



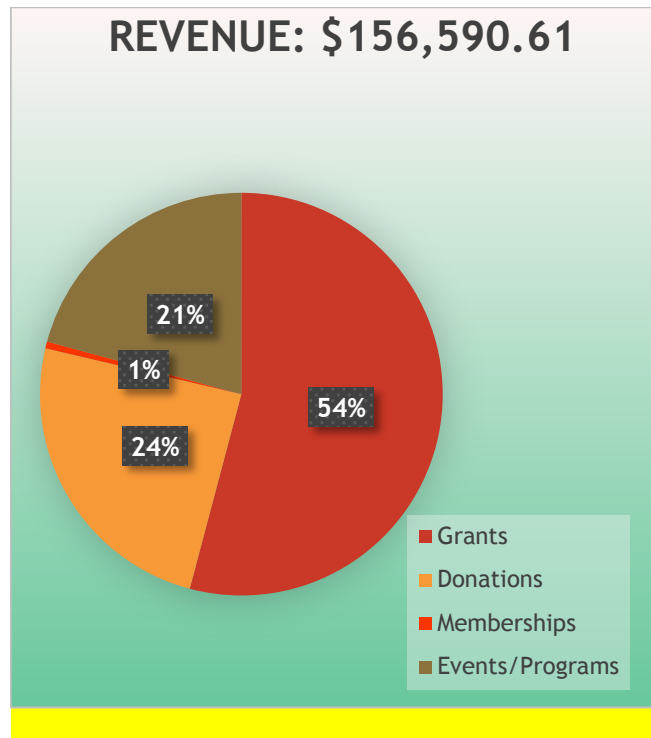
## A Year of Growth

With support from the City of Norfolk, Hampton Roads Community Foundation, National Endowment for the Arts, the City of Virginia Beach, Virginia Tourism Corporation, Virginia Commission for the Arts, and Arts Alliance; and sponsorships from Sentara Health, Wells Fargo Advisors, TowneBank; and such collaborations that include the Boys & Girls Club of Southeast Virginia, Communities In Schools, Governor's School of the Arts, Culture Encounters of Richmond, and Alexandria Libraries, **the Tidewater African Cultural Alliance served 6,275 members of our community in 2024.**

Of the 6,275 served:

- 47% were youth from Chesapeake, Hampton, Newport News, Norfolk, Portsmouth, and VA Beach Schools.
- 75% identified as Female; 25% as Male
- 82% identified as African American/Black; 10% as Caucasian; 4% as Latinx; 2% as Native American; 2% as Bi-/Multi-racial.
- Our Membership saw a 60% increase.
- 88% were from Hampton Roads (from most to least: Norfolk, Virginia Beach, Newport News, Portsmouth, Hampton)
- 12% were outside of our region and state.

As we were able to extend our reach to more of our immediate 7 cities in Hampton Roads/Tidewater, our membership and support from individual donors also increased.



## A Year of Firsts

The Tidewater African Cultural Alliance received its first federal grant, the National Endowment for the Arts' *Challenge America* award, to present the Afrobeats FEST 757 in collaboration with the Norfolk State University Dance Theatre during Black History Month, which celebrated African Americans' contributions to the arts. In addition to the NEA grant, a marketing grant from the Virginia Tourism Corporation (Virginia Is for Lovers), and corporate sponsorships, the festival's reach extended as far north as from Pennsylvania, all the way down to Georgia.

The festival brought over 1,100 people to the Historically Black University campus the first weekend of February. 250 middle and high schoolers learned Afrobeats Dance from internationally renowned artists, tapping into the African culture, and receiving college admission information. For the first time, we delivered an engaging multi-day event for the entire community.

It was also the first year that our Dance Ensemble was booked solid for February, performing for, and engaging over 1,500 just in that month alone. For the first time, our Afro MANIA event featured the diaspora country of Haiti, also in February. Our 3-year ACE (African Cultural Education) with TACA program ended in June, boosting the self-confidence of over 250 youth in 7 different schools through African History, Language, Storytelling, and Dance.

Our Executive Director gave over 500 members of the MARS African American Council an uplifting, culturally historical and rhythmic webinar on Juneteenth. The Latin Ballet of Virginia joined our Dance Ensemble, Norfolk Mayor Kenny Alexander, Congressman Bobby Scott, and esteemed guest panelists to celebrate Virginia African Diaspora Heritage Month at the historic Attucks Theatre in September.

## Looking Ahead

We look forward to serving even more of our community in 2025, as we bring back our Dance classes for adults AND youth, and add a Youth Dance Ensemble. We look forward to continuing our Mental Health discussions, and curating and presenting many meaningful African cultural experiences, such as *Afro MANIA Ghana!*, for our community.

## EXPENSES: \$145,709.16

■ Advertising/Marketing ■ Administration  
■ Membership ■ Programs/Events

