



# Play This Forward

Share Music. Spread Hope.

## OUR MISSION

Harmony 4 Hope (H4H) is a Chicago-based charitable organization, founded in 2014 for the purpose of using music to fuel scientific discoveries in rare disease, educate future physicians and healthcare professionals and uplift affected patients and families. H4H unites and amplifies the voices of the 350 million people worldwide collectively impacted by 7,000 rare diseases while educating future healthcare practitioners and empowering affected patients and families.

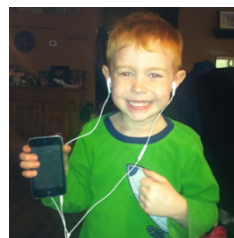
H4H has seen personally how these life-limiting and life-threatening conditions have a range of devastating impacts on children and families. Music is a timeless influence that unites, entertains, uplifts and inspires our community of patients, family members and supporters to contribute to the cause in ways large and small. Every voice matters.

## OUR STORY

Founder Kerry Hughes knows firsthand how a rare disease diagnosis can impact an entire family. A former fourth grade teacher, mother of two and music lover, Kerry was compelled to help affected families in any way she could. Kerry recruited a band of volunteers to help her turn up the volume on rare diseases. Since 2010, H4H's musical initiatives have created a supportive community and contributed tens of thousands of dollars to rare disease research, awareness and education.



## OUR CAMPAIGN



The **Play This Forward Program** directly impacts patients and families through music therapy programs for hospitalized patients, which our families indicate time and again positively impact mood and motivation.

Additionally, research shows that such programs have a direct and positive impact on patients who oftentimes endure multiple and lengthy hospital visits. Music motivates, provides respite in a difficult day, eases anxiety, inspires hope and joy for patients and caregivers alike and mobilizes community for this cause.

The *Play This Forward Program* calls for your company's participation in curating themed H4H Rare Playlists which are made available on **Spotify** and shared specifically for rare disease patients and families.

## THE BENEFITS

Your employees work day in and day out to improve the lives and health of others. Sponsorship of our *Play This Forward Program* provides another opportunity to give back to the community in a dynamic and tangible way while being part of a universal movement for rare disease awareness through a common thread—music. Plug in your public relations and social media campaigns to Harmony 4 Hope and reach our ever-growing grassroots audience.

## NEXT STEPS

H4H has launched a number of initiatives of varying size and scope. Our marketing team is happy to work with you to customize a campaign that best suits your company's needs.

- Band together for rare disease with H4H: [harmony4hope.org](http://harmony4hope.org)
- Contact Kerry Hughes: [kerry@harmony4hope.org](mailto:kerry@harmony4hope.org)