  - The SIMS Foundation provides mental health counseling and addiction treatment services (There is a sliding fee scale for services and the musician pays a small co-pay).
- The HAAM website is: [www.MyHAAM.org](http://www.MyHAAM.org)
- Musicians are eligible if they are working musicians who are currently uninsured and earn up to 250% of the Federal Poverty Level which is approximately \$25,525/year for a single person.

### What is HAAM Benefit Day?

- Tuesday, October 2, 2007 businesses small and large will donate 5% of proceeds or make a cash donation to HAAM. Musicians will be playing at participating businesses throughout the day.
- There is an all-day telethon on ME Television (channel 15 or digital 577) with programming from 7am-10pm. Donations will be matched by Charity Partners of Austin. The call-in number for the telethon is: 608-4060.
- This event is the signature fundraiser for HAAM. The funds raised on HAAM Benefit Day are crucial to continuing to provide access to medical, dental and mental health services to Austin's uninsured working musicians.

### What businesses are participating and what musicians are playing?

- You can see the entire music schedule and list of businesses on [www.MyHAAM.org](http://www.MyHAAM.org)
- There are over 160 businesses and over 80 music performances throughout the day.

### **How can the community participate?**

- It's a great day to get a group from work to go out to lunch together at one of the participating restaurants. Do your weekly grocery shopping that day. Also, if you have gifts to buy in the coming month go out and get them on HAAM Benefit Day. It's not too early to start your holiday shopping! At least 5% of your purchases are going to support local musicians' health.
- Make a call into the ME Television telethon. Call 608-4060. Every donation makes a difference! Your donation will be matched by Charity Partners of Austin so your donation will go twice as far.
- You can also donate on-line at [www.MyHAAM.org](http://www.MyHAAM.org) or at donation boxes at select Thundercloud Sub locations, Waterloo Records & Video, and Time Warner Cable offices.

### **What do you want people watching/listening to know?**

HAAM Benefit Day is a great day to go shopping and know that your purchases are making a difference in the lives of our local musicians. HAAM Benefit Day is a great day to do more than just your regular household, gift and grocery shopping. Think about purchasing extra items that you can stock up on. Buy those birthday and anniversary presents for any upcoming special occasions.

I want to encourage listeners/viewers to pick up the phone and call-in to make a donation. Any amount, large or small, makes a big difference in the life of a musician. Call 608-4060 to donate now. Donations, up to \$10,000, will be matched by Charity Partners of Austin.

Another way the community can participate is by making a donation in tip jars located across Austin in select Thundercloud Sub locations, Waterloo Records, Time Warner Cable, and at the two outdoor stages at The Triangle and 6<sup>th</sup>/Trinity. A complete list of tip jar locations can be found on [www.myhaam.org](http://www.myhaam.org).

### **I heard even UT Students are participating in the event. Can you talk more about this?**

A group of UT students is promoting HAAM on campus and encouraging the university students to do their part for musicians' health. They set up a table on Monday, October 1 to make sure their peers know where to go for great music and how to do their part for Austin musicians.

**What does HAAM mean to the musicians it serves?**

The Health Alliance for Austin Musicians is truly an amazing program. Musicians who are enrolled in HAAM tell us that before HAAM if they were sick they would usually just try to wait it out, hoping and praying that it wouldn't turn into a major illness which would force them to go to the emergency room. Same thing with dental pain. They'd just hope the pain would pass because they knew they couldn't afford a dentist. Now through HAAM the musicians have a doctor and dentist to see. They can go get treated before things get really serious. We are lucky that here in Austin the SIMS Foundation has been around for 12 years assisting musicians with their mental health needs. Since the inception of HAAM more musicians are learning about the availability of those services and accessing them.

**Why is musician health so important?**

It's good business to keep our musicians healthy. Without the vibrant live music scene Austin would be an entirely different place. HAAM works every day to keep music in Austin alive and well.

The music industry is an important contributor to the Austin economy, generating more than \$1 billion in economic activity and \$25 million in tax revenue each year. Additionally, millions of dollars flow into the economy during the Austin City Limits Festival and SXSW Music and Media Conference.

In Austin, music is a way of life. It is an essential component of what makes new businesses and a high caliber work force want to relocate to Austin from around the world. Austin's quality of life and live music rank high in what is important to Austin's residents.

**Where can folks learn more?**

Our web site is: [www.MyHAAM.org](http://www.MyHAAM.org). There is information about the businesses participating in HAAM Benefit Day, how individuals can donate and information about our services on the site. Our phone number is: 322-5177.

**Miscellaneous:**

Until the formation of HAAM many musicians' only source of care was the emergency room, the most expensive place to be treated. Now they have a medical and dental home.

HAAM has been able to assist musicians who have medical and dental concerns that have not been addressed for years. We have helped musicians get properly diagnosed and get treatment for diabetes. We have helped musicians with extensive dental decay get their teeth fixed. And we have helped musicians who suffer from depression get treatment for it.

The enrollment process is simple. The musician completes a one page application and brings it along with supporting documentation to an interview. Within 30 minutes the musician walks away with their first doctor's appointment and an upcoming dental appointment.

#### **How do musicians apply?**

- Musicians call 322-5177 for an eligibility appointment.
- Appointments take about 30 minutes.
- Musicians need to bring:
  - Their completed application;
  - Their Drivers License;
  - A letter that shows their name and current address (like a phone bill or utility bill)
  - Proof of musicianship (like CD liner notes, ads that show them playing at clubs, reviews from the paper).
  - Proof of income (either tax return, paycheck stubs or letters from people who pay them like bandleaders, club owners or booking agents, OR their calendar of gigs that shows how much they earn for each one, etc.)

#### **Who's on the HAAM Board of Directors?**

- Lidia Agraz,
- Karen Bartoletti, Shareholder, Graves Dougherty Hearon & Moody
- Ray Benson, Asleep at the Wheel, Chairman of the SIMS Foundation
- Carol Clark, General Counsel, St. David's Community Health Foundation
- Marsha Cook, Executive Director, St. David's Community Health Foundation Leadership
- Betty Dunkerley, Mayor Pro Tem, Austin City Council Member Place 4
- Jesus Garza, Executive Vice President and Chief Operating Officer, Seton Family of Hospitals
- John T. Kunz, President, Waterloo Records & Video
- Diana Resnik, Senior VP of Community Care, Seton Family of Hospitals
- Edward Safady, Austin-area Chairman of Prosperity Bank
- Robin Shivers, the Shivers Group, President RRS Management
- Richard Topfer, Topfer Family Foundation, Managing Director, Castletop Capital