

The OG Fund:

emergency solidarity plan
for those who created
our scene

We cannot imagine living in a world without dance music and all the industry and the wonderful communities built around it. But did you know that many of the pioneering artists who brought us disco, house, and techno cannot afford basic health insurance or make a rightful income from their creations?

Introducing *The OG Fund*: a simple and transparent emergency program to support legacy artists.

We all want to protect our OGs: it is not their time to go yet, and it should never be their time to struggle. Here is an easy and transparent plan idea, made to fill in our industry gaps in regards to these legacy artists with two key aspects:

- 1) health insurance
- 2) tax/legal/royalty support

The OG Fund is not a case-by-case fundraiser nor a comprehensive way to support artists in general, it is an emergency plan set up while the industry looks for long-term health care, legal protection, and financial consulting solutions adapted to our industry specific needs.

1) Health Insurance

Many legacy artists cannot afford a proper health insurance for financial or legal status reasons.

These artists have led a very full life, experimenting for 20 to 30 years with sleep deprivation and other parts of the lifestyle we now know how to manage better thanks to their experience.

First step:

- a bigger organization kick-starts the project by hiring the consulting services of an insurance expert and gets a quote for a yearly coverage for legacies in the USA and Germany – France and UK TBD.

- this quote gets sent out to other organizations and individuals such as more music tech brands, more related online platforms, major clubs, and major DJs*.

Second step:

- each individual or organization is asked to cover for the yearly fee of one legacy artist per million of their estimated public net worth. This expense should be tax deductible.

- Once the pledge to cover a year of health insurance is finalized, the corresponding number of legacy artists is offered coverage.

=> This can be repeated every year as long as necessary, and can be combined with another easy way to raise money and awareness: companies and artists offer limited edition items with proceeds going into the OG fund.

*What major scene players are we talking about? Here are some examples: Beatport and Pioneer, Fabric and Berghain, Richie Hawtin and Sven Väth...

2) Legal, Tax, and Royalties Consulting

Many of these legacy artists do not enjoy income from their back catalogue. Many of them had tracks ripped off by labels and/or younger artists who sampled without permission, or never paid for outstanding deals, etc.

Many of our OGs also have difficulties with establishing a fully legal and functional tax system for themselves at home or abroad – which is a handicap to be covered by the system or can sometimes turn into an insurmountable surprise debt.

First step:

- a bigger organization kick-starts the project by hiring the consulting services of a legal and tax expert in the USA and Germany in priority, other countries such as France and the UK to be considered.
- these experts establish a number of hours to draft plans suitable to many OGs, as well as a fee per case or number of hours. The goal is not to hire expensive firms, but rather individuals who know our industry and will give fair pricing for these specialized services.

Second step:

- A public call is made for organizations and individuals to pledge a yearly amount of services (with a minimum donation of ca\$500 to avoid extra admin costs). This expense should be tax deductible.
- Once the pledge is finalized, legacy artists can apply to get help to solve one relevant issue on the basis of first come first served.

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