



## ECFTA MESSAGE FROM THE BOARD

AGM – November 20, 2023

Deepti Celetti and Kathryn Giffen

If last year was a year of “recovery”, this year can only be described as our year for “back to growth”.

- We finished up a **Strategic Plan** that will help set our direction for the next 4-5 years
- We developed a **5 year financial plan**
- Our **sub committees** were strengthened and developed and we are seeing the benefit of their hard work (Governance Committee, Finance Committee, Building Committee, Capital Campaign Committee, ECFTA Fundraising/Gala Committee, Young Philanthropist Group, CAPCAM Cabinet and Advisors)
- We’ve seen great success with **grant applications**, both for programming and for the future capital expansion project
- Our **finances** are in good shape – we’ve managed to find efficiencies and a few new areas for revenue potential to help finance this heritage building and operational costs. Even when an unforeseen project like the heat replacement hit the books, we were able to make adjustments and figured out ways to make it happen without it impacting other areas of the business
- We’ve made progress with our **Capital Campaign** project, getting site plan approval and adjusted estimates which lead to new fundraising targets and timing (Molly will update more on this later)
- We’ve **welcomed more people into our spaces than ever before** – our community is growing and the Arts Centre is where people are finding connection and belonging:
  - Total classroom attendance: 6,688
  - Total visits to gallery and events (inside and outside): 14,757
  - We engaged volunteers 957 times
- Our outdoor **pavilion** was constructed and hosted its first events this past summer
- **Phase 1** of our Expansion project was constructed and completed – including stormwater management, a new parking lot and outdoor art plaza (all funded by grants) - you’ll see more on that when Lianne presents

- We completed grant-funded **accessibility projects** inside the building including door widening and automatic accessible doors.
- We **installed windows** in the SHAC art space, which were formerly bricked up, thanks to grant funding
- We've **built relationships** with community organizations, community members and established an organized way of cultivating donors and fundraising – which we will continue to build upon as a vital way for a charity to be sustained in the future

So it's been a pretty busy year to say the least!!!

- This past year we've deepened our purpose to serve the community through the arts – whether that is an engaging art exhibition, a school field trip visit, an outreach program that supports youth recovering from addiction, a community BBQ in the yard with live music, a creative workshop in the classroom, partnerships with community groups who run a Gin-Festival in the yard – all of those types of activities bring us together, nurture us, and bring people a sense of connection and belonging.