



ARTIST AMBASSADOR PROGRAM



DO YOU BELIEVE IN THE POWER OF MUSIC TO TRANSFORM LIVES?

Join our network of Artist Ambassadors and show your support for the work Make Music Matter does around the world.

Connect with your fans in a meaningful way.

Inspire them to take action and make positive change.



Make Music Matter brings people together so they know they're not alone.

Its innovative **Healing in Harmony** music therapy program for trauma survivors has been clinically proven to reduce PTSD, anxiety, and depression.

You can **be a part of our mission** and help amplify voices of hope and resilience that would otherwise go unheard.

BE NAMED A MAKE MUSIC MATTER ARTIST AMBASSADOR

With your support, we can extend our reach and continue to break down barriers to mental health care in some of the world's most vulnerable places. There are a number of ways to get involved:

- **Spread the word** about how Make Music Matter is making an impact by liking and sharing our posts on social media
- Share our featured **Song of the Month** from Healing in Harmony artists on your social media channels and in newsletters
- **Donate items and experiences** for our fundraising activities such as online auctions
- **Provide a quote** for stories and press releases in support of new campaigns and initiatives
- Feature Make Music Matter at your **merchandise booths** at live events
- **Donate a portion of ticket sales** to Make Music Matter

We'll feature your photo at makemusicmatter.org along with a short bio and/or quote and link of your choice.



BE NAMED A MAKE MUSIC MATTER ARTIST AMBASSADOR

MMM Artist Ambassadors may also be invited to contribute to new collaborative tracks or remix tracks from our existing catalogue of songs.



Healing in Harmony Greatest Hits Vol. II



David Bottrill in studio with MMM partner artist **Ian D'Sa**



'Sunday Bloody Sunday' cover by **Artists for Sudan**, a special project by Make Music Matter

ABOUT MAKE MUSIC MATTER

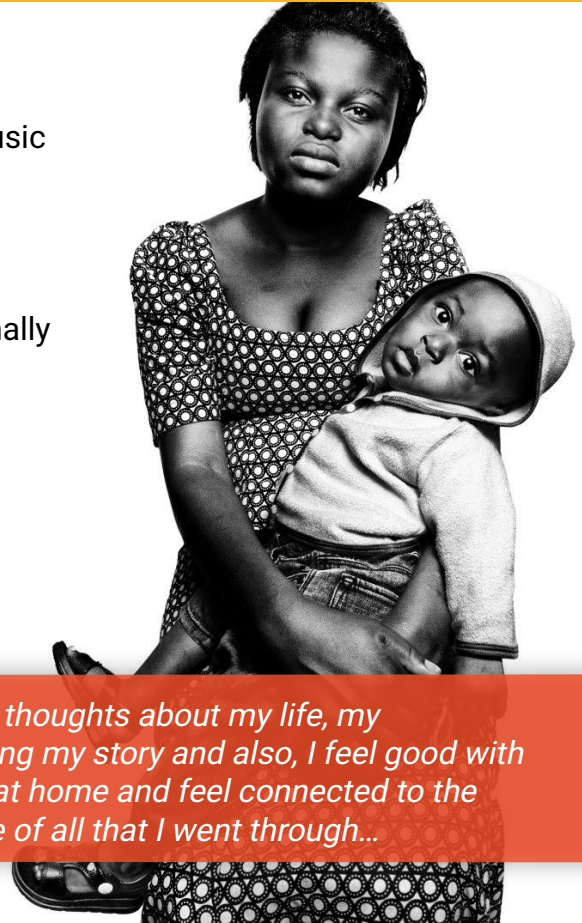
Make Music Matter is a Toronto-based non-profit that believes that music can be an integral part of a community-driven, holistic healing model.

Its innovative **Healing in Harmony** program is a unique form of group therapy that brings together trauma survivors with a local trained psychologist and local music producer to write, record, and professionally produce songs about their emotions and experiences.

The process helps participants to develop potential for transformative change, while building self-esteem and re-establishing their sense of identity and agency.

[Healing in Harmony artist in Kasai, DRC](#)

I realized that I was not responsible for what had happened to me. My thoughts about my life, my environment, and my future changed. I found a sense of relief by sharing my story and also, I feel good with my body, to the point that I continue doing some relaxation exercises at home and feel connected to the child I thought I would never love because the child used to remind me of all that I went through...



THE HEALING IN HARMONY MODEL

1. Local and culturally appropriate psychosocial therapeutic models are used to address traumas. Song writing provides a way for participants to make the expression of their trauma concrete.
1. Songs are professionally recorded, produced, and disseminated via local radio stations, community concerts, social media, and major streaming platforms through [A4A Records](#), with global distribution through Warner Music Canada.
2. Participants emerge as empowered artists with original songs for personal healing and advocacy tools to help combat stereotypes, stigma, and shame.
3. A groundbreaking new publishing model helps to ensure that all royalties from the songs are sent back to the artists and their communities, regardless of socio-economic circumstances.



Healing in Harmony was initially designed for trauma survivors in conflict and post-conflict zones. Target groups include adult, youth, and child survivors including:

- survivors of sexual violence
- people living in poverty and conflict
- displaced persons
- those with mental and physical illnesses and disabilities
- caregivers

WHERE WE WORK

AFRICA

Bukavu, DRC | Panzi Hospital and Foundation
Mulamba, DRC | Panzi Hospital and Foundation
Beni, DRC | Panzi Hospital and Foundation/World Vision DRC
Kasai, DRC | World Vision Canada and DRC
Kigali, Rwanda | Uvisenga Ni Imanzi
Conakry, Guinea | Mukwege Foundation/AVIPA
Pietermaritzburg, South Africa | Mukwege Foundation/SESHHA
Gulu, Uganda | Mukwege Foundation/Golden Women's Vision

EUROPE

Gaziantep, Turkey/Syria | SENED

AMERICAS

Trujillo, Peru | World Vision Peru
Fox Lake Cree Nation, MB, Canada



From survivors of sexual and gender-based violence in the Democratic Republic of Congo to young Syrian refugees with disabilities, Healing in Harmony has helped transform the lives of over **9000 INDIVIDUALS** in eight countries worldwide.

Make Music Matter is actively working with partners to bring the model to **Indigenous communities in Canada** and help address the generational trauma they have endured.

OUR PARTNERS

Make Music Matter partner artists have included:

- Billy Talent
- Three Days Grace
- Sum 41
- Corey Hart
- Sam Roberts Band
- The Trews
- Hill Kourkoutis
- Emily Lazar
- Jim Cuddy
- Damhnait Doyle
- Emmanuel Jal
- Timbuktu

Make Music Matter partners in the music community include:



WARNER
MUSIC
CANADA



UNIVERSAL AUDIO

SOCAN



Long & McQuade
MUSICAL INSTRUMENTS



REVOLUTION
RECORDING



ARTISTS 4 ARTISTS



[See more partners](#)

JOIN US

Join our global network of humanitarians, philanthropists, and music industry professionals and show your commitment to help make positive change in communities far and wide.

Get in touch and find out more about Make Music Matter's Artist Ambassador Program.

info@makemusicmatter.org
steve@makemusicmatter.org

🌐 makemusicmatter.org
f facebook.com/MakeMusicMatter.org
t twitter.com/mmm_org
i instagram.com/_makemusicmatter_

Steve Kane former President of Warner Music Canada, Make Music Matter Director of Business Development and Industry Affairs:

During my thirty plus years in the music business, I've witnessed first hand the power of music to inspire and heal, but I've never seen anything like the Healing in Harmony music therapy program. The work Make Music Matter does in some of the world's most horrific conflict and post-conflict zones to restore people's dignity through the creation of music is both inspiring and vital.



A4A RECORDS & PUBLISHING

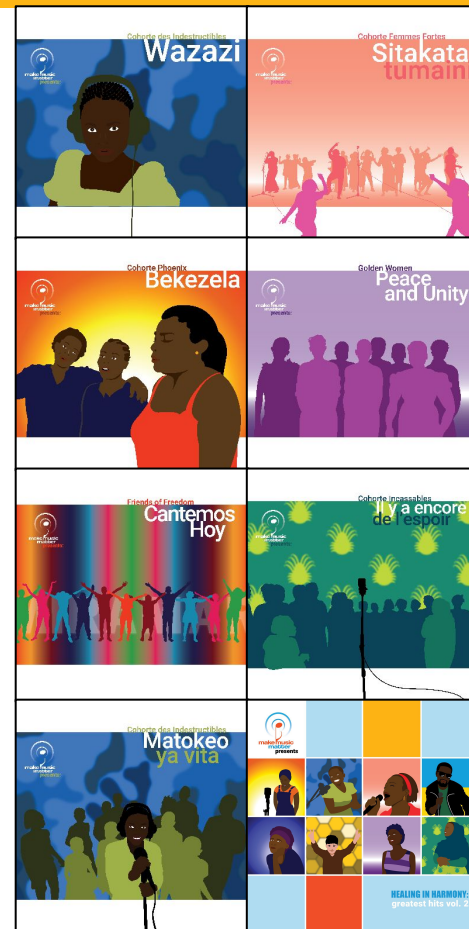
Recordings from Make Music Matter's Healing in Harmony program are released by **A4A (Artists 4 Artists) Records & Publishing**, with global distribution through Warner Music Canada.

A4A was founded in 2019 by **Darcy Ataman**, CEO and founder of Make Music Matter, and **David Bottrill**, Make Music Matter Board Chair and three-time Grammy Award-winning producer (Peter Dinklage, Smashing Pumpkins, Tool, Muse, Rush, Mastodon, Crown Lands...).

The [A4A Community of Mixing and Mastering Engineers](#) is a network of 90+ professionals from 10+ countries around the world who volunteer their time to help produce records for the A4A lineup.

A4A strives to make a profound difference in the lives of marginalized artists around the world by giving them equal access to publishing arrangements, platforms, and distribution on a global scale.

In partnership with **SOCAN** (the Society of Composers, Authors and Music Publishers of Canada), A4A has created an innovative model that allows A4A to act in place of the artist, making it possible to collect royalties on behalf of those who may not otherwise have access to traditional publishing systems.



MON CORPS N'EST PAS UNE ARME / MY BODY IS NOT A WEAPON

”

*If you look at me, you will see
A woman who is smiling
A soul full of joy
And when you meet me on the street
You will never know that
My heart is in pieces
And my dreams are broken.
In my world
I am only a way
To hurt more
No, No, my body is not a weapon x2*

*I also have a dream, I want to move on
I also have a dream, I want to change, everything*

*In me a small president is hidden
Who would change all the inequalities
In me a small lawyer is hidden
To defend all the oppressed
A woman doctor
A soul of joy
A soul that will link the north and the south
And if I don't make it...
Change the world
You, kindle the fire of victory*

-Sandra, Healing in Harmony artist in Bukavu, DRC

Photo by Platon for the People's Portfolio and Dr. Denis Mukwege.

