

Let your words and ideas  
inspire change



2018 ANNUAL REPORT

and	soar	take	Dialogue	I	yours	are
is	founder	you	every	Fast Forward	together	
perform	a	fun	reimagine	new	risk	passionate
civic-minded	he	she	am	mindful	art	artist
they	for	we	has	or	my	be
						our



we are creative changemakers



## Halcyon is a new kind of nonprofit organization.

We lift up innovators and creators, giving them the tools and opportunities they need to bring their ideas to life. Some of Halcyon's signature programs are residential fellowships, including the Halcyon Incubator, Incubator Intensives, and Halcyon Arts Lab. Other programs, like By The People, elevate creativity in the broader community and beyond. The Halcyon Awards take the principles at the heart of Halcyon's mission and recognize leaders in art, social enterprise, and public policy.

Since its founding, Halcyon has built programming around the core tenets of space, community, and access, continuously evolving to identify and provide a haven for big dreamers and risk-takers the world over. Unlike many nonprofit organizations, Halcyon's overhead and operational costs are completely covered by existing assets, so contributions directly support programming.

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Dear Friends,



It is an extraordinary gift and a delightful challenge to build an organization like Halcyon. Surrounded by great, creative changemakers day after day, we cannot help but draw on their audacity and their stamina – and that is the story of Halcyon in 2018.

2018 was our first year with both the Halcyon Incubator and Halcyon Arts Lab fellows – two groups with matching passions for addressing 21st century challenges, but vastly different tools and strategies. We worked to connect the two, and found that these artists and social entrepreneurs quickly saw in one another a shared talent for bringing vision to life.

The year had barely begun when we realized that By The People, the citywide arts and dialogue festival we'd begun to whisper about at the end of 2017, was not only going to happen, but it was going to be Halcyon's largest undertaking to date. By The People took place in June, drawing over 26,000 visits to five festival hub locations and over a dozen satellite locations and concert venues. We set out to reach all four quadrants of DC, and only much later realized not only did we do that, we reached all eight wards with free, accessible art and dialogue – a local economic impact of over \$2.6 million.

Just weeks before the festival, we celebrated the Halcyon Awards at Washington National Cathedral, where we recognized the extraordinary contributions of Shinola, the Honorable Mitch Landrieu, and filmmaker Lee Daniels.

Invigorated (do we ever get tired?), we hosted two international Incubator Intensives in July and August, welcoming a cohort of early-stage social entrepreneurs from South Korea and an all-female cohort from Saudi Arabia. In the fall we hosted a virtual reality exhibition, Fast Forward discussions with visionary women business leaders, and an expert dialogue on how to build a framework for responsible technology, before closing out the year with the exciting announcement that By The People would return in 2019.

All there is left to say is that none of this would be possible without an extraordinary community of fellows, supporters, board and honorary board members, partners, and neighbors. Thank you.

A handwritten signature in black ink that reads "Kate Goodall".

**Kate Goodall**  
Co-Founder and  
Chief Executive Officer

## BY THE NUMBERS

### HALCYON INCUBATOR (Through February 2019)

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77

ventures

764

jobs created

\$91M+

in funds raised by  
ventures

53%

ventures with a  
female founder

954,718

lives impacted by  
ventures

62%

ventures with a  
founder of color

### HALCYON ARTS LAB

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34

fellows supported

8,500

Arts Lab fellow  
studio hours

26K+

By The People  
attendees

\$2.6M

By The People local  
economic impact

108

community partners

85%

artists of color  
represented in  
fellowship programs

measurable

social

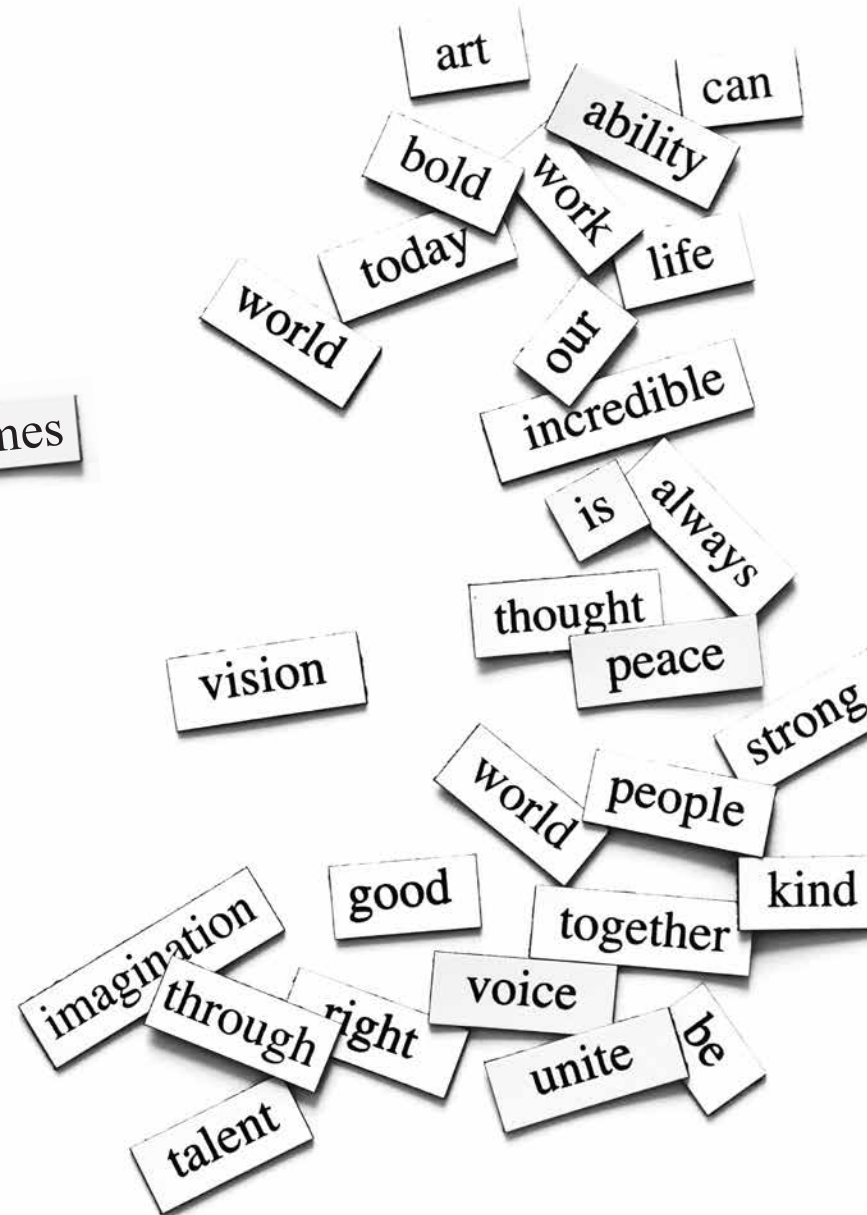
outcomes

\$576K

awarded directly to

**social entrepreneurs**

and civic-minded artists in 2018



Chief Strategy Officer Ryan Ross  
in conversation with Amazon Web  
Services Vice President Teresa  
Carlson at the Cohort 8 Kickoff.





## HALCYON INCUBATOR

Our longest-running program, Halcyon Incubator offers fellowships to early-stage social entrepreneurs. Over 18 months, fellows receive free residency and workspace, mentorship and leadership coaching, robust support from business consultants, and a living stipend: all the tools they need to realize their entrepreneurial vision.

Halcyon Incubator fellows continue to take the world by storm. In 2018 five fellows were named to the Forbes 30 Under 30 – our third year in a row with four or more selections. But the real proof of their success is in their collective impact: nearly a million lives impacted to date around the world by Halcyon Incubator ventures, 85 percent of which remain active.

The “secret sauce” that makes our Incubator successful came to life in 2018 in the form of a methodology – one we put on paper and committed to sharing more broadly, particularly at the international level. We launched a partnership with Phoenixi to license parts of that methodology, and welcomed two cohorts of Incubator Intensive entrepreneurs. Each received a condensed, tailored version of the Incubator experience, pulling pieces of our methodology that felt most relevant to each group of Intensive Fellows.



where

opportunity

becomes

reality

## Meet the Fellows | Cohort 8, Spring 2018



**Dylan Lewis and Ian Rinehart** | [Conserve With Us](#)

Conserve With Us is a platform that allows people and communities to connect with critical land conservation projects and protect the places that matter to them.



**Dr. Roshawonna Novellus** | [EnrichHER](#)

EnrichHER is a blockchain enabled platform created to provide funding, networking, and educational opportunities for the vastly-underserved women-led business community. EnrichHER uses an artificial intelligence based scoring algorithm to determine the payback score of its users. It has three components: online courses, live conferences, and a debt-based funding portal.



**Erin Janklow** | [Entrada: Employer Sponsored Learning](#)

Entrada is an employer-sponsored platform that teaches language to entry-level, service industry employees while they work. It provides employers a way to develop their staffs' professional skills while simultaneously improving the customer experience. Entrada's scientifically designed audio program and support tools enable graduates to become fully conversational in English in 100 lesson days.





“

Halcyon is our home. It's where our family is. It's where we got our first start and we've been in Boston and San Francisco, but Halcyon is where we keep coming back to over and over again because there is nothing like it.

— Gautam Chebrolu, Co-Founder and CTO, Pilleve, Cohort 8



**Ryan Soscia** | JDoe

JDoe is the world's first truly anonymous, end-to-end encrypted reporting platform for survivors of sexual assault, rape, and harassment. It connects mutual victims of repeat offenders directly to world-class personal injury attorneys in their area, generating a tremendous amount of emotional and practical strength for survivors.



**Ronit Avni** | Localized

Localized connects students and aspiring professionals in emerging markets to global professionals who share language, roots, and cultural context to access career guidance from people who get it. Piloting in Arabic and English, Localized was among 12 technology companies out of 500 selected to join the NYU accelerator, StartED.



**Yossuf Albanawi and Gautam Chebrolu** | Pilleve

Pilleve is an integrated pill bottle that helps care providers and insurance companies prevent the long-term costs associated with opioid abuse and addiction. Pilleve relies on real-time data to accurately monitor prescription intake, conduct behavioral analysis, educate patients, and connect them to a network of support. Through early intervention, Pilleve can help care providers make informed decisions about a patient's well-being, starting with their prescriptions.



**Tony Weaver, Jr.** | Weird Enough Productions

Weird Enough Productions is a media company that uses original content to teach middle and high school students media literacy. Its Ed-Tech platform, Get Media L.I.T., teaches students how to access, analyze, evaluate, and create media content, while also boosting traditional literacy and standardized test scores.

# Meet the Fellows | Cohort 9, Fall 2018



**Nat Ware** | **Asterisk**

Asterisk is an innovative way to provide financial services, such as vocational reskilling, to disadvantaged individuals in a way that does not cost the recipients anything, does not cost governments anything, does not rely on donations, and makes a profit for investors. It does this by utilizing Tradable Income-Based Securities (TIBS).



**Annie Harper, Brennan Hatton, and Rick Martin** | **Equal Reality**

Equal Reality creates diversity and inclusion training in virtual reality. Its VR experiences allow users to “walk a mile in someone else’s shoes” to learn what it is like to experience discrimination or inappropriate behavior.



**Neeraj Saini and Roopam Sharma** | **Eyeluminati**

Eyeluminati’s flagship product, Manovue, is the world’s first intelligent personal assisting system for the visually impaired. Manovue combines vision intelligence and internet of things in the form of an inexpensive wearable delivering a technology that could replace the 200-year-old braille language and empower more than 94 percent of the visually impaired people who suffer from braille illiteracy.



**Dr. Yolandra Hancock** | **M-SizeMe**

M-SizeMe is a breakthrough digital obesity management tool (OBT) that allows adolescent patients to track their weight goals in real time, while providing a dual-interface with medical care providers. Integration of the OBT in the day-to-day activities of patients results in improved dietary and fitness health habits.





**Hua Wang** | SmartBridge Health

SmartBridge challenges the notion that high-quality, accessible cancer care is either unachievable or prohibitively expensive, offering a seamless experience that not only saves users time and money but also leads to better health outcomes and happier lives.



**Amanat Anand and Shubham Issar** | SoaPen

SoaPen is an innovative and playful product that provides solutions for hand hygiene in low-income communities while also being relevant in day cares and kindergarten classrooms. SoaPen is designed as an alternative to sanitizers for on-the-go or classroom use, and uses a buy-1-give-1 model to ensure that products sold allow for matching products to be donated to low-income communities.



**Vanessa Gill** | Social Cipher

Social Cipher is an empowering social skills building game for kids with Autism. It democratizes and personalizes the Autism therapy experience for children through an interactive video game that anyone can afford.



**Kari Clark** | Uplift

Uplift is an online coaching platform that empowers working women to turn motherhood into a career advantage, not a setback. It uses “snackable coaching” that fits into busy moms’ lives. The program is built on tips and habits of over 100 moms at the tops of their fields.

a platform for creativity



Cohort 1 Fellow Stephen Hayes discusses his work with France's First Lady, Brigitte Macron.



HALCYON ARTS LAB

At the intersection of art and social impact, Halcyon Arts Lab is a nine-month residential fellowship that supports emerging artists using art and creativity as forces for social change. Fellows receive studio space, scholarships, materials stipends, accommodations, mentorship, and a suite of programming designed to build leadership skills and support career growth.

Halcyon Arts Lab continues to find its place in the broader DC community, cementing our commitment to the arts not only through our fellowship program, but by hosting partnered programs and creating opportunities for mentorship with local high schools. Whether acting as the venue for a virtual reality art exhibition or piloting workshops open to local youth and adults, we're committed to growing our relationships in our neighborhood, in this city, and beyond.

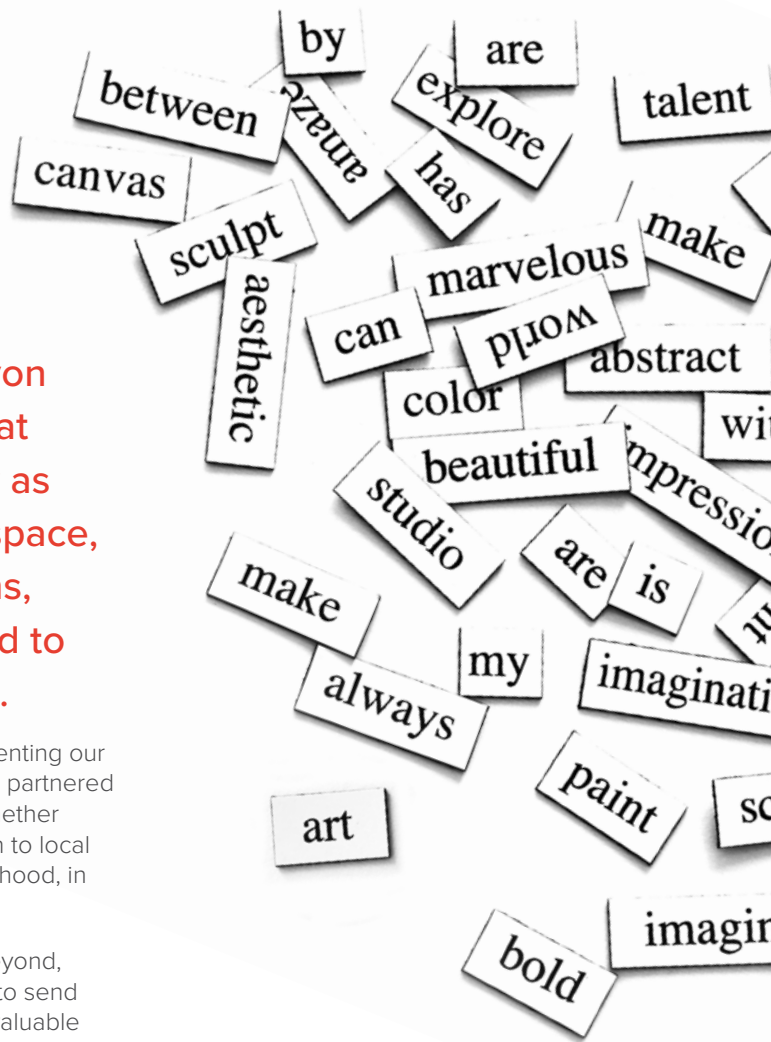
Meanwhile, departing Cohort 1 fellows continued to create impact in DC and beyond, earning residencies everywhere from Tulsa, to Paris, to Sydney. They continue to send us word of their successes, and those that remain in Washington, DC, provide valuable guidance to Cohort 2. The new cohort arrived in September, representing an increasingly diverse set of artistic disciplines, including dance, creative writing, and music.

art

with

a

purpose



# Meet the Artists | Cohort 2, Fall 2018-Spring 2019



**Kelli Rae Adams**

Kelli Rae Adams utilizes clay in various states of permanency – often alongside other materials – to create both functional objects and installation-based works that examine prevailing economic systems and probe our existing relationships to labor, currency, and value. Her project *Forever in Your Debt* is a material data visualization of the student debt crisis in the United States, with the goal of interpreting our largely abstract understanding of this economic issue.



**Kokayi**

Kokayi is a Grammy-nominated artist, innovator, and educator entrenched in the ethos of hip hop culture but dedicated to coloring outside of the lines of genre and tradition. During his time as a Fellow he developed HUBRI\$, a multi-media portrait on the experience of black masculinity mediated through the lens of the story of Icarus and Daedalus.



**Jessica Mehta**

Jessica Mehta is a poet and novelist and member of the Cherokee Nation. She has authored 10 books including both poetry collections and novels. Her time at Halcyon focused on curating an anthology of poetry by incarcerated indigenous women and creating *Red/Act*, a pop-up virtual reality poetry experience using proprietary software. As a citizen of the Cherokee Nation and native Oregonian, place and personal ancestry inform much of Jessica's creative work.



**Tariq O'Meally**

Tariq Darrell O'Meally is a dancer, choreographer, educator, and artistic director of the Tariq Darrell + UNUM Dance Collective. In addition to producing his own dance festival, Tariq spent his time at Halcyon creating *Night Light*, a contemporary dance and movement piece exploring the power in the dancing African American body. His work seeks to create kinesthetic stories that will resonate in a way that is socially relevant, empathetic, and impactful.





“

The Arts Lab fellowship was a vast oasis full of water, shelter, and sustenance. During the course of the nine-month fellowship, I was given the tools to build an irrigation system to deeply nurture my community and artistic practices.

— Tariq O’Meally, Cohort 2



**João Pina**

João Pina is a Portuguese-born photographer exploring global socio-political changes and human rights abuse through the language of visual memory. His multidimensional photographic installation *Fiction/Non-Fiction* explored the complex nature of US involvement in foreign affairs and governments abroad.



**Ada Pinkston**

Ada Pinkston is a multimedia artist, educator, and cultural organizer. Her art explores the intersection of imagined histories and sociopolitical realities on our bodies using monoprint, performance, experimental video, and collage techniques. Her time at Halcyon was spent creating a monument that commemorated the lives of the 272 enslaved people at Georgetown University who were sold by Jesuit priests in 1838.



**Althea Rao**

Mengxi “Althea” Rao was born and raised in Beijing. A journalist before self-identifying as an artist, she explores storytelling through different mediums. Her work decontextualizes themes from popular political discourse and engages viewers’ personal experiences. Althea’s time at Halcyon focused on her project *Pillar of Salt* which served to illuminate and honor individual intentions of advancing gender equality.



**Naoko Wowsugi**

Naoko Wowsugi’s multidisciplinary practice includes visual art, local lore, horticulture, and community participation. Using art as a form of communication, her work amplifies the individual in cultural economies and challenges habits of self-perception. Her ongoing project *Group Portrait Journey*, captures the intangible and diverse connections formed by our unique roles in our local communities.

Konshens the MC performs at Solstice Saturday, a partnership between By The People and the Smithsonian to keep museums open until midnight on Saturday of the festival.



## BY THE PEOPLE

By The People is an international arts and dialogue festival. The inaugural 2018 festival brought free and accessible art to over a dozen venues in all four quadrants of Washington, D.C. Its more than 100 events included performances, art installations, and curated conversations about life, liberty, and the pursuit of happiness.

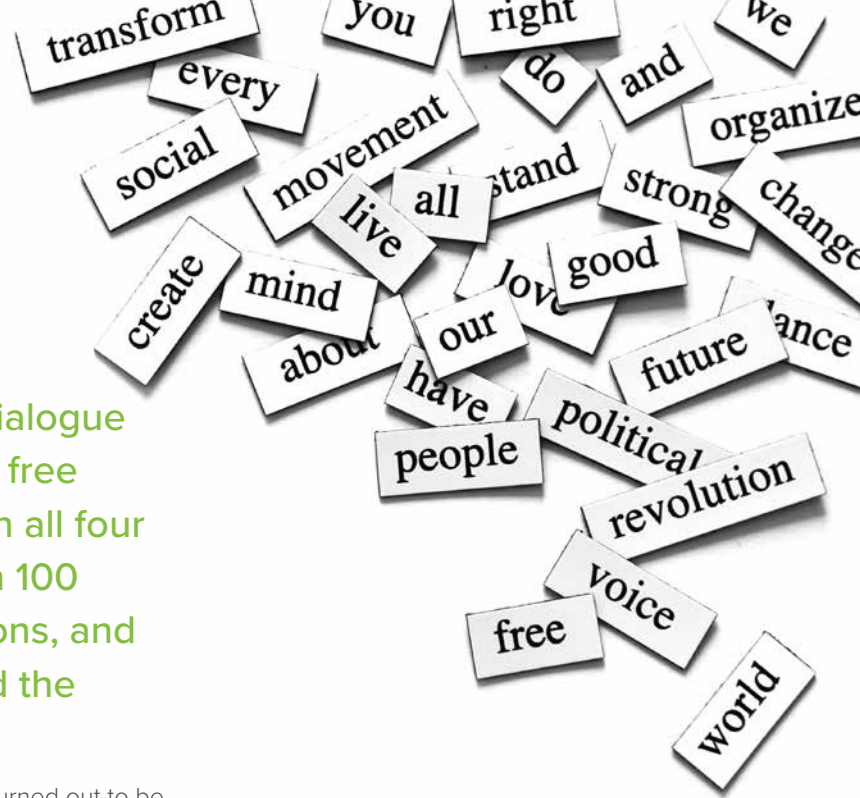
The first-year “minimum viable product” experiment of By The People turned out to be anything but. Dozens of partners, committee members, satellite and hub locations, and visual and performing artists came together with Halcyon to put on a four-day takeover of Washington, DC.

The event, covered by every major media outlet in the city, captured the attention of DC natives and out-of-town visitors alike. Massive art installations covered the ground outside Washington National Cathedral and hung from the rafters in the Smithsonian Arts and Industries Building, pop-up performances brought ballet dancers from Philadelphia, Hong Kong, and DC together at Union Market, and performances from the likes of Nick Cave, Jason Moran, and Jefferson Pinder appeared side-by-side with installations and performances from our own Halcyon Arts Lab fellows, all of whom presented work during the festival.

accelerating

positive

change





Halcyon Incubator Cohort 9 Fellow  
Shubham Issar asks a question  
during a Fast Forward event.



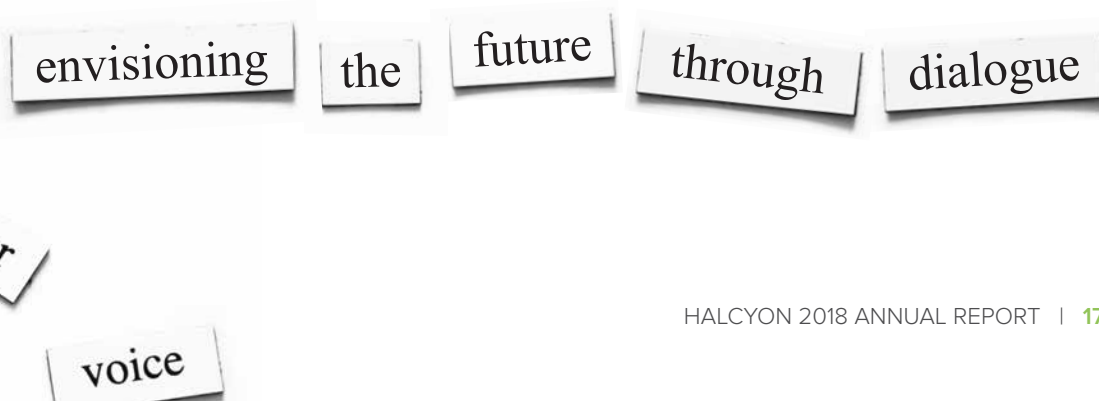
## DIALOGUE EVENTS

Halcyon is and will always be a home for innovative, inspiring dialogue events.

In 2018 we hosted six Fast Forward conversations and a two-day Halcyon Dialogue discussion, in addition to extending the dialogue component of our work through its inclusion in By The People.

Fast Forward welcomed six visionary woman founders to the Halcyon stage this year, where Blue Mercury Co-Founder and CEO Marla Beck interviewed them about their career experiences, accomplishments, and visions for the future of industries ranging from e-commerce to personal finance.

In November, academics, national security experts, business leaders, and more gathered at Halcyon for two days to discuss a best-in-practice framework for responsible technology. Driven by ongoing discussions around privacy, security, and artificial intelligence, and inspired by the examples of Energy Star appliances and LEED-certified buildings, the dialogue participants developed a draft document ready for companies to sign onto as a commitment to responsible technology practices.



# HALCYON AWARDS



The Halcyon Awards honor luminaries dedicating their lives to affecting positive social change in the arts, business, and policy.

The 2018 Halcyon Awards were held at Washington National Cathedral, an awe-inspiring venue befitting the accomplishments of the awardees.

## SHINOLA DETROIT

**Shinola** | Business Luminary Award, honoring a global pioneer in social enterprise

Shinola, a luxury lifestyle brand specializing in watches, bicycles, and leather goods, is headquartered in Detroit. As founder and entrepreneur Tom Kartsotis told us at the Awards, they believe in the future of that city and have held strong to policies of employing local works and paying them a living wage throughout the company's growth. It is in that spirit of growth with compassion and social responsibility that we recognized Shinola with the Business Luminary Award.



**The Honorable Mitchell J. Landrieu** | Policy Visionary Award, celebrating innovators in public policy

Mitch Landrieu was the two-term mayor of New Orleans, serving from 2010 to 2018. Taking office in the years after the devastating Hurricane Katrina, Landrieu worked vigorously towards private sector job growth, new private investment, and policies that encouraged entrepreneurship – all resulting in the city's being named the #1 metropolitan area for economic recovery by the Brookings Institute. But it was placing those accomplishments side by side with reform-minded criminal justice policies and advocating for a living wage that earned him our Policy Visionary Award.



**Lee Daniels** | Arts Icon Award, spotlighting an icon of artistic and social impact

Lee Daniels is an Academy Award nominated filmmaker whose work is trademarked by authenticity and candor. Among his many moving film projects, in 2009 he released the Academy Award winning film *Precious*: Based on the Novel *Push* by Sapphire, and in 2013 he released the critically acclaimed *The Butler*. His commitment to telling stories not told often enough, and the sincerity with which he does it, made him the perfect candidate for this year's Arts Icon Award.



# FINANCIAL OVERVIEW

empowering

changemakers

Donor contributions to Halcyon go directly to funding its programs. Overhead and general operational costs are covered by founders' contributions and use of existing assets.

## REVENUE

Contributions	\$2,473,872
Event Revenue	\$681,105
In-kind Services and Space Revenue	\$2,626,380
<b>TOTAL REVENUE</b>	<b>\$5,781,357</b>

## EXPENSES

### Program Expenses

Halcyon Incubator	\$723,072
Halcyon Arts Lab	\$441,228
By The People Festival	\$1,416,328
Halcyon Dialogue	\$96,982
Other Programs	\$78,780
Halcyon Awards	\$460,808
In-kind Programming Expenses	\$2,292,442

### Supporting Services

General & Administrative	\$66,602
Other In-kind Expenses	\$1,107,361
Fundraising	\$10,831

**TOTAL EXPENSES \$6,694,434**

**18%**  
Supporting Services



**82%**  
Program Expenses



# RECOGNITION & GRATITUDE

## 2018 HALCYON SUPPORTERS

Because of our supporters, Halcyon programming generates impacts that reverberate far and wide. We are grateful for all the members of our Halcyon family, and the ways in which they fuel these impacts year after year.

### World

Arnold & Porter LLP  
Capital One Bank  
Deloitte  
Sheila C. Johnson  
S&R Foundation  
Sachiko Kuno Foundation  
Smithsonian Institution  
Taibah University

### Hemisphere

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Planning and Economic  
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Vicki and Roger Sant

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Lyn and Mark McFadden  
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Gouri Mirpuri  
Natalie Suzette-Hyatt Moore  
and Rashad Moore  
Amanda and Earl W. Stafford  
Courtney and David Straus  
Silvia and Abraham Taylor  
Catherine and Tom Tinsley  
Total Wine & More  
TTR Sotheby's International Realty  
Whole Foods Market

### East Coast

AB Bernstein  
Caimi-Markis Family Foundation  
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Georgetown University  
Hamond Family Foundation  
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Nathan Cummings Foundation  
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Arturo Brillembourg  
R. Lucia Riddle  
Rill Architects  
The Advisory Board Company  
Tiffany and Co.

Kei Tolliver  
Urban Atlantic  
Washington National Cathedral

### Mid-Atlantic

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Charo Abrams  
Altria  
Always Be Learning  
CastroHaase PLLC  
Barbara Brown Hawthorn  
Hotel Raphael Paris  
Invariant  
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Cindi and Michael Lackey  
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Music, & Entertainment  
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### Washington, DC

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Atlantic Valet  
Axios Wine  
Christian Dior

BEACON  
 Bluemercury  
 Building Bridges Across the River  
 David Calabrese  
 Ernesto Castro  
 Dorchester Collection  
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 Stephanie Susan Fischer  
 Brian Gaister  
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 JapanQuest Journeys  
 The National Cherry Blossom Festival  
 Mele and Michael Melton  
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 MJ Valet  
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 Chethan Rao  
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 William Grant & Sons  
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#### Georgetown

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 Katherine Brittain Bradley and  
 David Bradley  
 Brown-Forman  
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 Margot Machol

Diana Mayhew  
 Melinda McClure  
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 NOPSI Hotel  
 Monica O'Neill  
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 Anne Kline  
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 RdV Vineyards  
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 Page Smith  
 The Willard InterContinental Hotel  
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 Korin Torrence  
 Nina Weir  
 Ed Wood  
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 Ann Yonemura  
 Linda Youngentob

#### Studio

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 Jennifer L. Arnold  
 Mary Awosika  
 Stephen Ayraud  
 Natasha Bailey  
 Karen R. Baker  
 Erica Bakies  
 Monica Bautista  
 Sherrie Beckstead  
 Barbara Beizer  
 Nan Bell  
 Robin Bell  
 Maureen Doyle Berk  
 Matthew Berlin

Emily Bishop  
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 Celia Cabral  
 Emil Caillaux  
 Lori Carbonneau  
 Elizabeth P. Carter-Magnus  
 Cynthia Chatman  
 Lawrence Cheng  
 Carla Chissell  
 Andrew Clausnitzer  
 Barbara C. Cleveland  
 Herman Cohen  
 Bianca Cole  
 Charles Collins-Chase  
 Maria C. Cornejo  
 William Couch  
 Nan Coughlin  
 Dani Crichton  
 Liz Cullen  
 Caitlin D. Cummings  
 Anne Dammarell  
 Anne De Santis  
 Dean & Deluca  
 Heloise Dempsey  
 Reilly Dowd  
 Kevin Downey  
 Hans Dyke  
 Kitty Eisele  
 Katherine C. Ewins  
 Shahab Farivar  
 Eduardo Finkielsztejn  
 Marissa Germain  
 Sara Gibson  
 James Gilroy  
 Sarah Goldhirsch

# Recognition & Gratitude | 2018 Halcyon Supporters (Continued)

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Rosemary Hoffmann  
Rosa Honarpisheh and  
Fuad Sahouri  
Nicholas Hunter  
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Claire Huschle  
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Jazelle Merritt  
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Shaun Mir  
Abby Mishler  
Victor Monteroza  
Kit Moore

Alex Morrison  
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Rory Nealon  
Christine Nolan  
Mica M. Obrien  
Bill O'Leary  
Nandini Oomman  
Robert Osberger  
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Sam Owen  
Ganesh Padmanabhan  
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Mubuso Zamchiya

By The People festival attendees  
put the “I” in “Civic” at the  
Smithsonian’s Arts + Industries  
Building. (Artwork by Linda Hesh)









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