

when
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of the soul. . .



imagine
what
can be



SICCA

Subud International Cultural Association

Subud International Cultural Association 2011: Annual Report



SICA, CULTURE, and YOGURT!

A message from Latifah Taormina

Our mission, so eloquently phrased by Ibu Rahayu, is to advance and celebrate *activities that grow out of the development of the of the human soul*. This means we work at the intersection of creativity and spirituality, with a focus on the development and expression of our inner gifts or talents across all fields of human endeavor. Our goal is to seed, by example, a more alive and compassionate human culture.

How do we do this? WE don't do this. YOU do this. We provide networking and support services that help you do this, that connect you to others doing this, that showcase your efforts and build public awareness of, and support for, the need to do this.

In another words, we advance and celebrate the initiatives of Subud members whose work emerges from the development of their real talents in order to build a more alive and compassionate human future.

Culture, Bapak tells us, is an action of the inner self. An action, not a result. An alive culture. Think of culture the way you think of yogurt. It's the living culture inside the milk (and how basic is the nourishment of milk!) that makes it all happen. All the activity and interaction of the living culture breaks down what is and changes the content of its surroundings to make something totally new, fresh, tasty, and totally nourishing. Yes, Soul Food! It's how we can build the future.

When culture is truly an action of the human soul, imagine what can be!



SICA Australia



SICA Britain



SICA Canada



SICA France



SICA Germanay



SICA Indonesia



SICA Italy



SICA USA



SICA Team in Atlanta

L - R: Erica, Susannah, Dahlan, Helena, Latifah, Honora

Goals And Strategies To Serve Our Mission

GOALS

- Restructure and refocus SICA to inspire and enable engagement, excitement, growth, and ACTION.
- Articulate clear guiding principles and core values for SICA.
- Grow a self-sufficient and self-funded SICA.

STRATEGIES

Build relationships and partnerships in order to:

- Provide information, training, networking, and support services to members doing creative/cultural work.
- Create opportunities for members to participate in meaningful cultural initiatives and events.

Use up-to-date tools, technology and nonprofit best practices and management skills, in order to:

- Make SICA a healthy nonprofit organization.
- Showcase and celebrate work that grows from the development of one's real inner talent/s.
- Build awareness of and support for what Bapak means by "culture" and its critical role in building a better tomorrow.

Have fun!

SICA HIGHLIGHTS IN 2011

Launched www.subud-sica.org.

Thanks to a grant from MSF in 2010, SICA launched its new website in August 2011. It's full of information, resources, news, event listings, and networking opportunities for members; it includes guidance Bapak and Ibu have given over the years regarding the development of talent, art, culture, and the purposes of SICA; it features stories of Subud members who discovered and developed their talents as a result of their Subud experience; and it facilitates online donations for SICA.



CELEBRATE! Published an online magazine in the site

to celebrate and showcase the creative work of Subud members in a wide variety of cultural endeavor — from music, art and technology to education, science and interfaith. As future issues of Celebrate go online, back issues will be archived.

Launched the SICA Update, an opt-in e-news publication, utilizing Constant Contact, a marketing and communication tool for businesses and nonprofits that tracks results and stores our growing database of subscribers. CC also offers marketing webinars and tutorials that we can share with our members.

Set up tools and services for SICA and members. We partnered with **Fractured Atlas**, a national arts service organization in the USA, so Subud members can have an FA membership for free. (\$95.00 value) Benefits include visa help for artists wishing to perform in the USA, access to affordable insurance, free online courses in marketing and establishing a creative business, access to job and calendar listings.

Streamlined our work with **Network For Good** and Online Donations, **Tech Soup** for discounted software, **Fluid Surveys** for polling and surveys.

Launched a fiscal sponsorship program for start-ups. SICA created a sponsored project application process — as well as a contract and welcome manual for projects that are accepted. In this way, SICA can umbrella and mentor cultural startups in the USA that are looking to become independent nonprofits and that are in alignment with SICA's mission and values. SICA's sponsored projects are then able to accept grants and tax-deductible contributions as



they go forward. SICA had three applicants to the program and accepted one: Uraidah Hassani's project, **The Women Worldwide Initiative**, a mentoring program that connects, inspires, and educates women and girls.

At present, SICA can umbrella projects of members in the USA only. SICA hopes other countries will find ways to follow suit, in accordance with the laws and guidelines in their own countries.

Developed a grant program to provide seed funding for individuals whose talents are worth nourishing and/or whose initiatives contribute to the public valuing of art, culture, and creativity in our communities.

SICA awarded four seed grants in 2011. One grant matched a SICA USA grant. Grants ranged between \$500 and \$1200 each. All grantees must acknowledge that their efforts were “funded in part by the Subud International Cultural Association.”

SICA Year End Financial Report 2011

Bank Balance Jan 1, 2011		\$ 14,458.87
Income		\$ 9,203.00
Pass Through Income		\$ 2,276.10
Total Income		\$ 11,479.10
Expense		
Travel and Meetings		\$ 1,469.28
Programs		\$ 7,987.61
Office		\$ 1,404.59
Pass Through Expense		\$ 2,291.10
Total Expense		\$ 13,152.58
Net Cash for Year		\$ (1,673.48)
Bank Balance Dec 31, 2011		\$ 12,785.39

Programs Set to Launch in 2012

Digital Story Telling Workshops

We all need to learn to tell our stories. Our SICA stories. Our Subud stories. SICA arranged for Joe Lambert, head of the Center for Digital Storytelling in Berkeley, California to lead a series of workshops to help members learn how to effectively tell their stories digitally. CDS will begin with a group of 20 Subud members in a 3-day workshop. Some attendees will then teach others how to do this in a second workshop in another part of the world. CDS will return to teach a third workshop. An invitation to host will be sent round to different SICA coordinators in different countries to help determine where the workshops will happen. A final presentation will happen at World Congress in 2014.

Creative Conversations on You Tube

Creative Conversations is a series of short video-taped interviews with members doing significant work in a variety of areas that impact our world. Like TED talks, the interviews will be published on-

line via SICA's You Tube Account. (We have one.) Lilliana Gibbs and Liliane Simonsson are doing the prototype in UK. SICA's website, the Update, and SICA's Facebook Fan Page will increase access to, and visibility for, our You Tube offerings.

SICA Festival Program

Latifah traveled to New York in November to see the Lincoln Center's White Light Festival as a possible model for something SICA could host here in Austin, Texas. In today's world, there are few experiences left that allow us to discover what it means to be human. The White Light Festival included music, art, performance, and conversation to help people come closer to themselves and their shared humanity. Many members have a strong professional background in presenting and performing in such events. Hosting a festival, akin to Lincoln Center's White Light Festival, that can feature music, art, performance, conversation, from a source of inner quiet, may be quite special in today's world. SICA is going to test the waters on this.

The Forum

Both the above programs grew out of SICA taking over an initiative begun by the WSA External Relations team called The WSA Forum. Broad in scope, the WSA Forum planned to engage Subud members — as Subud members — more openly in issues of broad international concern: areas such as world peace, the environment, interfaith. SICA, with its broad focus on art, culture, and creativity, may be an excellent platform for launching such engagement.

The Americas Gathering and World Congress

SICA has begun planning events, fundraisers, and presentations for both the Americas Gathering and World Congress 2014. Exhibitions, presentations, performances, conversations, workshops are all in development. Look for announcements for our upcoming 5 x 7 Art Auction and Soirée.

We are creating and growing. We invite you to be part of the SICA experience! Your support and participation are the magic ingredients of SICA's soul food.

**Subud International Cultural Association 2011
We Thank our Sponsors, Donors & Volunteers:**

**Ibu Rahayu Wiryohudoyo
Muhammad Subuh Foundation
World Subud Association
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