360 Quid Pro Quo

Often artists supporting worthy causes discover that their donation becomes mutually beneficial to both the artists themselves and the causes they represent. The music serves to promote awareness of the charity, and it can also be a stepping stone for up-and-coming performers.

Johnathan’s website, in fact, is built to encourage a quid pro quo environment, giving thanks to their supporting artists by providing free publicity. The musicians who supply music for ORR receive a personalized webpage that allows them to upload videos and post links and touring information. As their music circulates through the charitable medium, their fan base can grow, and, conveniently, fans who learned about them through the charity can find out more about these artists right from the ORR site.

It Started with Reaching Out

Raising money for social programs wasn’t new to Johnathan. Back in high school, he founded a student-based organization called Reaching Out that helped support local charitable organizations. In three short years, he grew the membership to 1,800 and raised more than $5,000. He put his previous experience to good use when he led ORR to its partnership with charity: water, a nonprofit organization that builds freshwater wells for impoverished communities.

Water-Themed Music Promotes … Water

The first music project, a collection entitled “Collecting Droplets,” features five artists from around the country. You can buy the album online through several MP3 stores, including iTunes, Amazon MP3, Zune, CD Baby, and Google Play.

ORR donated all of its profits to the nonprofit organization charity: water, which in turn used 100 percent of the funds to build wells. ORR’s next campaign is Homes.

Johnathan Chen

Just One Reason, 360 Quid Pro Quo

Bringing music and service together through community involvement is the backbone of OneReasonRecordings (ORR), founded in 2011 by College of Arts and Science sophomore Johnathan Chen. The premise is familiar: to start a record label to promote music for charity. But Johnathan’s label added a twist: to unify independent artists on a single compilation with the sole purpose of creating awareness through original music that is written specifically on a theme. The music can then be used as a springboard for fundraising and community empowerment.