

elora
CENTRE FOR THE
arts

The **ART** of *Possibility...*



The addition of a multi-use atrium will create space to host exhibitions, performances and community events

Message from Our Leadership

The Elora Centre for the Arts is at the threshold of an exciting new chapter and we invite you to take the next step with us. As both our organization and the communities we serve grow, we need to address some of the physical constraints of our two galleries and classroom, to help break down barriers to participation in the arts.

In recent years, we haven't been able to meet community demand for our spaces. Our building, an 1856 heritage schoolhouse, lacks curb appeal and clear wayfinding for visitors. We can't accommodate people with mobility constraints, including many who would participate in our outreach programming. Our planned capital expansion will address these challenges, while improving environmental controls to protect the artwork in our galleries and adding permanent historical displays to share our rich local history.

Over the next year, we will transform the Arts Centre through the addition of a multi-use atrium that can host performances, exhibitions, community events and a variety of other functions, as well as a servery kitchen, accessible washrooms and audio/visual equipment. Ultimately, this will allow us to grow our mandate, support more artists and people in the community, and expand the diversity and reach of our programming.

As the Arts Centre celebrates its 20th anniversary, we are immensely grateful for our community's longstanding support, and we are excited to embark on this path together! We feel honoured to live and work in a community where "creativity lives here". We will continue to place the needs of our community first and are enthusiastic about the deeper impact that will grow from this expansion.

With your support, we can do this together.

Lianne Carter
Lianne Carter, Executive Director

Kathryn Giffen
Kathryn Giffen, Board Co-Chair

Deepti Celetti
Deepti Celetti, Board Co-Chair

Sheila Koop
Sheila Koop, Capital Campaign Chair



We want people living here to feel part of our space, see themselves in it, connected to it, be energized by it.

Creativity lives here...

Our Mandate

Founded in 2002, the Arts Centre is a not-for-profit charity, governed by a volunteer board of directors. It is a unique community resource, creative hub and tourist destination that fosters artistic expressions of all kinds. Our mandate is to teach, ignite, inspire and nourish people through the arts and creativity. The Arts Centre is firmly grounded in the belief that contemporary art, in all forms, has the capacity to support the lives of those living, working, and visiting here. We view the arts as part of a healthy functioning society, and participation in the arts as integral to the health and happiness of our communities.

We want people living here to feel part of our space, see themselves in it, connected to it, be energized by it. Through our programs, we serve all abilities, income levels, and skill levels in an inclusive environment.



Engaging Exhibitions

The Arts Centre is a leading exhibitor and tourist destination in the region, welcoming over 16,000 visitors annually.

Arts & Cultural Hub

Diverse community groups use our galleries and classroom for workshops, events and live performances. We often partner with local organizations, opening our space to support their needs. We are also home to 12 long-term tenants who share our vision for the Centre through their work in the arts, culture, community-building, and education.

Showcase for Makers & Artisans

We enable and promote local artisans and makers, providing opportunities for them to feature their creations in our Artisan Gallery, casting a spotlight on their talent and offering visitors another creative experience.

Arts Based Programs for Kids & Adults

Our art programs, led by professional artists, include adult and youth workshops, camps, and school programs reaching approximately 5,300 participants annually.

Outreach Programs that Address Needs in our Community

We run free outreach programs that support young and low-income families, adults and youth with (dis)abilities, and teens recovering from addiction. Free participant spots have grown from 120 in 2019 to over 3,000 in 2023.

Financial Sustainability

Since 2016, our operating budget has grown an average of 43% year over year. Our leadership team works diligently to strengthen our impact and business model, and we are poised for the ways the expansion project will broaden our impact and ability to grow our operations.

Professional Governance & Leadership

We have a strong volunteer Board of Directors with diverse professional backgrounds who give their time and wisdom passionately to guide the overarching direction of the Centre. Our Executive Director leads a talented and creative staff team, all of whom have a passion for the arts and for making the world a better place.

We are poised for the ways the expansion project will broaden our impact.





The **ART** of *Possibility...*

Multi-Use Gathering and Performance Spaces

Lack of equipment and spatial constraints means we are unable to fulfill more than 50% of inquiries for use of our galleries and classroom.. There is significant demand for mid-size venues in our community. Since the needs for gatherings vary greatly, our expansion has been designed with maximum flexibility in mind. The atrium will feature a flexible-use space that can seat up to 100 people in a performance configuration. The walls between our disparate galleries will be opened up to improve flow of people, and will also be partitionable. Moveable art display units, sound equipment, chairs and a stage system will be housed in an easily accessible storage room.

There is significant demand for mid-size venues in our community



The **ART** of *Possibility...*



Visibility

The Arts Centre is an 1856 heritage schoolhouse with heavy metal doors, long meandering hallways and disconnected rooms. Visitors frequently struggle with wayfinding, unable to locate the main entrance. The visibility of the new atrium (modern in appearance and complementing the existing heritage structure), the multiple outdoor art exhibition areas and accompanying landscaping, will significantly enhance curb appeal.

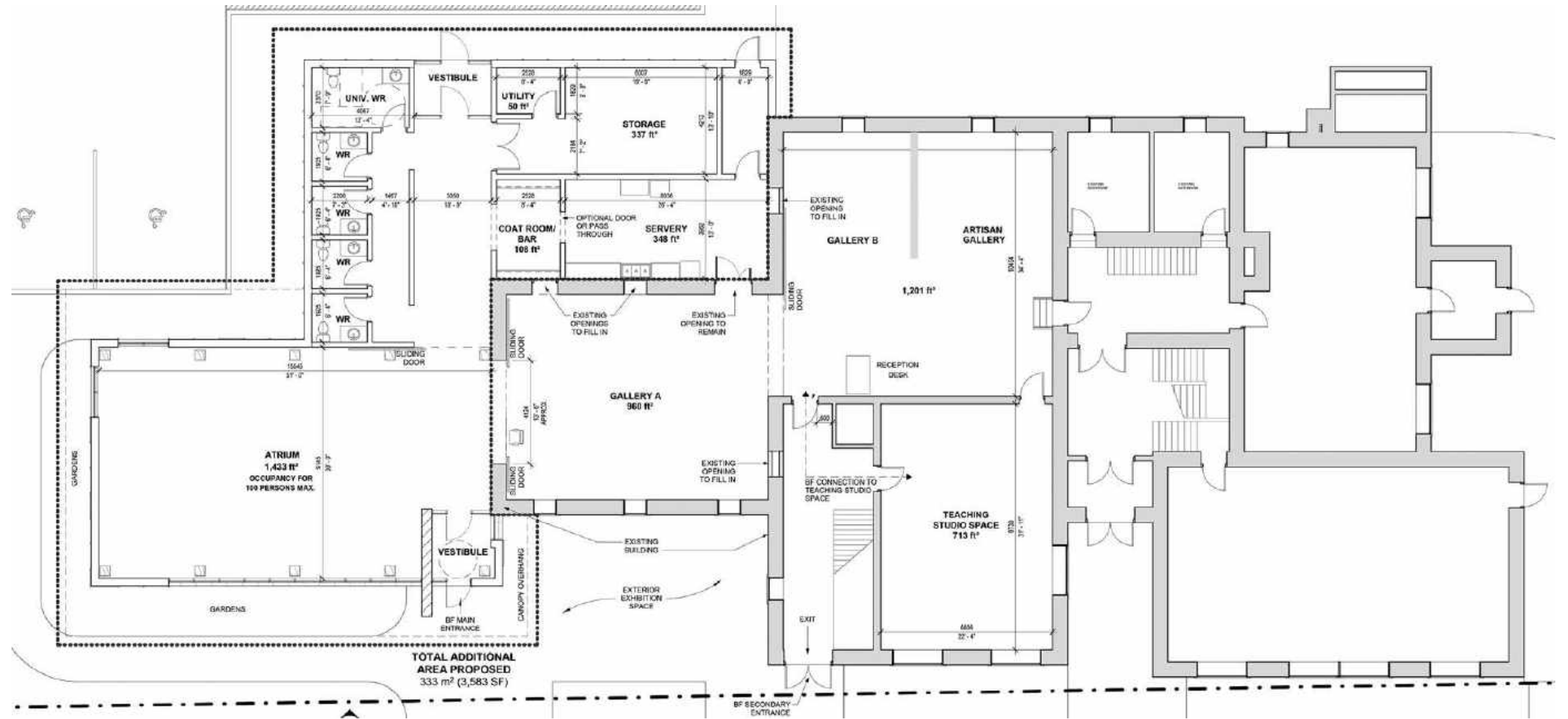
Accessibility

The Arts Centre needs to meet the Accessibility for Ontarians with Disabilities Act (AODA), ensuring our programming spaces are welcoming to everyone. This includes a universal washroom, high-contrast and braille signage, and well-lit wayfinding finishes, as well as full wheelchair accessibility throughout our main floor programming spaces. This is of utmost importance as we grow our outreach programs for people with (dis)abilities and plan to resume programming for seniors.

Financial and cultural accessibility are also critical in our path moving forward. This expansion is happening in tandem with and in support of significant organizational work towards better equity, belonging, justice and inclusion.

Acknowledgement of Our Diverse History

We recognize our key role in educating visitors about our history. The atrium will feature permanent displays detailing the schoolhouse and local history, with focus on the local histories of the Attiwanderon, Anishinaabe, Haudenosaunee, Ojibwe Nation and Mississaugas of the Credit First Nations Six Nations of the Grand River.



Safe and Secure Exhibitions

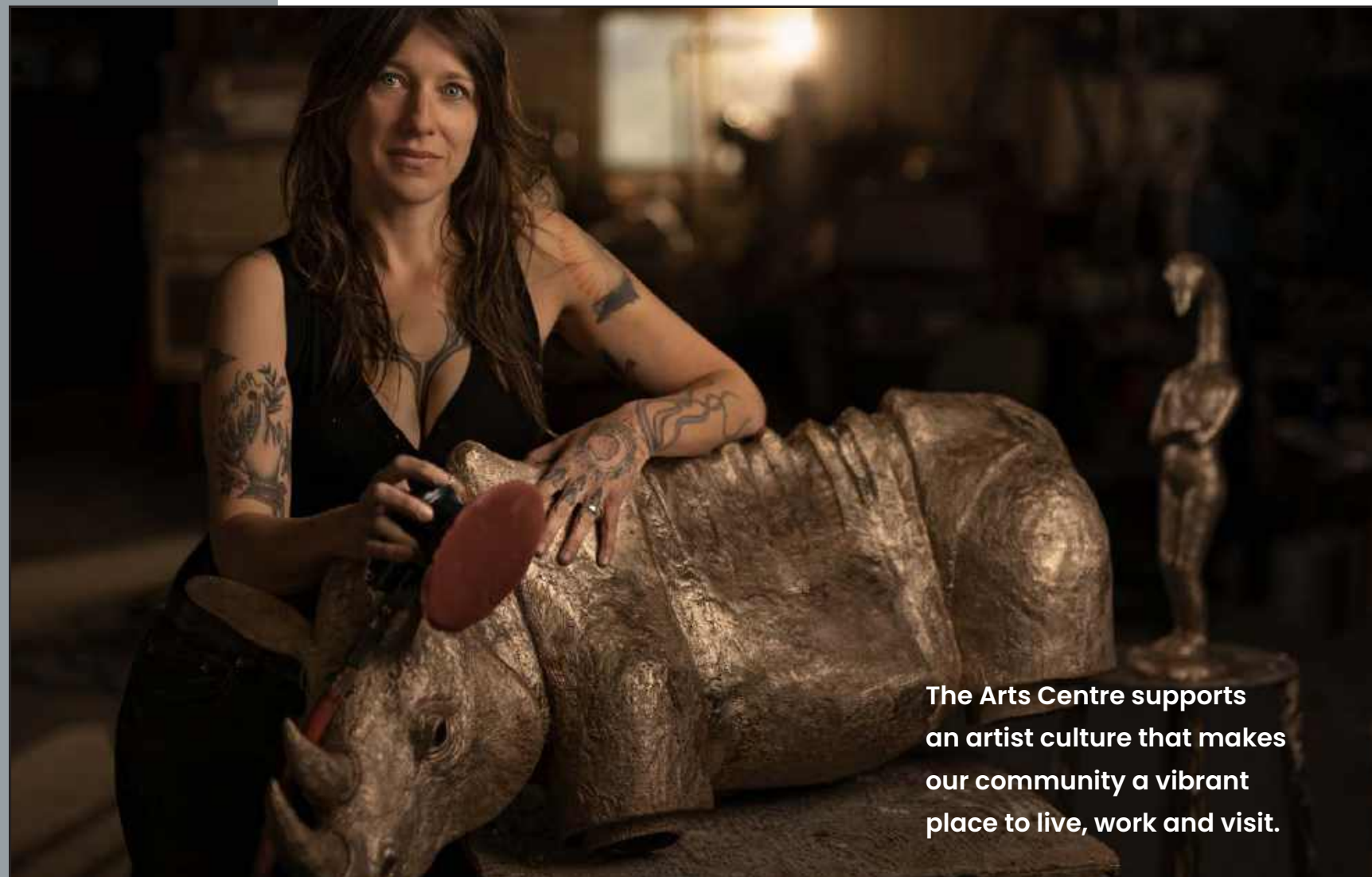
Our galleries lack the precise heat, humidity and light controls needed to exhibit art to a high safety standard. This has prevented us from having some artists exhibit at the Arts Centre. By adding interior air exchangers and filtration systems, blinds, and an enhanced security system, we will be able to protect fragile artwork more effectively.

Hospitality Infrastructure

Countless user groups have been unable to use the Arts Centre for events, due to the lack of equipment and space. The new servery-style kitchen will create the infrastructure for hospitality teams to support events.

The **ART** of *Possibility*...

It takes a village to do things right and we need your help to make this expansion a reality!
Engage your **imagination** in the ways this new space will ignite creativity.



The Arts Centre supports an artist culture that makes our community a vibrant place to live, work and visit.

Photo by Wayne Simpson

Join Us !

Think of the **possibilities** this new space will offer to the community.

Contribute financially to be part of a project that benefits us all. By helping us reach our Campaign goal, you will:

- Contribute to the vibrancy and health of our region, strengthening Elora as a key arts community.
- Become a community placemaker.
- Amplify your return on investment, by allowing the Arts Centre to meet demand and continue growing.
- Directly impact the lives of people from historically underserved groups.
- Continue the legacy of an Arts Centre by and for the community, for generations to come.
- Help MORE Creativity Live Here.

Visionary Gifts | \$200,000+

Leadership Gifts | \$100,000 - \$199,999

Major Gifts | \$25,000 - \$99,999

Supporting Gifts | \$10,000 - \$24,999

Engage | \$1,000 - \$9,999

Community | Up to \$999

Please inquire about our many **naming opportunities!**

Contribute to the vibrancy of our region, strengthening Elora as a key arts community



Ways to Give

- Online: Visa or Mastercard via Canada Helps
www.canadahelps.org/en/charities/elora-centre-for-the-arts/
- E-Transfer: admin@ecfta.ca
- Tel: In Person or by Phone (519-846-9698) accepting Visa, Mastercard, and Debit
- Mail: 75 Melville Street, Elora, ON N0B 1S0
Cheque(s) payable to the Elora Centre for the Arts

www.ecfta.ca | Facebook [@eloracentre.arts](https://www.facebook.com/eloracentre.arts) | Instagram [@eloracentre.arts](https://www.instagram.com/eloracentre.arts)

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- Lianne Carter | Executive Director | director@ecfta.ca | 519 830 1876

Arts Centre Charitable Registration Number: 89656 8417 RR0001. An official tax receipt will be issued for all gifts over \$20.

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