

STEP AFRiKA!

FY2021 & FY2022 Annual Report

- FY21: August 1, 2020 – July 31, 2021
- FY22: August 1, 2021 – July 31, 2022





Photo by Sandi Horvat

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Message from the Founder



Greetings Step Afrika! Family,

On behalf of myself and our incredible Board of Directors, I would like to take this opportunity to applaud the many strides we have accomplished with your help over the years. As we look back on 2021 and 2022, I am so proud of our performers, staff and supporters for their dedication to make our work have a greater lasting impact. Our ability to advocate for access and equity to the arts during times of crisis has been paramount to Step Afrika! navigating through a global pandemic. We resiliently emerged from the pandemic stronger and energized to create new virtual pathways that preserve the art of traditional stepping, while reinforcing existing avenues that amplify our cultural voice and connection to the community.

Since 1994, Step Afrika! has been recognized as one of the most celebrated African American dance companies in the world. As we journey closer to our 30th anniversary, Step Afrika! continues to be a leading force and a premier destination for African American dance and traditional stepping, introducing tens of thousands annually to stepping through our performances and educational programs. Thousands more learn to step with Step Afrika! each year as part of the world's first virtual stepping interactive at the Smithsonian National Museum of African American History and Culture.

From performing for our domestic and international audiences to providing instruction and support to our students, we press onward and plan for higher heights. I am delighted to share this year end review with you and celebrate some of our impact. Join Step Afrika! in our work ahead. I look forward to our future success, continued cultural exchange and further commitment to investing in our community through the arts.

A stylized, handwritten signature in black ink, consisting of the letters 'CB' followed by a long, sweeping horizontal line.

C. Brian Williams, Founder and Executive Producer

Thank you from the Executive Director



Dearest Friends,

Thank you for your ongoing support of Step Afrika!

I couldn't be prouder of Step Afrika!'s growth during the last couple of years – our virtual programming continues to reach audiences across the globe while our world-class performers remain the needle of the nation's cultural stepping compass. From performing at national opera houses and remote villages to the East Wing of The White House, Step Afrika!'s versatility to tailor untold stories of the African American experience drives our success. Our arts education programs and community engagement activities guide our work to inspire youth through our mission-centric principles of teamwork, discipline and commitment.

Preparation for our 30th anniversary season is already underway – Step Afrika! will launch an interactive, digital timeline highlighting critical moments since the organization's founding in 1994. This will be an incredible repository of videos, photos and interviews with past and current performers, board members, partners and of course, supporters like you. I am also thrilled to announce Step Afrika!'s return to its roots in South Africa! This three-week tour to the Kingdom of Lesotho and Johannesburg will reignite meaningful cultural exchange with traditional artists focused on the Zulu, Tswana and Sotho dance vocabularies. And last but certainly not least, our 30th Anniversary season will include the return of *The Migration: Reflections on Jacob Lawrence* for an extended run at Arena Stage.

From our public service announcements and our performances in response to police brutality to our presence at the historic inaugural celebration of President Joe Biden and Vice President Kamala Harris, Step Afrika!'s thought leadership and pioneering performances are a testament to our significance within the arts. Again, thank you for your unceasing support and for believing in our mission. The best is truly yet to come!

A stylized, handwritten signature in black ink, appearing to read 'Lamar Lovelace'.

Lamar Lovelace, Executive Director

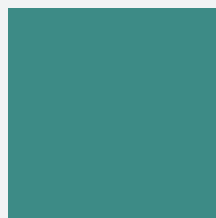
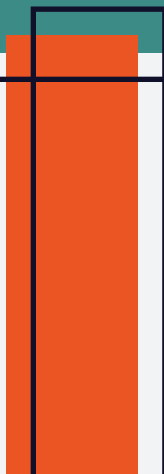


Mission

Step Afrika!'s mission is to preserve, expand and promote an appreciation for stepping through professional performances and to educate, motivate and inspire young people in and out of school through arts education programs that emphasize teamwork, commitment and discipline.

Vision

As one of the most celebrated African American dance companies in the world, Step Afrika! fortifies our relationships in the communities we serve and highlights our mission to preserve and promote the tradition of stepping. It is our vision to expand programmatic efforts to reach larger audiences.





Board of Directors

Executive Committee

Conrad Woody, Chair

Partner and Head of U.S. Corporate and Government Affairs Practice, Odgers Berndtson

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Vice President – Marketing and Strategic Solutions, Family Choice Healthcare

Natasha Watkins, Secretary

Founder, Your Life Onward

Jeffery D. Kennerly, Treasurer

Financial Advisor, Morgan Stanley

C. Brian Williams, Founder

Step Afrika!

Board of Directors

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Director of Corporate Public Policy, Washington Gas

Melanie Trottman

Senior Vice President & Chief Editorial Consultant, Edelman

Staff

Administration

C. Brian Williams, Founder and Executive Producer

Lamar Lovelace, Executive Director

Mfoniso Akpan, Artistic Director

Artis Olds, Director, Arts Education and
Community Programs

Kristen Taylor, Company and Communications Manager

Margo Cunningham, Marketing Manager

Misha Michel, Arts Education and Production Assistant

2020-2021 Performers

Conrad R. Kelly II, Assistant Artistic Director
Florida A & M University

Emerald Holman, Virginia Commonwealth University

Misha Michel, Florida State University

Ronnique Murray, Virginia Commonwealth University

Dustin Praylow, University of South Carolina

Ajah Smith, Florida A&M University

Jordan Spry, Howard University

Pelham Warner Jr., Dutchess Community College

Robert Warnsley, Illinois State University

Valencia Springer, Virginia Union University

2021-2022 Performers

Conrad R. Kelly II, Assistant Artistic Director
Florida A & M University

Kayshon Hawkins, Fayetteville State University

Akievia Hickman, Florida A&M University

Jabari Jones, Morehouse College

Misha Michel, Florida State University

Dustin Praylow, University of South Carolina

Valencia Springer, Virginia Union University

Jordan Spry, Howard University

Pelham Warner Jr., Dutchess Community College

Robert Warnsley, Illinois State University

Strategic Goals

Step Afrika!'s overarching goals are:

- ◆ to encourage young people to move towards higher education by establishing the connections between stepping, college/universities and the diverse career opportunities available in the arts;
- ◆ to generate cultural understanding by fostering an appreciation of traditional art forms; and
- ◆ to build communities that create social bonds between families, neighbors and residents through shared arts participation.





How We Step Toward Our North Star

Step Afrika! has a strategic framework that will help us reach our expansion and fundraising goals. In terms of facilities and technology, we are sourcing new spaces, as well as new corporate and collegiate partners to provide access to needed resources. As Step Afrika! continues to grow, we are creating intentional staff positions that markedly move us forward to meet our organizational targets. In 2020 and 2021, we hired new staff members to bridge capacity gaps and assist in bringing our collective vision into fruition.

Development

Taking a closer look at development, Step Afrika! is reimagining our individual and corporate giving models, as well as our approach with foundations. On an individual level we are prospecting and cultivating a culture of giving to target at least 300 donors with a focus of multi-year gifts. The aim is to solicit 75 new major and mid-sized donors over the next few years, totaling a minimum of \$90,000. In 2020 and 2021, we laid the groundwork by engaging in comprehensive strategic planning that outlined an implementation plan with phased completion by fiscal year 2026. We are taking concerted efforts to foster greater

connection and engagement with our donors to blend stewardship into the heartbeat of our organization.

Programming

As Step Afrika! prioritizes artistic programming, we look to feature at least one major project each season that includes artistic collaborations, multi-disciplinary programming and/or a guest choreographer of national renown. Our 2020 and 2021 program highlights show that we are on track with actualizing this goal. We have created virtual reality stepping experiences, and we look to grow our efforts in this area, while creating additional points of collaboration with Historically Black Colleges and Universities, expanding thought leadership and rebuilding links to South Africa. It is also our intention to create new residencies, increase domestic performances with at least one performance each year at Kennedy Center, Strathmore, Wolf Trap or Arena Stage and increase international touring in Europe.

Other objectives include: further growth of educational programs to maximize impact, development of an annual showcase for educational programming and adding more master classes, lectures, panel discussions, symposia and signature events/festivals to our current calendar of commitments.

Step Afrika!'s Impact

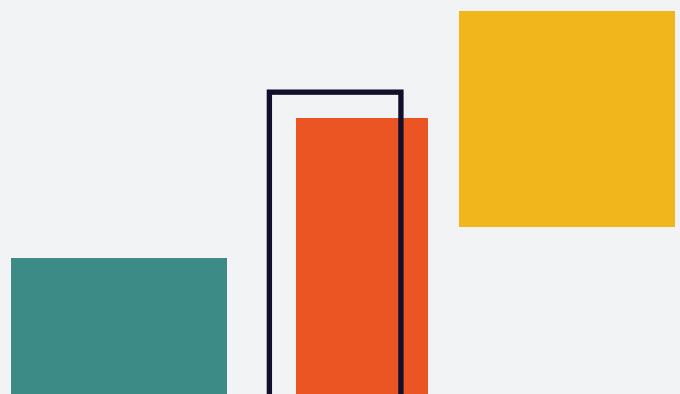
Annually, Step Afrika! provides arts experiences to an excess of 20,000 students at 70 Washington D.C. area schools, as well as performs for more than 50,000 people at over 40 U.S. colleges, universities and performing arts centers, promoting stepping, the arts and a commitment to education. Our inclusive performances build community through active audience participation and the exploration of American history that speak to the resilience and creativity of African Americans. Step Afrika!'s arts education programs pioneered stepping as an educational and motivational tool. From our feature-length productions, *The Migration: Reflections on Jacob Lawrence and Drumfolk* (informed by the Stono Rebellion of 1739 and the Negro Act of 1740) to an increased virtual presence, Step Afrika! continues to advocate, advance and transform the way society understands and engages with the art of stepping. The Company also acts as Washington, D.C.'s official Cultural Ambassador, representing the city at performances, festivals and cultural exchange programs worldwide.

As the District's largest African American arts organization, Step Afrika! maintains a vibrant presence in D.C. Step Afrika!'s live performance season is anchored by three productions, which serve approximately 10,000 people per year.

- ◆ **Step Xplosion** tours free performances and workshops to every D.C. ward each summer.
- ◆ **Step Afrika!'s Magical Musical Holiday Step Show**, held at the Atlas Performing Arts Center, has been hailed as D.C.'s most unique holiday celebration.

- ◆ The season closes with the **Home Performance Series (HPS)**, which premieres new work for audiences at local theaters.

During the pandemic, Step Afrika! pivoted to the virtual theater to sustain the Company and compensate for lost touring income. Step Afrika!'s full-time performers produced 13 virtual pieces that expanded our reach and brand awareness. Instead of charging to view content, virtual programming was released for free on YouTube, Facebook and Instagram with an underlying call to action to make tax deductible donations. These efforts had favorable results. Fundraising campaigns tied to the premieres of two Step Afrika! dance films (2020 Step Afrika!'s *Magical Musical Holiday Step Show* and 2021 Step Afrika! *Virtual Juneteenth Celebration*) yielded \$239,943 in donations and sponsorships, breaking records from previous end-of-year campaigns. Performance viewership was strong, with an average viewership of 23,509 households, generating more than 200,000 views and 485,000 impressions across all platforms. In the wake of the murders of George Floyd, Breonna Taylor and many others from police brutality, Step Afrika! resoundingly found that audiences had an increased appetite to support African American cultural experiences.



Internal Impact

To artists with stepping experience, Step Afrika! is the first dance company offering a full-time, professional platform to educate and entertain audiences around the world.



FY21 Accomplishments

August 1, 2020 to July 31, 2021

As the world experienced a global pandemic, Step Afrika! reimaged what was possible. Our team was tasked with creating alternative ways to bridge annual touring targets, celebrate significant moments through performance and connect with our community virtually, while prioritizing safety. 2020 marked the launch of virtual online programs led by Step Afrika! artists and staff on various channels including our website, social media and email. We worked together to accomplish stellar programs that celebrated our cultural and engaged audience in new virtual avenues. In 2020, Step Afrika! developed fee-based digital programs for theaters, schools and colleges. These programs included residencies, workshops, performances and access to “on-demand” video products like Stono (theater audiences), Five Days with Step Afrika! (K-12 school children) and Celebration (college students). Step Afrika! saw our most considerable success with

Five Days. To date, this program has earned more than \$135,000 from 27 presenting partners and reached 72,525 students nationwide.

The Company learned how to produce original digital content affordably and effectively. Step Afrika!’s virtual content found audiences across the world that enjoyed our unique voice and approach to African American history and performance. Virtual programming has been a powerful medium to connect with existing audiences and amass new supporters. Step Afrika!’s experienced surges with increased social media followers, viewership, newsletter sign-ups and donations. Our subscriber base grew by 10,620 new accounts (400% increase) from the previous year, and individual donors skyrocketed from 537 in FY20 to 2,483 in FY21 (362% increase). The exponential growth expanded Step Afrika’s industry reputation.



Virtual Programs

JUNE 2020

Virtual Step Afrika! Juneteenth Celebration

Step Afrika! commemorated Juneteenth (June 19, 1865) and the true end of slavery by premiering an inaugural virtual program, “Step Afrika! Juneteenth Celebration,” which aired on Facebook and YouTube. Filmed entirely in Washington, DC and directed by Step Afrika!’s artists, performances were staged at landmarks across our Nation’s Capital that included the Black Lives Matter Plaza, the Martin Luther King Jr. Memorial and the National Sylvan Theater on the grounds of the Washington Monument. Each performance honored the rhythm, spirituality and resistance of the African American community through dance and song. This celebration premiered on June 19, 2020.

- ◆ Registrations: **1,497**
- ◆ Unique Views: **21,104**
- ◆ Peak Views: **2,027**

The event was a successful fundraising effort, raising more than \$60,000 in sponsorships and \$73,000 from a total of 388 individual donors.

Virtual Summer Steps with Step Afrika! Camp

In 2020, the Summer Steps with Step Afrika! camp went virtual with a culminating performance that was streamed on Facebook and YouTube. The premiere was available for a limited time after August 23.

Led by the award-winning and multi-talented Step Afrika! artists, the Summer Steps With Step Afrika! camp (for students in rising grades 4-12) combined core Step Afrika! values of teamwork, commitment, discipline and academic achievement with performance and artistic training. Over 50 students participated.

Virtual Premiere of Stono

The second installment of Step Afrika!’s virtual performance series thematically revisited the pursuit of freedom, while honoring the spirit of resistance and activism. The premiere of Stono, a feature length performance and post-event panel, debuted on Facebook and YouTube. Its relevance timely bridged issues regarding political protest and structural inequities that dominate American conversations presently.

The performance portrayed the largest insurrection of enslaved Africans in North America, which took place in South Carolina on September 9, 1739, on the banks of the Stono River. Twenty Africans marched south toward a promised freedom in Spanish Florida, waving flags, beating drums and shouting “Liberty.” Although the Stono Rebellion was suppressed, this event in American history changed African American life and culture. When Africans lost the right to use their drums through The Negro Act of 1740, they began to use their bodies as percussive instruments in response. This act of survival and activism gave rise to some of the country’s most distinctive art forms, including stepping.

- ◆ Registrations: **4,986**
- ◆ Unique Views: **27,575**
- ◆ Peak Views: **2,779**

AUGUST 2020

SEPTEMBER 2020

Step Afrika! Arts Education Programming

Step Afrika! engages youth through arts education programs in partnership with schools and presenters across the globe. The introduction of our virtual/in-person hybrid program, *Five Days with Step Afrika!* served more than 70,000 students in the 2020-2021 year, in 12 states across the Country. Locations included: Cleveland, Ohio; Washington, DC; Fort Lauderdale, FL; Cincinnati, OH; and Los Angeles, CA.

From the onset of the pandemic, Step Afrika! has connected with educators to explore inventive learning modules to provide connectivity and community when it was needed the most. Additional arts education programs are outlined below.

- ◆ **STEP AFRIKA! READS** is a performance designed to encourage young children of all cultural and economic backgrounds to be active. It emphasizes the importance of parents reading to their children on a daily basis. The 35-minute program is structured for PreK-2nd grade students and combines reading, exercise and creative movement.
- ◆ **STEPPING WITH STEP AFRIKA!** is a highly interactive 45-minute performance for K-12 students that highlights the rhythm, physicality and history of stepping, and culminates in a group activity to get students on their feet. The program introduces the ties between stepping, college life and academic achievement while incorporating the concepts of teamwork, discipline and commitment. Performers incorporate world traditions, demonstrated through the lively South African gumboot dance. Students enjoy learning basic step choreography and discover how dance brings people and cultures together.
- ◆ **STEP UP TO COLLEGE** is a weekly residency program (in school or after school) for 4-12 grade students. The curriculum covers the history and meaning of step, preparation for college life and simple health and fitness. Participating students receive an age-appropriate activity journal that will supplement these in-class discussions.
- ◆ **STEP AFRIKA! MASTERCLASS** is a 75-minute workshop catered for students who have previous stepping/dance experience. One to two artists teach a maximum of twenty students choreography that is appropriate for their skill level. A 15-minute talk back concludes the session, where students can ask dancers about their experience as a professional dancer, life on tour, greek and college life.
- ◆ **STEP AFRIKA! PERFORMANCE TRAINING** is a masterclass that helps grade school step teams prepare for an upcoming performance. Step Afrika! reviews choreography, provides edits and trains students on performance elements such as stage presence, precision, voice projection and staging.
- ◆ **LECTURES AND DISCUSSIONS ON STEPPING** is a presentation on the history and development of stepping, including a historical timeline of the tradition.

“Mask It Up” Public Service Announcement (PSA)

Step Afrika! shared a responsibility to keep our community safe. In doing so, we created a PSA that outlined the importance of wearing face covering and getting tested to reduce the spread of COVID-19. The #MASKITUP PSA campaign garnered 23,505 views. #MaskItUp combines the African American art form of stepping and Go-Go, the official music of Washington, DC to amplify this critical public health message. Filmed in our hometown of Washington, DC the video features our favorite landmarks including Chuck Brown Memorial Park in NE, the Atlas Performing Arts Center in NE, the Big Chair in SE, the Wharf in SW and the legendary home of the #DontMuteDC movement the Metro PCS Store on Florida and 7th Street NW.

In tandem with the PSA’s release, Step Afrika! distribution to over 1,000 personal protection equipment (PPE) kits to individuals in Wards 5, 7 and 8 in Washington, DC. The #Maskitup campaign was supported in part by the DC Mayor’s Office of Community Affairs.

VIRTUAL Step Afrika! Magical Musical Holiday Step Show

The Magical Musical Holiday Step Show streamed on Facebook and YouTube. It was recorded live at the Hylton Performing Arts Center and made possible in part due to Step Afrika!’s Virtual Artist-in-Residence with George Mason University’s College of Visual and Performing Arts. The show was a fun and exciting experience for the entire family. Recognizing the challenges faced by so many due to the pandemic, Step Afrika! offered the 2020 holiday show free of charge to alleviate financial barriers.

- ◆ Registrations: **11,740**
- ◆ Unique Views: **33,882**
- ◆ Peak Views: **4,600**

Virtual presentation, NO JUSTICE, NO PEACE

No Justice, No Peace was inspired by the marches and protests in response to police brutality, racial injustice and racially motivated violence against African Americans in the wake of the tragic murder of George Floyd. This piece was filmed on Black Lives Matter Plaza in Washington, D.C. Step Afrika! dedicated No Justice, No Peace to the work and legacy of Dr. Martin Luther King Jr, the thousands of Americans who marched with him throughout the Civil Rights Movement and those who continue in his legacy. No Justice, No Peace premiered on Facebook, Instagram, YouTube and Step Afrika!’s website.

Virtual Presidential Inaugural Celebration: We Are One

Step Afrika! performed at the historic inaugural celebration of President-elect Joe Biden and Vice President-elect Kamala Harris for the We Are One virtual event “honoring America’s diversity.” The event was hosted by Terrence J with special guest Stacey Abrams. To date the virtual event has over 1,086,302 views.

GO WEST a Virtual Excerpt from The Migration: Reflections on Jacob Lawrence

In celebration of Black History Month, Step Afrika! presented the virtual premiere of Go West, the second of eight unique choreographic works that make up Step Afrika!'s critically-acclaimed production of The Migration: Reflections on Jacob Lawrence. The virtual event premiered on Facebook and YouTube with extended viewing through the end of February. First produced in June, 2011, The Migration toured the United States in 2016-2018 including a sold-out Off-Broadway run at the New Victory Theater.

The Migration Series, by painter Jacob Lawrence, is a 60 panel painting series that depicts the migration of thousands of African Americans from the rural South to the industrial cities of the North between 1910-1930.

Howard University's Virtual Charter Day Celebration

Step Afrika! joined Howard University's annual Charter Day Celebration on March 6, 2021. The annual celebration is the culminating event of a weekend dedicated to celebrating the anniversary of the signing of the University's charter by President Andrew Johnson on March 2, 1867. The event premiered on Facebook and YouTube with Cedric The Entertainer, Step Afrika! and Matt the Violinist as featured performers. It premiered on Facebook and YouTube and was available for a limited time.

Step Afrika! Presents FOUR WOMEN (Virtual)

In honor of Women's History Month, Step Afrika! presented FOUR WOMEN, a four-part short film series that brings the beauty and power of women center stage. The women of Step Afrika! showcased their love for the art form of stepping and other movement practices to embody the spirit of Women's History Month.

Virtual Step Xplosion

Step Afrika! and Strathmore presented Step Xplosion, featuring dynamic performances from Step Afrika! and special guests, Dem Raider Boyz and Baltimore Beatboxer Black Root. Step Xplosion, premiered on Facebook and YouTube and was available for extended viewing until early May. Step Xplosion is a celebration of the art form of stepping, honoring its rich roots in the African American fraternity and sorority experience, its presence in the daily lives of students and the future. Step Xplosion was filmed on the Strathmore campus.

Step Xplosion is a celebration of the art form of stepping, honoring its rich roots in the African American fraternity and sorority experience, its presence in the daily lives of students and the future. Step Xplosion was filmed on the Strathmore campus.

Step Afrika! Celebrates the Divine Nine (Virtual)

On the 91st anniversary of the National Pan Hellenic Council, Step Afrika! celebrated the Divine Nine (Alpha Phi Alpha Fraternity Inc., Alpha Kappa Alpha Sorority Inc., Kappa Alpha Psi Fraternity Inc., Omega Psi Phi Fraternity, Inc., Delta Sigma Theta Sorority Inc., Phi Beta Sigma Fraternity Inc., Zeta Phi Beta Sorority Inc., Sigma Gamma Rho Sorority Inc. and Iota Phi Theta Fraternity Inc.). Stepping is an art form that was birthed, nurtured and preserved within the rich culture of African American fraternities and sororities. Step Afrika! was honored to continue to share this unique art form around the world. Since its premiere, the video has more than 2 million views.







Thank you to you
and your team on an
outstanding program
this morning. You can
really see how much
the kids enjoyed the
program.

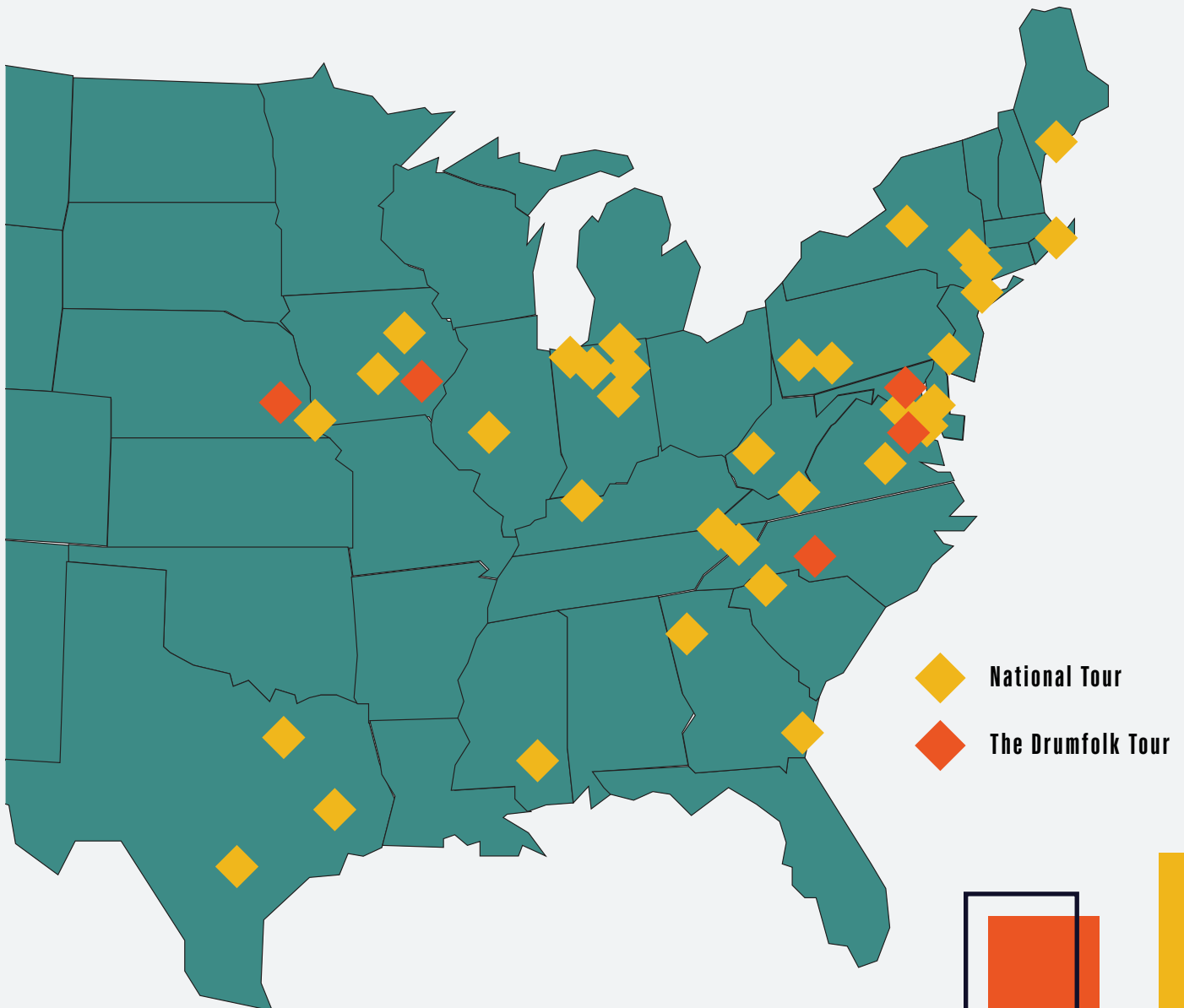
Latasha Stiger (Downtown DC BID -Step Afrika! Reads, October 26, 2021)

FY22 Accomplishments

August 1, 2021 to July 31, 2022

2021-2022 National Tour

Step Afrika! performed for more than 20,000 students at 31 U.S. Colleges, Universities and Performing Arts Centers during its 2021/2022 tour seasons. Each performance promoted stepping, the arts and a commitment to higher education.



COLLEGES, UNIVERSITIES AND PERFORMING ARTS CENTERS

August 11-12: Step Afrika! Live at the Kennedy Center Reach (Washington, DC)

September 22: Peru State College (Peru, NE)

September 24: University of Northern Iowa (Cedar Falls, IA)

October 17-20: Fall For Dance New York (New York, NY)

October 27-29: Geneva Concerts (Geneva, NY)

November 1: Manchester University (North Manchester, IN)

November 2: Career Academy South Bend (South Bend, IN)

November 3: Ivy Tech Community College (South Bend, IN)

November 5: Longwood University (Farmville, VA)

January 24-26: RiverPark Center (Owensboro, KY)

February 1: University of Illinois Springfield (Springfield, Illinois)

February 2: Valparaiso University (Valparaiso, Indiana)

February 4: Associate Fraternal Leadership (IN)

February 3-6: Des Moines Performing Arts Center (Des Moines, IA)

February 7: University of Maryland Eastern Shore (Princess Anne, MD)

February 8: Carlow University (Pittsburgh, PA)

February 9: University of Pittsburgh (Greensburg, PA)

February 10: West Virginia State University (Institute, WV)

February 11: Virginia Polytechnic Institute and State University (Blacksburg, VA)

February 11-12: Theater Show. GTL Foundation Special Event (Wilmington, DE)

February 16: Furman University (Greenville, SC)

February 17: University of West Georgia (Carrollton, GA)

February 18: College of Coastal Georgia (Brunswick, GA)

February 21: University of Southern Mississippi (Hattiesburg, MS)

February 23: East Tennessee State University (Johnson City, TN)

February 24: Northeast State College (Blountville, TN)

February 25: Texas A&M University (San Antonio, TX)

February 26: Sam Houston State University (Huntsville, TX)

February 28: Texas Christian University (FT Worth, TX)

March 8: St Mary's College of Maryland (St. Mary's City, MD)

March 25-26: Zeiterion Theatre (New Bedford, MA)

April 7: Portland Ovations (Portland, ME)

May 19: Ulster Performing Arts Center (Kingston, NY)

May 20: Bardavon (Poughkeepsie, NY)



The Drumfolk Tour

Step Afrika!'s powerful work, Drumfolk, is inspired by the Stono Rebellion of 1739. Step Afrika! blended songs, storytelling and dance to explore a little-known event in history that transformed African American life and culture. When Africans lost the right to use their drums, the beats found their way into the body of the people, the Drumfolk. New percussive forms took root leading to the development of some of our country's most distinct performance traditions like ring shout, tap and stepping.

National tours of the Company's productions of Drumfolk reached audiences across the nation in Iowa, Nebraska, North Carolina, South Carolina, Massachusetts, Virginia and Arizona. Step Afrika! experienced a dramatic spike in audiences across the country with an average of 700-800 people attending evening performances and approximately 2,500 youth attending student matinees.



DRUMFOLK PERFORMANCE CENTERS

September 7-11: Hancher Auditorium
(Iowa City, IA)

September 13-17: Lied Center
(Lincoln, NE)

February 14-20: Blumenthal
Performing Arts
(Charlotte, NC)

March 3-4: Strathmore
(Bethesda, MD)

May 31-June 26: Arena Stage
(Washington, DC)



Drumfolk at Arena Stage

Step Afrika!'s local performance of *Drumfolk* at Arena Stage in June 2022, exceeded expectations in ticket sales, attendance and positive critical/audience response for both companies. The signature production was an incredibly successful launch to the Company's five-year partnership with Arena Stage with a 32-performance run, serving 13,034 DC audience members.



DRUMFOLK PRESS HIGHLIGHTS

"Good art entertains. It inspires. It teaches. It transforms. It takes us to another place. It makes us think. Great art does all of those things at once, and *Drumfolk*, the latest polyrhythmic percussive dance production by Step Afrika! is unquestionably great art... *Drumfolk* is a feast for all of the senses."

– Ken Kemp, Broadway World

"...poetic, choreographically rich"

– Sarah L. Kaufman, Washington Post



2021-2022 International Tour

Step Afrika! serves as Washington D.C.'s official cultural ambassador, representing the United States and introducing the tradition of stepping to international audiences at performances, festivals and cultural exchange programs around the world. Throughout this tour, Step Afrika!'s international artists engaged approximately 5,000 children and adults with performances, workshops and master classes worldwide. Last season, Step Afrika! had the following international engagements:

World Expo in Dubai

Step Afrika! had the honor of opening the U.S. Pavilion at the World Expo in Dubai (United Arab Emirates). It was the Company's first time attending the World Expo.



Step Afrika! Tour of Poland

Step Afrika! traveled to Poland for a 10-day international engagement immediately following their domestic tour.



Step Afrika! Slovenia and Poland Tour

Step Afrika! headed to Slovenia for a third time, performing at one of Europe's largest arts festival and serving young students across the country before heading to Warsaw, Poland to host the Company's popular International Youth Exchange Program for Polish and Ukrainian high school students.



OCTOBER 2021

MARCH 27-APRIL 5 2022

JUNE 29-JULY 17 2022

Step Afrika!'s Magical Musical Holiday Step Show

In 2021, Step Afrika!'s Magical Musical Holiday Step Show returned with live performances at the Atlas Performing Arts Center. The dynamic artists of Step Afrika! and their friends Polo, Pinky, Popper and DJ Frosty the Snowman enchanted audience members with an energetic and festive performance.

Audience members – young and old alike – joined the artists on stage for the popular Frosty Shuffle and for tree decorating during the show's conclusion, *Home for the Holidays*. A total of 7,915 tickets were sold across 12 performances for this nearly sold-out show.



STEP AFRIKA!'S MAGICAL MUSICAL HOLIDAY STEP SHOW: AUDIENCE RESPONSE

"It was the perfect balance of splendid step dancing and holiday fun."

"All three generations loved it. We attended twice. The kids loved the instrument making, the 40-year-olds loved the music, the seniors loved the energy and we all completely loved the performances."

"The cast was very high energy and took the time to engage with the audience during and after the performance. My 7-year-old son had his 'favorites' and talked about the show for days after. Great job! It will be a new holiday tradition for us."

"Performers were amazing. Very engaging in every respect. Loved it! We saw The Migration last year and decided to come to this show because we loved that show so much."





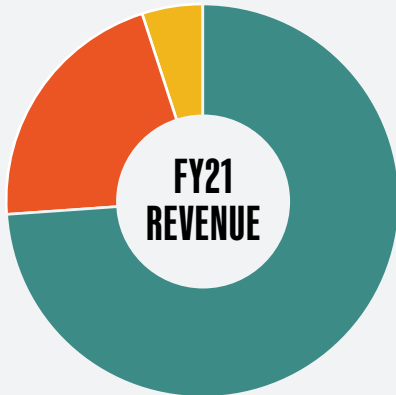


“Congratulations and thanks for the amazing assembly performances this morning. The principal said it was “the best one ever.” Best wishes to all for continued success.”

Tom McClure (Geneva Concerts - Stepping with Step Afrika!, October 28, 2021)

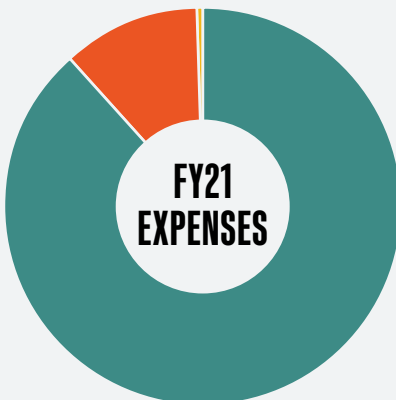
FY2021 Financials

August 1, 2020 - July 31, 2021



- **Contributions, Gifts and Grant Income:** \$2,220,130 – 74%
- **Performance Income:** \$631,341 – 21%
- **Other Income:** \$140,969 – 5%

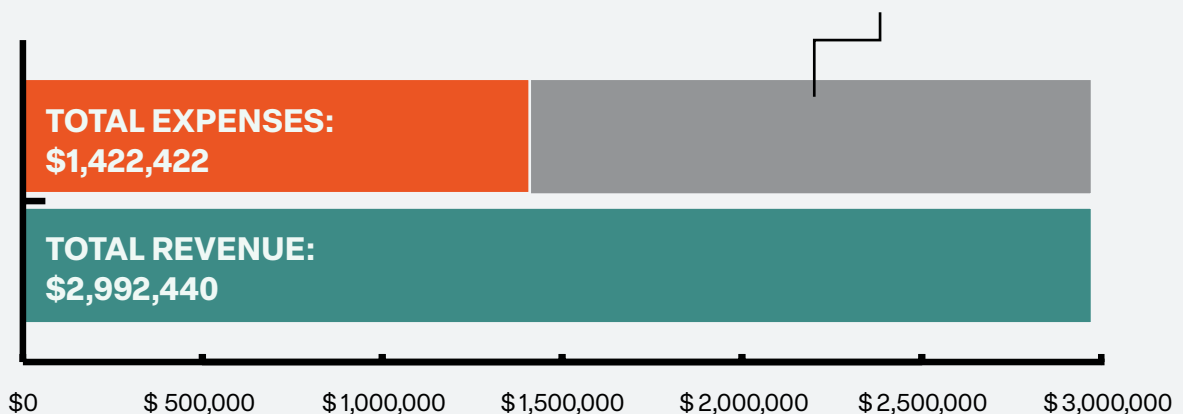
TOTAL REVENUE: \$2,992,440



- **Program Services:** \$1,257,767 – 88%
- **Management and General:** \$161,213 – 11%
- **Fundraising:** \$3,442 – 0.2%

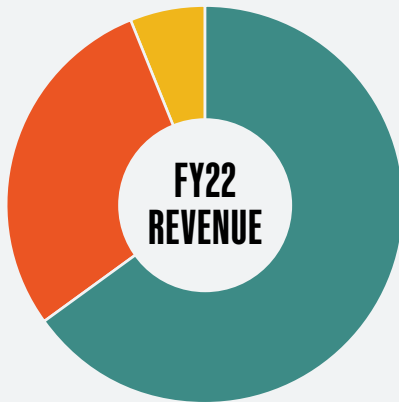
TOTAL EXPENSES: \$1,422,422

NET OPERATING REVENUE: \$1,570,018



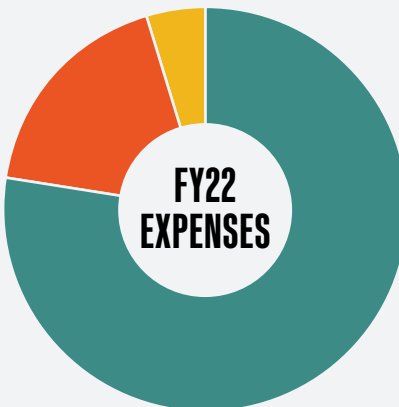
FY2022 Financials

August 1, 2021 - July 31, 2022



- **Contributions, Gifts and Grant Income:** \$2,306,594 – 65%
- **Performance Income:** \$1,013,787 – 29%
- **Other Income:** \$209,907 – 6%

TOTAL REVENUE: \$3,530,288



- **Program Services:** \$1,926,148 – 77%
- **Management and General:** \$445,058 – 18%
- **Fundraising:** \$113,645 – 5%

TOTAL EXPENSES: \$2,484,851

NET OPERATING REVENUE: \$1,045,437





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Step Afrika! would like to thank all of our partners and donors, including those who wish to remain anonymous. Their support and generosity enables us to continue to invest in our community both domestically and internationally. This list recognizes donors from FY21 (August 1, 2020 – July 31, 2021) & FY22 (August 1, 2021 – July 31, 2022). Our Board of Directors are designated with an asterisk. Thank you again for your support.

Step Afrika! receives funding from the National Capital Arts and Cultural Affairs program and the U.S. Commission of Fine Arts. Step Afrika! is also supported through the Comprehensive Organizational Health Initiative (COHI) | Managing Organizational Vitality and Endurance, a program of The International Association of Blacks in Dance (IABD) in partnership with the Nonprofit Finance Fund with support from The Andrew W. Mellon Foundation.



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I just wanted to send you and the performers a huge thank you. You all were just awesome. Our kids will never forget their experience and they learned so much about your organization and the many opportunities that your performers are afforded around the world. Our moms just can't stop talking about it. I'm sure we will be back for many years to come.

Shadey Brown (Jack and Jill of America, Inc. - Workshop, October 16, 2021)

STEP AFRİKA!



Photo by Służewski Dom Kultury

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