



2018/19 ANNUAL REPORT





“SAL is one of the most intellectually engaging and vibrant institutions in Seattle.”

2018/19 SAL PATRON

If 2017/18 was a stepping stone year as our 30th anniversary, then **2018/29 was a leaping-off year.** We were thrilled to make terrific strides in the second year of our Vision 2020—a strategic plan that is fundamentally designed to welcome more people into deep, shared community conversations inspired by the outstanding, thoughtful writers we bring to our stages and classrooms.

We expanded and deepened community engagement by ensuring that we provided 10% of SAL tickets at very low or no cost to community members who otherwise could not afford to purchase tickets, introducing our new Journalism Series, and celebrating the first full season of SAL’s literary podcast, SAL/on air, providing free access to SAL’s best author talks from our 31-year history. We also welcomed many new voices to SAL stages—more than 70% of the writers we presented identify as people of color, LGBTQ, and/or women. And over 900 people joined in the fun of our beloved

free Summer Book Bingo program, reading 16,000+ books—more than ever before!

We also expanded the impact of our youth programs on students’ lives, especially students without access to arts programs.

In 2018/19, our Writers in the Schools (WITS) program served nearly 5,700 K-12 students. And our new multi-tiered school fee structure made it possible for ten under-resourced schools serving high numbers of low-income students to be a part of WITS, including four first-time partner schools. As a result, at least 40% of WITS students were in low-income families and/or extended hospital stays.

We are so proud to bring our community together to be inspired and challenged by the stories of writers of all ages as they address the most important issues of our time. And **we’re profoundly grateful to you**—the generous supporters and partners and readers who made it all possible!

With abundant thanks,

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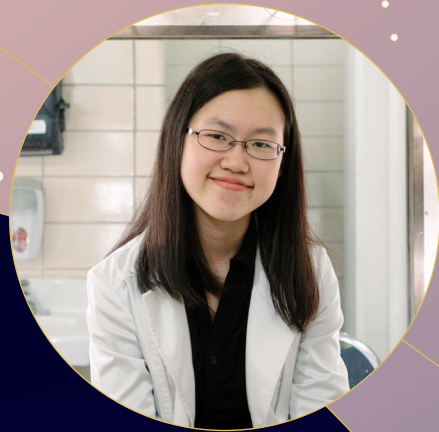
Jenn Pearsall

Steve Rummage

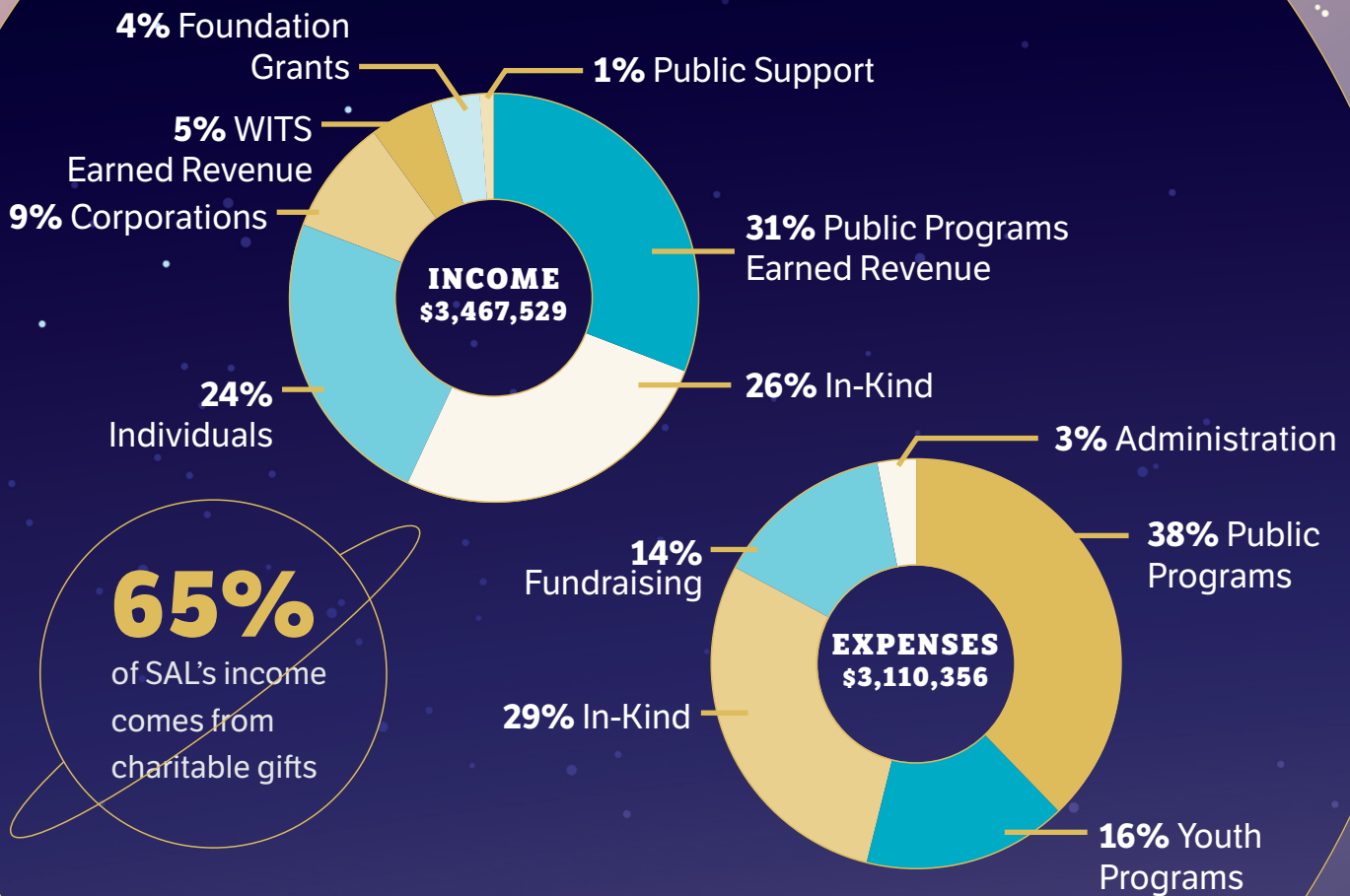
Tama Smith

Chuck Stempler

Jennifer Wong



2018/19 Financials



SEATTLE ARTS & LECTURES CHAMPIONS THE LITERARY ARTS



33,816 Attendees

2018/19
SEASON

Attendance increased by 33% since 2016/17

sali

SEATTLE ARTS & LECTURES

**I find the talks inspiring.
They take me out of my
everyday life and into
bigger thoughts.**

2018/19 SAL PATRON

18 | 19

27
EVENTS

SEASON

PUBLIC PROGRAMS

SAL's public programs present the most talented and thought-provoking writers and thinkers of our times to connect, challenge, and inspire our audiences. In 2018/19 our programs included the Literary Arts Series, Journalism Series, Poetry Series, Women You Need to Know (WYNK), Hinge, and SAL Presents.



BY ENGAGING AND INSPIRING READERS AND WRITERS



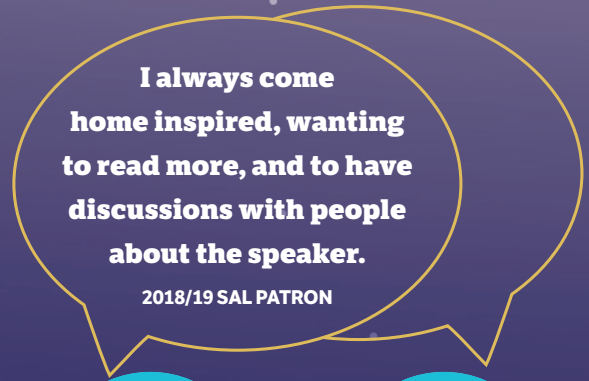
74%

said the event changed or deepened how they thought about something



63%

said they gained a deeper awareness of different perspectives and communities



I always come home inspired, wanting to read more, and to have discussions with people about the speaker.

2018/19 SAL PATRON



89%

said they talked about the event with a friend or acquaintance.

MORE THAN

10%

of SAL tickets are provided at very low- or no-cost to community members who otherwise couldn't afford to purchase tickets

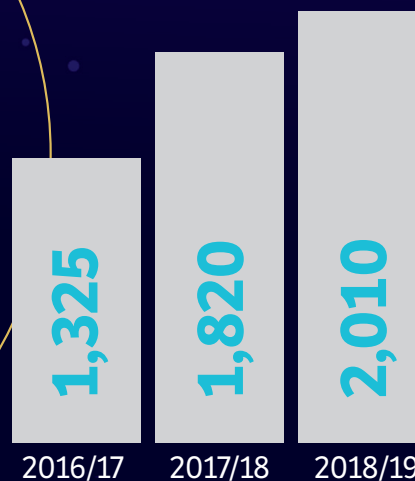


15%

said the event prompted them to engage with their community through volunteering, donating, or advocating for an issue

This season has particularly put [SAL] at the vanguard of highlighting voices that may not have previously been spotlighted in our community.

2018/19 SAL PATRON



Subscriptions **SOLD** increased by **52%** since 2016/17

OF ALL GENERATIONS IN THE GREATER PUGET SOUND REGION.



6,812
K-12
Students

WORKED WITH
WRITERS-IN-RESIDENCE
& MET WITH WRITERS AT
SPOTLIGHT VISITS



**WITS writer residencies took place across
215 Puget Sound classrooms**

YOUTH PROGRAMS

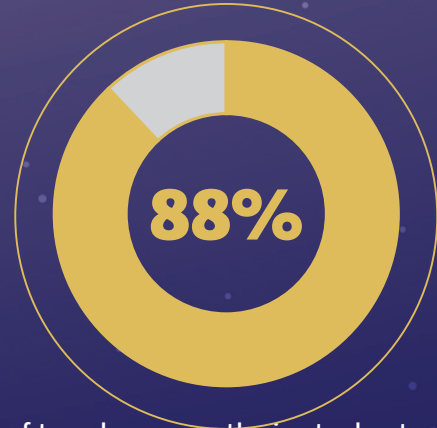
SAL's program Writers in the Schools (WITS) matches professional creative writers with local K-12 public schools for extended classroom creative writing residencies. Students discover the power of their creative voices as they develop essential writing skills. Our Seattle Youth Poet Laureate program elevates the voices of local youth committed to civic and community engagement as well as poetry and performance.





2 of 3 students

reported increased confidence and a desire to write



of teachers say their students improved their writing skills



40% of students

served by WITS last year were low-income and/or in extended hospital care

WITS worked with 29 public schools & Seattle Children's Hospital

The best part about WITS was having an open mind and saying "I can" instead of "I can't."

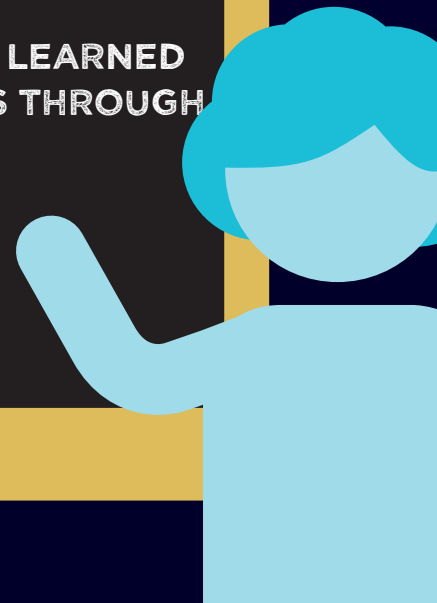
WITS STUDENT
INGRAHAM HIGH SCHOOL

Students are writing, even those who don't see themselves as writers, and not only that, they are writing beautiful poetry!

WITS CLASSROOM TEACHER

9 OUT OF 10 TEACHERS

- + REPORTED THAT THEY LEARNED NEW TEACHING SKILLS THROUGH A WITS RESIDENCY
- + AGREE THAT WITS STRENGTHENED THEIR SCHOOL'S LANGUAGE ARTS PROGRAM



Thank You

Seattle Arts & Lectures is deeply grateful to the following corporate, public, and foundation partners for their generous support of our work in 2018/19.

We are also tremendously grateful to

the many individuals and additional partners who so generously contributed to our work last year. A full list is featured on our website at www.lectures.org/individual-giving/.

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