



2024 Impact Report

Together, we're changing lives in Canada's music industry



UNISON

The heartbeat of the Canadian music community

Message from the Chair of the Board of Directors

Dear Friends,

As we reflect on 2024, one thing is clear: the Canadian music industry is resilient because of people like you. With your unwavering generosity, Unison was able to deliver critical support to thousands of artists, music professionals, and their families. From emergency financial aid to mental health counselling and food security initiatives, your contributions have created real change. On behalf of our team and the community we serve, thank you for standing with us.

With gratitude,



Brian Huston

Chair, Board of Directors
Unison

2024 Highlights at a Glance

\$1,500,000 of financial support
provided to over **1,100 individuals**

800+ individuals
accessed the new **Grocery Gift Card Support Program**

200 individuals
supported through our **Emergency Financial Support Program**

100 music professionals
supported through **The Slight Family Foundation Legacy Program**

Mental health support
provided to over **200+ individuals**, including
140 professional counselling cases delivered through TELUS Health

200+ attendees
across **9 Mental Health Town Halls**

800+ participants
in **Soundcheck**, the first national mental health survey for music workers

Mental Health and Counselling Support

In Partnership with TELUS Health and Supported by RBC Foundation and The Azrieli Foundation

- **140 counselling cases** delivered in 2024
- **Top issues:** stress, depression, anxiety, workplace stress, post-trauma
- Counselling provided via phone, video, in person, and online tools

Other Mental Health Programming in 2024:

- **9 Mental Health Town Halls** — attended by over **200 individuals**
- **95 recipients** received direct financial support for therapy sessions
- Unison proudly supports Revelios for the ongoing **Soundcheck Survey** (launched Sept 2024), which has over **800 preliminary respondents**. The full report is expected in January 2026

“Within two days of calling for counselling support, Unison had me in therapy and I’m very happy to tell you that I feel better now than I’ve ever felt. Unison saves lives. I know, because it helped save mine.”

– Bill Bell (Touring/Recording Artist)



Emergency Financial Support Program

Unison's cornerstone program continues to serve music professionals facing unexpected hardship due to illness, injury, or crisis.

- **12,500+ individuals** supported to date
- Primary assistance includes **rent, utilities, groceries, and medical costs**
- Support disbursed in 2024: **\$300,000+**

"The Unison Fund truly saved me at a time when everything seemed bleak. Thanks to all the wonderful people at Unison, who, without judgment, assist artists in times of great need. Please continue to support this fund as it is a lifeline to us."

– Alana Bridgewater



Grocery Gift Card Support Program

In response to growing food insecurity among music professionals, Unison introduced this targeted initiative in March 2024.

- Over **800** individuals supported in 2024
- Up to **\$500** provided in gift cards to a grocery store of the recipient's choice
- **Supported recipients across Canada**

"Unison helped me so much when I was going through an extremely difficult financial time. Dealing with the pandemic, affordability crisis, housing shortage, and being disabled isn't easy and support like this makes a big difference."

– Alyssa Laube



The Slaight Family Foundation Legacy Program

The Slaight Family Foundation Legacy Program established in 2022 provides consistent and compassionate care to senior and chronically ill members of Canada's music industry, many of whom are no longer able to work, but whose contributions helped build the cultural fabric of this country.

What It Delivers:

- Monthly support payments that ensure recipients can cover essentials like rent, groceries, and utility bills — removing stress and preserving dignity
- Targeted health-related relief, such as dental and vision care, prescriptions, therapy, and mobility aids — often bridging critical gaps in health coverage
- Ongoing personal connection, with Unison's program staff checking in regularly to reduce social isolation and provide holistic care

2024 Program Impact:

- **100** individuals supported
- **\$700,000** disbursed directly to recipients this year
- Recipients include both **artists** and behind-the-scenes professionals, like **producers, publishers,** and **engineers**

"Arthritis in my hands killed my playing career, and advancing age was killing the rest of me. My pension paid for the necessities, but little else. A good friend introduced me to The Unison Fund. There the wonderful, caring staff took note of my problems and made it possible for me to get new eyeglasses and two high quality hearing aids. They even gave me a monthly food stipend."

– Roland Parliament



2024 Signature Events: Support Beyond the Stage

Schmoozefest

Number of Attendees: 1,000+

Total Raised: \$100,000+

Notable Sponsors:

Anthem Entertainment, Believe, Cadence Music Group, CMRRA, Evanov Communications, Feldman, Live Nation, MDM Recordings Inc., Music Canada, Osler, Paquin, The Slight Family Foundation, SOCAN, Sony Music Entertainment Canada, Sound Royalties, The Orchard, Ticketmaster, TOML, Universal Music Canada, Warner Music Canada



Golf Classic

Number of Attendees: 250+

Total Raised: \$200,000+

Notable Sponsors:

Anthem Entertainment, Arthaus Music, Baird MacGregor Insurance Brokers, Cadence Music Group, Cassels Brock & Blackwell LLP, CMRRA, Evanov Communications, Feldman Agency, Live Nation, MLSE, MNRK Music, Music Canada, Paquin Artists Agency, ReSound, The Slight Family Foundation, Sony Music Entertainment Canada, Ticketmaster, TOML, Universal, Vesuvius Music Inc., Warner Music



Third-Party Events

Caravan of Music

One of a kind evening of live music performances welcoming over 350 guests and raising \$45,000

Notable Sponsors:

WatrTekPro Inc., Redstone Winery, PCMnow.com Inc.,
Chris and Susan Climo, Slight Music

Four Chords and the Truth

Intimate songwriter series with over 500 attendees, raising more than \$10,000

Notable Sponsors:

CMRRA, TikTok, SOCAN, Long & McQuade, Cooper Mediation, Steve's Music,
Parent Pulse Coaching, Songwriters Association of Canada

Third-Party Events

Legacy & Cause-Marketing Partnerships

- **Wade Hemsworth Legacy Donation** — A \$30,000 gift to support songwriters facing financial hardship.
- **PLUS1 Campaigns** — Over \$15,000 raised through \$1 per ticket donations at concerts from Donovan Woods, Lane 8 and On the Road Management & Productions
- **Mill Street QBrew Fundraiser** — \$2,500 donation through collaborative partnership with Q107 and Mill Street Brewery
- **The Tragically Hip E-Store Campaign** — \$2,500 contributed through merchandise sales and online donations
- **SlamOXmas** — \$2,500 raised at annual holiday concert fundraiser
- **Mariposa Sun Lager** — \$2,500 joint donation from Mariposa Folk Festival and Sawdust Brewery collaboration
- **Score Sheet Summer Classic** — \$2,000 raised during annual TIFF hockey tournament led by Kim Temple and Darren Fung

Individual Fundraisers

Over \$8,000 raised through individual birthday initiatives led by Greg Godovitz, Richard Flohil, and Bill Bell, including Facebook/Instagram fundraisers and in-person parties.

Financial Overview

(Fiscal Year Ending Dec 31, 2024)

Revenue	Amount
Donations & Fundraising	\$2,585,481
Government Funding	\$0
Investment Income	\$145,309
Total Revenue	\$2,730,790

Expenses	Amount
Assistance Program Costs	\$1,530,320
Salaries & Benefits	\$609,026
Event Expenses	\$271,522
Other Operating Costs	\$244,596
Total Expenses	\$2,655,464

Surplus Reinvested into Programs:	\$100,252
Net Assets (End of Year):	\$1,749,821

Partner Acknowledgements

Amazon Music Canada

Anthem Entertainment

Baird MacGregor Insurance Brokers LP

Cadence Music Group

CMRRA

Evanov Communications

FM Systems Inc.

J.P. Bickell Foundation

Live Nation Canada

Loft Entertainment Inc.

Maple Leaf Sports & Entertainment

MRG Group Management Ltd.

Music Canada

Paquin Artists Agency

PCMnow.com Inc

PLUS1

RBC Foundation

Redstone Winery Inc.

Robert Steele Foundation

SOCAN

Sony Music Entertainment Canada

Spotify Canada, Inc.

The Azrieli Foundation

The Feldman Agency

The Joseph Lebovic

Charitable Foundation

The Slaight Family Foundation

The Throop Family Foundation

Ticketmaster

Universal Music Canada,

Wade Hemsworth & Shirley Singer

Warner Music Canada

Looking Ahead to 2025

Provide financial support
for 1,000+ music professionals

Expand Grocery Gift Card Support
to meet rising demand

Enhance national outreach
to equity-deserving music communities

Raise \$500,000+ in new support
through targeted fundraising campaign

Continue to improve access
to mental health supports for
Canadian music workers



Thank you.

Your support fuels everything we do. Because of you, thousands of Canadian music workers are living healthier, more stable lives, and finding the strength to continue creating the music that inspires us all.

From all of us at Unison, thank you.

