



NURTURE THE NOISE

UNIVERSAL MUSIC GROUP
IMPACT

OUR BELIEF

Everyone deserves mental health support that meets them where they are. For the people who make music possible, that means care tailored to the unique realities of their world—empowering them to thrive before, during, and long after a crisis.



AN INDUSTRY'S PEOPLE AT RISK

The music industry runs on creative minds operating amid extraordinary pressure, instability, and isolation.

The constant demand to perform, create and stay connected leaves little room for rest or recovery.

Addressing these unique pressures requires a new, more sustainable model of support.



BUILDING A NEW MODEL OF SUPPORT

The scale and complexity of the mental health issue facing the music industry mean no single organization can address it alone. Progress will require collaboration between those who understand the industry and those with deep mental health expertise.

Nurture the Noise, conceived and developed by Universal Music Group in partnership with leading mental health organizations, makes collaboration the foundation of the industry response.



OUR OBJECTIVES

CONFRONTING THE CRISIS:

Expand access to responsive,
industry-informed
mental health care

CHANGING THE CULTURE:

Reduce stigma and build a culture
of wellness through relatable
resources, shared learning and
industry-wide support



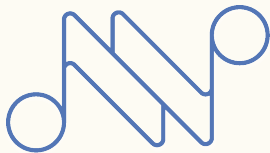
THE POWER OF PARTNERSHIP, IN PRACTICE

Each founding partner brings distinct expertise – from direct care and research to education and cultural engagement – that turns shared commitment into collective action.

**PROJECT
HEALTHY
MINDS**



PROJECT HEALTHY MINDS
Workforce Lab



RollingStone

MUSICPOLITICSTV & MOVIESCULTUREVIBE

"DO YOU GOT US?"

UNIVERSAL MUSIC GROUP PARTNERS WITH MUSIC HEALTH ALLIANCE FOR MUSICIAN MENTAL HEALTH FUND

The program launches just days after Sabrina Carpenter, Noah Kahan, Charli XCX and more donated to Chappell Roan's We Got You campaign with Backline to provide mental health and wellness resources

By LARISHA PAUL
FEBRUARY 13, 2025



Universal Music Group partners with Music Health Alliance for Musician Mental Health Fund

MATT WINKELMEYER/GETTY IMAGES/THE RECORDING ACADEMY;

THEHollywoodREPORTER

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BREAKING NEWS Dolly Parton, Effervescent Queen of Country Music, Dies at 80

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Universal Music Group and Music Health Alliance Launch Music Industry Mental Health Fund

The new initiative expands upon the company's four-year partnership with one another.

BY NICOLE FELL FEBRUARY 13, 2025 6:00AM



UMG HQ in Santa Monica. AARON/BAUER-GRIFFIN/ISC IMAGES

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Mark June, June & Associates, CPA

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BUSINESS > HOLLYWOOD & ENTERTAINMENT

UMG Is Investing In A Mental Health Ecosystem. Here's How It Works

By Cathy Applefeld Olson, Contributor. © Cathy Applefeld Olson is a journalis... Follow Author

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Olivia Rodrigo's GUTS Tour included backstage mental health support provided by Amber Health clinicians
BILLBOARD VIA GETTY IMAGES

FORBES' FEATURED VIDEO

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BUSINESS NEWS2/13/2025

UNIVERSAL MUSIC GROUP & MUSIC HEALTH ALLIANCE LAUNCH MENTAL HEALTH FUND FOR MUSIC WORKERS

The fund will expand upon the two entities' four-year-old partnership that provides Music Health Alliance healthcare concierges to clients.

By Taylor Mims



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COURTESY PHOTO

CONFRONTING THE CRISIS

Since launch, together we've powered 4,000+ mental health sessions for industry professionals through the Music Health Alliance's Music Industry Mental Health Fund



GMA

CBS / Recording Academy



GMA COVER STORY
"CHAPPELL ROAN EFFECT" IN THE MUSIC INDUSTRY

CULTURE → MENTAL HEALTH —
February 14, 2025

Music industry joins effort to support mental health

The music industry is coming together after Chappell Roan's Grammy acceptance speech, in which she called for the music industry to support emerging artists with affordable health care.



CHANGING THE CONVERSATION

We're reducing stigma through research, roadmaps and relatable resources that have been **distributed to more than 6.5M people**



MENTAL HEALTH & HOMELESSNESS



THE MENTAL HEALTH COALITION



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FOUNDATION

MUSIC FOR MENTAL HEALTH: SLEEP SOUNDLY



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ROADMAP TO CLIMATE CHANGE MENTAL HEALTH



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ROADMAP TO LGBTQ+ MENTAL HEALTH

Sexual identity and gender identity are core parts of who we are. While there is no one-size-fits all, there are some shared experiences that often go along with being part of the lesbian, gay, bisexual, transgender, gender nonconforming, queer, questioning+ (LGBTQ+) community. Since mental health touches all aspects of life, it also overlaps with gender and sexual identity.

Whether you identify as LGBTQ+ yourself or love someone who does, read on to learn more about LGBTQ+ mental health.

*Materials prepared by MHC's research team and reviewed by experts in the field for accuracy



THE MENTAL HEALTH COALITION



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I'M COMING OUT

DIANA ROSS

MUSIC IS UNIVERSAL



5 RESEARCH-BACKED WAYS MUSIC BENEFITS MENTAL HEALTH



MUSIC FOR MENTAL HEALTH: LGBTQIA+ PRIDE



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MUSIC STRENGTHENS SOCIAL CONNECTION & IDENTITY.

Music fosters community, friendship, and a sense of belonging, whether through shared tastes, cultural connection, or group activities. It also plays a role in identity development, particularly during adolescence.

Source: American Psychiatric Association

@mentalhealthcoalition @universalmusicgroup @1824



**WE'RE BUILDING A
HEALTHIER FUTURE
FOR MUSIC TOGETHER.**

THANK YOU.

