

CREATIVE CITY

EAST END ARTS ALIVE WITH ACTIVITY THIS SUMMER



Tanya Oleksiuk, Cindy Rozeboom, Shana Hillman and Adam Acheampong

In 2013, East End Arts was invited by the City of Toronto to create a new Local Arts Service Organization (LASO) for the East end, and since then has been bringing together art and the public, turning unused storefronts into galleries, engaging neighbours in street festivals, creating opportunities for public art, and providing opportunities for residents to become creators, storytellers, and performers. East End Arts has developed strategic partnerships with over 83 groups to date, including: municipal departments, social services, school boards, local businesses, residents associations, and community groups.

Now in its fourth year of incubation by Toronto Arts Foundation, East End Arts has grown tremendously including the addition of new staff members, welcoming Shana Hillman as Director of Operations. The initiative is actively working towards sustainability as it continues to increase activities and prepares for its independence at the end of its five year incubation with the Foundation.

Over the last 12 months, East End Arts has doubled its workshop offerings - employing more East end artists as workshop leaders as a result - is a community partner of the Cultural Hotspot initiative, and has some really big plans for the upcoming year to connect the diverse communities of the East end to the arts.

Following the wildly successful Art of the Danforth festival that helped revitalize the community between Greenwood and Woodbine from 2010 to 2016, East End Arts is now moving its attention east to Toronto's next hottest neighbourhood at Main and Danforth with the Main Squared Festival. Between August 26 and September 3, 2017, the public square will be transformed by a variety of installations, activities, and performances.

Visit eastendarts.ca for upcoming events and artist opportunities. Openings are available to join the Board of East End Arts. For more information please contact info@eastendarts.ca.

Toronto Arts **FACT**

87%

of Torontonians see at least one benefit of the arts to their neighbourhood. Benefits include creating a strong sense of community, engaging youth and more.



AS THIS INSPIRING INITIATIVE GROWS, SO DOES ITS INSTRUMENTAL VOLUNTEER PROGRAM

On June 14, 2017, Arts in the Parks proudly launched its second season with Mayor John Tory at Dufferin Grove Park. This year events will take place from Etobicoke to Scarborough and North York to the downtown core, engaging and inspiring communities throughout the great city of Toronto. “This is a beautiful, multi-faceted, huge and exciting endeavour!” said Claire Hopkinson, Director & CEO, Toronto Arts Foundation. “We are proud and thrilled to bring arts to all corners of the city this summer. A big thank you goes to Mayor John Tory for being a champion of this very successful program.”

Integral to Arts in the Parks’ success is its devoted group of volunteers. Last year 250 people donated their time to ensure that events at over 55 parks across Toronto ran smoothly. Our volunteers are champions of the arts and are there to guide, inform and engage local audiences. This year’s volunteer program has expanded by nearly 200 volunteers and includes: Spotlight Stars, shining light on artists,

parks and events through social media, a Street Team, sparking interest through grassroots marketing and community involvement, and Event Ambassadors, providing on-site support to the artists and events themselves.

In accompaniment to these volunteer teams is the addition of a new Youth Ambassador Program, which has attracted approximately 60 youth volunteers. At the June 14 launch event Mayor Tory shared his enthusiasm for the program. “I believe passionately in the value of volunteer service, both in terms of building strong healthy communities and in terms of the well-being of young people in particular who can learn about the passion of volunteerism and the contribution it can make to building a great city.”

Arts in the Parks’ Youth Ambassador Program is made possible by the generous support of Telus. Through their sponsorship Telus acknowledges the importance of involving youth in their communities. Arts in the Parks



Mayor John Tory at Arts in the Parks launch.
Photo by Sean Howard.

provides youth with the opportunity to learn invaluable skills such as event planning, outreach and promotion, and empowers them to become effective community ambassadors for their neighbourhoods, both now and in the future.

Sponsor Spotlight: Rossy Family Foundation



Arts in the Parks 2016. Photo by Sean Howard.

This year Toronto Arts Foundation’s Arts in the Parks is generously supported by Community Sponsor, The Rossy Family Foundation. Known for funding initiatives in both education and the arts, The Rossy Family Foundation was compelled by Arts in the Parks’ ability to reach Toronto’s underserved communities. Arts in the Parks encourages community building by providing free access to family-friendly arts events and activities across the city.

Larry Rossy, Board Director of The Rossy Family Foundation shared the following in regards to their sponsorship:

“The Rossy Family Foundation is pleased to support Arts in the Parks 2017 as part of our ongoing commitment to enriching Canadian lives and society. Individually, exposure to the

arts provides us with a fuller life experience. Collectively, integrating the arts into our communities promotes strong, healthy neighbourhoods. Through Arts in the Parks, the Toronto Arts Foundation is bringing the arts to communities throughout Toronto in which cost and proximity are significant barriers to engagement with the arts. We are delighted that our sponsorship will allow more Torontonians to enjoy the arts together in their communities and give more artists the opportunity to inspire us.”

The Rossy Family Foundation was first introduced to Arts in the Parks in 2016 as a supporter of the Mayor’s Evening for the Arts. Contact jennifer@torontoarts.org or **416.392.6802 x207** for more information about the Mayor’s Evening for the Arts.



TORONTO
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MAYOR'S ARTS LUNCH

The 12th annual Mayor's Arts Lunch was a vibrant gathering of Toronto's brightest business and cultural leaders in celebration of our city's exceptional artists and their extraordinary contributions. This year, \$62,000 in prizes were awarded, thanks to our generous awards donors. Recipients of the Toronto Arts Foundation Awards were each presented with a commemorative plate designed by artist Kent Monkman. "We're inspired by the talent and commitment of all the nominees," said Toronto Arts Foundation Director & CEO Claire Hopkinson. "The Toronto Arts Foundation Awards truly recognize the spirit of our remarkable city."

Toronto Arts Foundation wishes to congratulate all of the awards recipients.

The Artists Mentoring Youth Project – Arts for Youth Award

Anique Jordan – Emerging Artist Award

Yvonne Ng – Muriel Sherrin Award for International Achievement in Dance

Jacoba Knaapen – Margo Bindhardt and Rita Davies Cultural Leadership Award

Aviv Restaurant – Toronto Arts and Business Award



Commemorative plate designed by Kent Monkman.

AWARD SPOTLIGHT: ARTS FOR YOUTH AWARD

This year The Arts for Youth Award was increased by \$5,000, becoming a \$20,000 cash prize, with finalists receiving \$2,000. The award celebrates an individual, collective or organization that has demonstrated an outstanding commitment to engaging Toronto's youth through the arts and artistic creation. The award was established in 2007 by Martha Burns, Jim Fleck, and Sandra and Jim Pitblado. The finalist honorary prizes are supported by Diana Bennett and Spencer Lanthier.

2017 Recipient: The Artists Mentoring Youth Project

The AMY Project is a free performing arts training program serving young women and non-binary youth. AMY breaks down barriers to participation by providing meals and transportation; accessible, queer and trans-inclusive and anti-racist environments; and more. With the mentorship of professional artists, AMY participants learn to tell their stories with honesty, integrity, and artistic rigour.

Finalists: Rise Edutainment, Unity Charity



The AMY Project. Photo by Sean Howard.

This past spring, Neighbourhood Arts Network co-hosted its third Community Arts Jam with partner SKETCH. It brought together previous themes to explore intersectionality, transformative justice and organizational equity in creative, participatory and art-based ways. It was led by an incredible line up of established artists, activists and facilitators with the purpose to create a collection of 'recipes' for social change.

Neighbourhood Arts Network has been partnering with SKETCH since 2015 on the

development of an Arts & Equity strategy, creating space for critical questions and challenges in the community arts field. This initiative has engaged over 500 participants through a series of events, including Courage Labs, Community Arts Jams and an Emergence Symposium focused on arts equity in 2015. Upcoming, Neighbourhood Arts Network will be sharing SKETCH's story, reflecting on their 21 year history as leaders in the Toronto arts community and their incubation of artists to become active members of the community arts movement.

Stay tuned also for a spotlight on Argentine artist and educator, Dana Prieto, a previous RBC Arts Access Fund recipient.



2015 Emergence Symposium. Photo by Ella Cooper.

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Toronto Arts Foundation would like to thank all our wonderful Board Members and volunteers for their support and countless hours of service to our organization. We appreciate all that you do!

*For more information and to make a donation to the Toronto Arts Foundation, please contact:
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Our donors are pacesetters for Creative City: Block by Block. Thank you for your generous annual donations, for believing in our initiatives and the transformative social and economic benefits of the arts. Toronto Arts Foundation is very grateful for your generosity and support.

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In honour of my brother Karl
In memory of Garry Bowers

* 10 years of giving or more. † Staff member. Recognition as of June 27, 2017.