

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

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.

FUNDERS



SURDNA FOUNDATION



The David and Lura Lovell Foundation



Community Foundation for Southern Arizona



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.



Leia Maahs

Managing Director



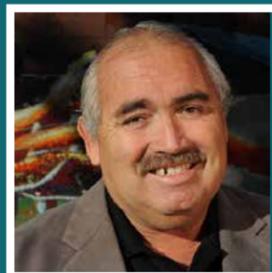
Kimi Eisele

Communications Manager
Editor, BorderLore



Tim Escobedo

Operations Director
Tucson Meet Yourself



Nelda Ruiz

Program Coordinator



an affiliate of the University of Arizona
FOLKLIFE ALLIANCE
SOUTHWEST
PO BOX 42044
TUCSON AZ 85733



Southwest Folklife Alliance Annual Report 2018

PROGRAM HIGHLIGHTS 2018



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



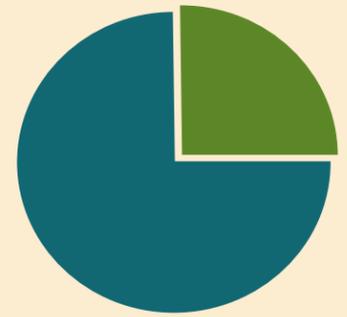
In effort to build capacity in ethnography, we focused our educational programming on bringing new documentarians into the SFA fold. We launched the SFA Documentary Cohort for community artists working

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.

SFA Financials* - Fiscal Year 2018

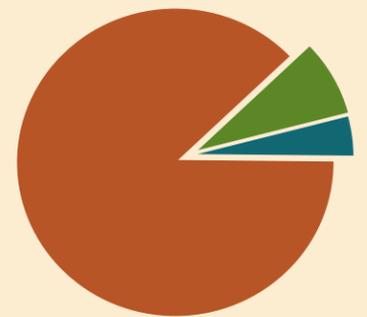
Total earned revenue	\$217,633
Contributed revenue	\$642,937
Total Unrestricted Operating Revenue	\$860,570
Program expenses	\$746,507
General expenses	\$105,510
Total Operating Expenses	\$847,017

*includes UA in-kind



Revenue By Source

25% Earned
75% Contributed



Expenses

88% Program
8% Administrative
4% Fundraising

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