



2009 Program Highlights

33rd Annual Meeting - Rebirth of a Nation was one of ROOTS most successful gatherings to date. Just a few facts: the 2009 Annual Meeting had 209 participants, 100 of those were first-timers. We brought in 28 new voting members. We were able to provide 17 full scholarships, 90 fee subsidies, and 108 travel subsidies. There were more than 16 studios and more than 12 performances, not including the numerous late night cabarets.

Community/Artist Partnership Program - Alternate ROOTS funded 11 new C/APP projects in across the region.

Artistic Assistance - ROOTS granted more than \$15,000 to more than 22 artists.

Resources for Social Change - 2009 was a very successful year for the Resources for Social Change program. Learning exchanges were conducted in six cities including Orangeburg, SC, Knoxville, TN, Atlanta, GA, Wilmington, NC, New Orleans, LA and Baltimore, MD. In addition to the Learning Exchanges, the core facilitators of RSC met twice during 2009, once in Atlanta, GA and once in Knoxville, TN to discuss the year's work, share best practices, skills, successes and challenges, and to plan for the upcoming year.

2009 Conference Participation:

Association of Performing Arts Presenters

(January | New York City)

Arts Advocacy Days

(March | Washington, DC)

State of the Nation Art & Performance Festival

(March | New Orleans, LA)

Americans for the Arts

(June | Seattle, WA)

Network of Ensemble Theaters

(June | San Francisco, CA)

Performing Arts Exchange

(September | Norfolk, VA)

Grantmakers in the Arts

(October | Brooklyn, NY)

Alliance of Artists Communities

(November | New Orleans, LA)

National Performance Network

(December | Knoxville, TN)

2009 Policy & Advocacy Conversations

Creative Change 2009 (August | Telluride, CO) This gathering was a social justice retreat that was sponsored financially by the Lambent Foundation and the Open Society Institute (OSI) and organized by The Opportunity Agenda. The intent was to bring together a diverse group of leaders – advocates, artists, media makers, organizers and donors – linked together by their commitment to transformative social change.

Voices from the Cultural Battlefield (April | Pocantico, NY)

Highlander Cultural Weekend (September | New Market, TN)

Gulf Coast Meeting (February | Slidell, LA)

National Endowment for the Arts convening of Arts Service

Organizations (March | Washington, DC)

Meeting with the staffs of both Sen. Chambliss (GA) and Sen.

Cochran (MS) (March | Washington, DC)

White House Cultural Policy meeting convened by NALAC (May | Washington, DC) on May 7, 2009 Carlton Turner, along with 14 others including ROOTS founding member Dudley Cocke, participated in a meeting with White House Cultural Liaison Kareem Dale and NEA Director of Communications Yosi Seargent to discuss issues of Cultural Policy. The meeting was organized by Maria De Leon, who graciously shared her time with organizations that she admired, but knew would not ordinarily have an opportunity to have a voice at the White House.

White House briefing with national cultural leaders

(May | Washington, DC)

Carlton Turner had the

unusual opportunity to be

invited to the White House for the first time – twice in one month.

On May 12th, Carlton returned to the White House along with 60 other representatives from the Art & Social Justice world, including MK Wegmann, Dudley Cocke, Liz Lerman, Roberta Uno, Rha Goddess, Adam Natale, Wendell Pierce, Clyde Valentin, and many, many others who were invited to take part in a historic White House briefing.



Demos.org panel: After Katrina: The New Normal and Lessons for America (May | New York City)

NEA convening of National Service Organizations (December | Washington, DC) In December our very own Executive Director, Carlton Turner, was invited along with Helen De Michiel from the National Alliance for Media Arts and Culture and Jesse Rosen from The League of American Orchestras to respond to the 2008 Survey of Public Participation in the Arts.

Partnerships

Southern Arts Federation (becoming SouthArts) – Alternate ROOTS partnered with SAF to provide professional development to independent/alternative/community-based presenters at the 2009 AM and the Performing Arts Exchange thanks in part to a grant from the National Endowment for the Arts.

National Association of Latino Arts and Culture – ROOTS has partnered with NALAC to produce the 2010 Annual Meeting.

Fractured Atlas – ROOTS has become a full organizational partner of Fractured Atlas to provide our members with FA's long list of artist services including health insurance, fiscal sponsorship, liability insurance, and a full roster of on-line classes.

Project South – ROOTS renewed its commitment to ongoing collaboration with Project South in a variety of ways, including planning for Poor People's Day 2010, the 2010 United States Social Forum, and the 2010 Annual Meeting.

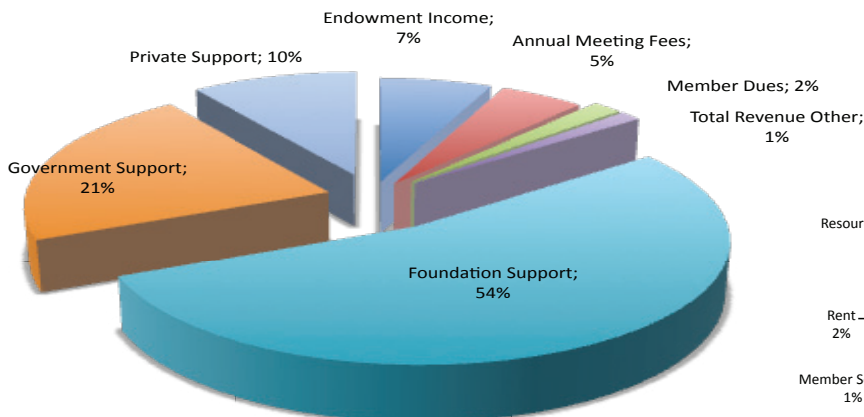
Funding Partnerships

In 2009 the **Ford Foundation** granted Alternate ROOTS \$137,500 to support the Annual Meeting, C/APP, Resources for Social Change, Artistic Assistance, and general operations.

In 2009 the **Nathan Cummings Foundation** granted Alternate ROOTS \$100,000 to support the Annual Meeting, C/APP, Resources for Social Change, and general operations.

In 2009 **Kresge Foundation** pledged two years of support in the amount of \$200,000 for general operating support.

National Endowment for the Arts granted Alternate ROOTS \$15,000 and the **Ford Foundation** granted \$5,000 to support travel to the Annual Meeting. With this money we were able to provide scholarships and travel subsidies to more than 100 artists.



2009 Income \$448,422

New Opportunities

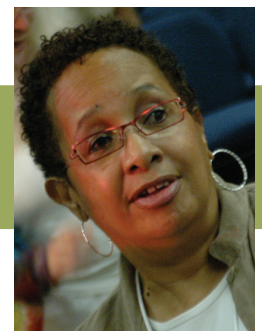
35th Anniversary Festival – Alternate ROOTS has partnered with Culture Works of Baltimore to present a celebration of 35 years of community based arts. This festival will happen in May 2011.

Capacity Building: Next Generation Arts Spaces – Over the next two years Alternate ROOTS will be part of a Professional Development program led by Michael Kaiser of the Kennedy Center. This program is a two-year initiative that brings together senior leadership of 10 arts and culture organizations, along with arts management experts to share knowledge, best practices, and lessons learned about arts management in areas such as strategic planning, board development, marketing, and fundraising. The Ford Foundation funds this initiative.

2009 Membership Services Highlights

In June 2009, ROOTS launched a **new website** and **membership database** that radically altered the way that we are able to serve our members and the public. These systems offer member profiles, artistic assistance grant applications, track membership anniversaries, and feature calendaring, blogs, forums, and many other options. We also took great strides to enhance our Member E-newsletter, making it a monthly publication, offering more in-depth profiles of projects and our artists in the field, and providing timely news and announcements.

But by far the **biggest happening of 2009** was the hiring of two additional full-time staff members - long-time ROOTS member **Shannon Turner** and our long lost family member **Keryl McCord**.



2009 Expenses \$399,479

