



**CHARITABLE
CONTRIBUTIONS**

8802 27th Ave NE
Tulalip, WA 98271

TulalipCares.org

Funds Distribution Report

Recipient Organization:

Tasveer

Theater Address:

4816 Rainier Ave S
Seattle, WA 98118

Contact:

(206) 349-4478
<https://tasveer.org>

Organization's General Goals:

Our mission is to inspire social change through films, art, and storytelling. We envision an informed and just society where storytelling leads to truth-telling and in the process, individuals are entertained, educated, and empowered.

Date of Award:

2024 Q2

Level:

\$2,501 to \$5,000

For more information, please read the attached report from Tasveer.

Disclaimer: This report may be a summary of content provided by the recipient, not always complete quoted material.



Tasveer
1826 247 PL NE
Redmond, WA 98074
(206) 349-4478
EIN: 20-0886886

Tulalip Tribes Charitable Contributions
Marilyn Sheldon
Director
msheldon@tulaliptribes-nsn.gov
Re: Q2 2024 14.2

May 20, 2025

Dear Marilyn,

On behalf of Tasveer's staff and board of directors, thank you so much for Tulalip Tribes Charitable Contributions' support. We are pleased to be able to share with you several milestones that we would not have been able to achieve without the generosity of foundations like yours.

In 2024, Tasveer launched the first ever South Asian film market during the 19th Tasveer Film Festival. Over 300 participants attended this 3-day intensive event, filled with industry panels, 1:1 executive meetings, and film pitch opportunities. As a result, 6 filmmakers made lucrative deals, 3 filmmakers received \$25,000 each in funding from Netflix to develop their films, and hundreds of creatives connected through ample networking opportunities.

Additionally, in 2024 Tasveer received historic funding from 4Culture's Doors Open Facilities grant, allowing us to purchase and secure the future home of the Tasveer Film Center. The former Ark Lodge Theater in Columbia City will serve as the main venue for the 2025 Tasveer Film Festival. While we will continue to partner with Pacific Science Center, M5 Creative, and SIFF to ensure accessibility, we are thrilled to host the 20th anniversary (Emerald Anniversary) of the festival at our new home.

Please find our 2024 Impact Report attached, which contains a more thorough breakdown of Tasveer's accomplishments, community impact, and event photographs. If you have any questions, please do not hesitate to contact me. We look forward to applying for renewed support in 2025.

With gratitude,

Rina Meher
Executive Director



20

TASVEER
IMPACT
REPORT

24

OCT
15TH-20TH
2024

19TH TASVEER
FILM FESTIVAL
& MARKET
TASVEER.ORG



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MISSION & VISION

Our mission is to inspire social change through films, art, and storytelling.

We envision an informed and just society where storytelling leads to truth-telling and in the process, individuals are entertained, educated, and empowered.





RITA MEHER

DIRECTOR'S NOTE

2024 was a whirlwind and exciting on many levels!

In Dec '24, we received the biggest news for Tasveer, a transformative \$2.26 million grant from King County's Doors Open program towards our permanent home. This historic investment—part of a \$90 million initiative by King County—marks the largest funding commitment ever made to arts and culture orgs in the Washington State. With these funds, we're kicking off our capital campaign for our home, Tasveer Film Arts Center, the very first South Asian-focused arts and film center in our country. This new space will not only expand our renowned Tasveer Film Festival and Market—the only South Asian Oscar®-qualifying festival in the world—but will also host year-round programs, community dialogues, artistic workshops, and collaborations that bridge cultures and spark meaningful conversations. We are deeply grateful to King County, 4Culture, our Board, staff, donors and community for recognizing the power of South Asian storytelling and investing in our vision. Our inaugural Film Market, on Oct 15-17, 2024, was also a huge success. Around 389 delegates from all over the world attended, and 55 studios & execs came to meet them! It was a beautiful, productive event!

Sincerely,

In Cannes with Anushree



In SXSW with Dev Patel



BOARD



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BOARD PRESIDENT



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CO-FOUNDER



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TASVEER FILM MARKET



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COORDINATOR



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DIGITAL MEDIA
SPECIALIST



ANTERPREET BAINS
EVENTS MANAGER



ELIZABETH SANKARSINGH
GRANTS & SPONSORSHIP
MANAGER



UZMA KHAN
IT DIRECTOR
(VOLUNTEER)



HIGHLIGHTS FROM 2024

- Tasveer participated in premier film events, including Cannes Film Festival, Tribeca Film Festival, SXSW, and Goa Film Bazaar.
- Secured \$2.2 million USD in Doors Open grant.
- Launched the first-ever Tasveer Film Market.
- Served 111 filmmakers at the festival.
- Funded \$75,000 to filmmakers.

110 FILMS

19 FEATURES

91 SHORTS





TASVEER FILM FESTIVAL BY THE NUMBERS

Tasveer Film Festival (TFF), based in Seattle, Washington, has achieved a historic milestone by becoming the world's only Oscar®-qualifying South Asian film festival. As North America's premier platform for South Asian cinema, TFF champions diverse and underrepresented voices through its carefully curated programming.

TFF has now become a crucial catalyst for elevating South Asian cinema globally, advancing South Asian representation through groundbreaking film selections, professional development opportunities, and critical dialogues.



Tasveer Film Festival Associate Director, Shailaja Rao, at TFFM Opening Night.



Renuka Shahane, Director of Loopline speaking at Opening Night!





TASVEER FILM MARKET BY THE NUMBERS



TASVEER

Tasveer's inaugural Film Market (TFM) took place at the Tasveer Film Festival, from October 15-17, 2024, positioning itself as the leading South Asian-focused film market outside South Asia. The event provided filmmakers with valuable opportunities to connect with industry decision-makers, including distributors, buyers, and potential production partners, advancing Tasveer's mission to enhance global South Asian film development and distribution.

Key features of TFM included:

- Co-Production Market Pitches
- Tasveer Film Fund, supported by Netflix
- Expert-led Industry Panels
- Curated Networking Cocktails
- Exclusive 1:1 access with industry executives
- 12-month access to the Market Directory
- 12-month access to the Project Catalog

55

STUDIOS &
EXECS
HOSTED

375

DELEGATES
ATTENDED

289

PROJECTS
SUBMITTED

7

DEALS
MADE

65

PROJECTS
ELECTED TO
PITCH



TASVEER FILM MARKET INITIATIVES



CONNECTING CREATIVES, CREATING OPPORTUNITIES



- **Co-Production Market:**
Established several strategic initiatives to foster collaboration between South Asian filmmakers and international buyers.
- **Mentorships and 1:1 meetings:**
Participants received targeted mentorship and strategic feedback to strengthen their projects and market positioning. The structured programs provided invaluable opportunities for creative refinement and business development.
- **Strategic partnerships** with industry leaders, including Amazon and NBC Universal, demonstrated the market's significance within the global entertainment landscape.
- Close to **500 attendees**, comprising an influential mix of producers, distributors, and executives from major markets worldwide, underscoring Tasveer's emergence as a pivotal platform for South Asian content.



TASVEER AT CANNES DU MARCHE 2024

In 2024, Tasveer launched a unique preview at Cannes leading up to the Tasveer Film Market, at Cannes and Tribeca, called **Tasveer Matchmaking: Find your Funds** hosted at **the American Pavilion**. This speed-dating style event garnered a niche sector of filmmakers, talent, producers, financiers and studio executives, with an attendance of:

20

TOTAL
FUNDERS

150

TOTAL
PROJECTS
SUBMITTED



TASVEER FILM FUND

The Tasveer Film Fund is a groundbreaking initiative that champions South Asian filmmakers by offering financial support, mentorship, and opportunities to amplify their voices on a global stage. As the first-ever dedicated grant for South Asian filmmakers in the U.S., the fund plays a pivotal role in nurturing bold, authentic, and socially impactful storytelling.

By the end of 2024, we have:





TASVEER FILM FUND GRANTEES

Tasveer funded \$75,000 total in grants to three emerging South Asian filmmakers.



Project: *By Design*

When Lena and Sneha fly to Atlanta to help with their newborn niece, Sneha announces their plans for kids—forcing Lena to admit she’s not on board.

Moitri Ghosh is an Indian-born, Atlanta-based director. With a background in Psychology and Graphic Design from Smith College, she began her career at Ogilvy, transitioning from line producer to creative producer for brands like IBM and American Express. At MasterClass, she produced and creatively led numerous class trailers before pivoting to directing. She is currently in post-production on *Choose You* and fundraising for her next short, *By Design*, while recently completing a virtual shadowing with DGA director Mary Lou Belli.



Project: *The Sale*

In 1993, CA, a young immigrant mother has a dream to start a new life for herself and her family. The first step is to make her first encyclopedia sale.

Meera Joshi is a filmmaker and documentarian exploring human connections and our relationship with the planet. Born in New Zealand and raised in Australia, she studied film at NYU before creating short films with farmers in Peru and entrepreneurs in India. She has collaborated with companies like Google and Bloomberg and is an active member of collectives, such as Pano, WOCU, and Kalakars. She currently produces and directs commercial, narrative, and documentary projects for Darling Street Pictures.



Project: *Yakshi*

An Indian American man on a work trip to India, finds solace in a tropical homestay, unaware what is lurking beyond that premise.

Karan Sunil is known for blending humor and genre storytelling. His heist comedy, *The Family Jewels*, is in production with Invention Studios, and he is currently writing a feature for Ryan Coogler’s Proximity Media. In TV, he has developed comedy pilots for Hulu/Lionsgate and Sony Pictures Television, including one based on his hit web series *Code-Switched*. A 2020 Film Independent Project Involve Writing Fellow, Karan has also written humor pieces for *The New Yorker* and *McSweeney’s*.

GLOBAL COLLABORATIONS

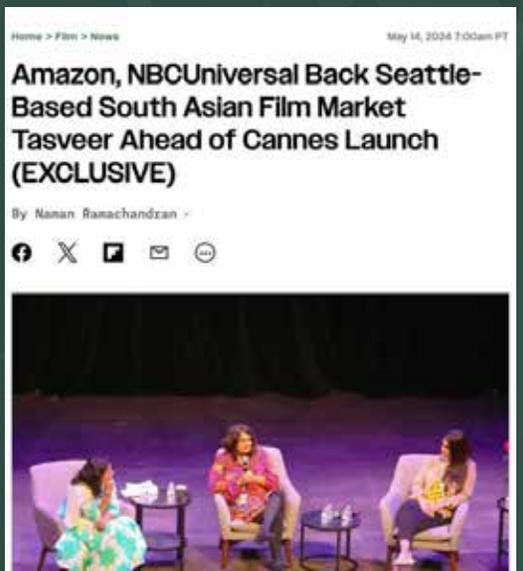


- Represented Tasveer and South Asia at Cannes, Tribeca, SXSW, and Goa Film Bazaar.
- Collaborated with international organizations, like Crescent Collective and MISAFF, to showcase South Asian narratives.

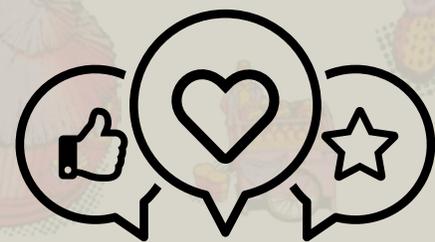
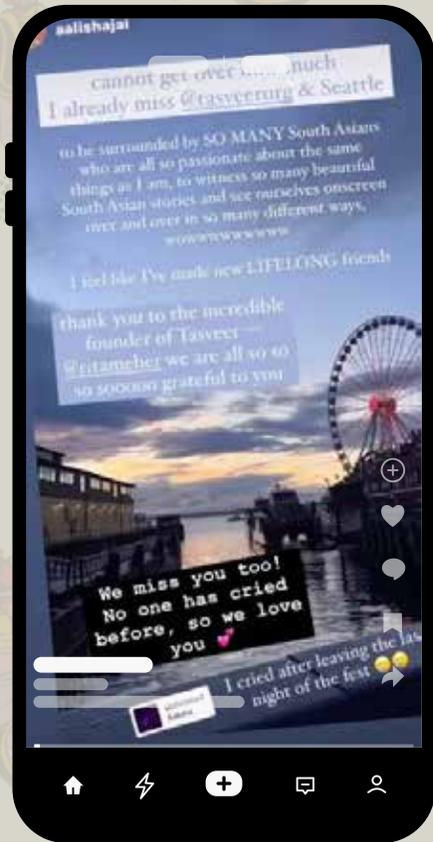
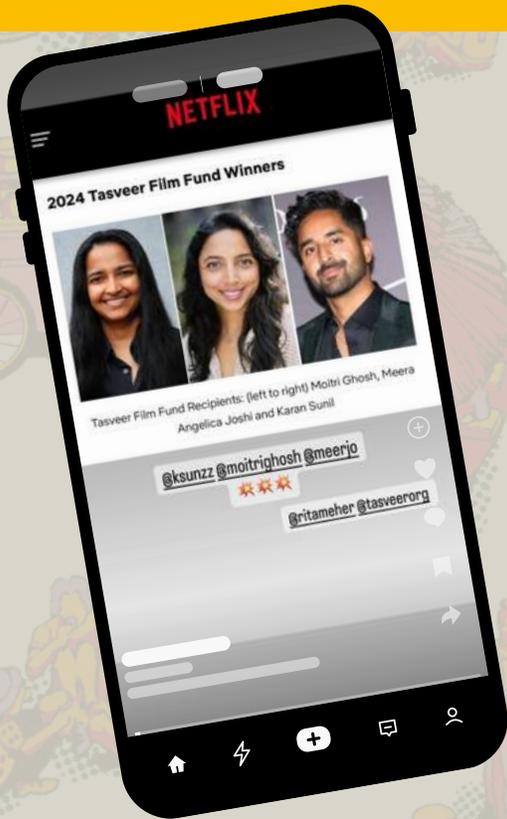


TASVEER IN THE NEWS

Exclusive coverage by Variety



SOCIAL MEDIA MOMENTS BY FILMMAKERS



FOLLOW @TASVEERORG





YONIX SPEAKS



Taking inspiration from Community Speaks, *Yonix Speaks* is an event dedicated to empowering and celebrating South Asian LGBTQIA+ narratives. Our goal is to create a proud, fluid, gender and queer-affirming, South Asian safe space that uplifts the diversity of perspectives and identities within our community.

The workshops were lead by Jaydev Bhateja.

STORIES FROM YONIX SPEAKS INCLUDED:

- Analyze, Strategize, Succeed: An Engineer's Playbook to Coming Out by **Sahil Kini**
- Bindi on My Forehead by **Maya Memsaab**
- From Islamabad to Seattle: A Journey of Love and Identity by **Sabeeka Dar**
- Jungle Juice by **Rohini Jayanthi**
- A Courtesan's Destiny by **Rukhsaar**

30
HOURS OF
WORKSHOP

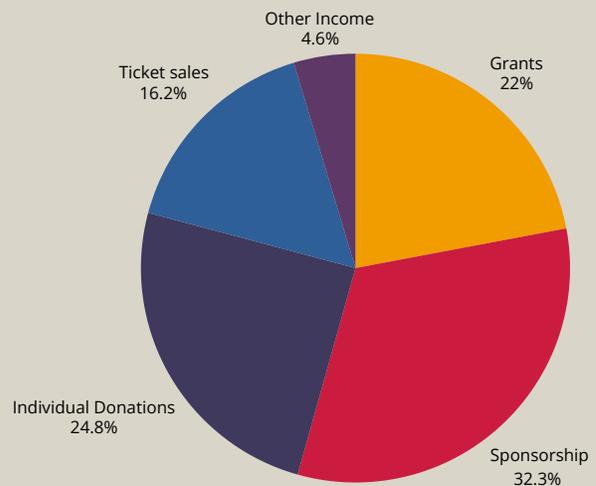


FINANCIAL SUMMARY

Diversity of funding support, a broad base of loyal supporters, and careful budget oversight from the Board have helped Tasveer achieve strong fiscal health.

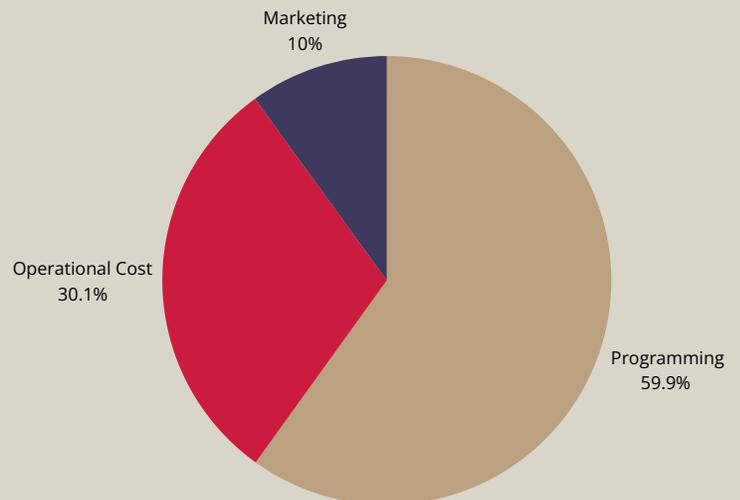
Revenue: \$1.02M

- Grants: \$223K
- Sponsorships: \$326K
- Individual Donations: \$251K
- Ticket Sales: \$164K
- Other Income: \$49K



Expenses: \$901K

- Programming: \$540K
- Operational Costs: \$271K
- Marketing: \$90K





IMPACT IN NUMBERS

13K

Attendees: (in-person and virtual combined).

60%

Films directed by women or LGBTQ+ filmmakers.

105

Workshops and events, including the Tasveer Youth Collective.

20

Partnerships with orgs, arts councils, cultural foundations, and global film networks.



OUR NEWS: \$2.26 MILLION IN GRANT TO TASVEER

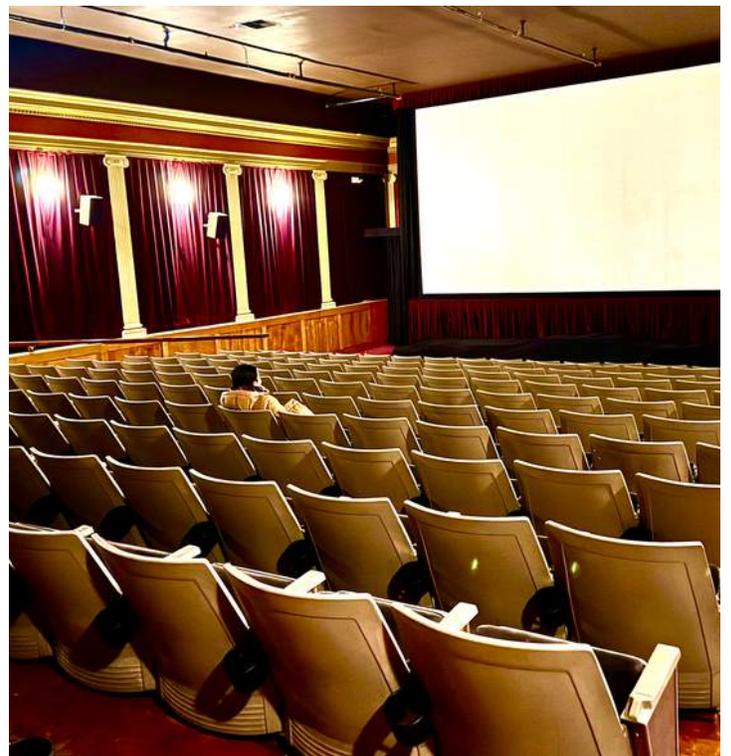
Analyzing the 4Culture grants

In 2025, King County will distribute \$70.1 million in grant funding to organizations across the region dedicated to the arts, heritage, preservation and science. Here's where the dollars are going.

Though the top ten grants awarded are over \$1 million ...



most of the funding went to organizations with smaller budgets.



DONORS LIST

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Aarti Vibhu
Abhishek Kulkarni
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Kshama Kumar

Lorie Hoffman

Mamtha Banerjee

Marlisa Lochrie

Megha Rao

Mikhail Shah

Nabila and Sam Kajani

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Neetha Rao

Neha Dimri

Neil Tuli

Nhung Ho

Nishant Ghan

Nona Dhawan

Padmini Naidu

Pallavi Goray and Vithal Shirodkar

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Prashanth Adhikari

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Ranjini and Rajeev Rajan

Rashmi Rao

Rashmi Rustagi

Ravi Pai

Reshma Tharamal

Richa Rudola

Riyaz Pishori

Rohi Pandya

Rohini Jayanthi

S. L Rao

Sabeeka Dar

Samia Ashraf

Samia Rehman

Sandhya Nathan

Santosh Erram

DONORS LIST

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Vandana Slatter
Vanessa Caskey
Vijay Hampapur
Vijaya Kumari
Vijya Patel
Vik Bahl
Vikas Patnaik
Walter Neves
Zak Parpia



FOUNDATION & GRANTS

- 4Culture
- Alaska Airlines
- ArtsFund
- BECU
- Gates Foundation
- City of Seattle
- Himalaya Homes
- Inatai Foundation
- Nadella Family Foundation
- Netflix
- Nisqually Indian Tribe
- Sheng-Yen Lu Foundation
- Seattle Opera
- The Boeing Company
- The Hugh and Jane Ferguson Foundation
- Tulalip Tribes Charitable Fund
- Washington Filmworks





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Rita Meher, Executive Director
Elizabeth Sankarsingh, Grant Manager
Gurjot Kang, Marketing Manager
Patricia Jaucian, Digital Media Specialist
Caroline Kim, Program Manager
Clarissa Thompson, Development Manager
Jitendra Joshi & Uzma Khan, IT Consultants
Shailaja Rao, Assoc Director, Tasveer Film Festival
Anushree Shukla, Assoc Director, Tasveer Film Market

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