

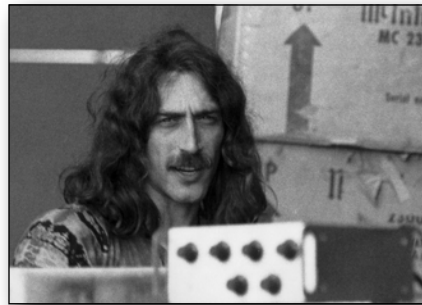


Photo © Herb Greene

The Grateful Dead evolved into an ensemble of highly accomplished musicians of world renown, spawning a community with global perspective and positive influence. The Dead played together for 30 years in venues ranging from open fields at county fairgrounds to beautiful outdoor amphitheaters throughout North America and Europe, including an historic three days in Egypt at the Pyramids at Giza.

The band grew to become the largest consistently grossing touring act in the world in the late 20th Century. The Grateful Dead left quite a wake beside the blown minds and ringing eardrums of its devoted followers. Testimony to their legacy is the non-profit **Rex Foundation**, the band's philanthropic charitable effort that continues to this day in spite of the fact that it was never endowed.

The Rex Foundation was named after the band's early roadie and road manager, Rex Jackson, a bigger than life benevolent human being from Pendleton, Oregon. In 1983, with the band's growing economic success, manager Danny Rifkin, conjured a model of philanthropy that set the stage for many non-profits that still exist today. The Rex Foundation was conceived as a way for the band to support grassroots start-ups that were doing "good work". This model thrust the Grateful Dead into being proactive rather than being reactive to benefit requests. Rex Foundation



Rex Jackson: Photo © Rosie McGee

benefit concerts became legendary, enabling the Foundation to jump start over 900 organizations, most of which still exist today. Fans who bought the tickets trusted the Rex Foundation made sound decisions and granted the money wisely.

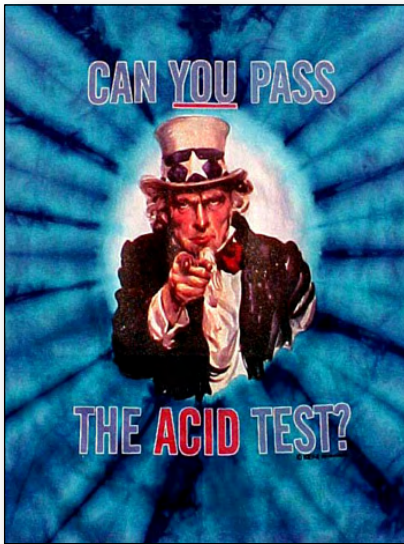
Then that fateful moment arrived with the death of Jerry Garcia in 1995. The Grateful Dead ceased to exist. Direct funding of the Rex Foundation from benefit concert ticket sales ceased, as well.

Fortunately, the music survived, and the Rex Foundation Board has committed to retaining the original mission and spirit. Revenue from event ticket sales is only one source of funding as we explore creative ways to continue support of grassroots programs helping the environment and furthering the well-being of all people.

Look at the Rex mission, the list of grantees and all of the good work produced from Rex grants over the last 27 years. Consider the impact the Rex Foundation has had on humanity. In some cases, Rex grants helped change the world. For most grantees, the recognition and grant from the Rex Foundation is what made the difference.

Furthering a Tradition of Grassroots Giving





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The new acid test is philanthropy. You can **Make the Difference**.

The Rex Foundation has four areas that support the good work people are doing in this world to promote positive change: *Grassroots Grants*, *Rex Awards*, *The World As It Could Be*, and *Community Engagement*.

Grassroots grants:

Grants are provided to smaller non-profit organizations who often fall under the radar of larger funding sources. Grantees do essential work in the areas that fall within the Rex Foundation mission which are: *secure a healthy environment, promote individuality in the arts, provide support to critical and necessary social services, assist others less fortunate than ourselves, protect the rights of indigenous people and ensure their cultural survival, build a stronger community, and educate children and adults everywhere*. Rex grants average \$2,500 to \$5,000 and often provide funding at a crucial moment in time along with helpful foundation recognition.

Rex Awards:

The Foundation provides three awards annually. The Jerry Garcia Award, The Bill Graham Award, and the Ralph J. Gleason Award. Each award of \$10,000 is typically granted to an individual or organization well grounded and mature within their community.

Jerry Garcia Award: In memory of Grateful Dead guitarist and founding Rex board member Jerry Garcia, this award is designed to honor and support individuals and groups that work to encourage creativity in young people.

Bill Graham Award: In memory of pioneering producer and founding Rex board member Bill Graham, himself a refugee, this award is for those working to assist children who are victims of political oppression and human rights violations.

Ralph J. Gleason Award: In memory of music journalist Ralph J. Gleason, a major figure in the advancement of music in America in the 1960s, whose openness to new music and ideas transcended differences between generations and styles.

Would you or your organization want to be the sponsor providing the resources for one or all three of these awards? Consider how your donation can **Let It Grow!**

The World As It Could Be:

The World As It Could Be Human Rights Education Program is an outgrowth of a series of successful initiatives carried out since 2006 to educate and inspire youth and adults to further human rights for all people. These initiatives have used the creative arts to deepen learning about the Universal Declaration of Human Rights (UDHR); they have also given participating youth the voice to teach their peers and adults about the importance of manifesting the UDHR words. With the success of two years of pilot work at Balboa High School, Jerry Garcia's alma mater, the project is now poised to widely distribute high school curriculum that integrates the creative arts to deepen the learning of the UDHR, as well as to commission original productions where youth convey the importance of the UDHR Articles, starting with the Right to an Education.

Community Engagement:

The Rex Foundation continues to engage the community of music lovers who so faithfully supported the Grateful Dead as well as contemporary musicians and their fans. Through our publications, web and social network postings we seek to inspire awareness about the issues our grantees address, and how we can all help further positive social change. Through our live events we seek to provide unique musical experiences that foster creativity and positive community connections while raising funds.

We are rich with experience!
Though never endowed, Rex has granted almost \$9 million to over 1,000 programs in the United States and internationally since 1983 with \$1.2 million granted to 225 programs since 2001.

The Rex Foundation invites you to help **Make the Difference** by supporting Grants, Awards, *The World As It Could Be*, and Community Engagement. Be part of this unique philanthropy that helps make the world better.

Let's continue the good work...



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