FROM THE BOARD CHAIR & EXECUTIVE DIRECTOR

“Challenges make you discover things about yourself that you never really knew.” – Cicely Tyson

Thanks to generous supporters like you, NAAM has not slowed down for a single moment in fulfilling our mission. We continue to empower our community and our region through the arts, heritage, and culture. The work that NAAM does communicates every day and in every way that Black lives matter.

Although our physical doors closed in March 2020 due to the pandemic, NAAM remains focused on three key areas: advancing justice and equity, cultivating educational empowerment, and centering and celebrating the Black arts.

This moment is a time for reflection and a time for reimagining. Reflection is about the past, reimagining is about the future - and what NAAM does is as much about yesterday as it is about tomorrow, as much about our history as it is about our destiny.

We thank all of our donors, sponsors, volunteers, partners, and program participants who have invested in this moment of common purpose.

-Cicely Tyson

Debbie Bird
Chair, Board of Directors

LaNesha DeBardelaben
Executive Director
NAAM PIVOTED TO MAKE IMPACT EVEN DURING A PANDEMIC

CALENDAR OF 2020 PROGRAMS

**JAN**
- Hiawatha D. Artist Talk
- Pre-King Day Film Screening
- King Day
- Interrupting Privilege
- Opera From a Sistah’s Point of View

**FEB**
- Virtual Youth Curators
- Virtual Exhibition Closing
- Black Power Mixed Tape Film Screening
- Descendants Series Program in Schools and at NAAM

**MAR**
- Virtual Book Club
- Organized Black Education, History, and Heritage Alliance (BEHHA)
- Virtual Youth Curators
- Virtual Exhibition Closing

**APR**
- Virtual Book Club
- Virtual Grandparents Day
- Virtual HBCU Week

**MAY**
- Virtual Malcolm X Day
- Virtual Grandparents Day
- Virtual HBCU Week

**JUN**
- Virtual Malcolm X Day
- Virtual Grandparents Day
- Virtual HBCU Week
- Virtual Hip Hop program
- Virtual Think Big Series: Blacks in STEM Family Science Night Partnership Event with Pacific Science Center
- Virtual Program Featuring Malcolm X Biographer in Partnership with Town Hall

**JUL**
- Virtual Summer Youth Writing Camp in Partnership with Hugo House
- Launched our Knowledge is Power Book Giveaway program
- Virtual PBS Partnership Featuring Martha Jones

**AUG**
- Virtual Write On Series with Elliott Bay Book Company Featuring Isabel Wilkerson
- Virtual Seattle Children’s Theater partnership on A Kids Play About Racism
- Launched our Monthly Virtual Interactive Story Hour Series

**SEP**
- Virtual Grandparents Day
- Virtual HBCU Week

**OCT**
- Virtual History as a Starting Point: Wing Luke Museum and CASA Partnership Featuring Finding Samuel Lowe Film Screening and Talk Back
- Virtual Unity Benefit
- Virtual Book Talk with Alicia Garcia in Partnership with Elliott Bay Book Co.
- Virtual Mt. Baker Meaningful Films Partnership Featuring True Justice: The Bryan Stevenson Story

**NOV**
- Virtual Black Santa
- Virtual Kwanzaa

**DEC**
- Virtual Black Santa
- Virtual Kwanzaa
NAAM BY THE NUMBERS in 2020

192,182 People NAAM served programmatically in 2020

2,310 Books NAAM gave away to children as part of Knowledge is Power

974 New donors NAAM attracted in 2020

$766,724 Record amount raised for NAAM’s Unity Benefit

365 Days NAAM fulfilled its mission in service to community

2020 RISING AGAINST THE ODDS

NAAM is on the rise and on the move. Even during a pandemic, NAAM has not wavered in seeing and serving the needs of our community.

Education remains at the core of who we are and what we do. We moved all of our programs to virtual platforms. And the programs we did not take online, we took outdoors.

We are meeting this moment with innovation and a steadfast commitment to our mission.

Thank you for standing with us. Supporting NAAM is supporting Black history, Black art, Black brilliance.
2020 FINANCIALS
January 1 - December 31, 2020

TOTAL INCOME: $1,953,717

TOTAL EXPENSES: $1,051,509

FRIENDSHIPS & PARTNERSHIPS

AARP
ACLU
Barnes & Noble
Bellevue College
Black Archives of Miami
Black Education Strategy Roundtable
Black Genealogy Research Group
Black Heritage Society of Washington State
Black History Mindfulness Club
BlackPast.org
Central District Forum for Arts and Ideas
Charles H. Wright Museum of African American History
Chinese American Citizen Alliance
Clean Greens Farms & Market
Elliott Bay Book Company
Greater Seattle Business Association
Heinz History Center
Hugo House
Impact Public School, Tukwila
Kimball Elementary
LAUNCH
Mayor’s Council on African American Elders
Meaningful Movies
Mitchelville Freedom Park
Museum of History and Industry
National Civil Rights Museum
National Underground Railroad Freedom Center
Nintendo
Black Employees Network
One Medical
Pacific Science Center
Pan African Center for Empowerment
PBS Books
Rainer Valley Leadership Academy
Rave Foundation
Seattle Arts & Lectures
Seattle Children’s Theatre
Seattle Opera
Seattle Police Department
Seattle Repertory Jazz Orchestra
Seattle Sounders FC
Seattle Symphony
Seattle Town Hall
Tukwila Community Center
University of Washington
Unspoken Truths American History Traveling Museum

Foundations & Corporations Grants 36% ($790,559)
Contributions 15% ($299,516)
Special Events-Fundraisers 59% ($766,724)
Government Grants 2% ($37,400)
Memberships/Admissions 3% ($61,441)
Room Usage/Catering 3% ($31,420)
Endowments >1% ($5000)
Program Fees >1% ($4,775)
Museum Store 1% ($11,775)

Salaries & Related Expenses 57% ($594,420)
Professional & Contract Services 16% ($169,058)
Facility Operations & Maintenance 8% ($81,747)
Special Events 2% ($46,159)
Support Services 4% ($42,034)
Programs & Exhibitions 9% ($91,057)
Other 3% ($54,443)
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$100,000 & ABOVE
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Amazon
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$50,000 - $99,999
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Pivotal Ventures LLC
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ArtsWA / Washington State Arts Commission
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The Church of Jesus Christ of Latter-Day Saints
Vulcan, Inc.
Maggie Walker
Woot! An Amazon Company

$5,000 - $9,999
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