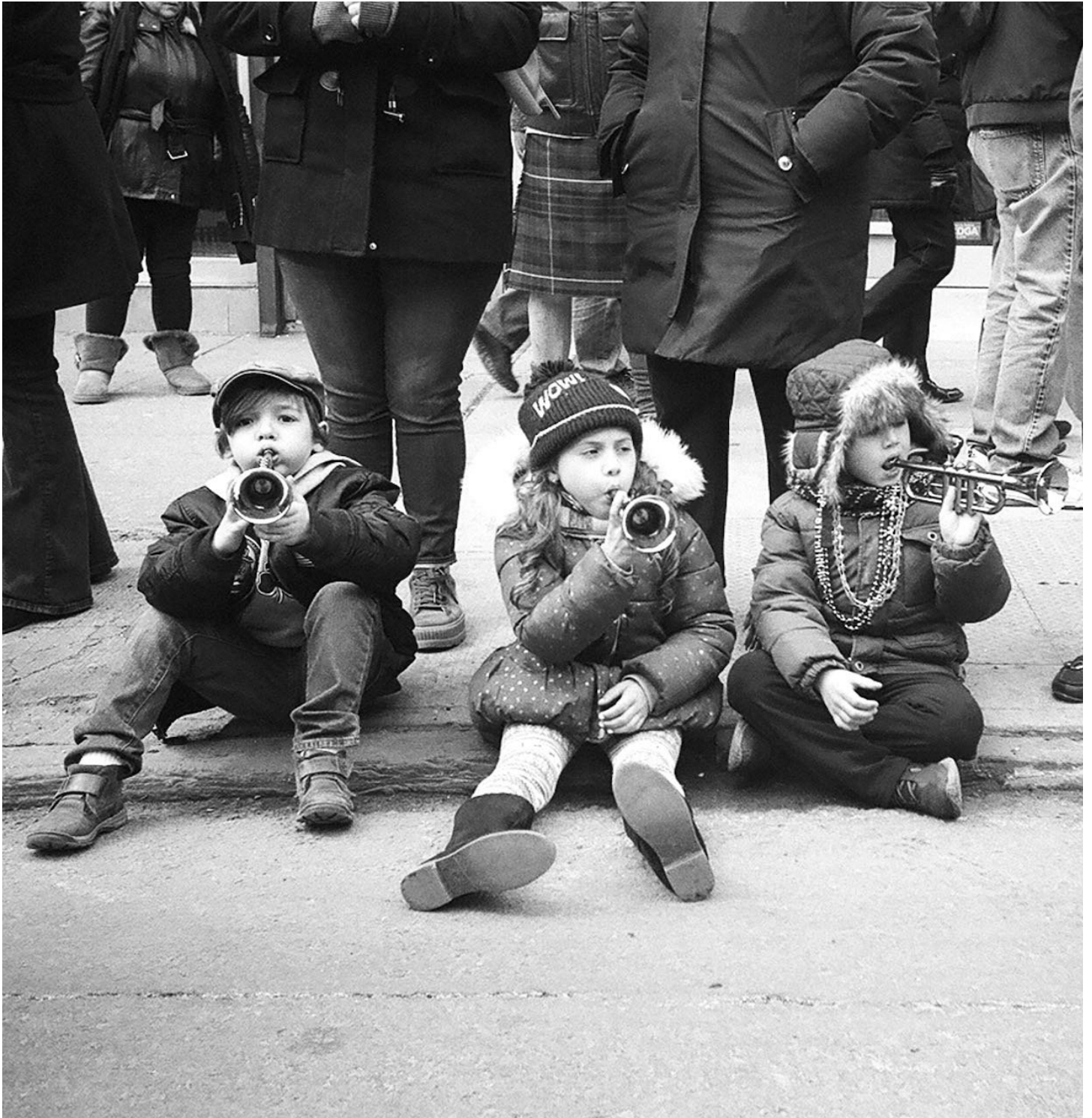


PhotoAlliance Annual Report

Fiscal Year 2021-2022



Detail from *3 Piece Horn Section*, 2018, Jessica Chen

Letter from the President

At PhotoAlliance, our return from the Online-only world of 2020-2021 to hosting live, in-person events entailed creating programs where the safety of our audiences was paramount—yet balanced with our desire to escape the confines of Covid-19 lock downs.

I am grateful that PhotoAlliance's staff, board of directors, and friends were willing to test the post-vaccine waters in the Covid-19 era.

This year's events schedule included eight lectures, two workshops and a Portfolio Review, something we have not been able to do since 2018. Although we ran a full schedule of programs (that I cannot take any credit for), my best accomplishment for this year was to sign our Executive Director, Heather Snider, to a full year contract back in 2021.

Her extensive knowledge of the Bay Area art scene and her long experience as an executive director presented me with a very special opportunity. I am happy and proud of her accomplishments for PhotoAlliance during this year.

I also must report that we will have some special challenges for the upcoming year. First, our financial revenue streams have suffered under the impact of multiple and sequential Covid-19 outbreaks. Our overall attendance for all programs is only about half of pre-Covid levels due to safety constraints that limit capacity.

Significantly, our Portfolio Review in March this year saw an attendance of only half of 2020 numbers. Decreased attendance means that our revenues fell to only about 50 percent of "normal." While our operating costs were about two-thirds of normal due to operational restructuring, we were operating with a smaller revenue base.

A new and special challenge for us is the recent closure of the San Francisco Art Institute. Previously, we had nearly full access to SFAI's campus, which included a 225 seat lecture hall with technical support, a full commercial kitchen with dining area, and multiple arts-centric class rooms—all provided at a nominal cost. While we have planned for this undesired outcome by developing new program partners, we will still need to learn to operate in a new environment.

Despite these challenges, I am still excited by the new programs we have planned for this Fall.

Mitchell Yee, PhotoAlliance Board President

Letter from the Executive Director

It has been my honor and pleasure to serve as the Executive Director for PhotoAlliance over the past 18+ months. I've worked in the SF Bay photography scene for many years and the spirit and programs of PhotoAlliance are dear to my heart, as is true for many in this supportive photography community. And it has been such much fun to work with the indomitable Linda Connor, whose seemingly ceaseless energy continues to inspire her creative direction.

It was no small feat finding our footing again after the initial closures of the pandemic and the ensuing long path back to an idea of normal that may never truly return. With solid leadership from the board and unwavering support from artists and audiences, PhotoAlliance continued to produce the signature monthly lecture series both in-person and online for just under 1,000 attendees this past year. We distributed over \$10,000 to our lecture and workshop artists, and launched our first ever Eco Art symposium in celebration of Earth Day 2022.

As mentioned by our Board President Mitchell Yee, we also brought back the Portfolio Review, connecting the talents of 40 arts professionals and 40 photographers, supported by our team of staff, board members, and generous volunteers. Though we hoped for even greater attendance, we also knew that this was something we absolutely needed to do, to fulfill our mission and rebuild our photography community, and the networking and memories shared over that long weekend continue to reverberate waves of positivity.

With SFAI closed, we now enter a period of transition and fluidity in which we will continue to present our programs in collaboration with multiple welcoming partners and venues. We are hopeful this expansion will bring in new audiences and opportunities as we continue to celebrate the creativity of artists in the field of contemporary photography.

I am deeply thankful to all of you in the community who show up, in many different and meaningful ways, to collectively steward PhotoAlliance today and into the future.

Heather Snider, PhotoAlliance Executive Director

THE MISSION OF PHOTOALLIANCE IS TO BUILD AND FOSTER A COMMUNITY OF PHOTOGRAPHERS, ARTISTS, EDUCATORS, STUDENTS AND ENTHUSIASTS TO SHARE THEIR ENJOYMENT OF CONTEMPORARY PHOTOGRAPHY. PHOTOALLIANCE IS DEDICATED TO SUPPORTING THE UNDERSTANDING, APPRECIATION, AND CREATION OF CONTEMPORARY PHOTOGRAPHY.

The People Behind PhotoAlliance

Staff



HEATHER SNIDER
Executive Director
San Francisco, California



LUCIEN LIU
Marketing & Operations Manager
San Francisco, California



ANN AGANON
Accounting
Boise, Idaho

Board of Directors



MITCHELL YEE
President
Corvallis, Oregon



DEBBIE BENTLEY
Treasurer
Wiggins, Colorado



LINDA CONNOR
Creative Director
San Anselmo, California



JOHNNA ARNOLD
Oakland, California



LONNIE GRAHAM (Emeritus)
College Station, PA



ZACHARY SCHOMP
Sebastopol, California



ROULA SEIKALY
San Francisco, California



DOUGLAS STINSON
Fremont, California

2021-2022 Season Highlights

Lectures • Workshops • Eco Art Symposium • Portfolio Review



Young man in plaid, New York City, 1991, Jeffrey Henson

Fall, 2021 Lectures

We Were Delighted to Return to In-Person Lectures

SHIMON ATTIE AND YESICA PRADO

September



Projection on SFAI Tower by Shimon Attie

STEPHANIE SYJUCO AND CHRIS MANFIELD

October



From Left: Heather Snider, Stephanie Syjuco, Linda Connor & Chris Manfield

MIMI PLUMB AND DENNIS HEARNE

November



Leaving Pier 23, Dennis Hearne

KEN LIGHT AND JESSICA CHEN

December



Ken Light and his slideshow

Spring, 2022 Lectures

ARKO DATTO

January



From the series *Will My Mannequin Be Home When I Return*, Arko Datto

RON MOULTRIE SAUNDERS & FELIX QUINTANA

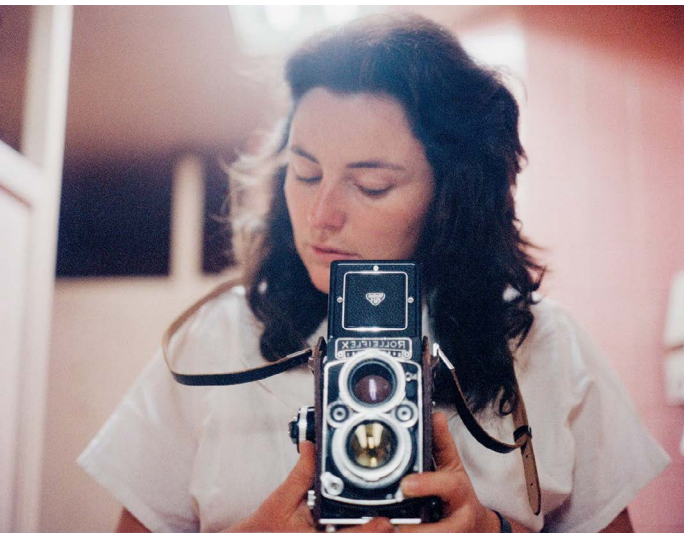
February



La Danza Barrio, Felix Quintana

JANET DELANEY AND JEFFREY SCALES

March



Self Portrait, Janet Delaney

MEGHANN RIEPENHOFF & REBECCA SOLNIT

May



Meghann Riepenhoff & Rebecca Solnit speaking at SFAI

Workshops

Online and In-Person Workshops

WHERE DO WE GO FROM HERE – LINDA CONNOR AND HEATHER SNIDER

In-person workshop in August, 2021 at SFAI

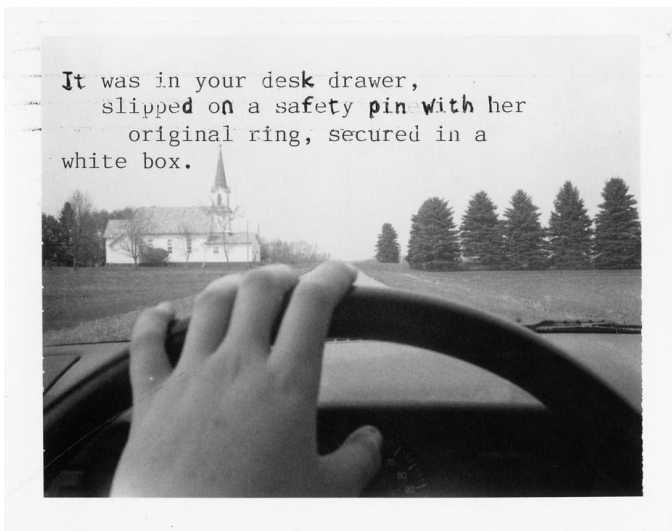


Constellations, Linda Connor

In this workshop led by Creative Director Linda Connor and Executive Director Heather Snider, participants were guided to a deeper understanding of their own work and where they find themselves and their practice now, following the Covid-19 pandemic interrupting lives in countless ways.

DEVELOPING YOUR PORTFOLIO WITH SARAH CHRISTIANSON

Virtual workshop in January, 2022



It was in your desk drawer,
slipped on a safety pin with her
original ring, secured in a
white box.

Portfolio reviews remain one of the best ways to get work in front of photography professionals who can help advance your career. This workshop was designed to help all levels of photographers prepare for these events, and especially for the upcoming PhotoAlliance Portfolio Review.

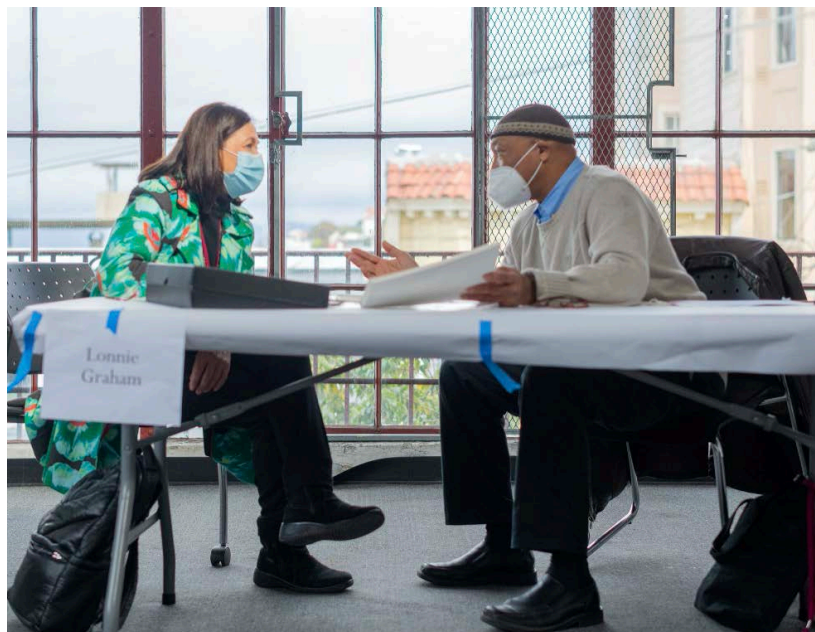
By Friday Morning, Sarah Christianson

Portfolio Review and Earth Day Eco Art Symposium

Our Signature Portfolio Review Returned, Plus First Eco Art Symposium

OUR WORD PORTFOLIO REVIEW

March, 2022

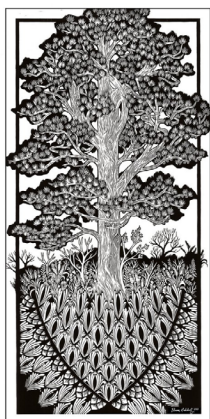


Following a break due to Covid-19, we were so glad to welcome our community back for our in-person Portfolio Review at the San Francisco Art Institute. New connections were made and longstanding relationships deepened around a collective passion for contemporary photography.

The review included 40 reviewers from around the Bay Area and the United States, and 40 photographers sharing their work.

ECO ART SYMPOSIUM

Earth Day—Saturday, April 22nd, 2022



ECO//ART
EARTH DAY 2022

PHOTOALLIANCE/SFAI

Art work by Eleanor Scholz

The Eco Art Symposium included a full day of presentations by:

- LINDA CONNOR, *Artist & Educator*
- CLARENCE EDWARDS, *Legislative Director for Sustainable Energy and Environment*
- ROBERT DAWSON, *Artist & Educator*
- ELLEN MANCHESTER, *Photography Curator & Project Director*
- JAMIL HELLU, *2014 Recology Artist in Residence*
- KARI ORVIK, *2018 Recology Artist in Residence*
- MINOOSH ZOMORODINIA, *2021 Recology Artist in Residence*
- BETH MOON, *Artist*
- LISA K. BLATT, *Artist*
- MICHAEL NAIFY, *Photographer*
- ERIC ZHANG, *Photographer, Extraction Art on the Edge of the Abyss*
- CHERYL HAINES, *Founding Executive Director, FOR-SITE Foundation*
- GAYLE LAIRD, *Lead Photographer at California Academy of Sciences*
- SUSAN SCHWARTZENBERG, *Artist & Director, Bay Observatory, Exploratorium*



Catching Cotton Balls, Ron Moultrie Saunders

PhotoAlliance by the Numbers

Highlights

NEARLY 1000 MEMBERS OF OUR COMMUNITY ENGAGED WITH PHOTOALLIANCE THROUGH LECTURES, WORKSHOPS AND EVENTS.

FORTY ARTS PROFESSIONALS GATHERED TO REVIEW THE WORK OF FORTY PHOTOGRAPHERS AT THE PORTFOLIO REVIEW.

\$ 10,000 WAS PAID TO ARTISTS FOR PRESENTING LECTURES OR TEACHING WORKSHOPS.

OFFERED TWO FULL SCHOLARSHIPS FOR EACH 12-PERSON WORKSHOP. GAVE FIVE FULL AND FOUR PARTIAL SCHOLARSHIPS TO THE 33-PERSON PORTFOLIO REVIEW.

Consolidated Financial Report

Pandemic Dip & Recovery

	EOY 2022	EOY 2021	EOY 2020	EOY2019
Revenue				
Total Contributions	\$31,369	\$23,351	\$22,317	\$37,109
Total Program Income	\$41,388	\$9,568	\$11,923	\$60,924
Expenditures				
Total Program Expense	\$37,375	\$3,442	\$7,969	\$2,6917
Staff Expense	\$70,056	\$16,176	\$14,813	\$61,710
Other Expenditures	\$17,319	\$7,918	\$7,343	\$13,571
Total Expenditure	\$124,750	\$27,536	\$30,125	\$102,198

Please Stay Connected...!

Although PhotoAlliance is a Virtual Organization, There Are Many Ways to Contact Us

WEBSITE photoalliance.org

INSTAGRAM [photoalliance_sf](https://www.instagram.com/photoalliance_sf)

EMAIL photo@photoalliance.org

P.O. Box 29010,
San Francisco, CA 94129



We welcome any questions, suggestions, or requests for additional information and how to get involved.

PhotoAlliance is qualified as a non-profit organization under section 501(c)(3) of the US federal tax code. All contributions to PhotoAlliance are tax deductible to the extent as allowed by law.

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