



DIRECTOR'S STATEMENT



As 2019 comes to a close, I wanted to take the time to reflect back on all the amazing achievements that Tasveer fulfilled this year. From having a superb team to introducing new initiatives, this year we really helped raise the South Asian footprint in the Puget Sound area!

This year is the first year in the history of Tasveer where I felt like we had put together a stellar team! We had 3 full time staff members and 5 full time interns that helped us collectively strive and work towards increased visibility for Tasveer and all of its programs & initiatives.

Each year, we continue **to grow the number of programs** we host, and enhance Tasveer's brand exposure **to the number of individuals** (returning and new attendees) who experience a Tasveer event.

Some special highlights to reflect back on fondly are: we hosted the first ever *Tasveer South Asian Literature Festival (TSAL)* in January 2019 where over 1,500 attendees were brought together to learn from writers, poets, authors and celebrate the power of a literary voice. On to the Film Festival, **#TSAFF2019** was at its best with amazing guests like Nobel Peace prize winner Kailash Satyarthi and the renowned Shabana Azmi. We also moved into our new office at the Bellevue Riveter.

– Rita Meher
Co-founder and Executive Director

2019 Programs

- Tasveer South Asian Literature Festival (January 2019)
- AAINA Women's Focus: Yoni Ki Baat (April 2019)
- Tasveer South Asian Film Festival (September–October 2019)
- Youth Workshops (Earth Day, Youth Film Days), Tasveer Fundraising Gala

2019 AUDIENCE YEAR IN REVIEW



5,000+
attendees

TAVEER SOUTH ASIAN FILM FESTIVAL

This year, we featured over **65** films at #TSAFF2019, and had a total of **5,000+** attendees, **500** out of town guests, and **35** filmmakers.



1,000
attendees

AAINA: SOUTH ASIAN WOMEN'S FOCUS

Yoni Ki Baat (YKB) is an adaptation of the Vagina Monologues where authentic, bold and poignant stories are told by South Asian women, trans and gender-non-forming individuals. 2019 marked its 14th year where 8 participants performed over 3 nights, and over 1000+ guests attended.



1,500
attendees

SOUTH ASIAN LITFEST

The 1st ever Tasveer South Asian Litfest (TSAL) brought together distinguished writers, authors, poets and screenwriters of the South Asian diaspora over 2 weekends in January 2019. This **FREE** event attracted over **1,500** attendees who got to listen to author Q&As, panels, attend book signings and explore key literary discussions.

2020 GOALS

OVERVIEW

We kicked off 2020 with Tasveer being featured in a Smithsonian exhibit. While preparing for a successful Tasveer Fundraising Gala on February 28, 2020 delivering quality programs that bring more visibility to South Asian voices, stories and inspiration.



Serve and engage the South Asian youth more and teach them about community work and civic engagement.

Shifting the focus to more diaspora stories.

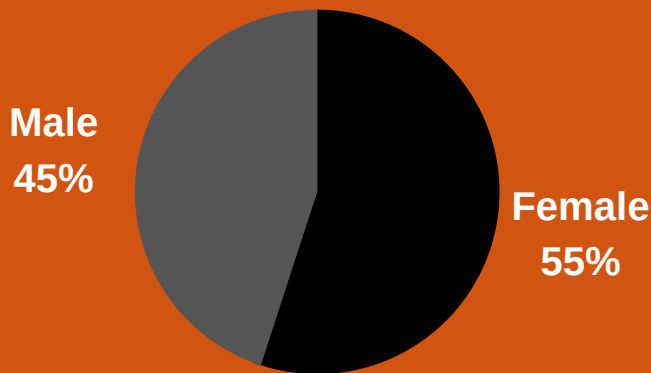


Finding a permanent home.

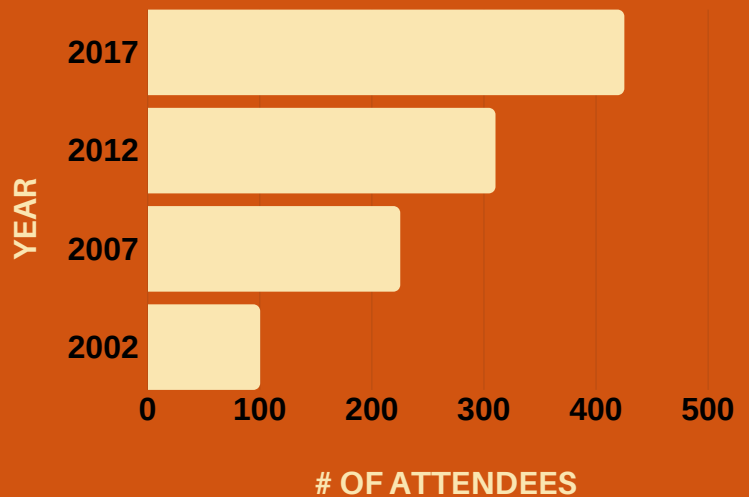


COMMUNITY REACH & DEMOGRAPHICS

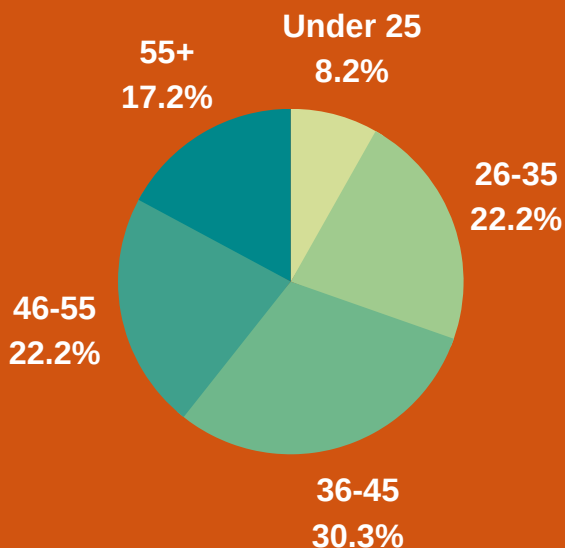
GENDER SPLIT:



INCREASE IN TSAFF AUDIENCE:



AGE SPLIT:



SOCIAL MEDIA FOLLOWERS:

We have an engaged and enthusiastic online community of **7,000+** social media followers who we communicate with actively.



EMAIL MARKETING DISTRIBUTION:



Tasveer has a Mailchimp email distribution list with over **3,000** recipients. Subscribers receive periodic newsletters in their inbox featuring news about all key Tasveer events, programs and community discounts.

TESTIMONIALS

"As a Tasveer sponsor, I have enjoyed meeting many people from all walks of life and experiences who have shared their deepened thoughts and experiences from having watched films or attending events that Tasveer has offered. Quite often, these personal interactions lead to conversations around many obvious and not so obvious mostly invisible issues around understandings, cultural differences and mores that need to be brought out into the world in a safe environment. Tasveer does all this beautifully through multi approach mediums of film, music, art which permeates and is necessary in all worlds...I love Tasveer!"

VIJAYA PATEL

Managing Broker, Madison Avenue Realty

"Tasveer as an organization has a lot of good things going for it. The festival is not the end-all-be-all, I love that the organization has other events/galas throughout the year. It shows the identity you have as an organization and is not just centered on the film festival. This is also quite rare and makes you stand out more."

RICHA RUDOLA

Director, Film: *The Seal*

"The days of Tasveer are really filled with happiness and attractiveness, which makes me realize that we can connect with each other beyond language, religion and race. The Film Festival was incredible."

YOSHIKI OKAMOTO

Intern, Tasveer

