We build more equitable and vibrant communities by celebrating the everyday expressions of culture, heritage, and diversity in the Greater Southwest.

We do this by:

- Increasing understanding and respect for heritage, traditional arts, and folklife practices throughout the Southwest region.
- Supporting cultural equity and civic engagement in neighborhoods, organizations, and elsewhere.
- Engaging in meaningful partnerships, alliances, and collaborations that endorse and enable the world we envision.

LEADERSHIP AND STAFF CHANGES

SFA Founder and former Executive Director Dr. Maribel Alvarez was appointed Associate Dean for Community Engagement in the University of Arizona College of Social and Behavioral Sciences. She will maintain her role with SFA as Chair of Public Folklife and Curator of Tucson Meet Yourself.

**BOARD OF DIRECTORS**

- **Bryan Falcon**
  Chair
  Director, The Scoundrel & Scamp Theatre

- **Elizabeth Stahmer**
  Vice-Chair
  UA/Social & Behavioral Sciences Research Institute

- **Dr. Maribel Alvarez**
  Founder, Folklorist, Treasurer
  UA/College of Social & Behavioral Sciences

- **Lynn Hourani**
  Secretary
  Islamic Center of Tucson

- **Dr. Jim Griffith**
  Founder Tucson Meet Yourself
  Folklorist/Author

- **Amy Amoroso**
  Community Volunteer

- **Robert Berzok**
  Crisis Communication Specialist (retired)

- **Vanessa Bechtol**
  Vice President of Strategic Initiatives, Visit Tucson

- **Francisco Pedroza**
  UA/College of Social & Behavioral Sciences

- **Dr. Michelle Tellez**
  UA/Mexican American Studies

- **Dr. Praise Zenenga**
  UA/Africana Studies

**OUR MISSION**

**FUNDERS**

**FUNDERS**

**ORGANIZATION**

**LEADERSHIP AND STAFF CHANGES**

- **Leila Maahs**
  Managing Director

- **Kimi Eisele**
  Communications Manager
  Editor, BorderLore

- **Tim Escobedo**
  Operations Director
  Tucson Meet Yourself

- **Nelda Ruiz**
  Program Coordinator
**Program Highlights 2018**

**Southwest Folklife Alliance Annual Report 2018**

**SFA Financials - Fiscal Year 2018**

- **Total earned revenue**: $217,633
- **Contributed revenue**: $642,937
- **Total Unrestricted Operating Revenue**: $860,570
- **Program expenses**: $746,507
- **General expenses**: $105,510
- **Total Operating Expenses**: $847,017

*includes UA in-kind*

**Revenue By Source**

- 25% Earned
- 75% Contributed

**Expenses**

- 88% Program
- 8% Administrative
- 4% Fundraising

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**Tucson Meet Yourself**

Rain, rain, and rain! We survived heavy downpours this year, but we learned that no amount of rain will keep people from their favorite festival. Our staff and volunteers kept the festival going, looking out for everyone’s safety amidst the puddles! We also moved from our longtime home in Presidio Park to take over 3+ downtown city blocks, and Jácome Plaza.

**Voz Frontera**

With a National Creative Placemaking grant from ArtPlace America, we launched a new youth initiative in Nogales, Arizona in partnership with local individuals and organizations and the University of Arizona College of Social and Behavioral Sciences. This year we introduced training in the documentary arts and entrepreneurship, held artist residencies and laid the groundwork for a co-working space for young leaders in the UA Castro House.

**End-of-Life Programs**

Our End of Life: Continuum program focuses on changing the way we talk about death. We hosted meals and dialogue with four distinct communities: elders living alone, Muslims, Mexican migrants, and refugees. We published a series of mini-ethnographies or “menus” about each conversation, including resources for end-of-life services. Part of the Arizona End of Life Care Partnership, the program is supported by the David and Lura Lovell Foundation and Community Foundation for Southern Arizona Shaaron Kent Endowment.

**Borderlore**

Our free monthly online journal continued sharing stories of the region through cultural reporting. Subscriptions surpassed 11,000 this year. With popular stories on Master-Apprentice Artists Barbea Williams & Alice Manuel, and explorations of current cultural phenomena like catcalls and agave. Our newest column, “Thinking Like a Folklorist,” went inside the minds of folklorists and cultural workers.

**Master-Apprentice Artist Award**

This year we provided $2,500 awards to 10 heritage-based traditional artists and $500 awards to their apprentices to engage in year-long mentorship and cultural transmission. The program is a partnership with the Arizona Commission on the Arts, supported in part by the National Endowment of the Arts, the Surdna Foundation, and local donors (like you).

**Learning Folklife**

In effort to build capacity in ethnography, we focused our educational programming on bringing new documentarians into the SFA fold. We launched the SFA Documentary Cohort for community artists working in cultural journalism, radio, creative writing, film & video, and other genres. The Cohort focused on documenting culture, participating in learning sessions, and sharing knowledge. Future plans involve collaborative projects and fellowships.

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**Adding It Up**

**Tucson Meet Yourself**

- **120,000** in attendance at TMY
- **600** volunteers
- **46** years
- **60** local ethnic food booths
- **65** lowrider cars
- **225** traditional artists
- **75** nonprofit exhibitors
- **55** cultures & ethnicities represented
- **$0** cost of admission
- **$400,000** funds raised at TMY by traditional artists, small businesses, and cultural groups
- **$3.5M** economic impact in local Tucson economy
- **30-50%** rate of diversion from landfills through recycling and composting
- **$143,000** cash withdrawn from ATMs at the event
- **$345,000** cost of producing the festival

**Southwest Folklife Alliance**

- **10** Master-Apprentice Artist Awards
- **$95,000** cash payments to local artists
- **28** organizational partners combined social media followers (Facebook, Twitter, & Instagram)
  - SFA: **2255**, TMY: **25,077**
- **11,043** BorderLore subscribers