



# 2020: A SNAPSHOT IN STORIES & SONGS

*As an independent music nonprofit, we've always been a place where artistry meets social impact. Through virtual music-making programs, curbside culinary pop-ups, and joining forces with independent venues across the nation, we're continuing to connect. Here's a look back what we've been able to accomplish this year—**together!***

## RAISING OUR VOICE

### >> A NEW COALITION

In April, WCL President and CEO Hal Real co-founded NIVA, the National Independent Venue Association, formed to preserve the independent venue ecosystem in the U.S. NIVA now has nearly 3,000 members from 50 states, deeply engaged in proposing and advocating for state and federal support for venues ([saveourstages.com](https://saveourstages.com)). NIVA also launched the National Independent Venue Foundation, of which Hal is board president, to raise funds for venues facing permanent closure.

### >> SAVE OUR STAGES FESTIVAL

In October, World Cafe Live was one of 25 venues featured in this virtual 3-day festival, presented by NIVA and YouTube Music (more than 600,000+ streams to date). We presented emerging R&B artist Cautious Clay to a global audience from our Music Hall!



### >> VIRTUAL CONCERTS

We've got a robust concert calendar featuring partnerships with independent promoters and artists across the country, like (Le) Poisson Rouge in NYC, that enable us to present national livestreams to our community. And we've loved showcasing local talent like Omar's Hat and Lady Alma through livestreams from WCL.

# **BRIDGING THE DISTANCE**

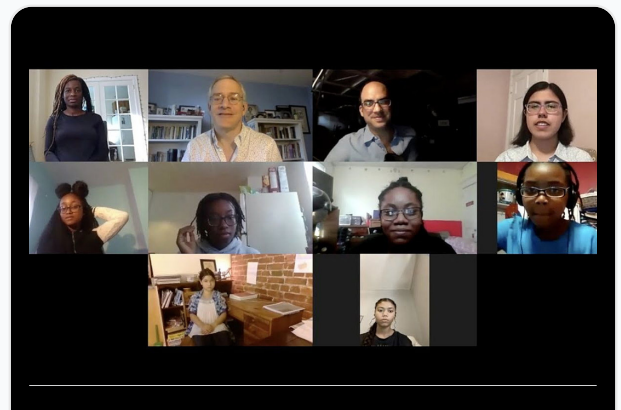
*From new songs to a new partnership with Carnegie Hall, our education programs have created opportunities for Philly youth and families to experience—and make their own—music.*

## **>> THINGS THAT MATTER**

This new album from Hill-Freedman Records, co-produced by World Cafe Live, is the fourth album we have co-produced with Philly public high school Hill-Freedman World Academy. Begun in school and finished in a process of Zoom meetings and home production, the album features 20 powerful student originals that speak to the impact of COVID-19 and the need to confront systemic racism and injustice in our society. [Listen online](#) and check out [The Philadelphia Citizen](#) review.

## **>> MIGHTY SONGS FOR THE MOMENT**

In the spring, we reached out to nonprofit writing organization Mighty Writers to start a new collaboration and give more young people the chance to share their voices and make music. WCL teaching artists work with Mighty Writers students to turn their poetry into songs. In July, we hosted a virtual [“Release Celebration”](#) to highlight the young artists. We’re now onto our next round of songwriting.



## **>> THE PHILADELPHIA LULLABY PROJECT with Weill Music Institute of Carnegie Hall**

In 2019, Carnegie Hall chose us as its partner for the Philadelphia launch of its acclaimed Lullaby Project, which pairs singer/songwriters with new parents and caregivers to write songs for their infants. This summer, over Zoom, a team of artists worked with 23 parents and caregivers to create and record original lullabies in a process that focused on how music supports parent/child bonding and builds early literacy skills. The program culminated with the [Philadelphia Lullaby Concert Celebration](#), a community-connecting virtual event. The program continues; we have just started our second session online!

# SHARING THE LOVE

*Even though we are not open for concerts or indoor dining, we've found ways for folks to take WCL home with them—and our guests have stepped up to support us in a major way!*

## >> CURBSIDE POP-UPS

Throughout the summer and fall, Executive Chef Rob Cottman prepared 14 weekly Curbside Pop-Ups, each featuring a different culinary theme. These rotating menus accompanied by custom playlists allowed us to stay connected to our community while celebrating our favorite pairing: music and food. Look for Holiday Curbside Pop-Ups this month!



## >> WEAR YOUR WCL

We have also offered a variety of new WCL merchandise thanks to our partners Logowear House. These locally printed items let you showcase your support for World Cafe Live and represent Philadelphia from anywhere (they also make great gifts!)

**Thank you** for ordering, supporting, and sharing all your WCL love these past 8 months. We often speak about the “WCL Family,” our community of staffers, guests, students, teachers, partners, and supporters, all bound by a love of music. Trust us, we truly cannot wait until we’re able to gather again. Until that time, we will continue to stay connected through music, education, food, and more!

