

## Spring 2013 Newsletter

Welcome to Unison's Spring 2013 Newsletter. The Unison Fund Board, volunteers and our many supporters have been working hard to get Unison fully operational. Music PEI kicked off the year and held 50/50 draws at 4 different events during their conference in January. Manitoba Music's 3rd Annual Curling Bonspiel in February was a major success and has raised over \$10,000 in the last 3 years. The ECMA helped bring in funds during their Industry Brunch. Thanks to everyone who donated! Look for us during Canadian Music Week - we will be out in full force spreading the word and raising funds for Unison. Read on for more exciting news.

## LONG & McQUADE Supports Unison



The Unison Benevolent Fund and Long & McQuade, Canada's largest musical instrument retailer, have joined forces on a unique fundraising initiative. Long & McQuade, at all 64 locations, will be offering \$5.00 rental coupons for only \$2.00, with all the proceeds going to Unison. The program runs from March 15 to April 15. Point of purchase materials promoting the fundraiser will be present in all Long & McQuade locations. For more information, visit [unisonfund.ca/long](http://unisonfund.ca/long).

## AVLA continues to give



Unison is grateful for the continued support of the members of Music Canada and the Audio-Video Licensing Agency (AVLA). Donations to Unison's operating costs have been received from Sony Music Canada, Universal Music Canada and Warner Music Canada through the AVLA. This \$40,000 contribution is in addition to the original \$80,000 donation to operating funds received in July 2011 as Unison launched its fundraising campaign to meet its \$1Million target. Their generous support will allow us to continue to work towards being fully operational in the coming months.

### About AVLA

The AVLA Audio-Video Licensing Agency (AVLA) represents more than 1200 major and independent record companies and other copyright owners, including many independent artists. Their members own or control the copyright in the vast majority of all sound recordings produced and distributed in Canada. AVLA licenses the broadcasting and reproduction of members' audio

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### UNISON FUND LINKS

-  VISIT UNISON WEBSITE  
[UnisonFund.ca](http://UnisonFund.ca)
-  FOLLOW TWITTER FEED  
[@UnisonFund](https://twitter.com/UnisonFund)
-  LIKE FACEBOOK PAGE  
[facebook.com/UnisonFund](https://facebook.com/UnisonFund)
-  SUBSCRIBE ON YOUTUBE  
[youtube.com/UnisonFund](https://youtube.com/UnisonFund)

### DONATE TODAY

### REGISTER NOW

### GET HELP

Unison acknowledges the support of The SOCAN Foundation.

FONDATION  
**SOCAN**  
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and video recordings in Canada. [avla.ca](http://avla.ca)

## SURVEY RESULTS

And the survey says... Unison recently conducted a survey (with thanks to [Norris Whitney Communications](#)), here are the highlights:

Music is a lifelong career choice and passion - 78% of our survey respondents have worked in the music industry for over 10 years - 24% between 10-20 years, and a staggering 52% for over 20 years.

We're an industry of multi-taskers - our respondents answered the question "what do you do" in a multitude of ways, with our percentage totalling 171%. We are musicians, composers, recording engineers and producers, publishers, educators, live event specialists, marketers, publicists and other record company staff.

We also have hustle. 56% of us have more than one job.

We are entrepreneurial and we are industry builders- 61% of us are self-employed.

On the downside...

Almost half of us (48%) have experienced some kind of setback that has prevented us from working.

More than half of us (54%) do not have supplemental health benefits or life insurance (52%).

And 48% of us have experienced a loss of income in the past 15 years due to industry downsizing and economic conditions beyond our control.

And that's why the Unison Benevolent Fund was created. Stay tuned for more details on how the Unison Fund will be able to help!

The two national music organizations - Music Canada and the Canadian Independent Music Association (CIMA) have both released comprehensive research studies that give an in-depth look at the music industry in Canada. Visit [musiccanada.com](http://musiccanada.com) and [cimamusic.ca](http://cimamusic.ca) to get their complete surveys.

