

**“The Field has been instrumental in my development as a producer and supportive in my efforts to raise money through grants. The one-on-one consultations on multiple topics have been invaluable.”**

– Carolyn M. Brown  
Playwright, Executive Director / *My True Colors Festival*



# The Field 2017 ANNUAL REPORT

## OPENING MESSAGES FROM THE FIELD

### EXECUTIVE DIRECTOR / JENNIFER WRIGHT COOK

I can't sugar coat it. 2017 was a hard year. 2018 is even harder.

It's a battle to live optimistically. It's a battle to not just turn on the boob tube and binge watch another anesthetizing TV show. I have a four year old daughter named Miranda. (We call her Mimi, after my maternal grandmother.) I need to turn off the TV and get up and work hard. Mimi relies on me. And I rely on her and on my husband, my friends, my co-workers and the folks in the arts and culture sector who do the hard work. Many artists, like Carolyn M. Brown, rely on The Field. So we all get up and do the hard work.

As the amazing [Field Leadership Fund](#) artist Kyoung H. Park shared in the program's 2018 publication, *Intention, Accountability and Equity*, "I am willing to sit in the middle of a conflict for multiple years, until something cracks open – a revelation, an epiphany, an accident that illuminates signs of hope and change." I have to believe that things are cracking open.

A handwritten signature in white ink that reads "Jennifer".

### DEPUTY DIRECTOR / SHAWN RENÉ GRAHAM

2017 at The Field was a year of stops and starts, growth and optimism, and just plain doing our best to do what we always do: be a rock, a resource, a foundation for artists (whether they are just starting out or a veteran) so they can get the support they need to sustain their work.

It was also my fifth year, one of discovery and growth for me as I witnessed a changing arts landscape in New York City. Basic living costs are high. Artists want to work independently and not necessarily for a large institution. Technology has drastically changed how art is produced and consumed.

A constant consideration for all of us at The Field is how to actively reflect on where we are successful and where we need to grow so. After 32 years of existence, we are confident that The Field was right where we needed to be. We continued our core [creative](#), [professional development](#), and [thought leadership programs](#). We remained a go-to resource for artists who want to self-produce their work.

We are also well aware that we need to change. We are in the midst of a Visioning process to address accessibility, to better prepare artists for financial prosperity, and to provide long-term planning support. So, I am proud to look back at the pages to follow, but with an eye towards effective transformation for the future.

A handwritten signature in white ink that reads "Shawn René".

## FISCAL SPONSORSHIP / MEMBER SERVICES

In 2017 we had **262 Members** in total; **225** were **Fiscally Sponsored** by The Field. They identified as...

**43%** Dance | **22%** Multi-Disciplinary | **17%** Theatre  
**13%** Music | **5%** Film/Media/Visual Art

### Their work took them...

#### around the city

- from the Bronx Museum to Manhattan's Joyce Ballet Festival to St. Ann's Warehouse in Brooklyn...

#### across the country

- from Martha's Vineyard Arts Festival to Austin's SXSW to Omaha's Under The Radar Music Festival...

#### and around the world

- with countries including Belgium, Cuba, Cyprus, Mexico, New Zealand, Norway, and South Korea.

Last year we were able to grow our Member benefits thanks to a [strategic partnership with the Nonprofit Coordinating Committee of New York \(NPCC\)](#), a local organization that provides fellow nonprofits with tools and training to improve their performance and fulfill their missions. Members of The Field now enjoy access to NPCC's high level organizational support – in addition to the discounts, fundraising tools, and resources they receive through the Field – at no extra cost.

[Learn more about The Field's complete Membership/Fiscal Sponsorship programs.](#)

The Field's Sponsored Artists raised a total of **\$2,163,428** through grants, benefit events, and individual giving campaigns.



## OTHER PROGRAMS AT THE FIELD

2017 program highlights included the culmination of [Field Leadership Fund](#) (FLF). After congratulating our Fellows we dove straight into work on [Intention, Accountability and Equity](#), a 2018 publication reporting the program's successes and failures.

In February we launched [Activate Equity](#), a day-long gathering of artists and cultural workers tackling the question, "How do we create a more equitable arts sector in New York City?"

And with funding from CNY Arts plus development support from Advomatic, we redesigned our website, [thefield.org](#). We added features like a search bar, [Meet Our Artists](#), and a [simple online form to apply for Fiscal Sponsorship](#).

As part of our website revitalization, we split The Field's programs into three categories:

### Creative

In 2017, **175** [Fieldwork artists](#) participated in our signature workshop (94 sessions total) in [11 Field Network cities](#) across the United States – from NYC to Miami to Seattle.

### Professional Development

**195 entrepreneurial artists** sought out expert advice from The Field through [workshops, one-on-one consultations, panels](#), and other events (24 total) centered on growing their funds, their skills, or their audiences.

### Thought Leadership

The Field's [publications, symposia](#), and other appearances advancing discussions on **funding** and **racial equity in the arts** reached an audience of **780 artists and cultural workers** in 2017.

In total, The Field's 2017 programs and services helped **1,637 artists** and their **6,420 collaborators** create **1,246 new works** and produce **5,383 performances** enjoyed by an audience of **274,595 arts patrons** around the world.



## FINANCIALS

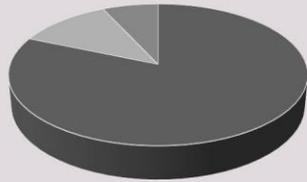
### 2017 Revenue

**a. Sponsored Artists:** \$2,163,428 (81%)

**b. Contributed Income:** \$310,953 (12%)

**c. Earned Income:** \$184,097 (7%)

**TOTAL:** \$2,658,478



### 2017 Expenses

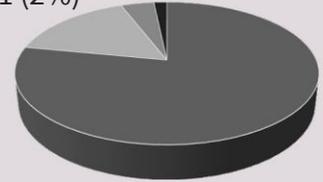
**a. Sponsored Artists:** \$2,192,815 (78%)

**b. Programming:** \$452,123 (16%)

**c. Management:** \$117,782 (4%)

**d. Fundraising:** \$46,171 (2%)

**TOTAL:** \$2,808,891



[Click here](#) to view The Field's complete 2017 Financial Audit and 990 Tax Return.

## FOLKS AT THE FIELD

**2017 Staff:** Nancy Ahn, Claire Baum, Jennifer Wright Cook, Rajeeyah Finnie-Myers, Shawn René Graham, Wilfredo Hernandez, Liz McAuliffe, and Clay Schudel.

**2017 Program Leaders and Consultants:** Pele Bauch, Shalewa Mackall, Naoko Maeshiba, James Scruggs, Chikako Yamauchi, and Surala Consulting.

**2017 Board of Directors:** Michael Wellington, President; Alice de Callataÿ, Treasurer; Barbara Rifkind, Secretary; Jane Comfort; Robert Gaffey; Michaela Ablon; James McLaren. Emeritus: J. Speed Carroll; Steve Gross, Psy. D; Catherine Tharin.

## 2017 FUNDERS

The Field receives public funds from the National Endowment for the Arts, The New York City Department of Cultural Affairs in partnership with the City Council, the New York State Council on the Arts, and CNY Arts. Generous support was also received from Amazon Smile, American Express, Jody and John Arnhold, BlackRock, J. Speed Carroll, Coach, Goldman Sachs, Harkness Foundation for Dance, The Howard Gilman Foundation, The Jerome Robbins Foundation, Diane and Adam E. Max, The Pfizer Foundation, The Scherman Foundation's Katharine S. and Axel G. Rosin Fund, Winston Foundation, our Board of Directors, Individual Contributors, and our Engagement Circle major donors.



Council on  
the Arts

**NYC** Cultural  
Affairs



National  
Endowment  
for the Arts  
arts.gov

THANK YOU

The Field

75 Maiden Lane, Suite 906 | New York, NY 10038  
212-691-6969 | THEFIELD.ORG