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SFF PRESENTS 2024 IMPACT REPORT

Dedicated to strengthening community and transforming lives through music and art.

Finding Our Groove: A Message from the Executive Director

Dear Friends and Supporters,

The past five years have been a journey of profound change and, ultimately, remarkable resilience for SFF Presents. I am pleased to say that 2024 felt like a year of finding our groove – a year where the seeds we planted in challenging times blossomed into vibrant, tangible successes.

Our second annual Big Ponderoo was a resounding triumph, building on the inaugural year's success and solidifying its place as a cornerstone of our annual calendar. The energy, the music, and the shared experiences were truly magical. We witnessed the power of community coming together to celebrate art and the beauty of our region.

Our commitment to arts education remains a priority. Six creativity camps for youth ignited imaginations and fostered a love for artistic expression last summer. In September, we were thrilled to host the Song Academy back in its beloved home at Caldera on Blue Lake. The return felt like a homecoming, a reaffirmation of the deep connection between our organization and this inspiring natural environment.

The Sisters Folk Festival – our flagship event – once again sold out, demonstrating the enduring appeal of world-class live music and the unwavering support of our community. The festival continues to be a beacon in Sisters, attracting attendees from across the country and bolstering our local tourist economy.

Beyond the stage and the classroom, we invested in the future of our community. We proudly awarded \$20,000 in scholarships to graduating Sisters High School students, empowering them to pursue their dreams. We believe in the transformative power of education and are committed to supporting the next generation of artists and leaders.

Perhaps most notably, our community of supporters is growing, not only in size but also in geographic reach. We are seeing increased engagement from beyond Central Oregon, evidence that our programs resonate with a wider audience.

As we look ahead, we are filled with optimism and excitement. We are committed to building on the momentum of 2024, to deepening our engagement with our community, and to continuing to provide exceptional arts experiences for all. Thank you for being a part of our journey. Your support, your passion, and your belief in our mission have made all of this possible.

With gratitude, **Crista Munro**



5,144
Volunteer hours

\$39,737
Invested in
Sisters School District
music & art programming

285
Performing & visual
artists engaged

1,785
People served
at FREE events



"[The Americana Song Academy is] an almost magical creative community. Singing together, jamming together, learning from each other, listening to each other...it's all so good." - Americana Song Academy survey respondent



"The best organized festival we've been to. Having two stages in one venue with constant music was great! Such a nice size and wonderful friendly volunteers." - Big Ponderoo Audience Feedback Survey respondent

"In the 2024, we began a new revamped version of the Americana Project class where students can explore either guitar, bass, piano, fiddle, or mandolin. What was a class of 5-10 turned quickly into a class of 30+. Students from all walks of life came together, honed new instruments, formed several band labs, learned many new songs, and arranged and composed their own music. Almost all of the instruments used in this class are from SFF Presents and they have sponsored several guest artists coming in to the class to engage, inspire, and work with our students." - Kayla Golka, SHS Americana Project teacher

"This year Outlaw Strings grew to 40+ students in 4 cohorts grades 6-12! We took 23 students to Wintergrass 2024 and have 25 going again. We formed a dance band, "Scandalous Chutney," and are hosting our first ever community dance! We have really grown in our ability to learn tunes by ear and get up to speed. We can't wait to see what we can achieve in our goal of Fiddle World Domination in 2025." - Melissa Stolasz, SMS teacher & Outlaw Strings Club leader



COMMUNITY IMPACT

2024 IN REVIEW

10,263

Individuals served by SFF Presents programs

9,667
Concert & Festival Goers

596
Learners

- Americana Song Academy
- Adult Classes & Workshops
- Guest Artists & Assemblies (at Sisters School District)
- Summer Creativity Camps

\$6,555

Given in tuition assistance to **60 individuals** participating in SFF Presents camps & classes through a Pay-What-You-Can pricing model

\$20,000

Given to **7 graduating seniors** at Sisters High School to pursue higher education through GRO scholarships

2024 OVERVIEW

BY THE NUMBERS

SOURCES OF REVENUE:

- **82% – Earned Income**
 - Admissions
 - Event Revenue
 - Sponsorships
- **10% – Donations & Fundraising**
- **8% – Grants**
 - Can'dAid
 - Maybelle Clark Fund
 - PGE Foundation
 - Roundhouse Foundation
 - Amici Mueller Foundation
 - Boeschen Family Foundation
 - Oregon Arts Commission
 - Oregon Community Foundation
 - Deschutes County Cultural Coalition
 - The Environmental Center



IN 2024, WE INVESTED OVER \$225K IN EDUCATIONAL PROGRAMMING!

- **72% – Cultural Programming**
 - Festivals & Concerts
- **12% – Arts Education**
 - Creativity Camps
 - SSD Youth Programs
 - Americana Song Academy
 - Adult Music & Art Classes
- **9% – Admin Support**
 - Overhead
- **7% – Fundraising Costs**
 - Sponsor & Donor Events



2024 SFF Presents Staff & Board

Crista Munro
Executive Director

Brad Tisdel
Creative Director

Teresa Mills
Finance Manager

Erin Pihl
Communication Manager

Kaela Fox
Events Manager

Ty King
Logistics & Facilities Manager

Ruth Williams
Logistics Supervisor

Leanne Summers
Board Chair

Phoenix Ries
Vice Chair

Jeff Curtis
Treasurer

Steve Rudolph
Secretary

Judy Fuentes
Board Member

Noelle Fredland
Board Member

Paul Evers
Board Member

Melissa Stolasz
Board Member

Jim Cornelius
Chair Emeritus



In December, we said goodbye to Brad Tisdel, our longest-serving staff member (25 years!). He'll continue booking artists for our festivals through his new talent buying company, Tisdel Productions. **Thank you, Brad!**