

A Tradition of Giving Back

Kid Rock has always approached life on his own terms, with a singular style defined by great gusto and a steely determination to create memorable music while staying connected to his familial and communal roots. It is a balancing act tried by many but one at which only a few succeed. When one does, though, as Kid Rock has, the impact is far reaching.

Having made a mark on the world of music, he now embraces the opportunity to act as a community leader and is committed to use his position of influence to raise money for causes important to him and his fans through personal appearances, sponsored events and other fundraising activities.

Kid Rock is one of the country's most ardent supporters of the United States military, for example. He works closely with Operation Homefront, the USO and Operation Happy Note, among other organizations, whose missions are to assist armed forces members and their families. As well, he regularly visits service members and performs for troops in Iraq, Afghanistan, Kuwait, Qatar, Kyrgyzstan, Italy, Spain and Kosovo.

In 2009, he established the Made in Detroit Endowed Scholarship through Wayne State University in Detroit to help offset tuition costs of students from throughout southeastern Michigan who are selected for their academic achievements and limited financial resources.

Further, Kid Rock works closely with The Rainbow Connection to help fulfill wishes of children in Michigan who have life-threatening illnesses, as well as the Detroit-based Karmanos Cancer Institute to raise money for research and patient care, and in 2009 he and his Twisted Brown Trucker band performed at a charity concert in New York City to benefit The Institute for Music and Neurologic Function which studies how music can be used therapeutically.

Kid Rock Foundation est. 2008

Kid Rock brought his philanthropy efforts together when he established the Kid Rock Foundation, a Michigan-based 501(c) 3, whose mission, like his music, is broad and far-reaching. With an all-volunteer staff and operating expenses of less than ten percent, the foundation raises funds for and provides resources to other non-profit organizations across Michigan and around the country, especially those working to aid disadvantaged children, victims of war and natural disasters, and those suffering from illness.

One of the foundation's earliest – and most notable – projects was its 2009 fundraiser for Operation Homefront. Fifty cents from every ticket sold to select shows of Kid Rock's "Rock 'N Rebels" concert tour hosted by Jim Beam – more than \$250,000 – was donated to Operation Homefront and its efforts to provide emergency financial aid and critical assistance to United States troops, their families and wounded veterans.

In recent years, the foundation's support has included:

2010 Highlights

^ Partnered with Grand Rapids, Michigan-based Meijer, metro Detroit radio stations and Detroit's Fox affiliate, WJBK-TV, in the weeks prior to Thanksgiving to distribute \$25,000 worth of gift cards to families in need.

^ Kid Rock's iconic "Made in Detroit" apparel line began a partnership with The Detroit Shoppe at metro Detroit's Somerset Collection. The Detroit Shoppe is the shopping center's philanthropic retail store to promote Detroit and raise funds for area cultural institutions and non-profits. All proceeds from the sale of "Made in Detroit" clothing and accessories – \$xx, xxx to date – benefit Kid Rock Foundation.

2011 Highlights

^ During a concert at Detroit's Ford Field in January, Kid Rock received the Spirit of Detroit Award, an honor presented by the Detroit City Council to a person, event or organization for outstanding achievement or service to the citizens of Detroit.

^ Also at the Ford Field concert, Kid Rock announced a \$25,000 donation each to Detroit-based COTS (Coalition on Temporary Shelter); Detroit's Capuchin Soup Kitchen; Pontiac, Michigan-based HAVEN, a shelter for victims of domestic violence; and Rochester, Michigan-based Rainbow Connection, an organization dedicated to fulfilling wishes of children with life-threatening illnesses.

^ In April Kid Rock made a surprise visit to his alma mater, Romeo High School, to present the school's music program with a \$5000 donation on behalf the GRAMMY Foundation and Best Buy. Kid Rock also made a personal matching donation of \$5000 during the presentation.

^ On May 1, the Detroit branch of the NAACP presented Kid Rock with its Great Expectations Award during its annual Fight For Freedom fundraising dinner. The honor recognized his promotion of Detroit and support of its citizens. While accepting the award Kid Rock made a \$100,000 donation to be divided equally among the Detroit Recreation Department, Detroit's Friends of Belle Isle, Mosaic Youth Theatre of Detroit, YouthVille Detroit, and Habitat for Humanity, as well as the American Red Cross to aid in its efforts of assisting those communities throughout the South devastated by tornadoes in April.

^ In July, while performing at the Red Sky Music Festival in Omaha, Nebraska, Kid Rock announced the foundation donated \$10,000 to the Nebraska-Southwest Iowa Region of the American Red Cross to support disaster assistance related to Missouri River flooding.

For more information about the Kid Rock Foundation, upcoming events, and our partner organizations, or to inquire about donations and grants, please contact: <mailto:info@thekidrockfoundation.org>.