GREETINGS FROM THE EXECUTIVE DIRECTOR

MUSIC

50TH ANNIVERSARY FREIGHT FEST

MUSIC EDUCATION

COMMUNITY PARTNERSHIPS

FREIGHT BY THE NUMBERS

FREIGHT FINANCIALS

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Freight & Salvage  2020 Addison Street, Berkeley, CA  www.thefreight.org

Photos: Bruce Forrester, Mike Melnyk, Irene Young
Dear Friends,

WOW, what a year! 2018 marked our 50th anniversary, and we celebrated all year long! Time and again during this vibrant year, you shared your stories and cherished memories. Many of you joined us for one (or more) of the 340 shows we presented. And on September 22nd thousands of you, alongside your friends and family, came out to our daylong Freight Fest to celebrate en masse. Your very presence allowed us to experience just what the Freight has meant to our community over the years.

It all began in June of 1968 when Berkeley resident Nancy Owens took over the lease and the name of a failing used furniture store at 1827 San Pablo Avenue and re-opened the doors as an 87-seat coffee house. The original Freight & Salvage sign hangs in the Freight lobby today. Nancy’s dream was to present music from a variety of different cultural traditions, and, she says “somehow, our dreams came together and meshed, and we created this community.”

2018 was a watershed year for the Freight & Salvage as we celebrated a time of unprecedented programmatic and audience growth. We are grateful for our first-time visitors, in addition to our loyal audience members; and for those of you whose donations went above-and-beyond. You, our community, stepped up in a big way! Gifts received in 2018 helped us actualize our 50th anniversary goals which included the launch a new educational initiative for youth in Berkeley schools and the continuation of our classes for youth and adults. We also continue to be good stewards of our building here at 2020 Addison. Come through and check out the facility renovations you helped support!

As we look forward to the next 50 years, we continue in the spirit that first brought us together: Music Builds Community! We strive to celebrate and honor the histories and origins of the musical traditions we present, to give credit where credit is due, and to present current musical expressions with roots in those traditions. Thank you for helping us preserve the legacy of traditional music and the community treasure that is the “Freight”.

Sincerely,

Sharon Dolan
Executive Director

Words from our Audience

“We feel lucky to have a venue like this in our community.”

“I love the Freight and the folks and the music always. Always great acts and sound quality. Comfy and affordable. Been coming for 30+ years. I do like the new digs.”

“High-quality community singing events are my favorite, and are the most inspiring and enjoyable events.”

“The venue is lovely and acoustically wonderful. We had a great time and hope to return!”

“We feel lucky to have a venue like this in our community.”
TRADITIONAL MUSIC is about connection with our history, with our understanding of the world and the divine, and with one another. The work of the Freight & Salvage is to foster that connection between performers and audience in our listening room, between teacher and students in our classrooms, and between parents and children in our family programs.

At the Freight, the shared experience of live music continues to have profound impact on our audience. In today’s divisive political climate that seeks to highlight difference, the Freight brings people together. In an increasingly digital age where people feel disconnected, the Freight provides a warm and welcoming community.

Community building is, and always has been, a central purpose of the Freight & Salvage. And when we think about the Freight’s future, our three areas of growth build on that central purpose.

1. COMMUNITY: The Freight’s mission to celebrate music traditions from around the world compels us to be inclusive of all cultural traditions. We are enthusiastically celebrate the extraordinary diversity of our region through the inspiring experience of live music. We seek to deepen our relationship with the full spectrum of the community.

2. EDUCATION: Traditional music has been passed down through generations in informal and impromptu gatherings. To carry traditional music forward, the Freight’s education program is expanding to reach more children, youth and adults—in schools, community centers, and other gathering places outside our walls, in addition to our own classrooms.

3. HOME: Ten years ago, we moved into our current space—an outstanding venue for experiencing live music. 50th anniversary support has enabled us to renovate our lobby to include a new concessions area with expanded food and drink options, upgraded box office area and services, and an intimate stage—a warm and inviting gathering space that will be even more welcoming.
On September 22, 2018, the Freight presented a free, family-friendly, multi-stage festival that celebrated the 50 years from the Freight’s musical beginnings in 1968 that included bluegrass, folk, and blues, to today’s diverse traditional music genres from around the world. The response was overwhelmingly encouraging, with nearly 4,500 attendees by the end of the daylong event!

From two outdoor stages, Asheba and the Alphabet Rockers kicked-off the day with youth-focused good times and tunes, followed by the BKO Quintet from Mali, BeauSoleil’s Cajun traditions, Oakland’s own multi-genre Latin sensation Bang Data, and New Orleans legend and master drummer Zigaboo Modeliste. Our Singer-Songwriter Stage inside in the Littlefield Room filled the afternoon with poignant tunes and a rapt audience. Guest performers included Amber Cross, Quin DeVeaux, Terri Garthwaite, Mark Graham, Miko Marks, Claudia Russell & Bruce Kaplan, and Maurice Tani—all Freight favorites!

We were delighted to share this 50th anniversary gift of live, free music with the community that has supported us so whole-heartedly all these years.
Classes, Workshops & Jams

We hosted a total of 183 six-week classes, reaching 1,076 students. The most popular classes were Love Songs in Spanish, Bluegrass Jam, Bluegrass Harmony Singing, Singing Outside of the Shower, Beginning Ukulele, and Fiddle Tunes.

The Freight Singers, our “pay what you can” community chorus enrolled 159 students over two sessions. The repertoire focuses on international vocal traditions and embeds the history and context of the music into the curriculum. The chorus performs twice annually.

We hosted 27 single-day workshops, reaching nearly 300 people. Our most popular were Windborne Workshop: Songs of Resistance, 6th Annual Berkeley Dulcimer Gathering, and the Banjo Mini-Camp with Bill Evans.

We hosted 90 open jams, many of them free, allowing students of a particular style of music to practice standards in community with others. Nearly 500 people participated in jams in 2018. Jams are one of the primary ways that traditional music has been passed from generation to generation. The format allows for new students to study chord progressions while more advanced students practice solos and embellishments.

Music Education

The Freight offers classes and workshops in a variety of roots-music traditions and techniques to further our mission to preserve heritage musical forms and pass them on.

Kids at the Freight

The Freight & Salvage offers a range of family-friendly arts experiences, setting children and their caregivers on a lifetime of music exploration.

Our Fiddlekids day-camp, which runs for one week for students ages 7-14, reached 72 students. This was the 21st year of Fiddlekids and it was a resounding success. Through the generous support of the Bill Graham Foundation, we were able to offer scholarship support.

Freighter Tots, our family song circle on Saturday mornings reached 151 families (participation is just $10 per family).

In 2018, children and their grown-ups attended the ticketed Patchwork Series of high-energy matinee performances, our Freight & Salvage 50th Anniversary Music Festival, and our family-friendly matinees which altogether included Doug Goodkin & The Pentatonics: Jazz for All Ages, Mister G, The San Francisco Chamber Orchestra, The Bug Family Band, Bela Fleck & Abigail Washburn, Alphabet Rockers, Your Song My Song, Ladysmith Black Mambazo, Little Folkies Family Band Spring Concert, and Octopretzel.
In 2018, we partnered with over 20 non-profit organizations to present benefit concerts, festivals, and celebrations.

We shared our stage with 8 student ensembles including Berkeley High School Chamber Orchestra and Jazz Ensemble, UC Berkeley Jazz Ensemble, Oakland Youth Chorus, and the Junior Bach Festival.

We continued our partnerships with West Coast Songwriters and the Chamber Music Society of San Francisco.

We opened our stage for 18 open mic nights, affectionately known as “ground zero for the hootenanny revival”.

Cynthia Lin and Ukulenny hosted a Holiday Uke Jam that brought over 400 ukulele players into our venue to sing and play along.

We co-presented a range of festivals such as the SheSings Women’s A Capella Festival, Celtic Fiddle Festival, Bay Area Book Festival, and Berkeley Festival of Ideas.

We continued our longstanding partnership with the beloved Berkeley Old Time Music Convention.

We worked with the Osher Lifelong Learning Institute, OLLI@Berkeley, to present courses, lectures, and events for adults, age 50 and above.

The Freight & Salvage strives to strengthen and expand our thriving local arts ecosystem by supporting other organizations, student groups, and the community at large. Below are some of the many ways we served as a partner organization:
CONCERT ATTENDANCE

2015
TOTAL 69,414
PAID 67,426
FREE 9,048

2016
TOTAL 76,474
PAID 67,426
FREE 9,048

2017
TOTAL 88,679
PAID 80,207
FREE 8,472

2018
TOTAL 94,669
PAID 81,476
FREE 13,193

* The Freight & Salvage distributes free tickets to hundreds of local non-profit organizations, participates in the Discover & Go program, and hosts a range of free events. The above data shows the number of free tickets that have been redeemed. 2018 data includes 4,500 in attendance at our free outdoor music festival, Freight Fest!
Note: Contributed income grew tremendously in 2018 due to our successful Play it Forward Campaign which raised funds for a variety of new programs and infrastructure improvements.
2018 CONTRIBUTORS Thank you to the following individuals, government agencies, and corporations for their generous support. These gifts were received from January 1, 2018–December 31, 2018.

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Thank you to all who attended this celebration!

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September 12, 2018

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Our Mission:
The Freight & Salvage is a non-profit community arts organization dedicated to promoting public awareness and understanding of traditional music—music that is rooted in and expressive of the great variety of regional, ethnic, and social cultures of peoples throughout the world.

The Freight & Salvage is supported by hundreds of volunteers. We are deeply grateful for their tireless support of our mission and programs.