

# DO IT FOR THE LOVE



HOPE • HEALING • MUSIC

## 2023 ANNUAL REPORT



# DO IT FOR THE LOVE



Dear Friends,

Looking back on 2023, we find ourselves incredibly grateful to our Do It For The Love friends and family for sticking with us during the pandemic and helping us reboot the live music wish grant program. Do It For The Love reached the first-decade milestone, celebrating 10 years of hope and healing through music! As we review the testimonials from our 2023 wish grantees, we are as motivated as ever, excited for this year, and inspired by the impact the power of music had in 2023.

Hope - Healing - Music in 2023:

- 200 Live Music Wish Grants awarded, impacting 800 people with the healing power of live music from 185 different Artists in 35 different States and 3 Countries
- 2 Music Therapy Program Grants implemented their funding in 2023, directly impacting patients at UCSF Benioff Children's Hospitals and youth at the Notes For Notes recording studios in Boys & Girls Clubs
- The Rocker's Ball event returned, a Black-Tie-Dye affair in San Francisco inspiring 200 rockers, raising \$500k, and bringing the Do It For The Love band back together after a 3-year event hiatus with board members, team members, donors, partners, vendors, and volunteers from over the past ten years attending the 5<sup>th</sup> Rockers Ball and raising our hands in the air together for big love and a lot more hope and healing through the power of music!

Please read on to learn more about our work, people, and positive impact, and check out the short videos along the way.

Thank you for doing it for the love with us - many of you for all 10 years! Welcome new friends and wish grant families. We are hitting the ground running for the next 10 years and can't wait to connect with you.

With Love,

Cindy and TJ



*Cindy Dyar*  
Executive Director



*Toni Brayer, MD*  
Board Chair



[Watch >](#)  
[click here](#)  
[10-Year](#)  
[Video](#)

# DO IT FOR THE LOVE



## MISSION

The mission of Do It For The Love is to inspire hope and healing through the power of music by supporting clinical and community-based music therapy programs, supporting evidence-based research, and granting wishes for live music experiences.

## BOARD AND STAFF

### BOARD OF DIRECTORS

**Sara Agah Franti**, Founder, Bali, San Francisco, CA

**Michael Franti**, Founder, Bali, San Francisco, CA

**Toni Brayer, MD**, Chair, Mill Valley, CA

**Carmen Romano**, Treasurer, Livingston, NJ

**Hope Cross**, Atlanta, GA

**Michelle Egan**, Napa, CA

**Gary Gersh**, Los Angeles, CA

**Joey Houssian**, Vancouver, Ca

**Fred Matteson**, Orinda, CA

**Nazy Severaid**, San Francisco, CA



### LEADERSHIP & TEAM

**Cindy Dyar**, Executive Director, Santa Rosa, CA

**Bailey Simpson**, Wish Grant Program Coordinator, Nashville, TN

**Ella Turner**, Wish Grant Program Coordinator, Pleasanton, CA

**Ashley Cummins**, Marketing & Communications, Tulum, MX

**Candace Thersby**, Bookkeeping Coordinator, Pella, IA

# DO IT FOR THE LOVE



## LIVE MUSIC WISH GRANTS

205

LIVE MUSIC  
WISHES  
GRANTED

820

PEOPLE  
IMPACTED  
BY MUSIC

615

HOURS OF  
LIVE MUSIC  
ENJOYED

**Belinda Poole, 29 years old**  
Battling ALS

*P!NK concert 8/5/2023, Pittsburgh  
"Hearing P!NK sing songs I used to dance to brought back a surge of great memories...I cried. Not tears of sadness but a reminder of my inner strength...It was an amazing night out with my husband. All he wants is me to have some normalcy and be happy. Mission accomplished. It gave me hope and renewed my will to keep living."*



HOPE  
+  
HEALING  
+  
MUSIC



**Jaden Renshaw, 18 years old**

KISS concert 10/20/2023, Detroit:

*"This experience was more than anyone can ever imagine," said Laurelle. "My 18-year-old son was born with a rare disease and is special needs. He has had 24 surgeries and really struggles socially. He doesn't have many friends and doesn't talk much... unless you ask him about [@kissonline](#). He will smile and talk your ear off. He was so happy to get ready and have his face painted like Paul Stanley. This made my son's life. I mean that! He is still talking about it and I don't think he will ever stop." ♥*

# DO IT FOR THE LOVE



## FOUNDING STORY

As a world-known musician, Michael Franti, has been spreading his message of love, peace and social justice for decades. As a Registered Nurse, Sara Agah Franti, has witnessed firsthand the toll that life-threatening medical conditions have on both patients and their loved ones. Michael and Sara created a project that bridges their passions and expertise – **Do It For The Love**.

In April 2013, Steve and Hope Dezember reached out to Michael and asked that Steve's wish to attend Michael Franti & Spearhead's concert be granted. Steve was living with advanced stages of ALS (Lou Gehrig's disease). During the show, Michael invited the couple to join him and the band onstage. Although Steve was barely able to move his body, he asked Hope to lift him out of his wheelchair. Wrapped in each other's arms, they danced on stage in front of 20,000 fellow music fans. There was not a dry eye in the crowd.

That night, Sara and Michael decided they would continue to give the gift of live music to inspire joy, connectedness, and a positive, potentially life-changing experience to as many people in need as possible.

Steve passed away in April 2020. Led by Steve's inspiring story, Do It For The Love sends people living with life-threatening illnesses, children with severe challenges and wounded veterans to live music events.

Expanding the mission in 2021, Do It For The Love also supports clinical and community-based music therapy programs and evidence-based music therapy research.

3000+  
LIVE MUSIC  
WISHES  
GRANTED

[Watch >  
click here  
Founder  
Video](#)



# DO IT FOR THE LOVE

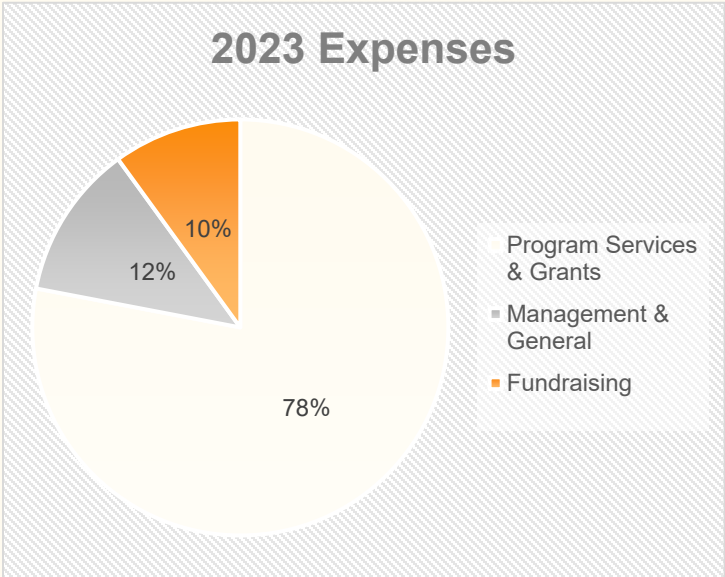
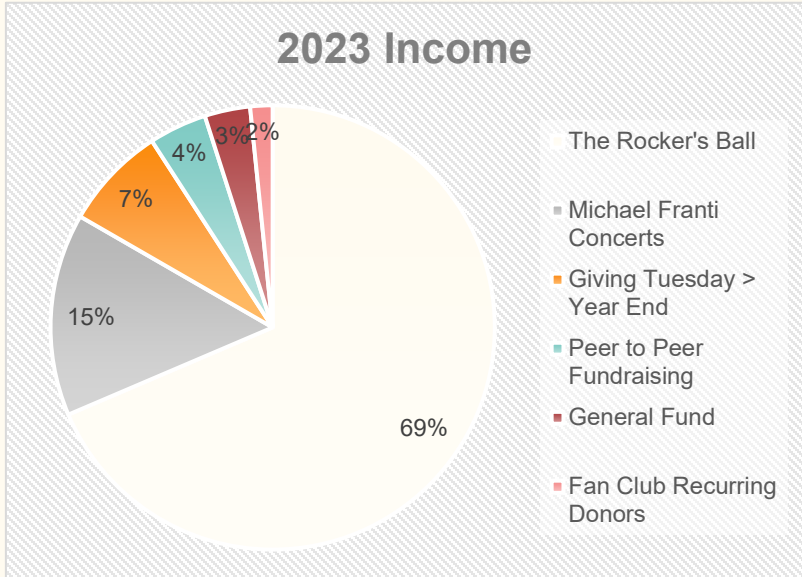


# FINANCIAL REPORT

Thanks to community support, in 2023 [Do It For The Love](#) brought the healing power of music to over 200 wish grant recipients; supported about 100 music therapy sessions at [UCSF Benioff Children's Hospital](#); and, provided access to high-quality recording studio environments and access to positive and encouraging relationships to youth in studios across the nation with [Notes For Notes](#). In June of 2022, Do It For The Love hired a new Executive Director after the pandemic-induced hiatus, began building a new team with 2 new Wish Grant Program Coordinators, and fully relaunched the programs and The Rocker's Ball in 2023. Cash assets on hand from prior years were deployed with the new team and wish grant program.



HOPE  
+  
HEALING  
+  
MUSIC



# DO IT FOR THE LOVE



## ARTIST PROFILE

**\$86K**  
DONATED  
\$1 PER  
TICKET

**38**  
SUPPORTING  
VENUES

**102**  
WISHES  
FUNDED



Michael Franti & Spearhead and their concert venues donate \$1 per concert ticket - DIFTL received over \$76k from 2023's touring! Not to mention the 15 wishes they granted for us with donated VIP tickets and experiences. Plus! the silent auction and raffle conducted onboard Soulshine at Sea, which granted another \$10k for DIFTL live music wish grants. Thank You, Sara and Michael Franti; Spearhead Band Members, Crew and Team; Activist Artists Management Team; all the supporting Venues; and the incredible Soulrocker Community! ♥

# DO IT FOR THE LOVE



## SUPPORTER PROFILE

\$5,156

RAISED IN  
DONATIONS

62

DONATIONS  
RECRUITED

6

WISHES  
FUNDED



marley\_\_mac\_ and doitfortheLoveorg  
marley\_\_mac\_ · Original audio

CLICK  
IMAGE  
TO  
PLAY

*"I'm Marley Mac and here is my DIFTL story! My parents were fans of DIFTL's founder, Michael Franti, and a few years ago they took me to my first Michael Franti and Spearhead concert. I knew some of his songs but I wanted to know all of them for the concert so I could sing along the whole time. When I was looking up MF&S songs I came across DIFTL. I read all about their mission and I immediately wanted to help. We were just 2 weeks away from the concert so I didn't have a lot of time to plan a big fundraiser so I just made a bunch of wish bracelets and gave them away but accepted donations for DIFTL by the time the concert came around I was able to give Michael \$143 that I raised. Every year since then I fundraise and give Michael a donation at the shows that I attend every summer (except the covid years when there were no concerts). My lifetime goal is to be able to grant a music wish for every concert experience I have. So far I have been to 7 concerts and over the years I have raised a little over \$1,500 for DIFTL so I need to raise \$5,500 to get on track! PLEASE help me reach my goal and get the healing power of music to the ones who need it the most!"*



### FAMILY FUNDRAISING CHALLENGE

As our featured campaign fundraiser and star advocate, **MARLEY MAC**, crushed her goal of raising \$3k for the Do It For The Love Family Fundraising Challenge with over \$5k raised! She recruited other young fundraisers to help the cause and made bracelets for them to use as gifts. She featured fundraising tips and ideas to motivate other participants and is an avid influencer on social media helping to grow Do It For The Love's reach and impact. **Thank You, MarleyMac! ♥**



# DO IT FOR THE LOVE



## SUPPORTER PROFILE

**\$65K**  
RAISED IN  
DONATIONS

**53**  
DONATIONS  
RECRUITED

**65**  
WISHES  
FUNDED



*"Thank you so much for an amazing evening on Thursday! Dave and Renee Wentz graciously invited me to join them... wow, I had no idea of the spectacular cause that is DIFTL! Thank you for the smiles, tears, laughs, hugs and dancing. Most of all, thank you for your shining example of helping others in such meaningful ways."*

*Best, Richard*



**DAVE & RENEE WENTZ & FAMILY & FRIENDS** have been supporting Do It For For Love from the beginning, including attending all 5 Rucker's Ball events. Their Sponsorships of The Rucker's Ball have provided substantial support over the years! This year, in addition to being our Top Sponsor for the Rucker's Ball and placing a winning bid for the Top Live Auction Lot, to help celebrate Renee's Birthday they also raised another \$15k in lieu of gifts – so generous!

**Thank You, Dave & Rene Wentz Family & Friends! ♥**

# DO IT FOR THE LOVE



## THE ROCKER'S BALL

[Watch >](#)  
[click here](#)  
[RB5 Video](#)

THE ROCKER'S BALL

PRESENTING

**MICHAEL FRANTI  
& SPEARHEAD**

THURSDAY, NOVEMBER 2, 2023

VIP PRE SHOW + PARTY\* 5:30PM  
FEINSTEIN'S

\*INCLUDED IN TOP SPONSORSHIP LEVELS

COCKTAILS 6:30PM

DINNER, PROGRAM AND AUCTION 7:30PM

LIVE MUSIC PERFORMANCE 9:00PM

ATTIRE/THEME:

A "BLACK TIE - TIE-DYE" AFFAIR

HOTEL NIKKO

222 MASON STREET, SAN FRANCISCO, CA 94102



\$500K  
RAISED

200  
ROCKERS  
IMPACTED



# DO IT FOR THE LOVE



## MEDIA FEATURES



### 'Do It For The Love' hosts The Rocker's Ball to celebrate 10 years of philanthropy

By Janel Andronico LOCAL 7  
Friday, November 10, 2023 1:28PM



SAN FRANCISCO -- Michael and Sara Franti's 'Do It For The Love' nonprofit organization hosted the 5th annual Rocker's Ball. This year's rockin' night of dinner and dancing was held at Hotel Nikko in San Francisco.

Those who attended the "black tie-dye affair" helped to make live music wishes come true for people in need.

**Description**


A San Francisco musician is helping those living with life-threatening diseases and wounded veterans connect with their favorite artists.



**Liam's List: Michael Franti - "Big Big Love", Jack Reacher - "The Secret", The Mighty Real Gala**

**MUSIC: MICHAEL FRANTI - "BIG BIG LOVE"**

The latest album from Michael Franti is available for download now. **"BIG BIG LOVE"** is another loved up offering by the Spearhead frontman. The 17 track album is stacked to the gills with hands in the air, make you want to dance, feel good songs. Michael performed a few tunes from the new album at the "Do it for the Love" fundraiser with wife Sara in SF last night. The sold out affair had gala goers moving and shaking to the songs as if they had known them their entire lives. Such is the appeal of Michael Franti, he clears a space for you to connect, dance and sing along to his songs - even if you don't know the words you get the vibe and it's always upbeat and positive. Spread the BIG BIG LOVE with your family and friends and - as Thanksgiving approaches - be grateful for it. More at Michael Franti's online home.




### Do It For The Love Rocker's Ball Raises Thousands and Spirits

*The Event Returned on Thursday, November 2, 2023 at Hotel Nikko*

**OAKLAND, Calif., November 07, 2023--(BUSINESS WIRE)--**Celebrating 10 years of "Hope, Healing & Music", the Do It For The Love **Rocker's Ball** returned on Thursday, November 2, 2023, raising over \$500,000 to support clinical and community-based music therapy and granting wishes for live music experiences.

This press release features multimedia. View the full release here:  
<https://www.businesswire.com/news/home/20231107290567/en/>



Michael Franti and Sara Agah Franti onstage for the Rocker's Ball, raising dollars for Do It For The Love Foundation. (Photo: Business Wire)

# DO IT FOR THE LOVE



## PROGRAM IMPACT

### HOPE + HEALING + MUSIC

# DO IT FOR THE LOVE



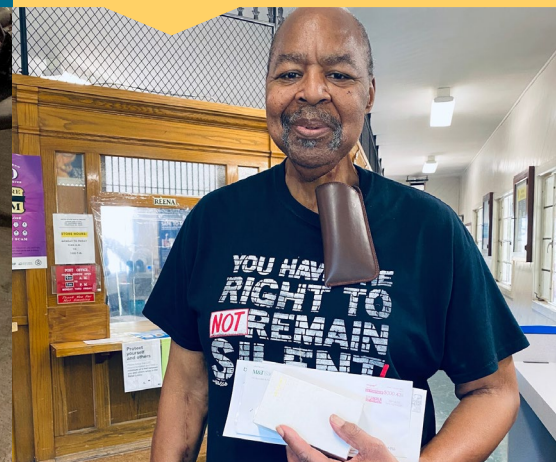
Through the **healing power of music**, our goal is to inspire joy, hope and lasting celebratory memories in the face of severe illness or trauma.

## FOR THOSE WHO NEED IT MOST

Any adult or child diagnosed with a life-threatening medical condition

Children with severe developmental challenges, physical, mental, or emotional disabilities, or living with intense family trauma

Veterans who were wounded in the line of duty, including PTSD



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## PROGRAM IMPACT



92%

of wish recipients come away from their experience with a stronger sense of hope for the future



94%

of wish recipients feel their experience has given them a needed break from the routine of doctors and medication



98%

found their wish experience provided by **Do It For The Love** inspiring or healing

## MUSIC AS MEDICINE



IMPROVES BLOOD PRESSURE



REDUCES STRESS



IMPROVES PAIN



*"This experience has been so deep and promising for my son. Having this musical experience by an artist, who is so humble and gracious, has inspired him to be the same in all that he does in life." Wish Grantee, Krish Vya's Mom, Ed Sheeran 6/23/2023*

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## DONORS

### MAJOR CONTRIBUTORS

Acierno Family Foundation  
Activist Artists Management  
Joyce Amico & Charles Malkemus  
David Barber  
Barney & Barney Foundation  
Anne Barr & Fred Matteson  
Debbie Bast  
Kim & Matt Berger  
Matthew & Kary Belshin  
Bloomscape, Inc.  
Glenn Bucksbaum  
Don & Lynne Bulens  
Toni Brayer, MD  
Bernie Cahill  
Lynne Cardozo  
Lisa Conway  
Jelena Cooley  
Libby Anshutz Foundation  
Liam & Sarah Doyle  
Debby & Joe Dyar  
Michelle Egan  
Jason Ellis  
Alex & Mara Farr  
Elizabeth & Mel Fenn

Camilla & Matt Field  
Sara & Michael Franti  
Ali Fried  
Meghan Forster & David Rodriguez  
Doug Gates  
Laurie & Tom Giammona  
Mary Glide  
Greenspan Co./Adjusters Intl.  
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Melanie Hallam  
Pat & Joe Harbison  
Caitlin Stone Jasper  
Skylar & JD Kramer  
Marco Krapels  
Dan & Amy Macuga  
Diane LaMartine  
Bob McMurtrie  
MarleyMac & Family  
Lisa & Mathew Lori  
Liam Mayclem  
Clint Miller & Parisa O'Connell  
Joseph & Kimberly Minafra  
Patrick Moore  
Matthew Morgan

Mark & Karla Olson  
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Kimberly Parker  
Robin Quivers  
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Maryanne Sangiacomo  
Peter Sills Foundation  
Kathy & Pete Sittnick  
Marilyn Skiles  
Bradford Stephens  
William Sterett  
Shelly Thigpen  
Dierdre Toner  
Nicole Townsend  
Jayashri Triolo  
Linda & Keena Turner  
Utah Comm. Found. Three Peaks  
Wender Weis Foundation  
Julie Wentz  
Renee & Dave Wentz Family  
& Friends  
Jacquelyn Wentz  
Mahalia York  
Michael & Meghan Zimmerman



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# DONORS



## IN-KIND SUPPORTERS

### The Rocker's Ball:

Aileron Estates  
Ancient Peaks Winery  
Ashley Morgan  
Bob Weir  
BottleRock Napa Valley  
CB5  
Charlie's Acres  
Claremont Club  
Diane Lawton  
Eleven Eleven Wines  
Epic Steak  
Etude Winery  
JaM Cellars  
John Anthony Family of Wines  
Karen & Ronnie Lott  
Kavacha Designs  
Harbison Wines  
Hooman Khalili  
Hotel Nikko San Francisco  
Hotel Via

Kerr Cellars  
Mammoth Mountain Community  
Foundation  
MB Styles  
Michael Franti & Spearhead  
Napa Valley Hot Air Balloon  
Opus One  
Park James  
Radeff Design Studios  
Raymond Vineyards  
San Francisco 49ers  
San Francisco Giants  
Silverado Winery  
Sonoma Mission Inn  
Soulshine at Sea  
Soulshine Bali  
The Guild  
The Lumineers  
Trois Noix  
WaterBar Restaurant

### Top Supporting Artists:

Arctic Monkeys  
Avenged Sevenfold  
Big Time Rush  
Casting Crowns  
Dead and Co.  
Ed Sheeran  
James Taylor  
Jason Aldean  
Kane Brown  
Keith Urban  
Kenny Chesney  
KISS  
Michael Franti & Spearhead  
Miranda Lambert  
Morgan Wallen  
Pentatonix  
Skillet  
Stick Figure  
Tim McGraw



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360 GRAND AVE. #350  
OAKLAND, CA 94610

[WWW.DOITFORTHELOVE.ORG](http://WWW.DOITFORTHELOVE.ORG)

Do It For The Love is a 501(c)(3) charitable organization  
Tax ID 87-0806633

Platinum  
Transparency  
2023

Candid.

THANK  
YOU!

