



# COMPASSION IN ACTION



**CONSCIOUS ALLIANCE**

*2023 Annual Report*

CONSCIOUS ALLIANCE  
we don't trade

CONSCIOUS ALLIANCE  
we don't trade



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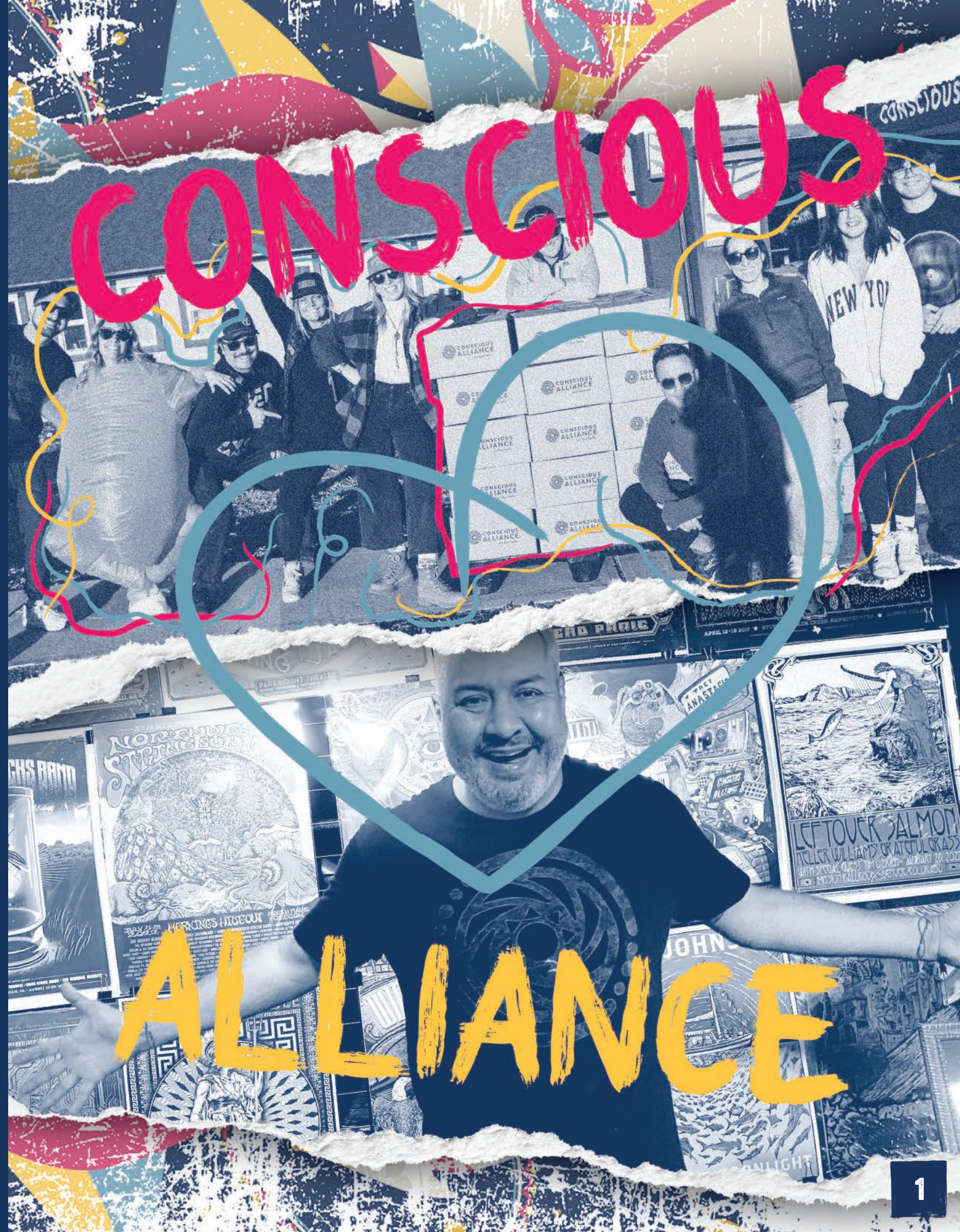
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# CONSCIOUS



# ART THAT FEEDS

Friend,

Looking back on 2023, I realize that Conscious Alliance will never cease to amaze me. As an organization, we spent the year focused on expanding our operations, boosting the ALLIANCE, and investing in our people, which helped deliver \$16,441,394.11 in services to children and families across the U.S. — our greatest impact ever in a single year! I'm so proud that we can do this great work and continue to keep our combined administrative and fundraising expenses below 5%.

At our core, we've always been rooted in dignity through our belief that food access is a basic human right. In 2023, we amplified that commitment in the following ways:

- Our innovative underground greenhouse created a path for food sovereignty at Pine Ridge Reservation, and was even on the Today Show.
- Helped new communities prepare for winter months with food and other essentials delivered to The Crow Creek and Lower Brule Reservations in South Dakota.
- Provided essentials like laundry detergent, clothing, hygiene products, exercise equipment, and holiday toys to brighten spirits.

HQ really started to feel like home this year as we wrapped preliminary construction, hosted regular yoga classes for staff, and opened the Metta G art gallery. The office is constantly buzzing with creativity, joy, and metta — the loving kindness that sets our souls on fire. We brought that spirit out into the world, too:

- Teamed up with Applegate and Michael Airhart, our 2023 Hero of the Year, to offer tasty grilled goodness to Chicago neighborhoods.

- Raised \$15k with our first-ever Loving Kindness World Emoji Day 🤍
- Big Gigantic helped make our 9th Annual All-Star event hosted by the MacMillan family such a success that we were able to invest in a new cargo van to rev up local meal deliveries.

Each and every day, the ALLIANCE showcased its passion for our mission as we provided meals to families in need. Here's a collective 'hell yeah' to all we accomplished:

- Delivered 2.2 million meals across the country.
- Continued to prove the power of music with 135 Art That Feeds food drives.
- Welcomed newcomers like Billy Strings fans into the ALLIANCE and rocked tried-and-true partnerships with friends like Michael Franti.

I hope you're inspired to read more about these and other incredible stories that happened over this past year. On behalf of everyone at Conscious Alliance, thank you. We couldn't do this without you. Please continue helping us grow this ALLIANCE by sharing our story with the world and using the power of art and community to feed families in need. Let's make 2024 even more spectacular!

xoxo  
Justin



We had a Kickass Year!

THANKS TO OUR GENEROUS PARTNERS!



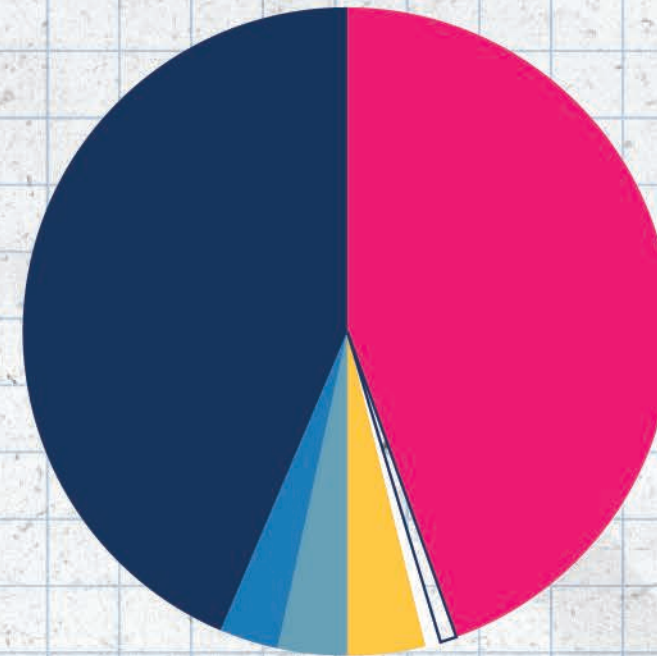
# NOW, FOR SOME SERIOUS(LY AWESOME) NUMBERS

In 2023, Conscious Alliance provided **\$16,441,394.11** in services supporting children and families across the U.S. We did this while keeping our combined administrative and fundraising expenses below **5%**.

Our greatest contribution to programs so far:

*Over \$14 Million Worth of Goods and Foods*

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.

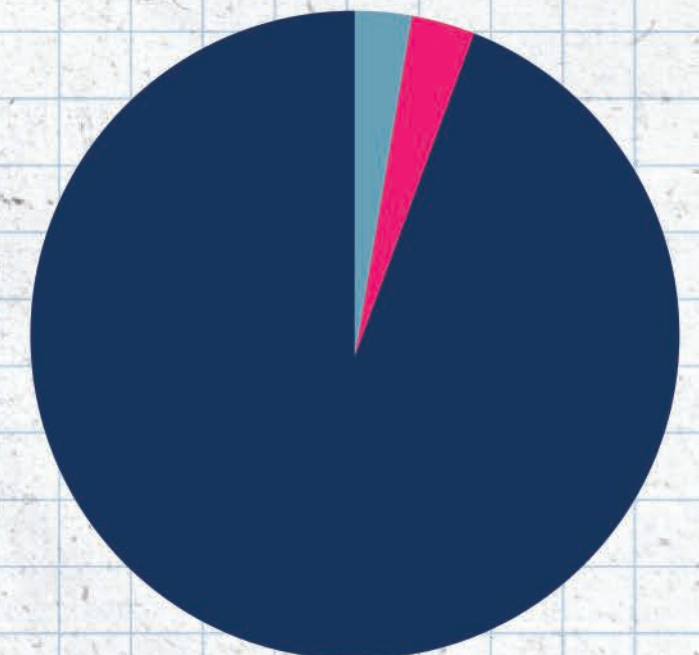


**TOTAL INCOME**  
**\$17,475,641.78**

- In-kind Food** \$7,401,896.76 **42.36%**
- In-kind Goods** \$7,138,239.81 **40.85%**
- Private Contributions** \$1,129,452.07 **6.46%**
- Corporate Donations** \$834,338.12 **4.77%**
- Grants** \$664,252.22 **3.80%**
- Produced Events** \$244,559.80 **1.40%**
- Membership** \$62,903.00 **0.36%**

**TOTAL EXPENSES**  
**\$17,189,161.28**

- Program:** \$16,441,394.11 **95.65%**
- Administrative:** \$378,663.35 **2.20%**
- Fundraising:** \$369,103.82 **2.15%**



# OUR NATIONAL IMPACT

WE WORK COAST TO COAST

MANY THOUSANDS OF PACKAGES OF EARTH BREEZE LAUNDRY DETERGENT WENT TO RURAL OREGON AND SOUTH DAKOTA

OVER **\$16 MILLION** DIRECTED TO PROGRAMS

**\$7 MILLION**

NON FOOD GOODS TO SUPPORT COMMUNITIES

**100+**

CONSCIOUS ALLIANCE MEMBERS ACROSS THE COUNTRY WHO DONATE ON A MONTHLY BASIS

**42**

BRAND PARTNERSHIPS

**85**

COMMUNITIES SERVED

PELTON HAND WEIGHTS AND DUMBBELLS WERE DISTRIBUTED TO SUPPORT WELLNESS IN DETROIT, E. ST. LOUIS, JOLIET AS WELL AS PINE RIDGE RESERVATION IN SOUTH DAKOTA

**2,262,760**

MEALS DELIVERED

# OUR WORK ON RESERVATIONS

## A DECADE OF GREEN THUMBS AT PINE RIDGE SCHOOL

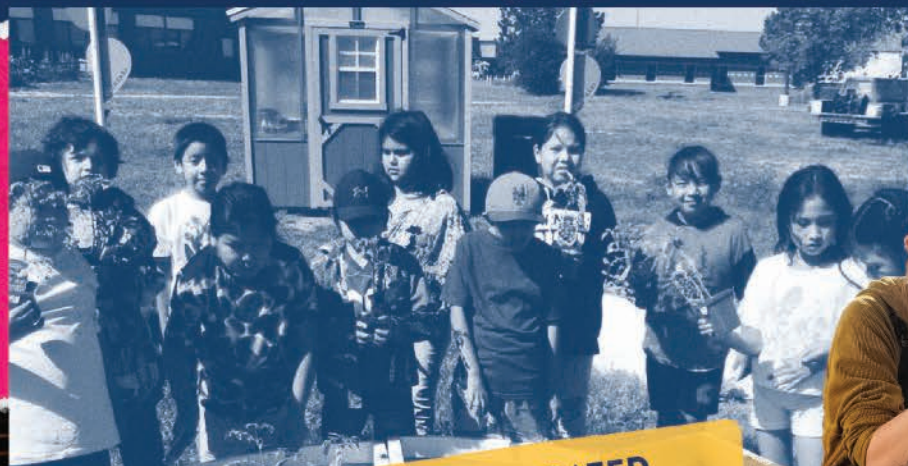
It's hard to believe, but it's been 10 years since we first partnered with the amazing Dan Nelson to install learning gardens at Pine Ridge School in South Dakota. This journey — watching these gardens blossom under the care and dedication of some truly incredible kiddos — has been nothing short of inspiring. Year after year, this community has cultivated more than just fresh produce; they've grown their spirit, fostering a connection with nature and teaching valuable life lessons in sustainability. During our recent team visit, the vibrant energy and

pride in these young gardeners were undeniable. Their dedication to tending these gardens has yielded more than just vegetables; it's sprouted a legacy of knowledge, community, and environmental stewardship. As we mark this 10-year milestone, we're filled with gratitude and excitement for the future, looking forward to nurturing these seeds of change for years to come. Here's to another decade of green thumbs and vibrant community growth at Pine Ridge!



### OUR WALIPINI SHINES ON TODAY SHOW

The Today Show illuminated how underground greenhouses in South Dakota are producing food within difficult climates. Our innovative walipini got some air time and yes — we are still buzzing about it.



**IN 2023, WE CELEBRATED 10 YEARS OF LEARNING GARDENS AT PINE RIDGE SCHOOL IN SOUTH DAKOTA!**

*A big shout out to Pete Reyes for his inspiring dedication, vast expertise, generous supplies, and hundreds of volunteer hours - from shoveling gravel to creating an airflow system for the walipini.*



## CULTIVATING HOPE WITH CHEYENNE RIVER YOUTH PROJECT

This year marked the beginning of an exciting and impactful partnership with the Cheyenne River Youth Project. This amazing organization is a beacon of hope, dedicated to providing Lakota youth and families with access to culturally relevant and enriching opportunities. It's all about nurturing growth, fostering dreams, and building a stronger community.

To support this amazing cause, we teamed up with fantastic brands like Earth Breeze, Hormel Foods, and Good Karma to pack a truck with amazing food and products, sending it off to make a meaningful difference. It's partnerships like these that bring a smile to our faces and joy to our hearts, knowing we're contributing to something truly special.

## BRAVING THE COLD FOR COMMUNITY IMPACT

Even the snowy weather couldn't dampen our spirits—or our mission. At our National Distribution Center, our team loaded a semi-truck with 26 pallets packed full of essential supplies, including food, clothing, shoes, and home energy efficiency kits, courtesy of generous partners like Peloton, Simple Mills, and others.

A heartfelt thank you to everyone who played a part in making this possible. Your contributions have not only warmed homes but hearts as well, making a real difference in the lives of those we serve.

Our destination? The Crow Creek and Lower Brule Reservations in South Dakota. These distributions marked our first outreach to these communities, and thanks to our team's determination and our partners' support, they were a resounding success. It's moments like these that remind us of the power of community and collaboration.



**26 PALLETS**

# ART THAT FEEDS FOOD DRIVES

CONTINUE TO ROCK

135 FOOD DRIVES

ACROSS 33 CITIES

42 POSTER ARTISTS

5,288 VOLUNTEER HOURS



## DAILY BREAD EMPOWERS THE NEXT GENERATION OF FANS

Daily Bread got BEATS, and his fans brought the EATS! Our first Art That Feeds Food Drive with the Daily Bread fanbase was a smashing success.

The posters, designed by XLUSIV and printed on Rainbow Foil paper, were such a hit, we quickly ran out within hours. Together, we collected an impressive 1,400 lbs of food!

A heartfelt thanks to the Daily Bread team, their fans, our amazing volunteers, and XLUSIV for showcasing the power of our ALLIANCE. This event highlights the impact each individual's contribution has when we come together for collective action.





## RAIN DOESN'T STOP BILLY STRINGS' FANS FROM HELPING OTHERS

At his Colorado shows, the generosity of Billy Strings' fans was off the charts. We collected an amazing 6,250 lbs of food, all dedicated to supporting the Denver Rescue Mission, Billy's chosen beneficiary. This initiative, fueled by the vibrant community of fans and volunteers, showcased the power of music and art in mobilizing support for those in need.

A huge round of applause to artist Paul Kreizenbeck for the stunning show poster and to our unstoppable volunteers who worked tirelessly collecting donations and distributing these art pieces. Your commitment and enthusiasm were key to this success. And let's not forget a special shoutout to the phenomenal Billy Strings and his team. Your collaboration in the fight against hunger and your talent are nothing short of inspiring. Together, we're making a real difference!



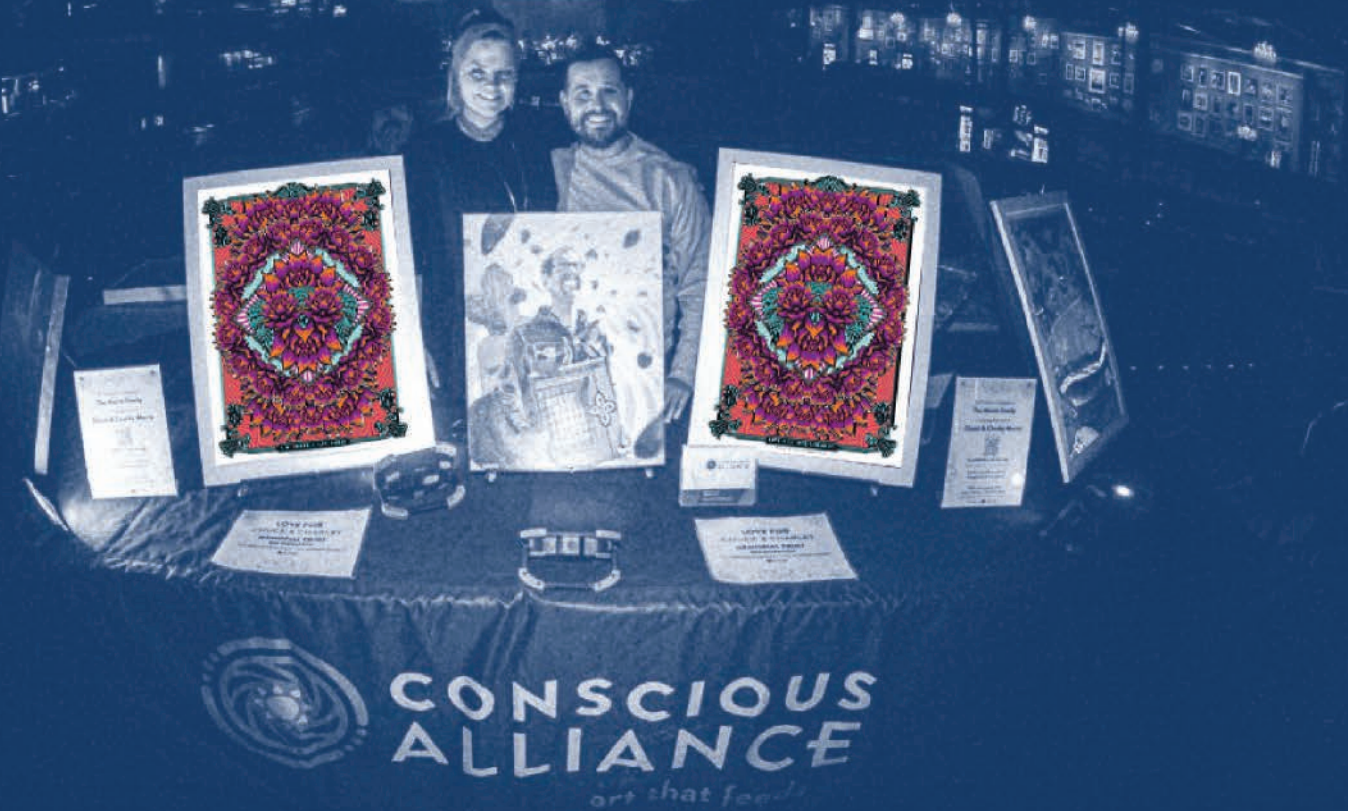
## MICHAEL FRANTI SPREADS LOVE AND KINDNESS

Our journey with Michael Franti & Spearhead last year was one of uplifting spirits and meaningful impact. Hosting Art That Feeds Food Drives at iconic venues like Red Rocks and Boulder Theater, we collectively ensured the provision of 13,941 meals to families in the Front Range and Pine Ridge Reservation. The event's success was marked by the beautiful poster artwork from Add Noise Studios and Michael's echoing of our loving kindness value.

Our team was so filled with hope and inspiration that we joined up with Franti again for two nights of Art That Feeds Food Drives at Greenfield Lake Amphitheater in Wilmington, NC.



# IN MEMORY OF CHUCK & CHARLEY MORRIS



The music world was struck with profound sadness at the sudden passing of Chuck Morris, the esteemed percussionist of the band, Lotus, and his beloved son Charley. Their departure left a void in the hearts of many, rippling through the music community and beyond. Chuck had been an integral part of Lotus for decades, sharing his passion for music and spreading joy through his rhythms. His son, Charley, undoubtedly inherited his father's spirit and energy, showcased through his dedication to track at his university and the contagious smile he brought to those around him. For over 14 years, Chuck and Lotus have been tremendous advocates of Conscious Alliance, embracing our mission and offering unwavering support to our cause. Their early belief in our work allowed us to find a place in the music industry, and for that, we will be forever grateful. Their contributions have extended beyond the stage; they are genuine champions of goodwill and compassion.

In April of 2023, we had the opportunity to pay homage to Chuck and Charley's memory by joining Lotus and their incredible community for a special benefit show at the Fillmore Auditorium in Denver.

We released a beautiful "For the Love of Chuck and Charley" tribute poster and hosted a silent auction to raise funds for the Morris Family. It was a heartfelt gathering, filled with music, love, and remembrance. The outpouring of love and solidarity was a testament to the impact Chuck and Charley had on so many lives.

We will remember Chuck and Charley with fondness and gratitude. Their legacy serves as a reminder of the strength found in community and the transformative power of music. Though they may no longer be with us in body, their presence resonates in every beat of the drum and every note played.

In their honor, let us cherish the music and strive to hear the beauty in every melody and find comfort in the rhythm of life.

**YOUR MUSIC WILL FOREVER  
ECHO IN OUR HEARTS.**

# ALL-STARS BENEFIT

HOSTED BY THE  
MACMILLAN FAMILY

What an epic night full of dining, dancing, and, most importantly, donating!

With the phenomenal support of our amazing ALLIANCE, we raised over \$300,000 in just one weekend. It was a whirlwind of fun and generosity, proving once again that when we come together, incredible things happen. We're also over the moon about the generous \$40,000 matching donation from A Big Gigantic Difference Foundation. This fantastic contribution kicked off our fund-to-feed initiative with a bang! Thanks to this, we invested in a cargo van. This beauty is set to rev up our local deliveries and make our Art That Feeds food drives more efficient than ever.

And let's not forget the dazzling success of our online auction, thanks to your generous bids. You didn't just raise the bar - you crushed it. Because of your enthusiastic participation, we're set to provide millions of meals to families each year.

From the bottom of our hearts, a gigantic THANK YOU to everyone involved. From all the attendees to our sponsors and every single donor. Your support made our biggest benefit of the year a spectacular success. Your energy, your smiles, and your open hearts are what fuel our drive to make a difference.



# RAISING MONEY RAISING SPIRITS

THIS YEAR WE FOUND SOME REALLY INNOVATIVE WAYS TO RAISE FUNDS THAT HELPED DELIVER MORE MEALS AND NECESSITIES THAN EVER BEFORE.



Celebrating our 20th anniversary with style, the stunning Commemorative Poster by Marq Spusta became more than a collector's item—it became a force for good. This piece of art alone raised enough funds to provide a staggering 117,724 meals! It's proof that creativity can be a powerful catalyst for change, turning artistic expression into nourishment for thousands.



WORLD EMOJI DAY 2023 ❤️

## EMOJIS FOR EMPATHY A WORLD EMOJI DAY SUCCESS

Who knew emojis could be so powerful? Our first-ever Loving Kindness World Emoji Day was not only fun but also impactful, raising \$15,000! This initiative activated thousands of our friends and fans, harnessing the universal language of emojis to spread love, kindness, and crucial support. It's amazing how small symbols on our screens can lead to huge changes in the real world.

“THERE'S NOTHING  
CONTROVERSIAL ABOUT  
GIVING SOMEONE A MEAL.”  
— Keith Moseley, The String Cheese Incident



Joining forces with the Denver Nugget and Your Front Range Toyota Stores, our End of Year campaign started off with a slam dunk. Players and staff came together with the Conscious Alliance team to pack meal boxes to be distributed to families in need throughout the winter.

# 2023 HOLIDAY MEAL DELIVERY

4,276  
TURKEYS  
DELIVERED

GIVE THANKS



We took our holiday spirits to new heights in 2023, bringing joy in the form of 4,276 turkeys and an assortment of food items to Chicago and Elgin, IL; Nashville, TN; Pine Ridge Reservation, SD; and the Front Range, CO region.

## BROOMFIELD, CO

Produced a festive drive thru meal giveaway for 118 families and 8 schools / community groups at our National Distribution Center

## DENVER, CO

Provided meals to Clayton School, Street Fraternity, Wyatt Academy, and Early Childhood Partnership of Adams County including sharing hot Thanksgiving dinners with new arrivals from Venezuela

## CHICAGO, IL

Produced a Community Block Party, turkey, and hot meal give-away with Discover and community partners on the South Side of Chicago

## ELGIN, IL

Shared turkeys with families at Food For Greater Elgin, the local non-profit partner of our good friends at John B. Sanfilippo & Son, Inc.

## PINE RIDGE RESERVATION, SD

Distributed with Loneman, Red Shirt Table, Wolf Creek, and Wounded Knee schools along with our food pantry, and community partners in the Pine Ridge, Red Cloud, and Wakpamni districts

## NASHVILLE, TN

Delivered meals in collaboration with The Store, an innovative free grocery store founded by Brad and Kimberly Paisley

We also shared some super special moments while supporting the Marshall Fire Victims, a testament to our ongoing commitment since 2021. The success of this widespread holiday cheer was made possible by the incredible support of Orchard Valley Harvest, whose generosity fueled our efforts. As we closed our holiday chapter for the year, it was evident that the true essence of the season lies in community, connection, and the joy of sharing.



# WE'RE DREAMING OF A BRIGHT GOOSEMAS

We had a seriously amazing time hosting our annual Goosemas Toy Drive, collecting toys from concertgoers that benefitted LINK of Hampton Roads, who distributed the toys to kids in need in the Hampton, VA community. We collected over \$10K worth of new toys and spent the morning after the concerts with Goose members Rick Mitarotonda (Guitarist) and Trevor Weekz (Bassist) and their management team unloading all of the donations at LINK's community center.



*Holiday Toy Drive*



*Goose*  
**GOOSEMAS**

# OUR HERO OF THE YEAR



## MICHAEL AIRHART



“WHO ARE WE AS HUMAN BEINGS IF WE IGNORE THE SUFFERING OF OTHERS”




Growing up in Altgeld Gardens on the southside of Chicago, Michael had few choices. He recalls the hardships and environment full of all types of hunger. Food was scarce. Michael knows what it feels like not to eat. But Michael had a profound calling early on to take care of people. He first taught himself how to cook and stretch meals – to ensure his family and other kids in the building were fed. This was just the first time he earned a reputation for feeding people.

Some years later, Chef Michael Airhart walked with awe and dismay through Taste of Chicago, a large food festival. He couldn't shake the stark disparity; how some people can have such easy access to great food, while others struggle to eat at all. He watched as a homeless man requested food that was in the process of being thrown away at the end of the event. Yet, the vendor refused to pass the pizza over the fence. From that day forward, Michael knew how he'd work to remove the barriers; he founded Taste for the Homeless.

Today, he and his wife, Pam, set out to give the best food experience to people on the streets of Chicago every. single. day. Mainly serving the unhoused, you'll see Taste for the Homeless, setting up cook stations on the sidewalk, bistro tables with umbrellas to encourage people to sit and eat. He not only cooks up amazing meals, but also shows up

with love, hugs, and compassion, creating trust and an atmosphere of hope. His larger than life personality and the joy he infuses into each meal has transformed the community.

We are tremendously honored to know and collaborate with Chef Michael Airhart. It's been incredible to witness his process; we send trucks of thousands of pounds of specialty meats and soon see images of him grilling on the sidewalk. We send trucks of sausage and egg biscuits and know mornings just got better for so many. We are inspired and grateful for the impact he makes, to call him a friend, and we are fortunate to be a part of his mission. Thank you Michael!

To Michael:   
Thank you for being our hero, our inspiration, and our partner in making the world a brighter, better-fed place.

We COULDN'T  
HAVE DONE IT  
WITHOUT

you



THANK YOU TO  
OUR ENTIRE STAFF,  
OUR BOARD MEMBERS,  
AND OUR VOLUNTEERS  
ACROSS THE COUNTRY.

HERE'S TO A  
**BIGGER** 2024  
& **BETTER**

TAX DEDUCTIBLE DONATIONS  
CAN BE MADE QUICKLY AND EASILY

## HOW TO DONATE:

### MONEY

- **GRAB A POSTER** with a suggested donation at [ConsciousAlliance.org/Posters](https://ConsciousAlliance.org/Posters)
- **DONATE ONLINE** [ConsciousAlliance.org/Donate](https://ConsciousAlliance.org/Donate) or scan the QR code
- **SEND A CHECK** 3801 Industrial Lane Broomfield, CO 80020
- **BECOME A MONTHLY MEMBER** [ConsciousAlliance.org/Membership](https://ConsciousAlliance.org/Membership)
- Reach out to [Donations@ConsciousAlliance.org](mailto: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

- Through **ART THAT FEEDS FOOD DRIVES**.  
Our schedule: [ConsciousAlliance.org/Events](https://ConsciousAlliance.org/Events)
- **BRANDS WITH FOOD** can fill out this form:  
[ConsciousAlliance.org/Brands](https://ConsciousAlliance.org/Brands)

### TIME

- **VOLUNTEERS PLAY A CRITICAL ROLE:**  
Email [Volunteer@ConsciousAlliance.org](mailto:Volunteer@ConsciousAlliance.org)



**DONATE  
TODAY!**

Nearly 10,000 people contributed financially in 2023 to Conscious Alliance. It made all the difference.

# MEET THE TEAM

## OUR STAFF



**JUSTIN LEVY**  
Executive Director



**CATHRYN FOLKESTAD**  
Operations Director



**BJ COCHRAN**  
Director of Touring and Logistics



**KATHRYN BURLESON**  
Program Director



**ALI STONE**  
Director of Marketing & Digital Partnerships



**NATALIE HAND**  
Pine Ridge Reservation Field Director



**PETER HOY**  
Freight and Special Projects Director



**MICHAEL CANTRELL**  
Outreach Coordinator



**KAYLA MLODZIK**  
Organization Manager



**DILLON DUBOIS**  
Program Coordinator

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Red Light Management

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11E1even Management

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**LIZ FOLKESTAD**  
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Musician, The String Cheese Incident

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