Several local music venues will be generating a lot of love over the next few days.

The Peace, Love, and Hope Foundation is the charity of choice for three different music benefits this weekend in the greater Austin area. The benefit series will begin on Friday at the Rattle Inn located in downtown Austin’s West 6th street district. The event will continue on Saturday at Poodies Hilltop Roadhouse and will finish Sunday afternoon at San Marcos’ Cheatham Street Warehouse.

The foundation is a local non-profit that began in order to bring more of the three entities of its name to the world. Its mission is to make the world a better place by raising money to give to various charities. One way the company does so is through hosting benefit concerts, such as the series this weekend.

The proceeds from the shows will go toward Chicken Run Zim, a program the foundation began to set up and maintain a chicken coop at several schools in Zimbabwe. The money made from the chicken coops will go towards school tuition for orphans in the area. Once the chicken coops are set up at the schools it becomes the responsibility of the students to take care of them.

Victor Holk, the promotions director of Cheatham Street Warehouse as well as performer in the series, is excited the foundation chose San Marcos as one of its locations.

“We are always so happy to help the community,” Holk said. “Being a part of this benefit series means we are not only helping our community but a neighborhood of kids in Zimbabwe too. And we are using our talents as musicians to do it.”

Other proceeds from the show will go towards the foundation’s Free Your Spirit Music Project which was created to raise awareness towards quality hospice care. The foundation hopes to evolve the way people approach hospice care.

The Peace, Love and Hope benefit concert series expands over the weekend, but the lineup at each event comes from the same pool of artists. Corey TuT, Mile 5, Canvas People and the Will Arrington Band will each serve as a headliner at some point throughout the weekend.

Kyle-Matthew Taylor, the lead singer of Canvas People, shared Holk’s sentiment towards the foundation’s mission.

“During my day-to-day life I honestly don’t feel like I contribute all that much,” Taylor said. “I play my music and I go to work but those are things I do for myself. By playing this show we are helping others. It may not be directly, but I am proud to help any way I can.”

The Peace, Love, and Hope Foundation will continue to host benefit concerts for charities of their choice in the area if this weekend’s series receives enough attention from the public.