

The background of the image shows a group of people in a room. In the foreground, a woman with glasses is smiling and looking towards the right. Behind her, another person is partially visible. The background wall features abstract art with various colors like blue, yellow, and red. There are also white wavy lines overlaid on the image. The entire image has a red overlay.

THE
Feels
FOUNDATION

**ANNUAL
REPORT**
2021-2022

Greetings to our community and partners,

On behalf of the Board of Directors and our amazing team at The Feels Foundation, it is with great pleasure that we present our Annual Report for 2021-2022. We've had an amazing year of growth and coalition building and the demand for creative and artistic opportunities from the communities we serve is only growing. With your continued support, we hope to be able to meet that demand.

Our values are rooted deep within the interconnectedness and advancement of BIPOC creatives. By providing much needed access and support, we stand true to our belief that art is a foundational element to our daily lives, community and shared experiences.

As we close 2021-2022 and prepare for our 7th year of service to our community, we are excited about the next chapter. We're more equipped and ready than ever to continue *cultivating communities and the creative brilliance of Black and Brown artists*, but realize we cannot accomplish this on our own. We are forever grateful for our team of dedicated volunteers and support networks. Let's celebrate our previous successes and acknowledge our path forward to a dynamic future.

Thank you for building with us on this journey!

Much appreciation,



Zach & Tori



**Our mission is to cultivate
and nurture community and
the creative brilliance of
Black and Brown artists.**

Our vision is a world where creatives of color are well represented and have the resources and support they need to achieve their goals. With a specific emphasis on Black and Brown youth, families, artists and small business owners, we are dedicated to addressing the disparate outcomes our communities experience.



Focusing on racial equity, we fund, support, and advocate for arts and culture through creative expression and education. We're committed to continuing our model of being an accessible, low barrier community organization that amplifies emerging artists from traditionally overlooked backgrounds.

Who We Are

The Feels is the brainchild of Tori Kiriara, a Seattle-born visual artist and curator, who launched the organization in 2017. The project began as an art showcase, born out of Tori's desire to bring the community together in an environment that encouraged and celebrated creative expression.

When Seattle-born entrepreneur and community advocate Zach Self joined the effort to develop the organizational capacity, the project evolved from The Feels to The Feels Foundation. Since then, a standalone showcase has grown into an experiential project featuring a large-scale annual showcase, youth arts initiatives, online and in-person vendor markets, artist grant programs, and more.

Since its inception, the motivation was to build, uplift and give back to the community, while expanding artistic opportunities for Black and Brown artists. To date, The Feels has served thousands of spectators, art enthusiasts, collectors, entrepreneurs and youth.

the fields
2022 Impact

Showcase Artists

80+

Live Performances

7+

DJs

12+

Teaching Hours

300+

Youth Served

200+

New Team Members

3

Vendors Amplified

25+

Investment

\$25k+

OUR PROGRAMS & SERVICES

The Feels Foundation is developing projects and initiatives, at the intersection of art and community, to:

- Build authentic and lasting coalitions among Black, Indigenous and People of Color (BIPOC), to advance their interests
- Create economic opportunities for creatives
- Encourage confidence and support academic achievement for our youth
- Promote cultural pride while breaking down cultural barriers
- Develop spaces for community building and engagement





THE Feels



The Feels Showcase

Our annual showcase 'The Feels' flagship event, established to bring diverse artists, creatives and communities together as a safe, inclusive space for an immersive experience. We strive to highlight various small businesses, local food vendors and multidisciplinary arts.

Our showcase is where everything began for our foundation. This highly-anticipated event now regularly attracts 1000+ people and is widely attended by many of the city's artists. Like all of our programming, it is an opportunity to both support local visual artists and offer guidance to folks who might be interested in pursuing creative careers.

We've successfully hosted over 6 years of diverse community building and public events. Some highlights based on previous showcases include: 5,000+ attendees, 80+ artists showcasing, 12+ DJ's and 7+ live performances.

Attendees

5000+

Featured Artists

80+

Performers

20+



**Art
together**

Art Together

Art Together began in 2017 as a youth arts summer initiative. Featuring local Black and Brown teaching artists, this program was designed with the goal of providing mentorship and arts education to our community's youth, while also learning how best to support them. To date, we've successfully provided funding support and educational access to over 200 youth throughout Seattle.



The Feels Foundation is incredibly excited to be expanding Art Together into an afterschool pilot program at Aki Kurose Middle School. WA state parents of kids in after school and summer programs count these programs as part of the solution to the social and mental health struggles, as well as help build confidence. Additionally, we will work with the school to identify students who've been given afterschool or in-school suspension and divert them to our arts program.

ART-TOGETHER

Youth Served

200+

Teaching Artists

10+

Teaching Hours

300+



LAYERS

000



LAYERS 001
CRISTINA MARTINEZ



LAYERS 002
ADRIAN BRANDON



LAYERS 007
ALEXANDRIA CLARK



LAYERS 009
JORDAN NICHOLSON



LAYERS 003
SIMON LEGASPI



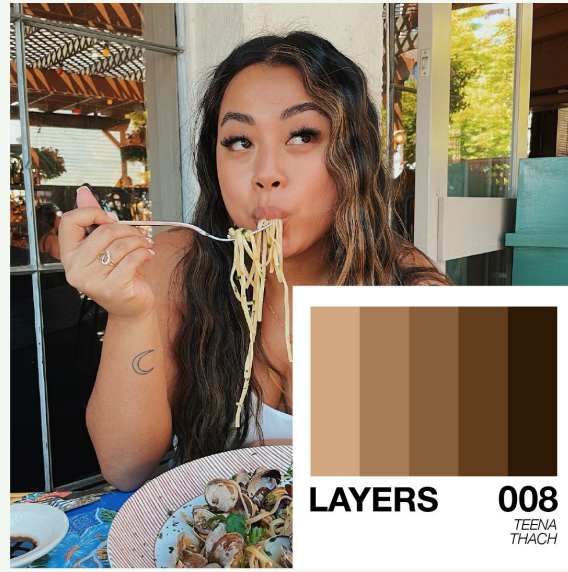
LAYERS 004
MELISSA MIRANDA



LAYERS 005
LACI JORDAN



LAYERS 006
PARIS DU GRAF



LAYERS 008
TEENA THACH



LAYERS 010
PERRY PORTER

LAYERS

LAYERS is based on the idea that we are all complex, dynamic people with depth and substance. Since skin color is uncontrollable yet determines so much of what the perception of you is — we wanted to explore the relationship between the artists of Black and POC culture and the perception of their work and the community they represent.

Reach

500k+

Featured Artists

10+

Seasons

2



CELEBRATE
ARTISTS



Music
by artists

Celebrate Art/sts

Celebrate Art/sts is a curatorial project that provides strategic support for select numbers of upcoming and emerging artists.

This support will come in the form of promoting featured artists across our social platforms, giving them a small cash infusion to cover anything from art supplies to event production costs, and nurturing relationships with them that hopefully blossom into various creative partnerships.

Total Awards

\$10k+

Supported Artists

10+

Yearly Grants

20

The Feels Artist Spotlight

Simon Legaspi, known by fans of his art as LeGatsby, has participated in multiple Feels showcases and is one of our inaugural **Celebrate Art/sts** grant recipients. This emerging visual artist deepened his love for art after being drawn into the transformative world of graffiti, when he immigrated from the Philippines to NYC with his family as a child. This set him on a path of experimental art which heavily influences his style today.

Now, as a longtime Seattle resident, LeGatsby says he appreciates the city's pandemic-induced embrace of street art. Although graffiti remains a point of great contention in Seattle, new murals and community art projects began popping up, scrawled along our city's building facades and roads, during the two year Covid lockdown.

Simon is optimistic about the increase in support for artistic careers among people of color. Whether from families or the community at large, championing each other's art is crucial to increasing representation in art institutions, developing our own art spaces and increasing the sustainability of creative careers for Black and Brown artists. **The Feels is looking forward to a continued, flourishing relationship with LeGatsby and creators like him.**





“

My goal is just to create. This stuff makes me happy. This is my escape. I don't ever want to be constrained to a certain thing. I'm blessed to be able to do this as a job and if I can influence or help other people or the kids in creating art, that's really exciting.

”

after market

BLACK PEOPLE AND HISPANICS
MAKE UP ABOUT 15% OF THE
POPULATION IN THE SEATTLE
METRO AREA BUT THEY OWN LESS
THAN 5% OF THE BUSINESSES.

This year, we launched our first annual 3-day free vendor market, with support from The Seattle Foundation Neighbor to Neighbor fund. This program was designed to provide an opportunity for small, independent business owners from around the city to sell their goods and services with infrastructure, marketing and networking support from us.

In addition to prioritizing the success of Black, brown and women artists and entrepreneurs, Pieces reflects the Feels Foundation's dedication to promoting youth leadership. Our vendor markets employ teens from the city to work at the market, assisting with event production and marketing.

Amplifying people who are historically marginalized from the Seattle arts and business communities is at the core of our organization's mission.

By leveraging the influence and audience that we've built over the years, we can promote the economic advancement of the small businesses of these communities.



after market



PIECES



210 S WASHINGTON ST.

OCTOBER 15 | 11AM - 7PM OCTOBER 16 | 12PM - 5PM

@THEFEELSSEA | THEFEELSSEA.COM

Founders



Tori Kirihara is a young Chinese/Japanese American woman whose passions include many forms of art. Her painting and other forms of visual art portrays raw, personable emotion. Tori champions the communities and artistic talents from her hometown, Seattle, WA. She's constantly focused on giving back to the community and bringing people of different cultures together to uplift one another and raise awareness around current world issues.

Founder, Vice President & Secretary



Zach Self is a lifelong Seattle resident. He has been running his own design, strategy and digital marketing firm, ZTUDIO for over 10 years alongside his investment real estate portfolio. He continues to pursue creative ways to integrate and support social, diverse causes via donated expertise and faculty; Joining forces with The Feels in 2017 to bring art, culture, food and great people together to fund youth art programs. He brings a wealth of knowledge from an assortment of industries including tech, finance and not-for-profit management.

Founder, Board President

Our Team

We are so grateful for our board and staff's unwavering and dedicated support.



Cristina Martinez

Board Member



Josh Donion

Treasurer



Jacque Churchville

Program Manager



Gennette Cordova

Advancement Manager

The Feels Foundation Financial Snapshot

Fiscal Year End | December 31st, 2022

PLEASE NOTE:

Financial data for FY ending December 31, 2022 has yet to be audited at the time of this report's publication.

**THE FEELS FOUNDATION
STATEMENT OF ACTIVITY**

2022

Revenue

Total Revenue \$36,410.19

Expenditures

Total Contract & professional fees \$8,845.00

Total Insurance \$250.00

Meals & Entertainment \$116.15

Total Office expenses \$2,606.73

Space Rental \$8,022.13

Total Supplies \$5,421.46

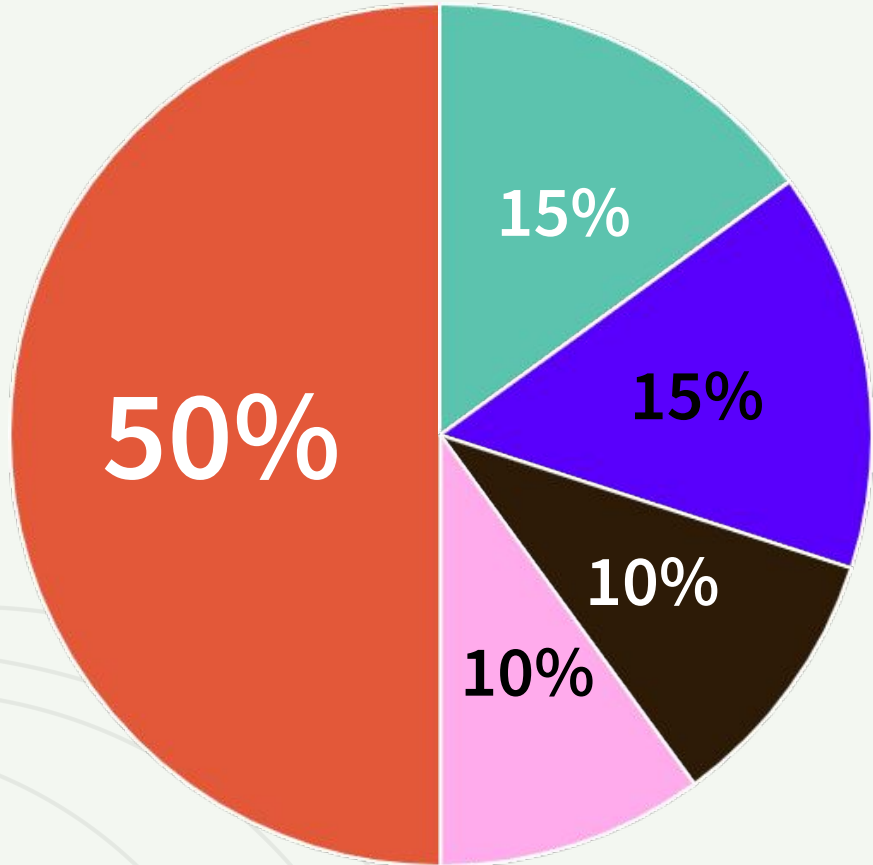
Total Expenditures \$27,512.20

Net Operating Revenue \$8,897.99

Net Revenue \$8,897.99

Projected Spending Per Program

(Based on operating budget of \$200k)



\$200k

TOTAL BUDGET

- Art Together
- Celebrate Art/sts
- Showcase
- LAYERS
- After Market

The Feels' Family and Friends

We can't do what we do without you.
Thank you for supporting our work.



FARIS



AISLE 4OUR

même.



Miguel Rockwell



CHARMA

OFFICE OF ARTS & CULTURE
SEATTLE

What's Next for The Feels?

The bottom of the slide features four horizontal white lines. The top line is straight. The second line is a wavy line that dips in the middle. The third line is straight. The bottom line is straight.



TF7

The Feels was recently named among the city's 21 community-initiated project grantees, in their latest round of Neighborhoods' Neighborhood Matching Fund awards. This \$23,056 grant will allow us to bring our highly anticipated annual showcase to the community for free, for the first time.



@ Aki Kurose Middle School and beyond...

649K

In Washington, nearly 649,000 children who would be enrolled in an afterschool program if one were available to them

5

For every child in an afterschool program, 5 more children are waiting to get in

88%

Of parents overwhelmingly support public funding for afterschool programs

In the coming years, The Feels will pursue funding to expand Art Together to help meet Seattle's demand for afterschool programs. We hope to not only mentor our city's youth and teach them to express themselves through art, but also to support working families by providing a safe and positive environment for their kids.

PIECES

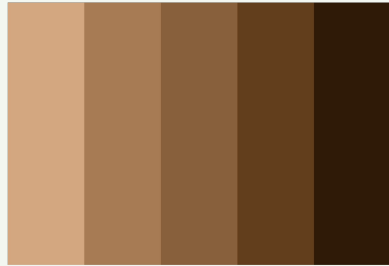
Pieces

In 2023, we plan to host two more Pieces vendor markets to create space for underrepresented creatives in the business community.



After Market

The Feels is currently working in collaboration with Seattle University's College of Science & Engineering students to develop a user-friendly online market for our community of artists and small business owners.



LAYERS **000**

LAYERS

We are currently exploring the possibility of a partnership with Converge media to build a podcast. This budding partnership has potential to expand our reach while establishing a new multi-layered platform including live broadcast.



Celebrate Art/sts

Next year, we plan to disperse \$5000 in artist stipends, as well as utilize our resources, events and social channels to amplify emerging artists in our city.

Contact Us

The Feels Foundation

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www.thefeelsfoundation.org

Check us out on:

[Instagram](#) | [Facebook](#) | [LinkedIn](#)



THANK YOU!

CRISTINA

