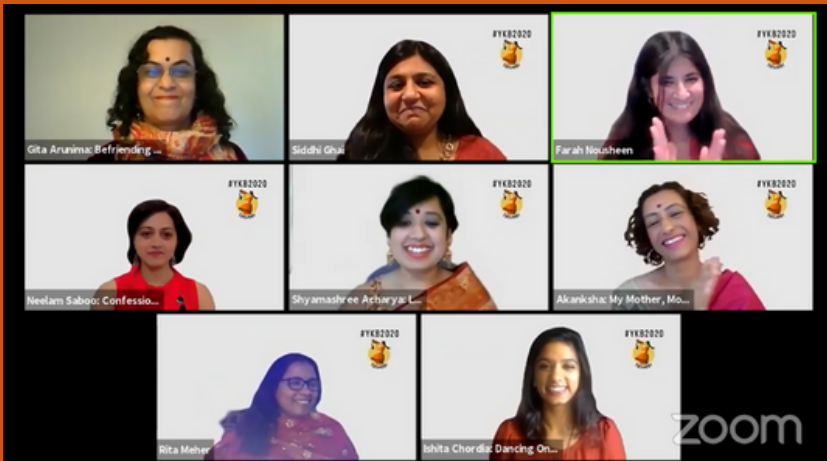




# TASVEER ANNUAL REPORT 2020



# DIRECTOR'S STATEMENT



As I reflect on 2020 – an unprecedented year in so many ways – I'm amazed by Tasveer's many achievements. From creating a superb team to introducing new initiatives and new ways to deliver them, this year we continued amplifying South Asian voices all around the US. I'm filled with gratitude and pride looking back at what our creative and indefatigable team has

been able to achieve, working together from their homes to put together new and innovative programs that kept our community engaged and entertained through the difficult times:

Even virtually, April's **Yoni Ki Baat** kept up the program's tradition of bringing honest, personal storytelling to the community.

In October we marked the 15th anniversary of the **Tasveer South Asian Film Festival** by partnering with six other North American South Asian film festivals for the first and largest **Coalition of South Asian Film Festivals** (CoSAFF). CoSAFF saw Tasveer's name and reputation elevated to the national and global level. During TSAFF, we also awarded the first-ever **Tasveer Film Fund** grant, to support South Asian filmmakers working in the US.

We celebrated the power of literary voice and the written word through Tasveer Author Meets, a book club, and at the second **Tasveer South Asian Literature Festival (TSAL)**, a weeklong series of programs featuring 35 writers Zooming in from around the world.

Ongoing stand-alone programs like Tasveer Reels, Community Speaks, and Youth Collective outreach events rounded out an unexpectedly complicated year, during which it was more important than ever to maintain and expand Tasveer's presence as a reliable, engaging, and thought-provoking South Asian arts organization. Your support has meant everything – thank you.

Rita Meher  
Co-founder and Executive Director



# 2020 YEAR IN REVIEW

---



**45,000+**

**attendees**

## COALITION OF SOUTH ASIAN FILM FESTIVALS + TASVEER SOUTH ASIAN FILM FESTIVAL

This year, we featured over **65** films at our **FREE** virtual festivals CoSAFF and TSAFF, and had a total of **45,000+** attendees from all over the world. We hosted industry days with key industry insiders, Q&As with filmmakers, and more.



**3,000**

**attendees**

## TASVEER SOUTH ASIAN LITFEST

We hosted the 2nd Tasveer South Asian Litfest (TSAL) in 2020. This **FREE** event attracted over **3,000** global attendees who enjoyed a week of readings, author Q&As, panels, and literary discussions on contemporary topics.



**1,000**

**attendees**

## AAINA - YONI KI BAAT

One of our most popular legacy programs, Yoni Ki Baat (YKB) went virtual in 2020 for its **15th year**. Five participants performed for over **1000** audience members. We also helped **API Chaya** raise over **\$4000** through YKB.

# 2021 GOALS

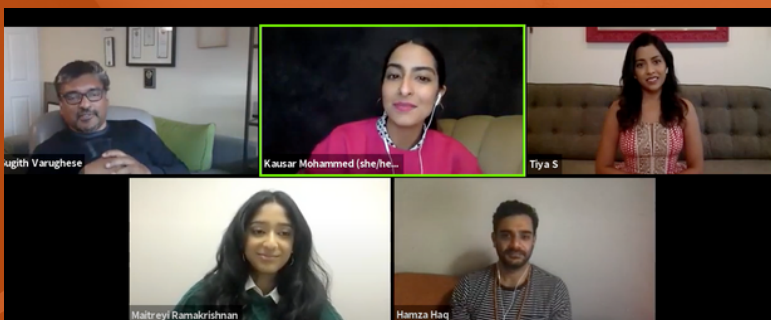
## OVERVIEW

2021 is off to a strong start, with plans for a full year's worth of Tasveer events already underway. Working with a talented array of artists, our community partners, and our volunteers and audiences, we look forward to activities that fulfill our mission and help us meet our goals:



To serve and engage more South Asian youth through film, literature, and art-related workshops led by South Asian community members.

To share more diaspora stories by supporting more filmmakers, writers, and artists from our community with new platforms, programs, grants, and more.

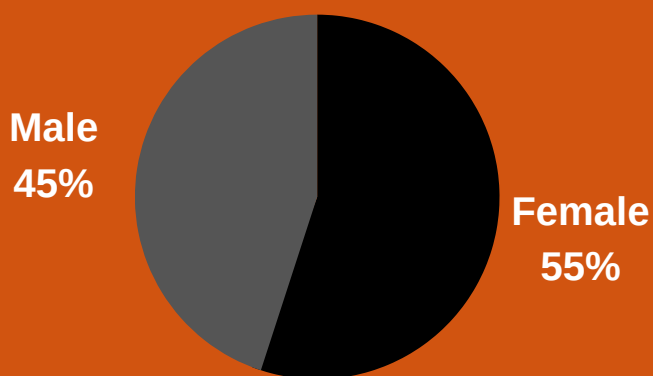


To increase South Asian representation by curating programs that explore and illuminate the full diversity of the South Asian experience.

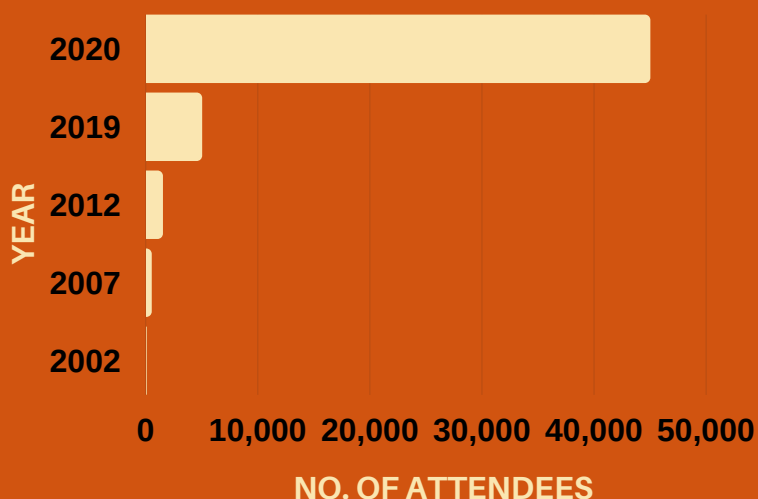


# COMMUNITY REACH

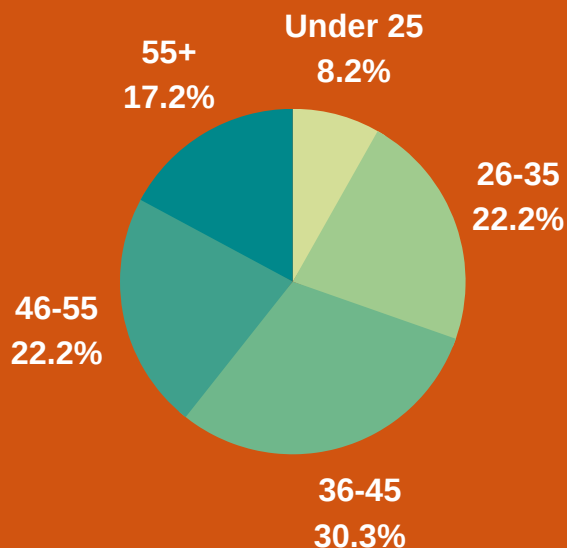
## GENDER



## INCREASE IN TASVEER AUDIENCE



## AGE



## SOCIAL MEDIA FOLLOWERS

We have an engaged and enthusiastic online community of **9,000+** social media followers who we communicate with actively.



## EMAIL MARKETING DISTRIBUTION



Tasveer has an email distribution list with over **6,000** recipients. Subscribers receive periodic e-newsletters 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 more 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

"As the Board President, I think I can safely say that Tasveer's growth as an arts organization in the Greater Seattle Area has been tremendous. After all these years, I continue to be amazed at how we manage to raise the bar for our programs and festivals each passing year!"

**SHAHINA PIYARALI**

Board President, Tasveer

"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, *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

# STAFF & BOARD

## Staff 2020

**Rita Meher**

Executive Director

**Siddhi Ghai**

Program Manager

**Roshni Karthikeyan**

Communications & Marketing Manager

**Pulkit Datta**

Artistic Director-TSAFF

**Varsha Kiri**

Youth Lead & Event Coordinator

**Ketki Asher**

Programming Manager-TSAFF

**Nikita Raja**

Marketing Consultant

**Uzma Khan**

IT Director

## Incoming Staff 2021

**Ariel Brownstein**

Development Manager

## Boardmembers 2020

**Shahina Piyaali**

Board President

**Sumathi Raghavan**

Treasurer

**Alka Kurian**

Secretary

**Farah Nousheen**

**Rita Meher**

**Anita Waghani**

**Ashish Shah**

**Morgan Wells**

**Saira Bano**

**Sheraz Malik**

**Poornima Janakiraman**

## Incoming Boardmember 2021

**Tayyab Mahmud**

**Ariv 'Vozhi' Adiaman**

Our heartfelt thanks to all the wonderful volunteers who worked tirelessly to make all our 2020 programs possible. We couldn't have done it without you!

Thank you to our volunteers **Deepa Sivarajan, Danah Kim, Zainab Zahid, Kathleen Arthur, Anterpreet Bains, Arlene Plevin.**

You have been nothing but supportive through our journey all these years, especially so in 2020. You were always ready to roll up your sleeves to get us through the last year successfully! Thank you for your continued love and support to Tasveer.

**Looking forward to seeing you all in 2021!**

# THANK YOU TO OUR SUPPORTERS



## CHAMPIONS CIRCLE

Shahina & Ali Piyarali

## PATRONS CLUB

Uzma Khan & Piruz Huda  
Alka Kurian & Shesh Mathur  
Girish Nair & Lisa Wendel

## FRIENDS

Swati Angolkar  
Angela Apperson  
Disha Bajaj  
Monica Cary  
Komal Chadha  
Madhulika Gadde  
Sharmilli Ghosh  
Pallavi Goray and Vithal Shirodkar  
Vijay Hampapur and Vidya Sridhar  
Kavita Hegde  
Subhashri & Ramu Iyer  
Poornima Janakiraman  
Sarita Joshi  
Munaf and Shaista Khan

## ADVOCATES

Fawad Abbas  
Seema Abbasi  
Mirza S and Shahbano Agha  
Karthika Ahuja  
Shada Alnasser  
Kathleen Arthur  
Amanda Bedell  
Priti Bhat  
Phil Crocker and Alane Moran  
Annie DiMartino and Roxanne Shepherd  
Satish and Suchitra Iyer  
Balwinder Kaur  
Fazal Khan  
Lubna Khan  
Savita Krishnamoorthy & Sanjay Nagamangalam

## BENEFACTORS SOCIETY

Bill & Melinda Gates Foundation  
Dubois Cary Law Firm  
Group Health Community Foundation  
Zakir & Chitra Parpia  
Rajesh Soy & In Memory of Archana Soy  
Anita and Deven Waghani  
Ashish Shah & Indiaspora  
Anu & Satya Nadella

Maitreyi and Suresh Krishnaswamy  
Anu and Vijay Kurup  
Margaret Murphy  
Rupal Mehta  
Sanjeevini Mittal  
Indu and Jayan Nair  
Chuck Nordhoff  
Suchi Raghavan  
Sumathi Raghavan  
Ranjini and Rajeev Rajan  
Darshana Shanbhag  
Roshita Shrestha  
Judy Sterry  
Kirti Khanna  
Sindhu Koirala  
Maya Magarati and Nil Tilija  
Celia Manne  
Sowmya Nanjaiah  
Tanika Padhye  
Hema Patil  
Shalu Pradhan  
Nirasha Ramchurren and Shiva Sivakumar  
Priyanka Rawal  
Krishna and Sita Sapkota  
Jafar Shameem and Tehmina Zaidi  
Farhat Tejani  
Tarul Tripathi  
Badan and Raksha Tuladhar  
Mandira Virmani  
Anu Chawla  
Mayank Chawla



# THANK YOU TO OUR SUPPORTERS

## SUPPORTERS

Kara Adams  
Joanne Alcantara  
Sowjanya Allam  
Srilatha Ananth  
Vidya Angolkar  
Shiva Ankam  
Nitika Arora  
Michelle Bagshaw  
Seema Bahl  
Saira Bano  
Khurshida Begum and Rubel Mina  
Ashita Bhat  
Mona Butani  
Pooja Choksi  
Anu Chawla  
Scott Dalessandro  
Aditi Desai and Manpratap Suri  
Guy Freeman  
Bharat and Rupa Ganiga  
Ben Gardner  
Siddhi and Rahul Ghai  
Emily Grossman  
Ashmita Gulati  
Sathya Hariharn and Hema Sathya  
Kathrine Hay and Nazir Rah  
Shraddha Kakshapati  
Shanthi Kapila  
Ravnish Kaur  
Akhtar and Mona Khan  
Zainab Khan  
Richard Kim  
Sindhu Knotz  
Chetana Madhugiri  
Keka Majumdar  
Kishi Malhotra  
Dipti Mandalia  
Zeinab Masud  
Lambert Mathias and Uma Pandit  
Simmone Misra  
Farah Nousheen  
Ravi Pai  
Sonu Pall  
Rima Pancholi  
Raheem Parpia  
Arlene Plevin  
Regan Pro  
Uma Raghavan  
Ranjini Rajan  
Aishwarya Lakshmi Ratan  
Shruti Sardesai  
Lowell Douglas Ing

Afrin Sarosh  
Susie Schaefer  
Geeta Sharma  
PR Shrestha  
Rajesh Shrestha  
Sunita Shrestha  
Preeti Shridhar  
Amita and Javed Siddiqui  
Anika Sinha  
Padmini Srikanth  
Le Tat  
Arti Tayade  
Neetu Thakkilapati  
Richa Thapa Magar  
Usha Vadlamani  
Preeti Vipin  
Lynn Walker  
Nat Yocum  
Nalini & Ganesh Iyer  
Richa Rudola  
Nadeem Uddin  
Govind Agarwal  
Sonali Hegde

## WELL WISHERS

Faria Alam  
Mubin Ansari  
Taran Arora  
Kate Ashlea and Tayyab Mahmud  
Mamtha Banerjee  
Shri Borde and Sangeeta Nair  
Mobeen and Uzma Butte  
Ina Chang  
S Charusheela and Colin Danby  
Akshat Divatia and Prachi Vora  
Sudeshna Dixit  
Polly Fabian  
Mala Giri  
Rupa Guha  
Kim Gunnerson  
Sarah Hamid  
Nkosi Harvey  
Cory Hopkins and Jen Jope  
Amin Jiwa  
Kristyn Joy  
Nabila and Sam Kajani  
Erina Kansakar  
Irene Keliher and Morgan Wells  
Karthika Kizhepat and Vimal Nair  
Vanessa Kritzer and Trevor Willett  
Mukes Kumar  
Rajesh Kumar and Sapna Mongia

Sharonyka Kumar  
Hafiz and Rozina Lalji  
Faiza and Sheraz Malik  
Batool Mazhar  
Kunju Mehta  
Meenaz and Tanzeela Merchant  
Waheed Mirza  
Anurag and Vineeta Mishra  
Yasser Mufti  
Rachana Mundra  
Priya and Rajeev Nagar  
Jumana Naguthanawala  
Ajay Nair and Carri Roman  
Vandana Nandan  
Unni Pillai and Anupama Tuli  
Allison Riese  
Madhu and Ravi Sanga  
Priti Sharma  
Ayesha and Kartik Shridhar  
Richard Simonson  
Jayant and Vidhya Swamy  
Geeta and Hemant Vyas  
Sunita Shastri  
Sohrab Homi Fracis  
Koushik Ghosh  
Fiona Mccrae  
Tehmina Zaidi  
Ambalika Khadria  
Nancy Temple  
Sabeen Chaudhry  
Kate Sackett  
Jay Athalye  
Siddhi Ghai  
Arshad Khan  
Swapnil Gungan

