



ANNUAL REPORT
2020-2021



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Dear friends,

These two years tested us as no other period in our 11-year history has. The COVID-19 pandemic was unpredictable and unprecedented. When the Hall shut its doors, we had to regroup and refortify for a crisis of unknown duration. Supporting the musicians became our immediate priority, so we created the Legacy Emergency Relief Fund. From May through August, our friends at Spotify matched all donations received by the foundation, regardless of designation, and matched \$1.1 million. The Foundation also provided other means of support and engagement highlighted throughout this report.

During this time, the Foundation also developed new programming and activities to add additional revenue streams for musicians and other culture bearers, and to round out our programmatic offerings. Thanks to the support of the Pincus Family Foundation, the Foundation was able to launch **Preservation Hall Lessons, a free online music education resource available to K-12 educators nationwide.**

PHF also adjusted its fiscal planning, factoring in all the new and unprecedented realities and possibilities. While our primary goal was ensuring that the musicians of Preservation Hall could meet essential needs during a protracted crisis of unknown duration, another aim was to protect and reinforce their long-term livelihoods. This required buttressing the sustainability of the larger Pres Hall ecosystem and infrastructure, including the creation of a cash reserve of up to six months of operating expenses and musician emergency relief.

So many of the Foundation's activities were continuous from 2020-21, so we are issuing a unique joint annual report covering both years' activities and reflecting both years' financials.

The pandemic taught us that no institution is immortal or impervious, and it helped bring into sharp relief what role the Foundation plays as both backstop and bulwark for the larger institution and its people. We thank you from the bottom of our hearts for your enduring support and generosity.

Sincerely,

A handwritten signature in black ink, appearing to read "Greg Lucas".

Greg Lucas
Executive Director



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THE COVID-19 PANDEMIC AND THE FOUNDATION'S RESPONSE

Preservation Hall was established in 1961 to celebrate the music and musicians of New Orleans, and in normal times, it is open 360 nights per year. In mid-March of 2020, the Hall doors were closed and its collective of **60 musicians** who would normally be playing multiple shows a night at the Hall, or participating in the Foundation's education programming during the day, were now without work and without income. The Foundation immediately established the **Legacy Emergency Relief Fund** to help provide some financial support to our Collective.

Spotify created a matching program for several music related nonprofits including PHF. They matched dollar for dollar any donation made to the Foundation between May and August of 2020. The funds generated were invaluable in allowing Preservation Hall, the Foundation, and the Musical Collective to survive, endure and thrive through this crisis – helping The Foundation help meet the immediate need and enabling us to rebound robustly when Preservation Hall is once again able to open its doors.

In addition to direct support to the musicians, the Foundation also provided hand sanitizer, periodic meals, grocery purchasing for our elder musicians, COVID tests (and testing personnel at any in-person Foundation events), horn bell covers and other forms of assistance.

The Hall was closed from mid-March of 2020 to June of 2021. During that time, the Foundation absorbed core staff from Preservation Hall to help with the Foundation's fundraising efforts, to help serve the needs of the musicians, and to assist the Foundation with the various projects included in this report.





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'Round Midnight Preserves

Midnight Preserves is always a highlight of Jazz Fest season, and it often serves as something of a family reunion with cherished Foundation supporters and artists we admire. When the pandemic forced Jazz Fest to cancel, so went Midnight Preserves. **'Round Midnight Preserves** was our attempt to capture and convey some of the Midnight Preserves magic through a special live-stream event on June 20, 2020, featuring performances by Paul McCartney, Irma Thomas, Dave Grohl, Jon Batiste, Nathaniel Rateliff, Dave Matthews, Elvis Costello, Jim James, PJ Morton, Beck and a variety of Preservation Hall musicians. More than 100,000 people joined us live (or subsequently online) and the virtual event raised more than \$300,000 to support PHF's COVID-relief efforts.





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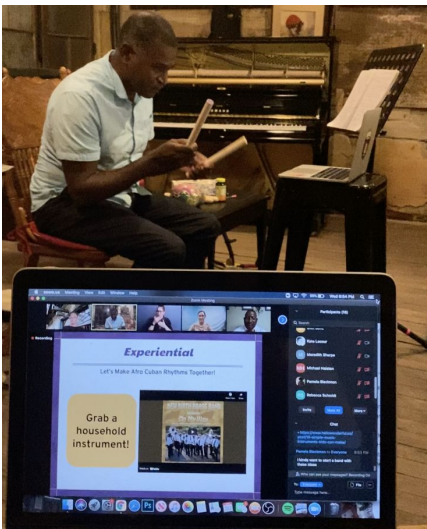
The Launch of Preservation Hall Lessons

The latest exciting release featuring the music of Preservation Hall is not an album. It's a series of online music lessons for young people that was created by the Preservation Hall Foundation, and stars members of the Hall's community of musicians.

This free, online, interdisciplinary resource is available to teachers and music programs nationwide. Preservation Hall Lessons (PHL) is designed for K-12 students and includes content focused on introductory and advanced techniques for the range of instruments in a traditional jazz band, stylistic tips, as well as the cultural and historical context of New Orleans music.

The lesson plans feature exclusive videos and support materials, with more to come in the future. Each lesson includes an outline of educational standards addressed, the lesson's objectives, and how to apply and evaluate that lesson. There are safe, natively-hosted videos, Google docs and slides, and many relevant tools and links to support each exercise.

Whether a classroom is "in-person" or virtual, whether students play instruments or simply enjoy music, whether one is seeking creative ways to teach math or social studies or art, there is a wide range of lessons to meet a variety of needs. Nothing could replace the experience of a live performance or lesson at Preservation Hall, but we believe these lessons reflect the spirit and revered traditions celebrated at the Hall by its cherished musicians.





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Transformational Grant

The Charles and Lucille King Family Foundation and the estate of Diana King provided the Foundation with a generous **\$1 million grant** focused on helping PHF refortify and build capacity, invest seriously in the proper cataloging and maintenance of the archives, expand future programming and build organizational sustainability. This gift will have a significant and lasting effect on the Foundation's reach and impact.

Legacy inductions

As musicians reach the age of 60, they are inducted as Master Practitioners within our Legacy Program, which offers monthly stipends and other support and services. We were unable to host our usual Legacy Induction ceremony in 2020, but live-streamed a special virtual version on November 12, 2020, honoring inductees Wendell Brunious, Gregg Stafford, Richard Moten, Steve Pistorius, Kerry Brown, and Roger Lewis, who all continue to lend their talent and magic to audiences and colleagues at Preservation Hall.

Community Engagement Grants

PHF provided one-time \$1000 Community Engagement grants to artists, musicians, brass bands and culture bearers whose work perpetuates New Orleans culture to express our regard for their work and help them weather the prolonged pandemic.

- Brandan "BMike" Odums of StudioBe
- Chakra Dance Theatre
- Cyril Neville
- Dirty Dozen Brass Band
- Doratha "Dodie" Smith-Simmons
- Kinfolk Brass Band
- Klub K.I.D.
- Louis "Satchmo" Armstrong Summer Jazz Camp
- Mia X
- Monique Moss of Third Eye Theatre Interdisciplinary and Improvisational Performance Company
- Music and Culture Coalition of New Orleans (MACCNO)
- New Breed Brass Band
- New Orleans Jazz Orchestra
- Nic Aziz of NOMA and Prospect New Orleans
- Pinettes Brass Band
- Rebirth Brass Band
- The Roots of Music
- Treme Brass Band
- Trombone Shorty Foundation
- Trumpet Mafia



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Hurricane Ida Relief Grants

Mere weeks after the Hall re-opened in the summer of 2021, Hurricane Ida caused widespread damage to the greater New Orleans area and necessitated the closing of the Hall's doors once again. The Foundation was able to provide further relief grants to our full collective of musicians as well as some additional support for those musicians whose homes sustained serious damage.

MLK/FBI

Preservation Hall Jazz Band's "Lift Every Voice and Sing," is the legendary group's rendition of the Black national anthem, recorded for MLK/FBI, the Critics' Choice award winner for "Best Archival Documentary" and multiple IDA-award nominee. The official video for the song features footage from the film, and is co-directed by Preservation Hall Jazz Band's Ben Jaffe and Kenneth Alexander Campbell. The Preservation Hall musicians who performed on "Lift Every Voice and Sing" include Charlie Gabriel (Tenor Saxophone), Wendell Brunious (Flugelhorn), Ronell Johnson (Piano, Organ, Trombone), Kyle Roussel (Piano), Ben Jaffe (Upright Bass), and Walter Harris (Drum Set) and are joined friends by Louis Ford (Tenor Saxophone), Walter Harris (Drum Set), Kerry "Fatman" Hunter (Snare Drum), Calvin Johnson (Soprano Saxophone), Kevin Louis (Trumpet), and Stephen Lands (Trumpet). Sam Pollard, the director of MLK/FBI, is an Emmy Award-winning and Oscar-nominated filmmaker. Pollard says of the song, "MLK/FBI is a movie experience I am proud to have been a part of. Preservation Hall Jazz Band's performance of 'Lift Every Voice and Sing' is an astounding version of the iconic anthem, and a perfect ending for our film."

Kanaval 2020

Krewe du Kanaval enjoyed its biggest and most boisterous year yet in February 2020, just before the COVID pandemic shutdown. The Krewe joined the Krewe of Freret on the main Mardi Gras parade route this year and included two floats, as well as hundreds of participating marchers and musicians. The theme "Mesi Haiti" (thank you, Haiti) was represented through costumes and signage worn by dancers and walking groups represented throughout the parade. The celebration concluded with a festive ball at the Mahalia Jackson Auditorium featuring performances by Lakou Mizik, Paul Beaubrun, Arcade Fire and Preservation Hall Jazz Band.

PURSES AND PENCILS PROTECT, PRESERVE, AND PERPETUATE

BENE/Alexa Pulitzer

BENE Handbags Founder Ellie Schwing, Artist Alexa Pulitzer and Preservation Hall Creative Director Ben Jaffe collaborated on a special capsule collection handbag and KEEP YOUR HEAD UP strap. Created to highlight New Orleans artists and raise funds for Preservation Hall Foundation's efforts all in style, each luxury BENE handbag features Alexa Pulitzer's iconic "King Gator" sculpted and hand-dipped in gold for the handbag closure, and a nylon liner featuring the original handwritten score of Preservation Hall Jazz Band's "Keep Your Head Up," which was written by Jaffe. The new straps are embossed in gold to highlight Preservation Hall's 60th Anniversary.



Blackwing pencils

Blackwing pencils were favored by creatives like John Steinbeck and Bob Dylan. In 2021, Blackwing and Preservation Hall collaborated on a limited-edition pencil to commemorate the 60th anniversary of Preservation Hall. A portion of proceeds from the pencil collection supported Preservation Hall Foundation education programs like Kids In the Hall and Preservation Hall Lessons; Legacy programs supporting elder Preservation Hall musicians; and the conservation of the Hall's vast archive of documents, photos, memorabilia and more.



Preservation Hall Foundation Board of Directors:

Aaron Wolfson
Board President

Graham "Gray" Coleman

Sundiata Haley

Benjamin Jaffe

Jeanette Jaffe

Renee Lapyerolerie

Wendy Popowich

Alexa Pulitzer

John Wells

Preservation Hall Foundation Advisory Council:

Alexa Georges

Sarah Usdin

Gregory Morey

Debra Shriver

Sarah Hardie

Kristian Sonnier







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PRESERVATION HALL FOUNDATION, INC. AUDITED STATEMENT OF ACTIVITIES Calendar Year through December 31

	2020	2021	
Net Asset Balance at Jan 1	\$176,147	\$1,738,398	
Revenues			
Contributions	\$2,764,160	\$1,371,142	
Fundraising Event Income	\$413,223	\$39,972	
Grants Income	\$67,214	\$1,212,425	see Note 1
Program and Misc Revenue	\$181,268	\$61,653	
Total Revenues	\$1,221,947	\$2,685,192	
Expenses			
Program Services			
Archive Expenses	\$49,166	\$353,832	see Note 2
Education Expenses	\$225,234	\$231,189	
Community Engagement Expenses	\$399,446	\$23,795	see Note 3
Legacy Expenses	\$618,056	\$660,344	
<i>Total Program Expenses</i>	<i>\$1,291,902</i>	<i>\$1,269,160</i>	
Development and Event Production	\$238,320	\$346,561	
Overhead and Capacity Building	\$333,392	\$345,404	
Total Expenses	\$1,863,614	\$1,961,125	
<i>Change in Net Assets</i>	<i>\$1,562,251</i>	<i>\$724,067</i>	
<u>Net Asset Balance at Dec 31</u>	<u>\$1,738,398</u>	<u>\$2,462,465</u>	see Note 4

Notes

Note 1: Includes \$1,000,000 King Family Foundation Capacity Building Grant to be disbursed over 3 years

Note 2: Includes approx. \$250,000 in Pass It On documentary film production expenses funded by Pritzker Foundation

Note 3: 2020 includes approx. \$350,000 in Krewe Du Kanaval event production expenses funded by 2020 Fundraising Event income

Note 4: \$750,000 of Net Assets are in a Board restricted fund for Emergency Relief and Operational Support



Preservation Hall Foundation
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