

FOLK ALLIANCE INTERNATIONAL

Annual Report: July 1, 2018 - June 30, 2019



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Photo Credits: (in order of appearance from front to back, left to right) The Birds of Chicago at FAI 2019 Conference, Shadow Scape Records; Jim Lauderdale at FAI 2019 Conference, Shadow Scape Records; Ribbon Cutting, Consuelo Cruz; Julia Haile at Finest Folk First Friday, Marisa Kolka; Elvin Bishop Trio at GRAMMYS®, Elli Papayanopoulos; Twin Flames 2019 Artist in Residence, James Dean; Good Lovelies at 2019 IFMAs, Jake Jacobson; Arctic Song at FAI 2019 Conference, Shadow Scape Records; Johanna Juhola and Henrik Cederblom Zobop at Nordic Folk Alliance, Emelie Dill; Regina del Carmen and QuiQue Escamilla at Kansas City Folk Festival, Anna Selle; Shakura S'Aida at FAI 2019 Conference, Shadow Scape Records; John Kay at FAI 2019 Conference, James Dean; Tanya Tagaq keynote performance at FAI 2019 Conference, James Dean; Buffy Sainte-Marie and Ellen Hamilton at the 2019 IFMAs, Jayne Toohey; Bed-In performance, Shadow Scape Records; Panel, Shadow Scape Records; Caravana Banda at FAI 2019 Conference, James Dean; Rory Block at FAI 2019 Conference, James Dean; Dione Taylor and the Backsliderz at FAI 2019 Conference, Shadow Scape Records; Harrison Kennedy at FAI 2019 Conference, James Dean.

FOLK ALLIANCE INTERNATIONAL

Folk Alliance International (FAI) was founded in 1989 to connect folk music leaders aiming to sustain the community and genre. Today FAI is the leading international voice for folk music with a network of more than 3,000 members: a worldwide community of artists, record companies, publishers, presenters, agents, managers, and arts administrators.

From its Kansas City, Missouri headquarters, FAI produces the world's largest conference for the folk music industry, the International Folk Music Awards (IFMAs), the Louis Jay Meyers Music Camp, Artist in Residence program, The ExChange market development program, the Ethno USA camp (on behalf of JM International), community outreach, and the Kansas City Folk Festival (KCFF).

Diversity, equity, and inclusion are core values of FAI.

Mission

Folk Alliance International's mission is to serve, strengthen, and engage the global folk music community through preservation, presentation, and promotion.

Vision

Advocate for the Folk Music Community
Thoughtful Intentional Growth
A Respected Organization within the Music Industry
Continuing to Produce High Profile Meaningful Events

Strategic Plan Objectives

Build a Strong Relative Board
Expand FAI's Reach and Impact (Brand and Outreach)
Engage and Retain Membership
Build Systems and Mechanisms for Growth and Sustainability

FAI's office is located in Kansas City on the traditional land of the Kansa and Osage nations. FAI acknowledges that all of its activities and that of its North American member organizations take place on ancestral Indigenous lands. The purpose of making this land-acknowledgment in post-colonial society is to show respect for Indigenous peoples, recognize their unique culture and enduring relationship to the land, and raise awareness about histories that are often suppressed or forgotten.

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YEAR IN REVIEW



Lisa Schwartz
Board President
she/her/hers

From the very first gathering of folk enthusiasts in Malibu 31 years ago, to our most recent conference in Montréal, much has changed in terms of the size, scope, and impact of FAI, but our mission has never been more in focus.

We have taken the passion-filled idealism of our founders and worked to build a strong, relevant board of directors who, together with our Executive Director and his wonderful staff team, work diligently to address a comprehensive strategic plan designed to increase our presence in the international community, raise the visibility of our organization's brand, create a strategy for membership retention, and build systems for a year-round organization.

To better understand our community and to provide enhanced support, guidance, and resources for our members, we initiated the first phase of stakeholder research this year. Building on this research and our existing values statement, we are now convening a cultural equity task force to continue to educate ourselves so we may lead responsibly within the industry. Please join us in continuing to build a vibrant organization open to all folks.

A handwritten signature in black ink that reads "Lisa Schwartz". The script is fluid and cursive.



Aengus Finnan
Executive Director
he/him/his

In the past year FAI reached many new milestones. Most notably, we addressed both The Recording Academy and UNESCO on issues of diversity and inclusion, conducted national-level research with Slover Linett, co-hosted a GRAMMY® event in L.A., held space for the world's first International Indigenous Music Summit, and staged a live-streamed Give Peace a Chance bed-in.

Over the past six years, and under a new strategic plan, we have expanded from two staff members to nine, doubled our operating budget from \$800K to \$1.6million USD, grown by over a thousand attendees, and increased representation from 9 to 46 countries. In addition to building a new office this year, we supported the launch of a Nordic Folk Alliance, mounted the fourth Kansas City Folk Festival, presented Finest Folk showcases across the US, assumed administrative responsibility of the Folk Chart, and addressed issues of mental health in the music industry during our 31st conference.

My thanks to our board for guiding our mission, to Jennifer Roe for overseeing our operations, to our wonderful staff for their passion and patience, and to our extended community for continuing to preserve, promote, and present folk music in all its iterations.

A handwritten signature in black ink that reads "Aengus Finnan". The script is fluid and cursive.

2019 FINANCIAL DATA

Income vs Expense Breakdown



68%	CONFERENCE TOTAL*	\$1,009,920
17%	MEMBERSHIPS	\$244,612
11%	BARTERS	\$156,270
5.9%	GRANTS	\$95,472
5.7%	DONATIONS	\$93,386
1%	OTHER	\$19,044
0.5%	CAMP, KCFF, EXCHANGE	\$7,378
0.05%	IN-KIND	\$774



73%	PROGRAM SERVICES**	\$1,156,799
23%	MANAGEMENT	\$367,358
4%	FUNDRAISING	\$70,563

*Conference Total Income Breakout:
48% Registration, 30% Sponsors/Advertisements, 22% Other

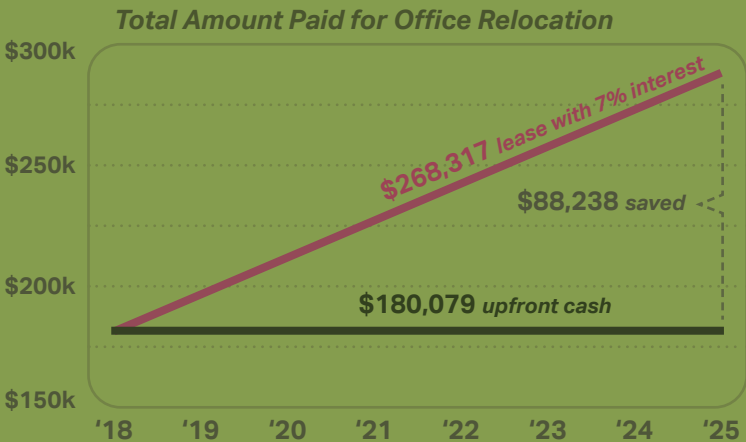
**Program Services Total Expense Breakout:
87% Conference, 13% Other

Fiscal Stewardship

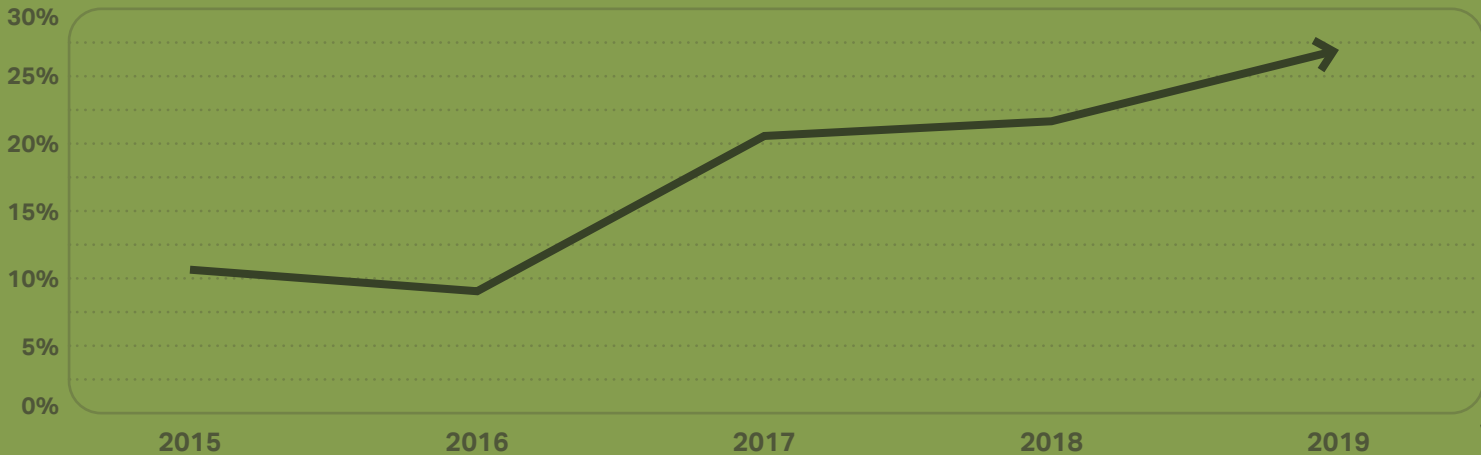
Over the last few years, FAI sought to make tactical use of reserves to save and generate revenue. This included decisions related to cash expenditures versus financing as well as transferring our funds into profit earning accounts.

For example, when relocating the office FAI opted to pay cash up front rather than incur \$88k interest over our lease term to finance the build out the office space.

Our cash reserves were in a Money Market account earning around 1% interest. We recently repositioned our reserve and placed over 75% in a cash sweep account that earns around 2% interest.



Yearly Rate of Asset Growth





GENERAL HIGHLIGHTS

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New Office Space On November 8, 2018, FAI held an official ribbon-cutting ceremony to open its new Kansas City office in the Crossroads Arts District. Joining staff for the event were members of the Kansas City Chamber of Commerce, area developers, artists, cultural sector leaders, media partners, and FAI's funders, donors, and volunteers. Mayor Sly James and FAI Board Member Deana McCloud gave remarks as part of the announcement of FAI's seven-year lease and commitment to the city.

Diversity & Inclusion Task Force In August the Recording Academy's Diversity & Inclusion Task Force held four listening forums across the US to "examine barriers and biases affecting women and other underrepresented voices in the music industry." FAI's Executive Director was invited to address the forum in New York as part of our ongoing effort to advocate for equity within the music industry. Read the presentation at folk.org/RAspeech.

UNESCO Presentation On January 28, 2019, at the United Nations Educational, Scientific and Cultural Organization (UNESCO) headquarters in Paris, France, FAI's Executive Director addressed issues of diversity and inclusion during a presentation to leaders, artists, and partners at the United Nations' launch of the International Year of Indigenous Languages. Read the UNESCO presentation at folk.org/UNESCO.

Finest Folk FAI continues to promote a diverse view of the folk genre by mounting Finest Folk showcases at South by Southwest, International Bluegrass Music Association, AmericanaFest, The Kauffman Center, and through a First Fridays series in its Kansas City headquarters. Learn about upcoming events at folk.org/finestfolk.

▽



GRAMMYS® For the second year, FAI hosted a GRAMMY WEEK® event, this time in partnership with the International Bluegrass Music Association and The Blues Foundation. The sold-out event was emceed by actor/ musician Ed Helms on February 9 in Los Angeles, CA, at No Name Bar to celebrate the 2019 Folk, Blues, and Bluegrass GRAMMY® nominees. Performers included Dom Flemons, Mary Gauthier, Wood & Wire with Mike Barnett, Fantastic Negrito, Elvin Bishop Trio, and special guests The Punch Brothers.



Artist In Residence This year FAI, in partnership with UNESCO, commissioned Indigenous duo Twin Flames to create an original piece that speaks to the importance of language, especially as it relates to identity, culture, and history. Their song "Human" was used as the 2019 theme song for the International Year of Indigenous Languages. View their interview and a video of the song at folk.org/AIR.

Gender Parity For the second year running, and three years ahead of the global target, FAI met the 2022 Keychange initiative gender parity goal by ensuring 50% of the Official Showcase artists, panelists, and guest speakers featured women.





Global Summits

FAI held space for the world's first **International Indigenous Music Summit**, hosted by artists ShoShona Kish and Amanda Rheame, with guest facilitators Denise Bolduc and FAI Board Member Gerald Torres. The day-long gathering brought Indigenous artists, knowledge keepers, community builders, and invited allies to discuss important issues facing the global Indigenous music community.

An **Ethnomusicology Summit** was facilitated by Smithsonian Folkways Recordings and the Society for Ethnomusicology (SEM). It focused on a critique of the colonial "us and them" roots of the "world music" term. The summit provided an opportunity for academics and artists to discuss how concepts of "world music" bolster or hinder musicians.



Nordic Folk Alliance FAI's first formal international expansion took place in April 2019 with more than 200 music professionals and 27 music acts participating in the inaugural Nordic Folk Alliance conference in Gothenburg, Sweden. While the showcase event was focused on the Nordic countries of Denmark, Finland, Iceland, Norway, and Sweden, delegates from Canada, Estonia, Germany, Ireland, the Netherlands, and the United States also took part.



Net Neutrality Letter As part of ongoing advocacy work, FAI joined a national coalition of 90 media, business, civil, and cultural sector organizations calling on Congress to pass the Save the Internet Act (H.R. 1644) restoring the strong protections for broadband access guaranteed by the 2015 Open Internet Order, and net neutrality, an issue which continues to receive overwhelming bipartisan support. FAI members were invited to join an online petition and share information using the hashtag #SaveTheNetAct.

Folk Chart This year saw the complete transition of the Folk DJ Chart from an ad hoc volunteer team to full FAI responsibility and oversight. FAI looks forward to working

with the FAI Radio Charts Task Force (and extended community) regarding future developments to the FAI Folk Chart, which can be found online at folkradio.org.

Kansas City Folk Festival The fourth annual Kansas City Folk Festival was organized with the support of a local committee and took place outdoors on June 30 at the historic Guadalupe Center in Kansas City, Missouri. Artists including Raye Zaragoza, QuiQue Escamilla, Violet and the Undercurrents, Regina Del Carmen, Sisters Havilah and Kenese, and Danny Cox took the stage and performed to a local crowd. The festival featured community non-profit booths, a children's area, and a silent auction. kansascityfolkfestival.org



2019 FAI CONFERENCE MONTREAL, CANADA



The 31st edition of the FAI conference was held in Montréal, Canada, at The Fairmont Queen Elizabeth Hotel. The theme "The Spirit of Creativity" was complemented by a CommUNITY gathering on mental health, a focus on Indigenous artists, a keynote presentation by author/musician Tanya Tagaq, guest presentations by Lynn Miles and John Kay, and film screenings of RUMBLE and The Song and the Sorrow.

For the fifth straight year, and despite inclement weather, attendance figures eclipsed the previous year with 2,910 attendees representing 46 countries, 181 Official Showcases, 2,553 Private Showcases, and over 1,000-speed meetings. Three business accelerators (for agents, managers, and artist-entrepreneurs) were presented in partnership with Berklee Online. The post-conference report can be viewed online at folkconference.org/2019report.

International Folk Music Awards

The 2019 International Folk Music Awards (IFMAs) were co-hosted by CBC broadcaster Tom Power and francophone artist Anique Granger. Presentations included Lifetime Achievement (Joni Mitchell, Leonard Cohen, and fRoots), Spirit of Folk (Alfredo Caxaj, Ellen Hamilton, Gilles Garand, Matt Smith, Michael Wrycraft, ShoShona Kish, Sonny Ochs, and Sofia Rei), The People's Voice (Buffy Sainte-Marie), and The Clearwater Award (The Hillside Festival), as well as Folk DJ Hall of Fame inductions (Bob Harris, Matt Watroba, and Wanda Fischer). View a recording at folkconference.org/2019IFMAslivestream.

Bed-In

On February 16, 2019, FAI held a live streamed "Bed-In" to commemorate the 50th anniversary of John and Yoko's original recording of "Give Peace A Chance". Over 300 groups (artists, industry, administrators, and fans) signed up to broadcast their personal version of the song from their own beds (whether at the hotel, or elsewhere in the world). FAI's official broadcast was from room 1742 (the Lennon-Ono Suite) where the song was written and recorded in 1969. The video of the FAI bed-in is available online at folk.org/bed-in.



CONFERENCE DATA

64

Exhibit Hall Booths

181

Official Showcases

89

Hours of Professional Development Panels

1,000+

Networking and Mentorship Meetings

94

Private Showcase Hosts

2,533

Private Showcases

46 Countries Represented



(from left to right) Argentina, Austrailia, Belgium, Brazil, Bulgaria, Canada, DR Congo, Cuba, Czech Republic, Italy, Japan, Jordan, Kazakhstan, Luxembourg, Mexico, Netherlands, New Zealand, Northern Ireland, Norway, Poland, Russian Federation

2,910 Attendees

Artist 46%	Industry 31%	Presenter 11%	Associate 8%	Media 4%
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476 Presenters

Festival 44%	Concert Series 27%	Venue 14%	House Concert 13%	Camp 1%	Theatre 1%
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View full list of presenters at
folkconference.org/2019-attending-presenters



Denmark, Egypt, England, Estonia, Finland, France, Germany, Greece, Haiti, Iceland, India, Iran, Ireland, Israel, Japan, Scotland, Senegal, Singapore, Spain, Sweden, Switzerland, Turkey, Ukraine, United Arab Emirates, United States of America, Wales

DONORS

Our deepest thanks to the following donors who have supported the overall mission of Folk Alliance International as a 501c3 organization during Fiscal Year 2019 (July 1, 2018 - June 30, 2019).

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+ Kansas City Friends of Folk*

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The Future of Folk

In FAI's fourth decade as a non-profit (Tax ID 56-1698333) and as the international voice for the folk music genre, it is expanding its reach, role, and service to its global membership.

To continue to deliver and develop year-round programs and services, FAI's development plan focuses on diversifying its cash-flow to include the increased financial support of donors. Budget-friendly monthly giving, corporate matching, tax season donations, legacy estate giving, and retirement rollover gifts are all options for support of FAI's work. A tax-deductible donation of any amount has an immediate impact and supports FAI's mission and charitable work, and donors are recognized online at folk.org/donors.

Another way to show support is to become a member of FAI. Members stay connected to a global network of music creators, leaders, and entrepreneurs through our member database. In addition, members enjoy exclusive benefits and discounts and are entitled to vote to determine our board of directors and honorees of the International Folk Music Awards.

Ways to Support

DONATE ONLINE at folk.org/donate.

DONATE BY CHECK:

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Kansas City, MO 64108, USA

FOR MORE DONOR INFORMATION CONTACT:

Alex Mallett, Business Development Manager
development@folk.org
816-221-3655 ext. 6



Green Folk

FAI is committed to recycling, waste-diversion practices, and reducing its environmental impact at its office, conference, and all FAI produced events.

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