

Annual Report 2020/21



seattle
arts &
lectures

“Many thanks for the ever-appreciated SAL. You expand my consciousness and address my longings for a more perfect world.”

—2020/21 SAL PATRON

2020/21 was a year unlike any other in our 33-year history. We had to reinvent every aspect of our programming. Over the past year, thousands of viewers from across Washington state and beyond appreciated the access to and intimacy of our online public programs; many remarked that our programs were a lifeline of connection and community during a dark year.

Amid all the challenges of remote learning, opportunities for creative writing through Writers in the Schools (WITS) gave K-12 students a safe space to process the grief and isolation they experienced and the chance to build a sense of belonging with their peers. The talented poets in our Youth Poet Laureate cohort met throughout the year, and in May, Youth Poet Laureate Bitaniya Giday published her first poetry collection, *Motherland*, through a partnership with Poetry Northwest Editions.

In February, Ruth Dickey announced that she was leaving SAL to be the next leader of the National Book Foundation in New York City. We are immensely grateful for her eight years of service at SAL and for the transformation she led during her tenure. The Board formed a search committee and hired Koya Partners to lead a national search, and in May, SAL Associate Director Rebecca Hoogs, a 17-year SAL veteran, stepped into the role of Interim Executive Director.

In June, in response to community feedback and as part of our ongoing work to become an anti-racist organization, we launched our new mission, vision, and values, as well as three key strategies to guide our work over the next three years. We also released the first of what will be bi-annual Racial Equity Accountability Reports to proactively and transparently update our community on our equity activities.

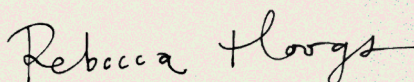
With the incredibly generous support of our donors, audience members, and funders, we ended 2020/21 in a strong financial position. A Payroll Protection Plan forgivable loan combined with robust fundraising results, higher-than-expected ticket sales, and reduced event production costs allowed us to close 2020/21 with a surplus. That cushion will help buoy us through what we know will be an even more financially challenging year ahead.

2020/21 was a year of transition and transformation. Thanks to supporters like you, SAL was able to help readers and writers process the experience, connect with ideas and loved ones, and be inspired by the power of story and language.

Thank you for your support. We truly could not do this work without you.



Melanie Curtice
BOARD PRESIDENT, 2020/21



Rebecca Hoogs
INTERIM EXECUTIVE DIRECTOR

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Mission

Seattle Arts & Lectures cultivates transformative experiences through story and language with readers and writers of all generations.

Vision

SAL envisions a future in which story and language continuously and courageously revitalize equity, justice, and belonging.

Values

**Belonging / Racial Equity / Joy
Transparency / Trust / Curiosity**

Thank You

Seattle Arts & Lectures is deeply grateful to the following corporate, public, and foundation partners for their generous support of our work in 2020/21.

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/.

PRESENTING SPONSOR

The Seattle Times

MAJOR CORPORATE & FOUNDATION SUPPORT (\$10,000+)

Amazon Literary Partnership
ArtsFund
Bill & Melinda Gates Foundation
The Boeing Company
Davis Wright Tremaine
glassybaby white light fund
Harvest Foundation
KNKX
KUOW
Mannix Canby Foundation
Marguerite Casey Foundation
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Microsoft Corporation

The Norcliffe Foundation
Norman Raab Foundation
Perkins Coie
Petunia Charitable Fund
Pivotal Ventures, A Melinda Gates Company
Seattle Foundation
Seattle University School of Law – Calhoun Family Fellowship
Slalom
Teutsch Partners
Woodinville Wine Country

PUBLIC SUPPORT

4Culture

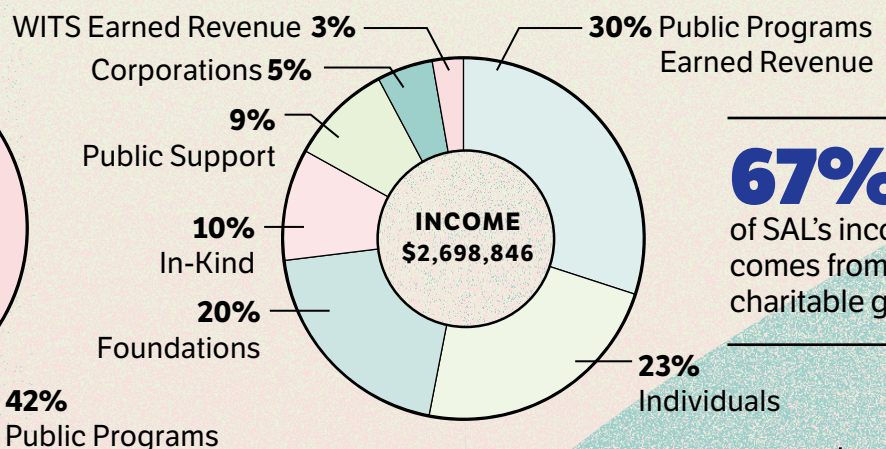
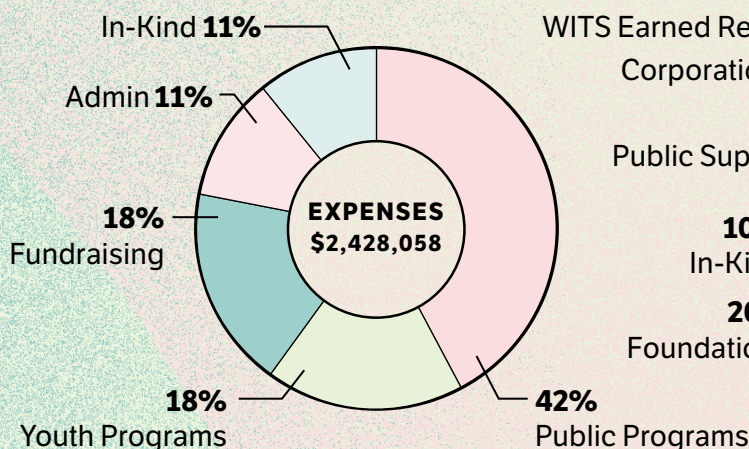
City of Seattle Office of Arts & Culture
National Endowment for the Arts
Washington State Arts Commission

ADDITIONAL SUPPORT PROVIDED BY:

Allison Foundation Trust
AlphaGraphics
Civilization
Climate Solutions
Copper Canyon Press
Dale & Leslie Chihuly Foundation
Elliott Bay Book Company
GLY Construction
Fales Foundation
Marjorie Restaurant

MFA in Creative Writing & Poetics — UW Bothell
Punch Drunk
Queen Anne Book Company
Seattle Children's
Stoel Rives LLP
Third Place Books: Lake Forest Park, Ravenna & Seward Park
Tulalip Tribes
University Book Store
University of Washington
University of Washington — Race & Equity Initiative
Whittier Trust
Wild Ginger

2020/21 Financials



67%
of SAL's income comes from charitable gifts

2020/21
NET ASSETS

\$1,946,048

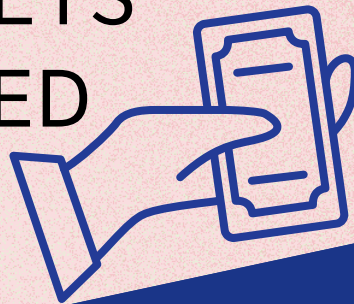
Public Programs

SAL's public programs bring the most talented and thought-provoking writers of our time to connect, challenge, and inspire our audiences. In 2020/21 our programs included the *Literary Arts Series*, *Journalism Series*, *Poetry Series*, *Women You Need to Know (WYNK)*, *Summer Book Bingo*, and *SAL Presents*.

28,452

2020/21
Season

TICKETS ISSUED



**“Inspiring.
Serious.
Impactful. Fun.
Stimulating.
Brilliance
personified by
guest and host.
A blessing.”**

— 2020/21 SAL PATRON

18%

of
all tickets were issued to
those living outside of
Washington state.

“I'm so glad SAL found a way to continue through the pandemic! It's one of my favorite things about Seattle, and having virtual events means I can share SAL with loved ones who don't live in Seattle.”

— 2020/21 SAL PATRON



13.6% of all tickets were provided for **free or \$5** (Students/25 and Under) to provide access to those who couldn't otherwise afford to attend

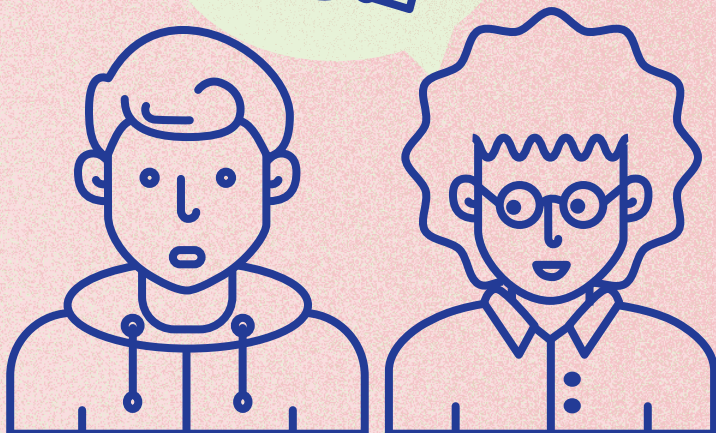
15.7%

of all tickets issued were **\$10 Reduced Price passes**



“The forum that SAL provides to the larger Seattle community is one that has become increasingly important to our civic life, and we’re all better for it.”

— 2020/21 SAL PATRON



77% of SAL attendees said they recommend SAL to others

25 TICKETED

20 | 21

34

EVENTS

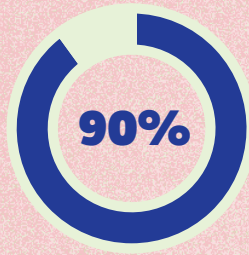
SEASON

9 VIRTUAL
& FREE

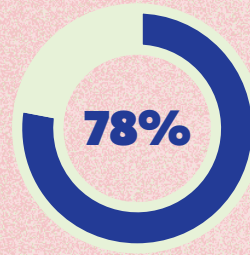
Youth Programs

SAL's Writers in the Schools (WITS) matches professional creative writers with local K-12 public schools for extended classroom 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.

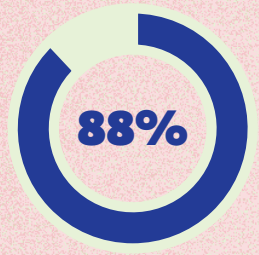
100% of teachers said they will apply things they've learned through WITS to their teaching practice.



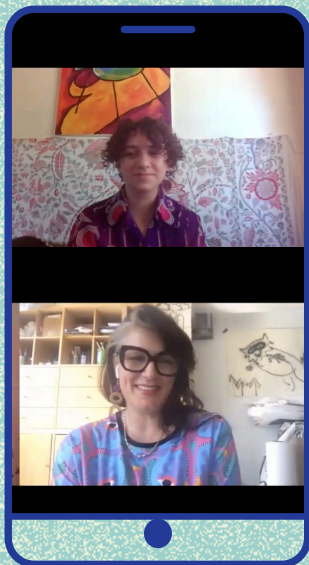
of teachers reported that their WITS students improved the quality of their writing



of WITS students felt their cultural identity was honored and reflected during WITS

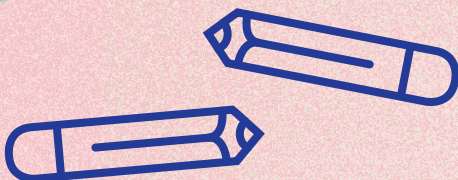


of WITS students felt seen and accepted in their WITS class



“[My favorite part was] I got to express myself and feel safe. It was so fun I was always looking forward to it every week!”

— YOUNGER WITS STUDENT



**OVER HALF OF
WITS STUDENTS FELT MORE
CONNECTED TO THEIR CLASSMATES**

“If we’re back in person, WITS is the answer for students being able to process and write about their worlds, and if we’re not back in school, WITS is **STILL** the answer.”

— WITS CLASSROOM TEACHER

3,782 

K-12 STUDENTS

served during online WITS writer residencies in **165 classrooms** at **23 public schools** & Seattle Children’s Hospital



“I enjoyed the diversity in WITS, it made me feel more comfortable as a person.”

— OLDER WITS STUDENT



34% of students served by WITS attend historically under-resourced schools with the least access to arts education and enrichment in the classroom

TWO OUT OF THREE

middle and high school students feel more confident about their writing

