



Seattle Arts & Lectures

2014/15 Annual Report

Dear Friends: In March 2015 when **Cheryl Strayed** visited Seattle Arts & Lectures, I took her to visit Nathan Hale High School, where—through her own journey as a writer, as well as her book, *Wild*—she shared the idea of an **epic quest**, and how so often in literature and life, the transition to a new phase is marked by some sort of extraordinary journey that takes you to places you never imagined possible. Over the past several years, SAL has been on just such a journey. And in our **2014/15 season**, over **26,698 people** (an increase of 45% over 2013/14) of all ages and backgrounds, in classrooms or performance halls, joined us on our quest. On our journey, **James McBride** reminded us that “Fiction lets dreams come true,” **Colm Tóibín** offered wise insight that imagining others through literature is “the most important thing we do in our lives,” and **Frank Bruni** encouraged us all to read and think broadly and not to use our vast digital access to “dwell in precisely circumscribed and customized information and entertainment cocoons.” And while our visiting writers inspired us to new heights and challenged us to new thoughts, behind the scenes, SAL undertook its own extraordinary journey. We launched a **new series**, **Hinge**, with a lower ticket price to attract new audiences; unveiled a new **Back to School Breakfast** to support our Writers in the Schools program; and partnered with the Seattle Public Library to delight in a whole summer of reading fun with **Summer Book Bingo**. **Eleven of our events sold out**, including both *The Moth* and Cheryl Strayed at Benaroya Hall, and thanks to the partnership and support of so many of you, we **closed the year strongly in the black**. In short, it was a year of tremendous success and momentum, where we lived into our mission in new ways, made great progress on our strategic plan goals, and built our team and infrastructure. We are so proud to share with you this snapshot of our 14/15 year; **thank you to everyone who joined us on this spectacular journey and for having the faith to walk with us to places we had never imagined.**

Ruth E. Dickey

Ruth E. Dickey
Executive Director

Pam Jolley

Pam Jolley
Board President

Thank You

Seattle Arts & Lectures is profoundly grateful to the following corporate, public, foundation, and organizational partners for their generous support of our programs in 2014/15.

4Culture; Amazon.com; ArtsFund; power2give presented by ArtsFund; Boeing; Confidence Foundation; Copper Canyon Press; Davis Wright Tremaine, LLP; Elizabeth George Foundation; Expedia, Inc.; Fales Foundation; Glittersweet; Goldman, Sachs & Co; Harvest Foundation; Iron Springs Resort; Jeffris Wood Foundation; Lighting Supply, Inc; Mannix Canby Foundation; Marquand Books; Medina Foundation; MFA in Creative Writing & Poetics—UW Bothell; National Endowment for the Arts; Norcliffe Foundation; Nordstrom; Norman Archibald Charitable Foundation; NuBe Green; O'Donnell Family Foundation; Olson Kundig Architects; PATH; Pemco; Pershing Advisor Solutions; Petunia Foundation; Poets & Writers; Posner-Wallace Foundation; RealNetworks Foundation; Reed Longyear Malnati & Ahrens PLLC; Schmidt Financial Group, Inc.; Seattle Foundation; Seattle Office of Arts & Culture; Stoel Rives LLP; Tom Douglas Seatown Restaurants; Touchstone Builders; University Book Store; Umpqua Bank Charitable Foundation; Washington State Arts Commission; Whittier Trust; Women's Funding Alliance

We are also immensely grateful to the individuals and additional partners that supported our work last year. A full list is featured on our website: www.lectures.org.

2014/15 Season

Literary Arts Series

7,372 ATTENDEES
James McBride
Colm Tóibín
Ruth Ozeki
Cheryl Strayed
Sheri Fink
Frank Bruni

Poetry Series

2,834 ATTENDEES
Ted Kooser
Matthea Harvey
Sherman Alexie
Timothy Donnelly
Lucie Brock-Broido
Terrance Hayes

SAL Presents

5,535 ATTENDEES
Nicholas Kristof
Ann Hamilton
The Moth
Judy Blume

Hinge / 1,146 ATTENDEES

John Darnielle
Patton Oswalt

SAL U / 1,105 ATTENDEES

Hacking the Brain
Thinking Animals

WITS / 749 EVENT ATTENDEES

Anthology Launch
Writers Works in Progress
Year End Readings

Total Attendance

18,741 EVENT ATTENDEES
+61% event attendance
over 2013/14

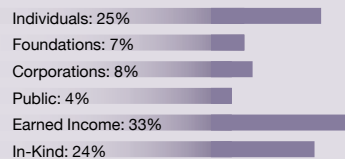
“I was honored to be part of the SAL series. Its reputation as being one of the best in the country is well deserved. The folks in the greater Seattle region have a real treasure on their hands, and I admire the way they cherish and nurture it.”

—JAMES MCBRIDE,
14/15 LITERARY ARTS SERIES SPEAKER

2014/15 Financials

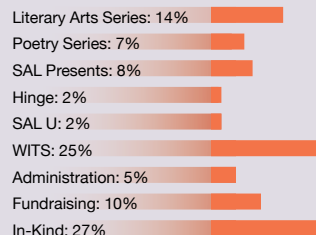
Income

Total: \$1,619,600



Expenses

Total: \$1,444,992



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lectures.org

WITS 2014/15

Writers in the Schools (WITS) inspires young people to discover and develop their authentic writing and performance voices. WITS is the only literary arts education program in the region that pays professional teaching artists to infuse the classroom with the joy of writing while also meeting curriculum standards to positively influence the writing, motivation, and lives of every student.

In 2014/15, **25 WITS writers-in-residence** completed literary arts education residencies at **21 public schools** across **4 school districts** and at Seattle Children's Hospital to directly reach **6,100 K-12 students** and **132 teachers** through **2,352 hours** of sequential in-class writing instruction.

- An estimated **1,800 students** benefited from spotlight author visits and complimentary tickets to Seattle Arts & Lectures' literary events.
- SAL paid **\$215,000** to WITS writers-in-residence, providing meaningful employment to local professional writers and thereby strengthening Seattle's literary sector.
- 97% of WITS students' **self-confidence increased**, 88% **improved their writing**, and 91% **have an increased appreciation for and interest in writing**.
- WITS is **positively impacting the teaching of writing**; 90% of WITS school teachers are adapting and using lessons developed by the WITS writers-in-residence, and 85% said their knowledge of different literature, types of writing, and writing techniques increased.

"WITS has made the students enjoy writing more. This has crossed over into every subject. Once students learn the enjoyment of writing, there is no end to what they can do."

—MIKE AGRELLAS
B.F. DAY ELEMENTARY SCHOOL TEACHER

WITS Writers-in-Residence

Aaron Counts, Ann Teplick, Corinne Manning, Clare Meeker, Daemond Arrindell, Ed Skoog, Emily Bedard, Erin Malone, Greg Stump, Imani Sims, Karen Finneyfrock, Kathleen Flenniken, Katy Ellis, Laura Gamache, Margot Case, Matt Gano, Melanie Noel, Michael Overa, Peter Mountford, Rachel Kessler, Samar Abulhassan, Sara Brickman, Sierra Nelson, Tara Hardy, Vicky Edmonds

Health Sciences & Human Services High School, Hutch School, Lafayette Elementary, McClure Middle School, Nathan Hale High School, Port Townsend High School, Roosevelt High School, Seattle Children's Hospital, TOPS K-8, View Ridge Elementary, Washington Middle School, West Seattle High School, Whittier Elementary

WITS Sites

B.F. Day Elementary, Blue Heron Middle School, Broadview Thomson K-8, Cascade K-8, Catharine Blaine K-8, Center School, Franklin High School, Garfield High School, Hamilton International Middle School,



Strategic Plan Updates

As many of you know, 2014/15 marked the first year of our three-year strategic plan. We have made strong progress on our strategic plan goals and are pleased to share successes in each of our priority areas. A snapshot of the full plan is available at http://www.lectures.org/files/SAL_Strategic_Plan.

Deepen Participant Connections and Experiences:

- Commissioned local writers to create new works about 2014/15 Season authors in order to deepen audience engagement with visiting authors. Developed partnerships with *Poetry Northwest* and *Literary Hub* to showcase content.
- Developed a blog vision and added staff capacity to help manage the initiative. SALblog.org launched in November 2015.
- Partnered with the Seattle Public Library to present Summer Book Bingo, a free summer reading program to more deeply engage area readers, book clubs, and book store partners.
- Amplified SAL's digital presence through social media platforms, increased Facebook following by 57%, and launched an Instagram account.

Strengthen and Expand WITS:

- Researched summer camp program models and developed a program plan after assessing mission fit, ability to reach new children, community need, and fiscal viability. The WITS summer camp will pilot in July 2016, a full year ahead of schedule.
- WITS expanded spotlight author visits, increasing the number of students reached year over year by 80%
- Expanded out-of-school opportunities by bringing the Youth Poet Laureate program to Seattle in partnership with Urban Word (New York City), increasing community visibility of WITS and expanding the reach of poetry for teens throughout Seattle.

Build Capacity:

- Launched a new fall fundraiser to support WITS, providing additional fall cashflow, and augmenting individual and corporate giving.
- Added development staff capacity to robustly pursue foundation support and manage increased development initiatives, and added marketing staff to launch and manage our blog.
- Researched specific funding to support the redesign of our website, database, and ticketing systems, submitted a letter of inquiry to a foundation and have been invited to submit a full proposal.