



tasveer

Annual
Report

20
22





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Director's Message

As I reflect on the two decades I have served as the ED of this incredible organization, 2022 was very special for me. As we made out of the Pandemic, first time ever in Tasveer's history, one of my parents, my father came to attend my Tasveer South Asian Film festival. And he had a blast. I didn't know at 52 I was still trying to impress my parents.

Other statistical things were such as Tasveer increased its funds for Tasveer Film Fund by 233%. Over the years, gradually Tasveer has grown more than just a film festival; it is a celebration for our community, storytellers and filmmakers, a celebration of diversity, inclusion, and cross-cultural dialogue. We believe that storytelling has the power to bring people together and inspire change. That is why we work tirelessly to present and improve on the experience it can give to our audience through our film festival.

Sincerely yours,



*Rita Visiting Netflix,
Dec 2022*

Staff

Rita Meher	Jitendra Joshi
Ishita Saran	Khenrab Palden
Uzma Khan	Nicole Plastino
Olympia Bhatt	Maniti Shah
Jitendra Joshi	Hema Dhawan
Khenrab Palden	
Nicole Plastino	

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Farah Nousheen
Tayyab Mahmud
Shailaja Rao
Samir Junejo
Sarita Joshi
Vivek Bahl

TASVEER INCLUSION STATISTICS

If we don't tell our own stories, no one else will.

-Mira Nair

29%

Muslim Representation

Industry: 9.5%

54%

Female Leads

Industry: 17%

43%

Female & Non-binary Directors

Industry: 10.7%



41

Filmmakers were hosted

17

Countries Represented

15

Languages Represented

Programs in 2022

- Tasveer Film Festival
- Tasveer Film Fund
- Community Speaks
- Tasveer Author Meet
- Tasveer Pride Month
- Tasveer Open Mic
- TasveerTV: Reels

Single
Events in
2022
58

Projects	Details	Outcome
Tasveer South Asian Film Festival	The 18-day festival focuses on screening high caliber films that explore social justice, LGBTQIA+ rights, and gender equality.	<ul style="list-style-type: none">• Supporting filmmakers, showcasing their films• Hosting Q&A with filmmakers in person• Bringing community back in person
Tasveer Film Fund	First ever funding South Asian Filmmakers	<ul style="list-style-type: none">• Supporting filmmakers with \$50,000• Partnership with Netfflix
Community Speaks	Storytelling on mental health with South Asian community	<ul style="list-style-type: none">• First event back in person• Opening up about mental health in South Asian Community.

17th Tasveer South Asian Film Festival



The 17th TSAFF took place in-person & online over **18** days with **24** features and **79** short films spanning **17** countries and **15** languages.

The festival kicked off the Opening Night Gala with a star-studded red carpet, featuring the cast of the film "Four Samosas." The Centerpiece film was Goldfish, which brought talented Kalki Koechlin and Deepti Naval, to town.

TSAFF also featured the Oscar-nominated Documentary of Shaunak Sen, "All That Breathes," the only film in history that has won both Sundance's Grand Jury Prize and Cannes' top Documentary Prize. Additionally, the festival showcased the work of talented up-and-coming filmmakers, such as Abinash Bikram Shah, whose film "Lori: Melancholy of my Mother's Lullabies" received a special mention at Cannes.

The festival also included a number of US premieres, including Pravesh Kumar's arranged marriage comedy "Little English" and Amrit Kaur's "Zindagi Dohara," which was made with the support of the Tasveer Film Fund and Netflix.

The Tasveer South Asian Film Festival (TSAFF) was a vibrant celebration of the diverse stories and perspectives of the South Asian diaspora. With themes ranging from diaspora stories and intergenerational relationships to health and wellness, and political oppression and censorship, TSAFF showcased a rich tapestry of experiences and perspectives.



Tasveer Film Fund

Tasveer granted **\$50,000** to **5** South Asian filmmakers in **4** categories, in partnership with Netflix.

- \$15,000: Documentary, CHIRAGU (WING), Neelu Bhuman
- \$15,000: Narrative Feature: HOMES, Hena Ashraf
- \$10,000: Short Narrative: Billo Rani, Angbeen Saleem & Maryam Mir
- \$10,000: Short LGBTQI+: SHAMS, Saif Jan



11 JUDGES

Ameet Shukla
Apoorva Bakshi
Aruna Rao
Bedatri A. Choudhury
Bianca Harlow
Devashish Makhija
Jasmine Jaisinghani
Nina Chaudry
Raj Raghavan
Sheila Houlahan
Simone Ling

12 MENTORS

Geeta Malik
Guneet Monga
Kamran Khan
Nardeep Khurmi
Milan Chakraborty
Priya Giri Desai
Nisha Ganatra
Masashi Niwano
Niraj Churi
Neha Vyas
Stephanie Caleb
Sushmit Ghosh



**"I cannot thank Tasveer enough for taking off with us, on this dream journey, to pave the path for undying trans hope."
- Neelu Bhuman, TFF 2023**

TASVEER OPEN MIC

Reflections Through Heart- Community Open Mic

Featuring artist D'Lo

Sep 24th, 7PM, Broadway Performance Hall

Tasveer's second in-person event of the year was free and sold out completely as the community eagerly awaited the chance to connect in-person over free chai, wine and samosas.

Artists & Talent participated:

17



actor/writer/comedian queer
Tamil- Sri Lankan-American artist
D'Lo's bone tickling comedy set
sent the audience laughing
uncontrollably at the intelligent
comic's take on South Asian
culture and bold trans identity. The
event also featured singer Ashavari
along with a lineup of South Asian
artists and storytellers from the
Greater Seattle community
presenting stories, poetry, comedy,
music, performance art, and
improv.

Partner: Unexpected Productions

Funding: Seattle Neighborhoods



Tasveer Community Speaks: Frames of Mind

Tasveer re-opened its in-person events in 2022 with **Community Speaks: Frames of Mind**, a deeply powerful South Asian storytelling event at the grand Benaroya Hall on May 7th. Community Speaks uses the power of live storytelling to create empathy around important issues, shift perspectives and challenge social norms. Six bold South Asian storytellers performed their personal stories, honoring mental health while inspiring community members to break the stigma. The storytellers participated in a 2-month long workshop with facilitator Abhishek Kulkarni who supported them in writing and editing their stories.

Partner: Seattle Raga Institute, Seattle Symphony

Funding: Gary & Parul Houlahan

Storytellers

6



Tasveer 5th Annual Virtual Gala, March 19

“Today, young South Asian actors don’t have to make the choices I had to make to reach where I am. 2022 is a lot more inclusive for people like us. Thanks to the work of advocates and organizations like Tasveer. It’s rare to find an organization like Tasveer that has worked for 20 years to change the lives of artists.” -Kal Penn

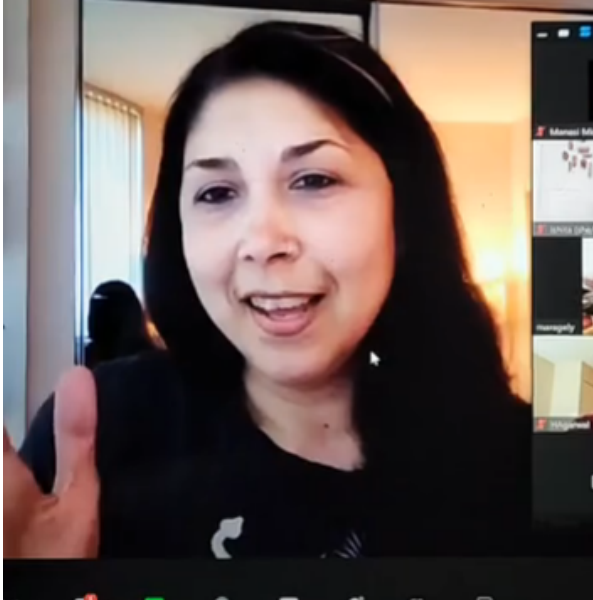
Actor **Kal Penn** was the featured keynote speaker who was introduced by dir **Mira Nair** and hosted by comedian **Sonal Aggarwal**.

Some of our Sponsors of the Gala were
Himalaya Homes
K&L Gates
Bill & Melinda Gates Foundation
Group Health Foundation
Madison Avenue Realty



Funds Raised
\$127,000

Tasveer Pride Month



Tasveer celebrated the Pride Month with several fun events-

Tasveer Open Mic (TOM): Pride Edition

The open mic series brought together brilliant storytellers from the LGBTQIA+ community who shared stories and poetry, hosted by stand-up comedian Rohini Jayanthi.

Participants took part in TOM Pride edition: 11

Tasveer Book Discussion:
We were also honored to host a book discussion of Kal Penn's Book "You Can't Be Serious."

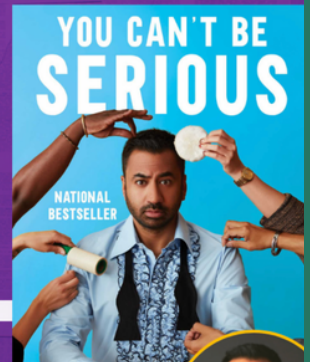
Tasveer Book Club

Who: Everyone
TBC session Limit: 30 persons
Where: Online, Zoom meetings

TBC BOOK #1:

YOU CAN'T BE SERIOUS


Author: Kal Penn
Date: June 20th 2022, 6PM PST
Join here: <https://bit.ly/35IYpdX>



THE BOOTH

VIRTUAL FILM SCREENING + Q&A

June 17, 7:30 PM PST
Film by Rohin Raveendran




THE LONELY PRINCE

MRINAL DUTT
MARIETTE VALSAN
MARIO ELIAS

VIRTUAL FILM SCREENING + Q&A

Virtual film screening + Q&A with filmmakers
June 10, 5PM
Film by Shivin & Sunny



Tasveer Youth Council

In April, Tasveer Youth Council (TYC) presented “In Your Own Words”, a free creative writing workshop for South Asian youth and students (age 10 - 18 years old) to discuss and produce original stories, prose and poems about the pandemic. This event was sponsored by the WA State Department of Health (DOH). We received two standout submissions from Kushi and Donya whose poems were published in a multi- media showcase on the Tasveer youth page.



In November, Tasveer Youth Collective presented a youth shorts screening on the subject of identity featuring a live Q&A moderation with filmmaker **Anuka Sethi** whose film Hide & Seek won the award for best short documentary in the 17th annual TSAFF.

TASVEER OPEN MIC



Participants

34

Tasveer's Virtual Open Mic series began during the pandemic to create a safe virtual space for brilliant budding storytellers, artists, comedians, poets and anyone from the South Asian community who wished to share their talent. The virtual space quickly became a place for community members to connect when they could not meet in-person and encourage talented artists. Over 5 virtual Open Mics were held in 2022 with 60+ participants.

TASVEER REELS

“Thanks to Tasveer for showing FLEE. I knew that it won an Oscar but that still didn’t prepare me for such an emotional story of the journey that this refugee took. It’s one of those movies that will have a lasting impact on you.”- Mery Shetye, BECU

The poster features a stylized illustration of a man with a beard and short dark hair, wearing a blue collared shirt. He is set against a background of a colorful, geometric pattern with repeating cross-like motifs in blue, red, and yellow. Below the illustration, the text reads: 'tasveer TV' with a logo, 'VIRTUAL FILM SCREENING & Q&A WITH THE FILMMAKERS', 'OSCAR NOMINATED FILM FLEE', 'PRODUCED BY: RIZ AHMED', 'FRI·APRIL 22, 2022·7:00 PM PST', 'EXCLUSIVE TO TASVEERTV MEMBERS ONLY', and 'Sign up for \$0.99 only to watch the screening'.

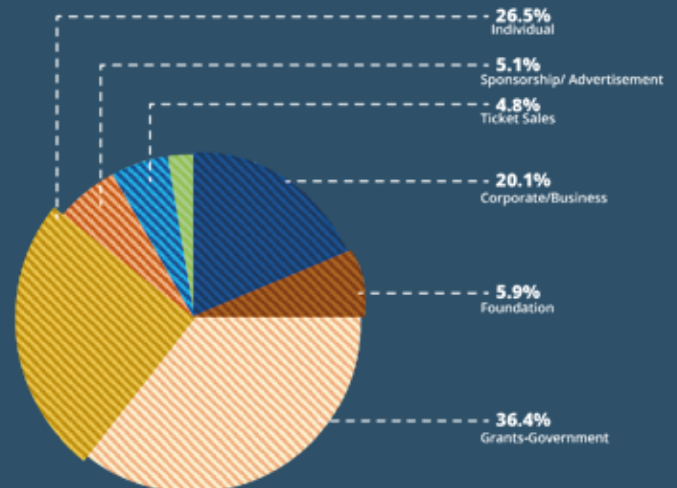
Financial Highlights

Based on 2022 Statement of Activity
as of 1-19-23

CONSOLIDATED FOR PIE CHARTS

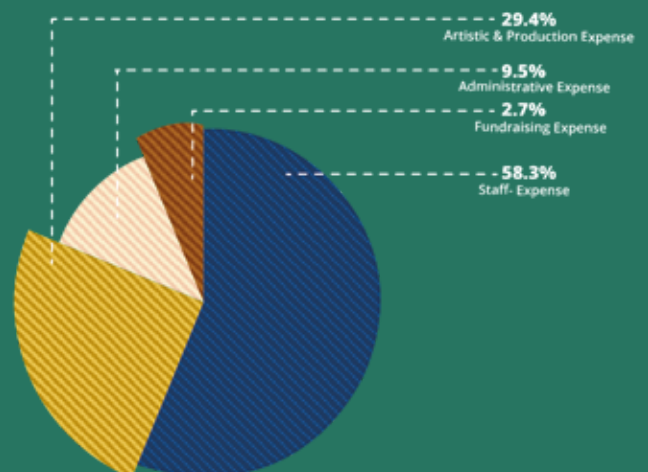
Income

INCOME	Total
Corporate/ Business	\$109,460.00
Foundation	\$32,315.00
Grants - Government	\$198,455.00
Individual	\$144,272.00
Membership	\$90.00
Sponsorship/ Advertisement	\$27,728.00
Ticket Sales	\$26,283.00
Submission Fees	\$5,411.00
Merchandise	\$184.00
Interest Income	\$654.00
TOTAL	\$544,852.00



Expenses

EXPENSE	Total
Airfare & Lodging	\$19,113.00
Meals & Entertainment	\$8,257.00
Merch Promotion	\$1,035.00
Printing	\$552.00
Supplies and Materials	\$7,628.00
Venue	\$15,854.00
Fundraising	\$17,859.00
Information Technology	\$24,234.00
Insurance	\$3,551.00
Marketing	\$52,934.00
Office Costs	\$33,679.00
Professional Fees	\$25,283.00
Funds & Artist Fees	\$60,581.00
Staff Cost	\$382,255.00
Parking & Tolls	\$1,031.00
Documentation	\$1,784.00
TOTAL	\$655,630.00



EXPENSES IN A NUTSHELL	Total
Staff Expense	\$382,255.00
Artistic & Production Expense	\$193,021.00
Administrative Expense	\$62,495.00
Fundraising Expense	\$17,859.00
TOTAL	\$655,630.00

Thank you to our supporters

Government Grants

ArtsWA
City of Bellevue
City of Issaquah
City of Kirkland
City of Renton
City of Seattle
King County
National Endowment for the Arts
WA State Department of Commerce
WA State Department of Health

Corporate & Foundation Giving

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ACS Solutions
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