Moving with the Times

Along with the rest of the world, during our past fiscal year, AFA transitioned out of COVID lockdown into live in person events with hybrid livestream ticketing options. We kept streaming all performances to serve all our audiences both local and international, while growing digital audiences across our website and social properties. We kept faith with our artists providing paid opportunities to develop and present their work. We created more opportunities for diverse, younger artists. We grew our Music is Mine youth program. We held a special Conference in collaboration with Rutgers University as part of our annual Vision Festival. To accomplish all of this, we added to and diversified our staff, board and advisory board.

Looking Forward

During our current year, AFA is focused on implementing our updated three year strategic plan. Planning goals include engaging younger diverse artists as performers and as participants in the curatorial process. We will use their energy and ideas to help develop a new younger audience base to support this creativity into the future. We are reaching into different neighborhoods and communities to make this music and art more available.

STAFF
Todd Nicholson
Patricia Nicholson Parker
Tabitha Sukhai
Danilo Powell-Lima
Eriq Robinson

CONSULTANTS
Bill Mazza - Design, Branding
Michael Lucio Sternbach - Videography

BOARD OF DIRECTORS
William Parker - Chair
Patricia Ali - Treasurer
Jo Wood Brown - Secretary
Tom Carhart
Whit Dickey
David Kreuter
Carter Mathes
Fred Moten
Urania Mylonas
Patricia Parker

ADVISORY BOARD
Nana Carmen Ashhurst
Nabil Ayers
Gregory Cohen
Sandeep Mehta
Herman Milligan Jr.
Anthony Jermaine Ross-Allam
Deborah Steinglass
Brad Smith
Anita Romero Warren

CORE VISION ARTISTS
Rob Brown
Cooper-Moore
Gerald Cleaver
Hamid Drake
Jason Kao Hwang
James Brandon Lewis
Brandon Lopez
Joe McPhee
Matthew Shipp
Steve Swell
Michael T.A. Thompson
Fay Victor

Mission
Arts for Art is dedicated to the exceptional creativity that originated in the African American multi-arts jazz culture that utilizes improvisation to express a larger, more positive dream of inclusion and freedom.
THE VISION FESTIVAL celebrated 26 years with eight days of in person performances, a conference and films, in partnership with Roulette Intermedium, The Clemente and Anthology Film Archives. We presented the best of African-American, multicultural, multi-discipline FreeJazz arts by bringing together practitioners of music, poetry, movement and visual art who embrace improvisation as an aesthetic and means of collaboration.

**Conference: Legacies of Black Creative Music - A Path Towards Justice, June 20, 2022**

This year’s conference was free to attend both at The Clemente in-person and streamed, presenting three panels: *A Legacy of Self-Determination, Black Music | White Business: The influence of institutions in Jazz/FreeJazz and Freedom & Spirituality*.

Featuring a host of artists and scholars, the conference effectively pushed the conversation forward on the role of creative improvised music in unifying communities and activist movements. This event was a collaboration with Rutgers University with support from the University of Pittsburgh.

**ART ROULETTE, June 21 to 25, 2022**

visual artwork was projected in conjunction with the music performances, including work by Wadada Leo Smith, Lois Eby, Jo Wood-Brown, Katy Martin, Miriam Parker, Lisa Alvarado, William Mazza, Beatriz Sampaio.
In Gardens
September 11 to October 3, 2021

IN GARDENS is our annual free performance series that takes place in community gardens of the Lower East Side, Manhattan. From September into October 2021, our community joyfully gathered outdoors to see and hear the music, poetry and dance live in person that they had been missing due to pandemic restrictions.

Peace and Justice Celebration
Dates: October 8 to 15, 2021

THE PEACE AND JUSTICE CELEBRATION brought attention to the ongoing need for community and justice. It also celebrated the great pianists of FreeJazz who performed on our recently donated Steinway B grand piano, an instrument whose sound and quality is commensurate with the talents of the artists who played it.

Jazz Libre
Dates: November 11 to 13, 2021

JAZZ LIBRE focused on the African Diaspora in Latin America. This 3-day event highlighted the diversity of our artists, with the opening night free. It was presented in partnership with The Clemente as part of the Borimix Festival.
WITH SUPPORT from donors small and large, AFA live-streamed weekly salons during the Omicron spike, making it possible to safely serve artists and our wider creative community.

TO KICK OFF the Vision LifeTime Achievement celebration of these great elder musicians, visual artists, and thinkers, we produced and streamed a special AFA Salon featuring both artists in conversation and solo performance. In addition to individual interviews, the Salon included footage of Oliver Lake at his home presenting his visual art, and an AFA hosted conversation with the two artists together.

A NEW ORGANIC STRATEGY for social media saw major increases in the organic reach of our social media messages on two major platforms, Facebook and Instagram. Leveraging in-platform amplification mechanisms resulted in a 73% YoY increase in the reach of Facebook posts and 760% YoY increase in the reach of Instagram posts, compared to the same period in the previous fiscal year.

The brand awareness and engagement driven by these posts resulted in improved traffic to event pages in this fiscal year with a 39% YoY increase of unique traffic to the Vision Festival landing page, and a 45% increase in unique traffic to the Support AFA page which hosts the online donation module.

Future plans include testing new platforms to activate younger audiences (Tik Tok) and developing a conservative paid social strategy to build upon organic growth in this fiscal year. Additionally, Screening Vision archives on YouTube showed steady organic growth YoY, with more than 10% increased total views and more than 30% new subscribers.
Music Is Mine Education

With new and ongoing activities and partnerships, Arts for Art’s Music is Mine (MiM) education program is serving students in more locations.

MiM began a new partnership with Urban Assembly School of Music and Art (UAMA), hosting twice monthly music workshops for students. We also presented eight improvising ensembles to bring insight into the lives and methods of professional artists. Each band invited students to participate through performance and conversation.

At PS20, MiM held a double assembly (interactive lecture demonstration), reaching majority Black, Latinx and Asian students. Our tradition of free public workshops continued at Children’s Magical Garden and First Street Green in the Fall. MiM also provided 40 online 1-to-1 lessons, which were essential for reconnecting with students before COVID-19 in-person restrictions lifted.

The Institute for Collaborative Education (I.C.E.) hosted eighteen additional MiM workshops, led by teaching artists William Parker, Brandon Lopez, Drew Wesely, Raina Sokolov Gonzalez, and Daro Behroozi.

The culmination of MiM’s efforts were two public performances in the fall and summer. In October of 2021, six MiM students performed as part of FABnyc’s Open Arts LES program, and in June 2022 at the Vision Festival, we showcased an 18-piece orchestra with students from ICE, UAMA, Brooklyn Conservatory, and our MiM mentorship program.

Budget

DURING THE PAST FISCAL YEAR, we experienced a notable increase in government funding due in part to the New York State Council on the Arts’ Rapid Live Performance Grants, which we received in support of the Vision Festival and our year-round concert programming. The organization continues to grow and this is reflected in our overall administrative costs. We received continuing support from the Epstein Foundation, the Howard Gilman Foundation, and the Jerome Foundation, as well as new funding from the Rockefeller Brothers Fund.

<table>
<thead>
<tr>
<th>Income</th>
<th>2022</th>
<th>2021</th>
<th>2020</th>
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<tbody>
<tr>
<td>Earned Revenue</td>
<td>94,834</td>
<td>111,568</td>
<td>37,030</td>
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<tr>
<td>Government Support</td>
<td>168,000</td>
<td>72,350</td>
<td>121,620</td>
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<tr>
<td>Foundation Grants</td>
<td>273,650</td>
<td>318,656</td>
<td>146,857</td>
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<tr>
<td>Individual Donors</td>
<td>153,276</td>
<td>169,575</td>
<td>150,124</td>
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<tr>
<td>Totals</td>
<td>689,760</td>
<td>672,149</td>
<td>455,631</td>
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<table>
<thead>
<tr>
<th>Expenses</th>
<th>2022</th>
<th>2021</th>
<th>2020</th>
</tr>
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<tbody>
<tr>
<td>Artist Fees</td>
<td>147,965</td>
<td>160,548</td>
<td>62,277</td>
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<tr>
<td>Administration</td>
<td>398,834</td>
<td>312,142</td>
<td>230,693</td>
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<tr>
<td>Marketing</td>
<td>11,172</td>
<td>6,186</td>
<td>6,745</td>
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<tr>
<td>Technical/Production</td>
<td>115,722</td>
<td>76,435</td>
<td>16,829</td>
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<tr>
<td>Space/Office Rent</td>
<td>10,816</td>
<td>12,841</td>
<td>18,648</td>
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<tr>
<td>Totals</td>
<td>684,509</td>
<td>568,152</td>
<td>335,192</td>
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INSTITUTIONAL SUPPORT
Jerome Foundation, Ruth and Jacob Epstein Foundation, Howard Gilman Foundation, Mid Atlantic Arts, Rockefeller Brothers Foundation, Robert D. Bielecki Foundation, Chamber Music America, Henry Luce Foundation, Jazz Foundation of America, New York City Department of Cultural Affairs, New York State Council on the Arts and Council Members Chris Marte and Carlina Rivera.

Participation by Race

<table>
<thead>
<tr>
<th>PROGRAM</th>
<th>Black</th>
<th>Latinx</th>
<th>White</th>
<th>Asian</th>
<th>two or more ethnicities declared</th>
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</thead>
<tbody>
<tr>
<td>UAMA</td>
<td>71%</td>
<td>26%</td>
<td>5%</td>
<td>1%</td>
<td></td>
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<tr>
<td>PS20</td>
<td>13%</td>
<td>50%</td>
<td>28%</td>
<td>4%</td>
<td></td>
</tr>
<tr>
<td>I.C.E.</td>
<td>22%</td>
<td>23%</td>
<td>44%</td>
<td>6%</td>
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Photos: Eva Kapanadze
Diversity
ARTS FOR ART was founded by artists to address the lack of support for FreeJazz in general and specifically FreeJazz created and performed by African-Americans. For 27 years, we have created opportunities for artists of color to perform on an international stage, historically with over 60% representation. Last year our programs consisted of 61% POC artists and 26% female artists. We are also working to further diversify our board, staff and advisory board to better represent the community of artists that we serve, further strengthening our commitment to the ideals of diversity, equity, excellence, self-determination and community.

Appearances by Race + Gender *

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<tbody>
<tr>
<td>4%</td>
<td>5.75%</td>
<td></td>
<td>33.75%</td>
<td></td>
<td>0.5%</td>
<td></td>
<td>1.75%</td>
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<td>11.75%</td>
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Unique Performers by Race + Gender

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<tbody>
<tr>
<td>3.97%</td>
<td>6.37%</td>
<td></td>
<td>35.06%</td>
<td></td>
<td>0.8%</td>
<td></td>
<td>1.59%</td>
<td></td>
<td>31.87%</td>
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*AFA recognizes that gender is a nonbinary spectrum. However as we do not collect self-identified gender data on either performers or attendees, we find the common use of “woman, man, or gender non-conforming” useful in this context.

ARTS FOR ART promotes diversity by seeking out and shining a light on African-American improvising FreeJazz musicians of all ages. This art was born out of the African-American struggle for equal rights. However the practices of free improvisation and Jazz are increasingly dominated by white men. While resisting this trend AFA encourages the highest standards of improvisational and compositional art.
Arts for Art Values

AFA keeps growing our community of innovative musicians, dancers, poets and visual artists with a public that cares about culture and justice.

The Art is built on democratic community ideals. Its disciplined intensity speaks of equity, justice, and freedom. So AFA has worked to create an inclusive, diverse and equitable space in which the artists, and the public we serve, can thrive.

**Community:** Diversity of race, age, and gender define AFA’s creative improvising community. AFA creates opportunities for diverse artists to meet, share ideas and perform. AFA creates events that encourage artists and audiences to interact.

**Justice, Diversity, Inclusion, Respect:** AFA provides safe spaces for artists to experiment, develop and excel creatively. AFA respects artists by ensuring fair compensation, and audiences by ensuring economic access to programs and performances. AFA organizes artists’ efforts to respond to contemporary social issues. AFA curates for diversity and inclusion.

**Improvisation:** Improvisation is the sophisticated integration of all aspects of creation in real time. AFA curates artists who have developed their own unique improvisational vocabulary and voice. This highly developed form is at the core of AFA’s mission. It is also an element of AFA’s organizational culture wherein AFA relies upon its tenets by operating flexibly in order to respond to opportunities as they arise.

**Commitment:** AFA respects artists’ commitment to their life’s work, and reflects that commitment by seeking and supporting new works, audiences and partnerships that help artists sustain creative and professional growth.