



PHOTO: TAYLOR CROTHERS

REVOLUTION EARTH

Annual Report 2009

Advanced PR Writing | Summer 2010

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CONTACT INFORMATION

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LETTER FROM CEO

Dear Contributors,

I am proud to write to you again this year. It is with great pleasure that we can celebrate ten years together. Your generous donations and support have allowed us to make Revolution Earth a company of virtue and strength. We expect our success to prosper as we continue our quest to educate the population.

Our company is defined by its service to the community. We aim to spread knowledge of environmental and social issues that affect our world. We see this as an opportunity to create peace through understanding and promote the importance of protecting the environment.

Our honest and intriguing approach inspires many organizations to join our movement. Our partnership with Clean Vibes, Rock The Vote, VH1 Save The Music Foundation and Colors of the World enables us to advance our project and further attain our goal.

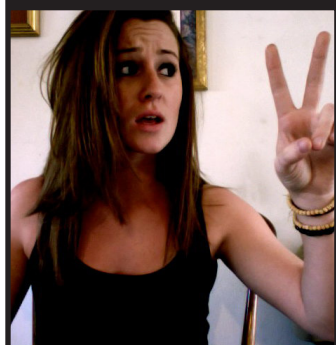
Your ongoing support and ambition continues to motivate our cause. I am excited to continue this journey with you and thank you for taking these proactive steps to support our future.

Sincerely,
Britny Molloy
President/CEO

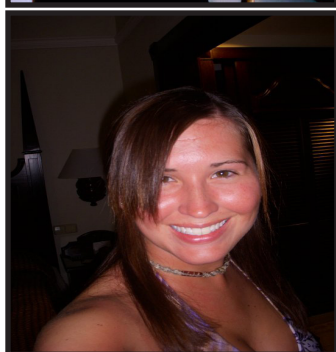
BOARD OF DIRECTORS



Britny Molloy, CEO and company president, graduated from Rowan University with a major in Public Relations, minor in French and concentration in International Studies. She may be contacted at molloy@revolutionearth.org or at ext. 0001



Danielle Roberts, CFO and co-founder of Revolution Earth, graduated from Rowan University with dual degrees in Public Relations and Advertising. She may be contacted at roberts@revolutionearth.org or at ext. 0002



Tara Tomlin is a company co-founder and Special Events Coordinator of Revolution Earth. She graduated from Rowan University with a Master's degree in Public Relations. She may be contacted at tomlin@revolutionearth.org or at ext. 0003

Other Key Contacts:

Mike Smith ext. 1234
smith@revolutionearth.org
 Director of Public Relations

Brian Landon ext. 1236
landon@revolutionearth.org
 Crisis Communicator

Lisa Jung ext. 1235
jung@revolutionearth.org
 Treasurer

Adam Rice ext. 1237
rice@revolutionearth.org
 Director of Staff

MISSION STATEMENT

SOCIAL

Revolution Earth remains committed to providing participants with a broad perspective of humanity through political, economic, charitable, and cultural initiatives and special events in order to improve the quality of life locally and globally. Revolution Earth believes in the continual improvement of society to achieve peace by bringing diverse people together.

ENVIRONMENTAL

Revolution Earth constantly looks for ways to improve our services by using products most friendly to the environment, to convince people to make “green” choices everywhere in society and to petition companies whose services are pollutant and harmful. Other efforts include, but are not limited to, global warming research, air and water pollution changes, energy saving, and nature and animal conservation.

Revolution Earth can achieve these goals only through the help and commitment of our contributors, and we pledge to stay open to their thoughts in order to fulfill our mission and continually improve.

COMPANY HISTORY

Revolution Earth started in 1999 on the engaging idea that knowledge is power.

As seniors in their Rowan University dorm room, Danielle Roberts, Tara Tomlin and Britny Molloy were inspired to educate their peers on imperative social and environmental issues.

The three public relations/advertising majors organized special events with musical talents, which grew to become the greatest annual outdoor event— Revolution Earth Music and Arts Festival.

Through the year, Revolution Earth partners with Clean Vibes, Rock The Vote, VH1 Save The Music Foundation and Colors of the World. By promoting peace through diversity, Revolution Earth inspires people of all demographics to unite in creating a brighter future.



FINANCIAL

Financial Reporting*

Statement of Activities & Change in Net Assets

Year Ended December 31, 2009

Revenue and Support

Grants and contributions	\$ 2,886,440
Royalties	1,901,282
Membership dues and other	30,294
Special Event net profit	247,946
Investment Income	229,407
Total revenue and support	\$5,295,369

Expenses and Programs

Program services	\$3,845,814
Fundraising	166,711
Management and general	247,627
Total expenses and programs	\$4,570,152

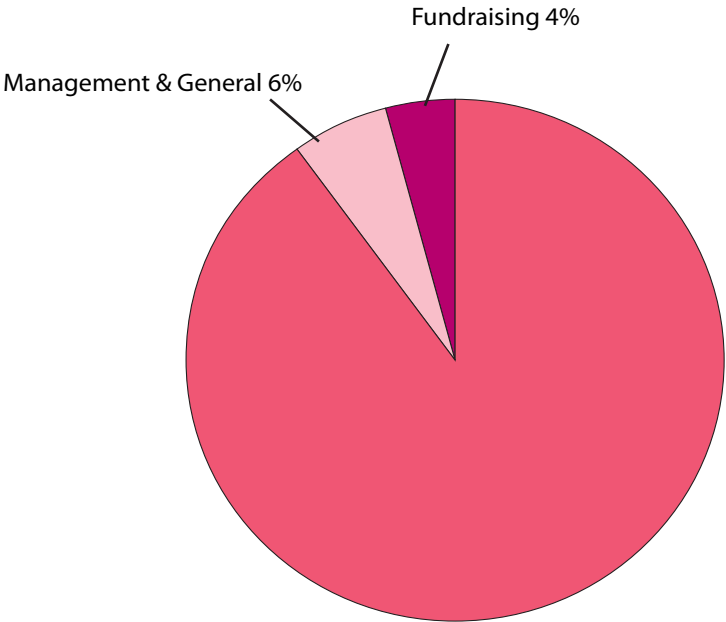
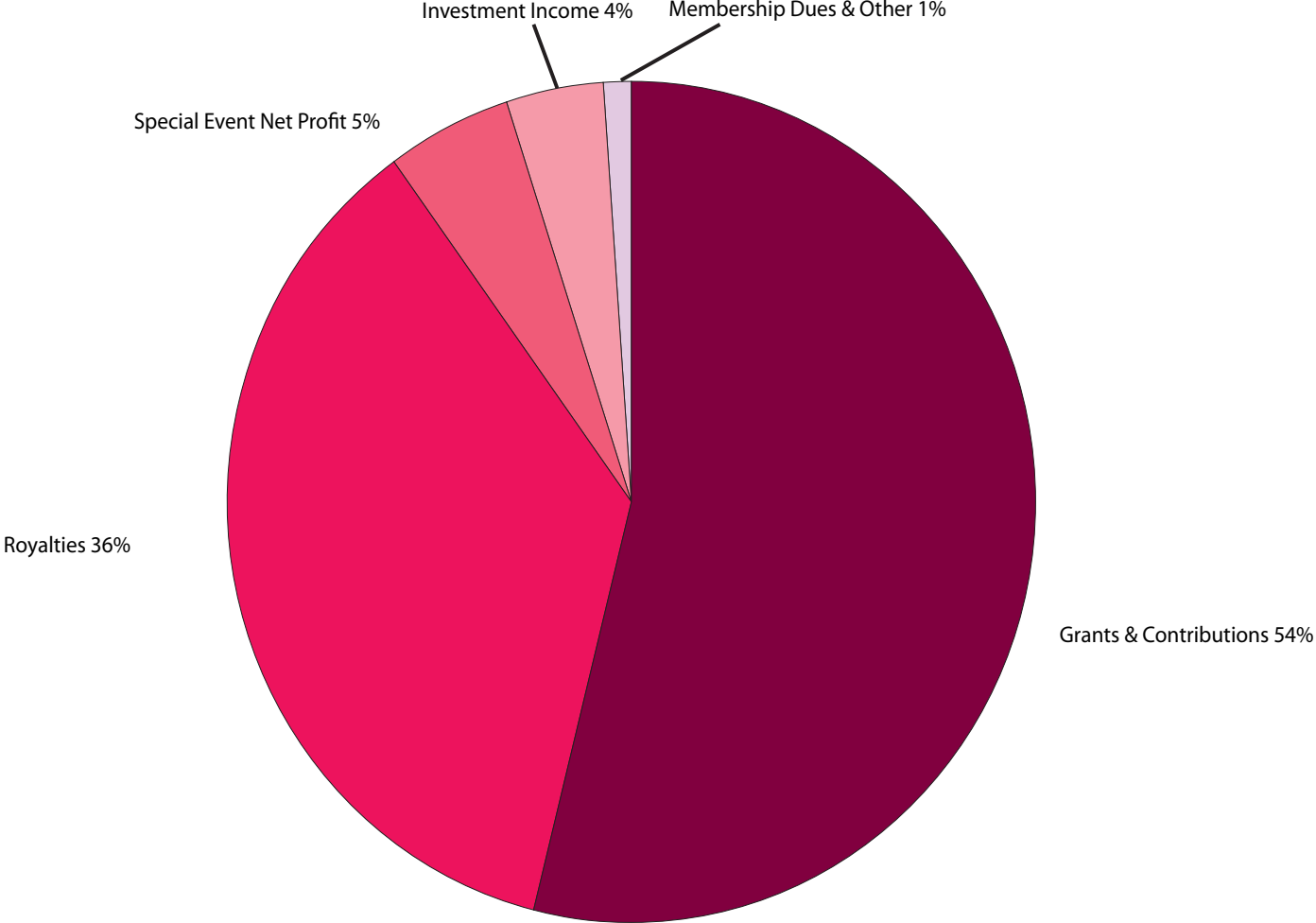
Change in Net Assets	\$1,035,217
Net assets at the beginning of the year	\$4,570,172
Net assets at the end of the year	\$5,605,389

Revolution Earth prepares its financial statements in accordance with generally accepted accounting principles, which involves the application of accrual accounting. This presentation offers an overview of all activities for the year ended December 31, 2009. The 2009 Financials are audited by an outside CPA accounting firm.

*Financial report obtained from Parkways Foundation at <http://www.parkways.org/docs/2009FinishedAR.pdf>

INFORMATION

2009 Revenue and Support



2009 Expenses and Programs

FINANCIAL

Financial Trends and Growth*

Revenue and Expenses for the Three Years Ended December 31, 2007, 2008 and 2009

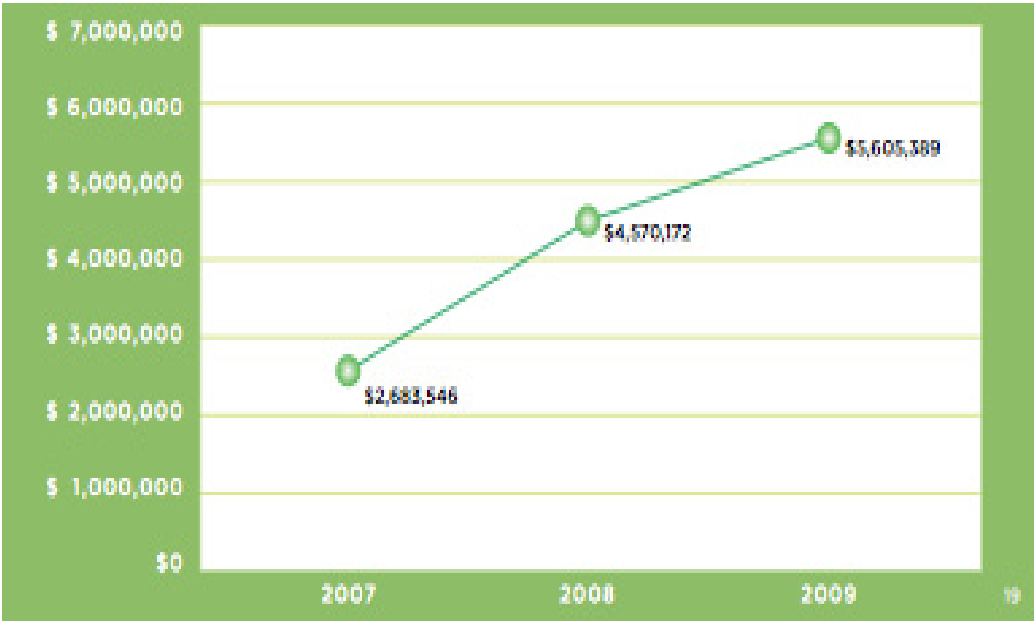


*Financial report obtained from Parkways Foundation at <http://www.parkways.org/docs/2009FinishedAR.pdf>

INFORMATION

Revolution Earth Net Assets

Revolution Earth receives public support from government grants, corporations and individuals. As resources have increased, Revolution Earth continues to experience growth in net assets and expand program expenditures.



SPECIAL EVENT

The Revolution Earth Music and Arts Festival is a four-day, multi-stage camping festival that brings together some of the top performers in country, hip-hop, rock and roll, and alternative music to support the organization's mission.

This year marks our decade anniversary, and the 2010 festival plans promise fans a bigger and better event than ever. This year's event will be held from June 5 through June 9. Tickets cost \$250 per person, which covers the cost of a campsite, parking spot and an exclusive four-day pass to the concert grounds. Ticket can be purchased at www.revolutionearth.org.

The grounds will open at 7 a.m. on June 5 and will remain open until the day after the festival to ensure traveler safety. However, grounds must be cleared by 4 p.m. The concert center remains open 24 hours, and the entertainment begins daily at noon and continues throughout the night. It is undoubtedly a unique experience.

Our musical lineup continues to improve each year as well. Some performers to look out for this year include Taylor Swift, Jay-Z, Kings of Leon, Kenny Chesney, Dave Matthews Band, Nickelback, Carrie Underwood, Kid Rock, Boys Like Girls, Weezer, 311, Sean Kingston, Snoop Dog, Lady Antebellum, and much more.

In case of emergency, there will be trailers set up and marked throughout the grounds. Officers, security persons, EMT, and event staff also patrol the grounds 24 hours a day.

The Revolution Music and Arts Festival happens rain or shine unless a condition that is potentially hazardous to our patrons occurs.

For more information, please visit our site at www.revolutionearth.org or e-mail us directly at discover@revolutionearth.org.

INFORMATION

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July 12, 2010
FOR IMMEDIATE RELEASE

Contact: Mike Smith
Director of Public Relations
Ext. 1234

Revolution Earth Announces Plans for 10-Year Anniversary Festival Bash

(Revolution Earth Anniversary Page 1 of 1)

MANCHESTER—Revolution Earth today announced plans for its 10-year anniversary celebration. Best known for its music and arts festival that attracts over 150 thousand people from all across the country, the organization supports a number of social and environmental missions made possible through the annual event.

This year's event will take place on a 700-acre farm in Manchester, Tenn., featuring big names including Taylor Swift, Kings of Leon, John Mayer, Jay-Z, Bruce Springsteen, and many more. Tickets go on sale this Friday through the company's website and cost \$250 per person. Prices include an exclusive, four-day pass to the concert grounds, a camping site and a parking spot.

“We're very excited for everyone to see what surprises we have in store for Revolution Earth's ten-year anniversary,” said President Britny Molloy. “It's going to be bigger and better than ever, and it's just a way for us to thank our fans for their undying support over the years.”

Danielle Roberts, Tara Tomlin and Britny Molloy founded Revolution Earth in their Rowan University dorm room to combat societal and environmental misfortunes and to bring people together to promote peace.

To purchase tickets or to learn more about this year's event, please visit www.revolutionearth.org.

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SPECIAL EVENT

2009 Revolution Earth Music and Arts Festival Photos and Fan Mail

Dear Revolution Earth,

I never thought four days could change my outlook on life so drastically. Revolution Earth is the most amazing music and arts festival I have experienced in my 27 years. It's like I entered a different realm where peace, understanding and respect for one another were the only things that mattered. I left excited and determined to share my new perspective with the rest of the world.

Sincerely,
Dana Smith
Los Angeles, California



INFORMATION

2009 Revolution Earth Music and Arts Festival Photos and Fan Mail

Dear Revolution Earth,

I don't think you could have picked a better place than Phoenix, AZ for the 2009 Revolution Earth Music and Arts Festival. I have been attending your festival for the past five years, and I look forward to it every summer. I'm a big environmentalist, and I cannot believe how much recycling the festival does--it is pretty impressive.

I hope you consider taking your festival internationally. I travel from London every summer to the U.S. with my boyfriend and friends just so we can be a part of the festival. Broadening your grounds would open up many new doors for your organization!

My boyfriend and I are already talking about next year's festival in Manchester, TN. I love the festival's diversity. I hope the 10-year anniversary impresses me even more than the past festivals because each year they seem to get better and better.

Your Green Girl,
Hannah Lock (23)
London, England



SPECIAL EVENT

2009 Revolution Earth Music and Arts Festival Photos and Fan Mail



Dear Revolution Earth,

This was the first year that I've gone to the Revolution Earth Music and Arts Festival. You exceeded my expectations, and I am counting down the days until next year's festival in Manchester, TN. I met many different people from not only the United States, but around the world. I have never experienced anything like your festival.

My favorite vendor was the tent that sold the African drums. At night, my friends and I would sit in a circle and jam out on the drums that we purchased. The friends we met were mostly the people who joined in on our drum session. The festival was a constant party and the best time I've ever had.

It feels good knowing you can support green efforts and social and political issues too while learning about different cultures and listening to your favorite bands. My friends and I already have June 5, 2010 marked on our calendars to make sure we will be at the 10-year anniversary. Thank you for making the Revolution Earth Music and Arts Festival the highlight of my summer!

Sincerely,
Samantha Smith
Cinnaminson, NJ

INFORMATION



FAQ

What do you do to support your green mission?

Revolution Earth has recycling dumpsters throughout the festival fields. Everyone is given a reusable plastic bottle that is free with the purchase of your festival ticket. The plastic bottle can be used with any drink purchase and for well water. We promote using our well water instead of buying water bottles to help save money and our Earth. Learn more about our mission at www.revolutionearth.org.

How do you choose which artists will perform?

The artists reach out to Revolution Earth and we add them to our lineup based on our event plans for the current year. Some small and big-name artists donate their time and talent to the event and frequently contribute to the various charities we support.

Why do you choose a different venue every year?

Revolution Earth likes to be mobile so we can spread the word about our organization, festival and overall mission. It also gives people a chance experience different areas of the country.

What charities do you support?

Revolution Earth supports Rock the Vote, VH1 Save the Music, Clean Vibes, and Colors of the World.



What kind of vendors are at the event?

Revolution Earth supports a wide arrange of vendors that appeal to each and every fan. Vendors support food, clothing, jewelry, green, musical, recreational, and cultural initiatives. We strive to keep our prices as affordable as possible. If you would like to apply to be a vendor at next year's event, please visit our website for additional guidelines or to submit an application.

How can I join your effort and/or volunteer?

Many people who want to work our events do so through volunteer efforts in exchange for a free, four-day concert voucher. Volunteer opportunities must be preapproved by Revolution Earth, and volunteer efforts must be completed prior to the beginning of the festival. Visit our website to sign up.

Is there anything else I should know about your main event?

Yes. Make sure you come prepared. Bring sun block and a lot of water to keep you hydrated. Also, make sure you bring a marking for your tent. There are thousands of people camping out just like you, so you want your tent to stand out to your group so you can find it easily.

If you would like to ask a question directly, please send an e-mail to discover@revolutionearth.org

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Manchester, TN 37355

Annual Report Crafted By:
Britny Molloy
Danielle Roberts
Tara Tomlin

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