

Elora Centre for the  
Arts Annual General  
Meeting  
2020-2021

# Executive Director Overview

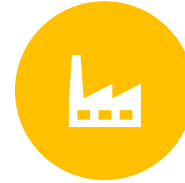
(September 2020 – August 2021)



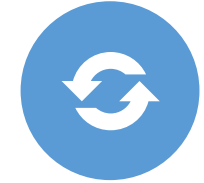
PROGRAMMING &  
COMMUNITY  
SUPPORT



EXHIBITIONS



ARTISAN SHOP



COVID PIVOT &  
RECOVERY



GRANTS



STAFF & VOLUNTEERS



WHAT'S AHEAD

# Timing of Closures | Pandemic

Due to the pandemic we were **publicly operational September – December 2020**, closed to the public January – May 2021. **Re-opened to the public June 2021.**

**During January - May 2021, we:**

- ran a student support program in-house
- continued the Supportive Arts programming virtually,
- applied for grants, developed programming and budgets
- worked on building repair projects
- re-stocked artisan shop from scratch, re-scheduled and prepped exhibitions

# Pandemic Overview

During the 6 months of 'open' periods and the 6 months of virtual / closed to the public we were still able to:

- welcome a total of **1,487** participants to our programs

- welcome **6,411** visitors to our gallery & artisan shop

Total number of people engaged in 6 months:  
**7,898** (compared to 6,143 for 6 months of 2019/2020, and 12,784 for full year in 2018/2019)



Programming & Community Support

# Programming: Supportive Arts OTF Program

Fully funded by a 3-year OTF grant



An agency of the Government of Ontario  
Un organisme du gouvernement de l'Ontario

- We ran classes 40 out of 52 weeks Sept 2020-Sept 2021

*(no sessions in Jan or Aug only)*







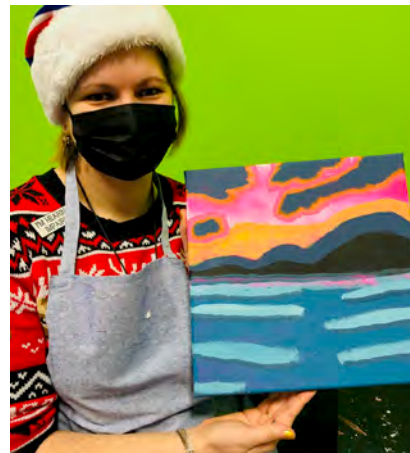
**Art instruction “on the road” at Live & Learn with strict guidelines**





We delivered **40 in-person** classes (at Live and Learn in Guelph)









**I MAY NOT BE A  
SUPER HERO  
BUT I'M  
SUPER COOL**



**NOT ALL  
DISABILITIES  
ARE VISIBLE**

**don't  
judge  
DREAMS  
support  
them!**

**live & LEARN**  
SEE THE PERSON NOT THE DISABILITY

**SEE THE  
PERSON  
NOT THE  
DISABILITY**

**our  
DREAMS  
don't have to be  
BIG  
they have to be  
OURS!**

Ontario  
Trillium  
Foundation

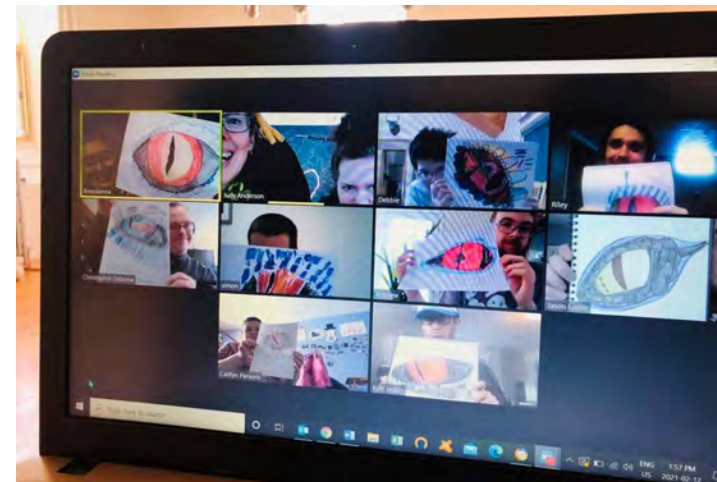
Fondation  
Trillium  
de l'Ontario

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arts





- From February-June 2021 we ran the program virtually, **42 zoom classes**







Despite lockdown, smaller in-person classes and switching to virtual programming, we were still able to:

- Continue the program with very few interruptions
- Fulfill our grant commitments (and then some)
- Engage a total of **1,150** participants:
  - **550 virtual** participants
  - **600 in-person** classes at Live & Learn



# Looking Ahead: Supportive Arts OTF program



## SUPPORTIVE ARTS

CREATIVITY ■ SELF-DISCOVERY ■ ART & MINDFULNESS

- Back to in-person at the Elora Centre for the Arts as of September 2021!!
- In September 2021 we began “year 2” of the program and increased the number of sessions to 3 times a week (126 sessions/year)
- In September 2022 we will increase to 4 sessions/week

Follow along  
every week!





# Student Support program – during COVID-19 lockdown

**FEBRUARY + MARCH 2021**

We closed the gallery and artisan shop to the public, and ran a support program for students in our community (high school and university / college students)



## Grant Funding for this program

This COVID-response program for students was funded by

- the Government of Canada's Emergency Community Response Fund, administered by the [Centre Wellington Community Foundation](#) & Community Foundations of Canada
- community donations through our Giving Tuesday campaign
- support from [The Good Foundation](#)
- A grant from [The Guelph Community Foundation](#).

We are so grateful for the support!





# Student Support program

The program offered on-site teacher support, individual desk spaces, free Wifi and creative opportunities for mental health





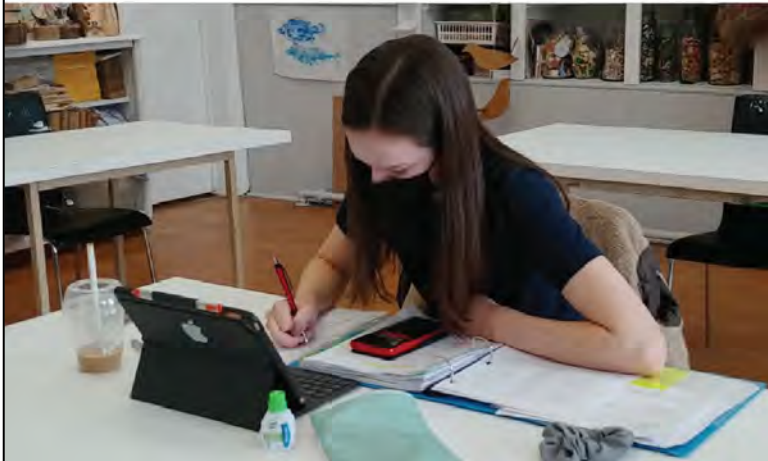




# Feedback: Academic

## ACADEMIC SUPPORT

access to 1 on 1 attention  
that may not have been  
available in online  
classroom settings



"My daughter has a learning  
disability in math and I truly believe  
that the extra help and extra time  
and space to work at ECFTA has  
**HELPED HER TREMENDOUSLY.**"



Students benefited from  
**EXTRA SUPPORT FROM  
OUR RETIRED TEACHERS**

"I am now in the range  
of 80-100% in math -  
thank you ECFTA!!!"

# Feedback: Creative Environment

it added **VARIETY**  
to the school week

a good **BREAK**  
from screens



**HANDS-ON  
EXPLORATION  
& CREATIVE  
FREEDOM**

the DIY art  
projects helped  
students blow  
off steam

Students loved having  
**CREATIVE OUTLETS &  
SOCIAL INTERACTION**





# Eliminating Barriers to Participation

Early on in the program, we realized there were a few barriers to participation:

- Lack of transportation
- Fear / COVID-19 restrictions / the unknown
- Scheduling conflicts



**Get a Free Ride**  
to an ECFTA student program

**Safe work stations  
for students**

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**RIDE WELL**

Search, book,  
and share the ride!

SIGN IN REGISTER



## AUTONOMY & FLEXIBILITY

students worked at their own pace, utilizing the space & resources in ways that suited them



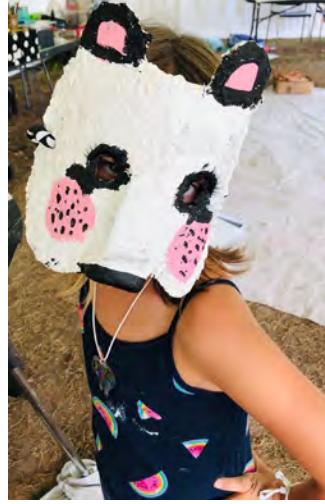
# Programming: Summer camp 2021

- We were able to run our summer camps at reduced capacity
- We ran 3 full day camp weeks
- We ran 4 half day camp weeks
- We welcomed **72 kids** in our camps





# Programming: Summer camp 2021





# Summer Camp: free camp spot each week (2021)



**Fully funded the GCF kids to camp grant,  
Rotary Club of Fergus/Elora**



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**FREE SPOT FOR  
SUMMER CAMP**



# Community Support: #eloralove mural project

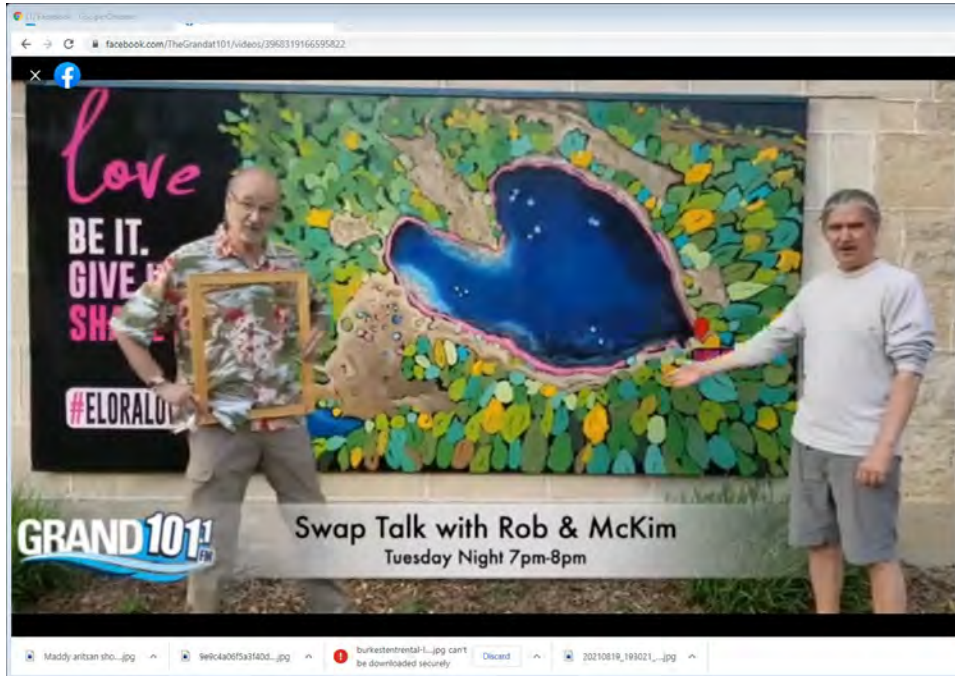


Fully funded by an RT04 Shareable Moment grant  
(mural concept, student painted, photos of engagement, weekly posts)





# Community Support: #eloralove mural project

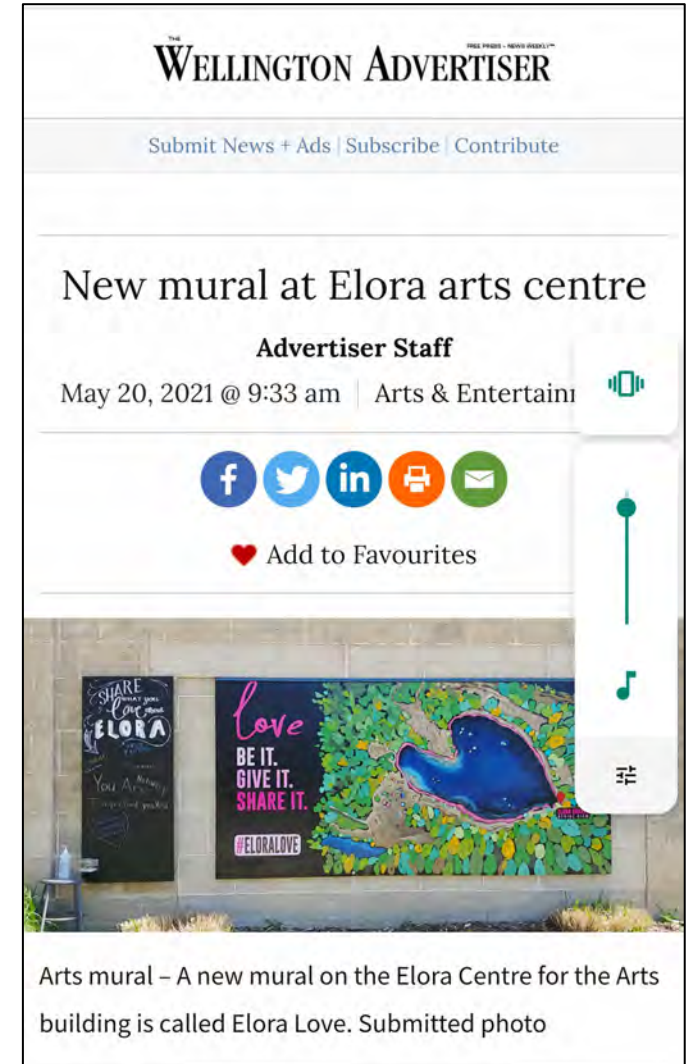


## Sample user-generated content:

- Swap Talk promo on Facebook
- Instagram users #eloralove

## Media coverage:

- Wellington Advertiser
- The Grand 101.1

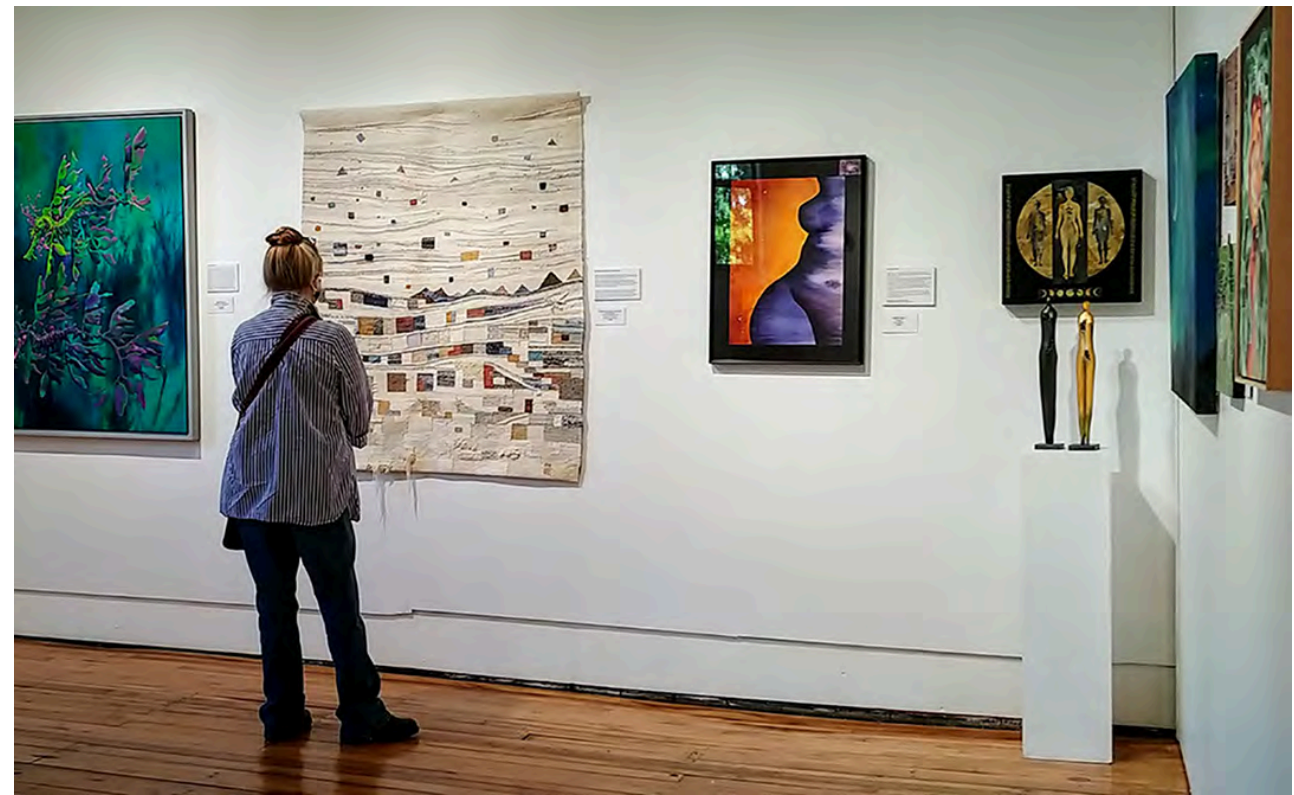
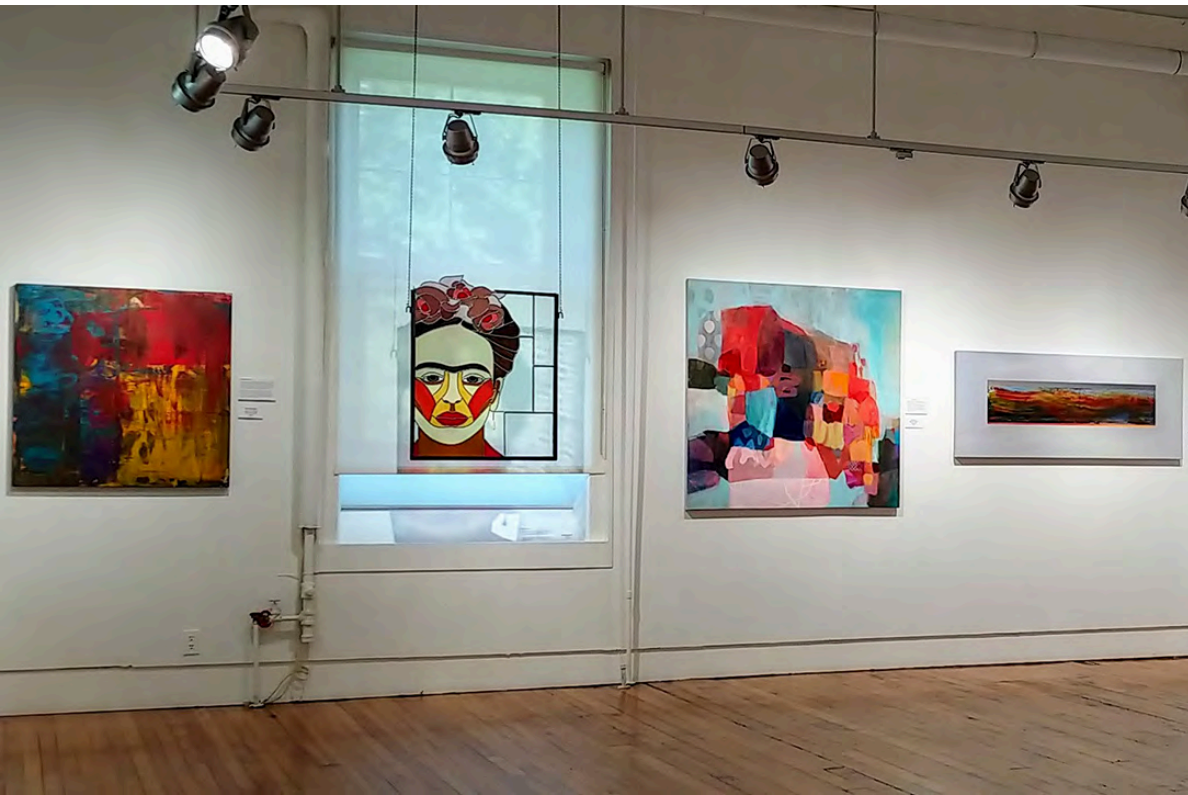


# Exhibitions



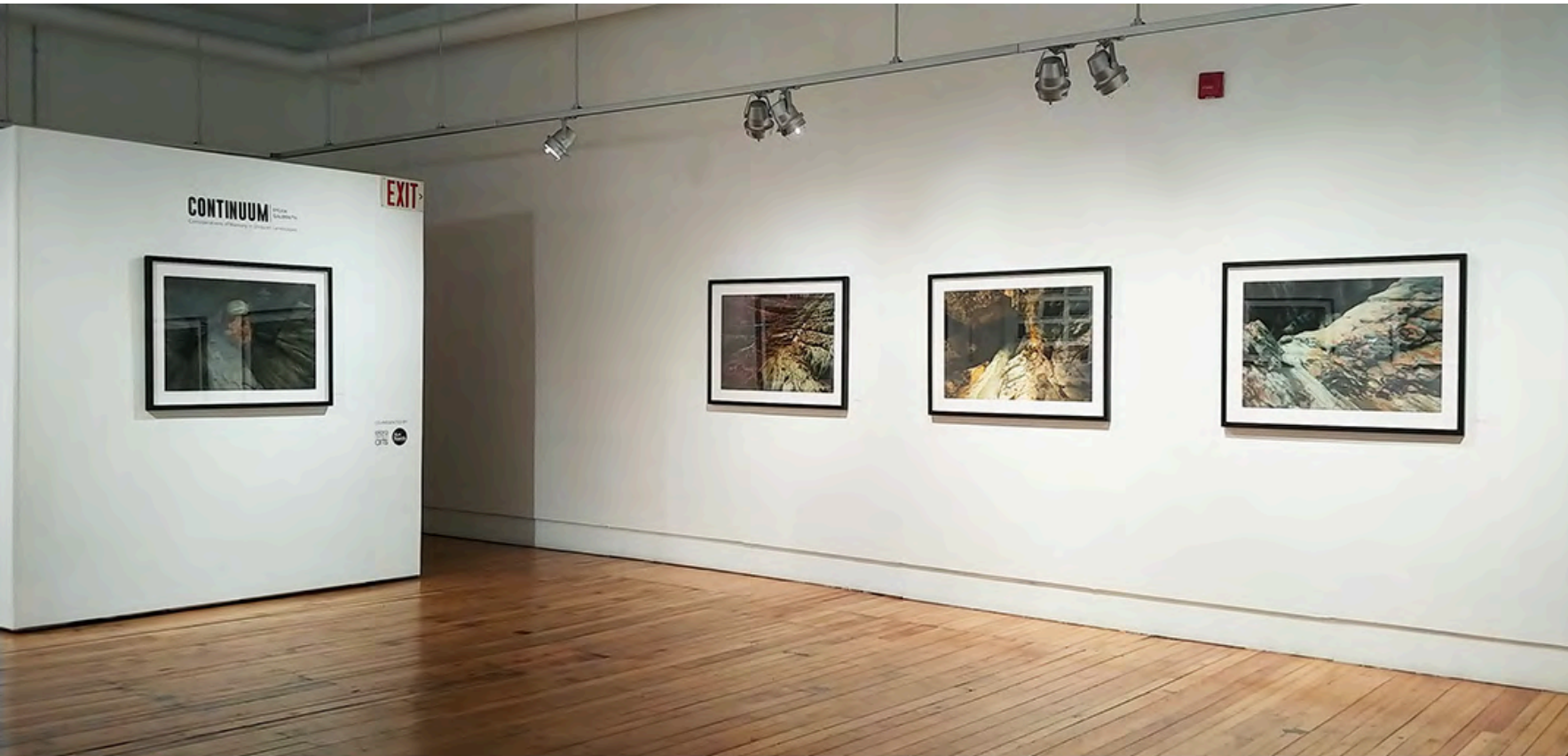
# Exhibitions

Despite 6 months of being closed to the public, we were still able to feature the work of **38 artists** in the Minarovich gallery



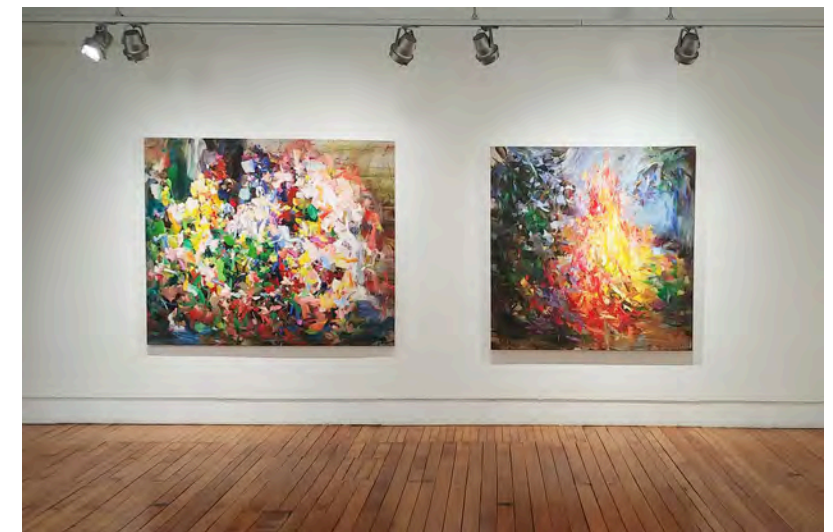
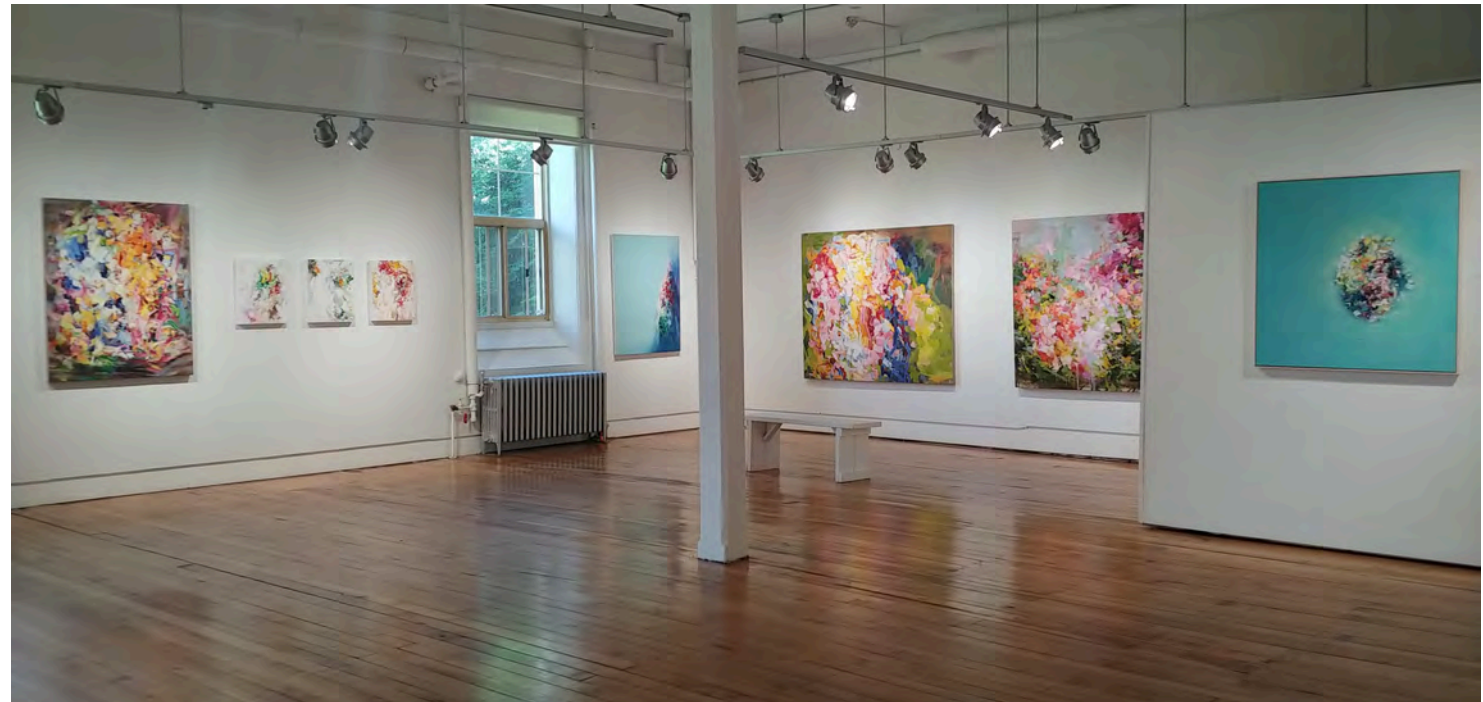
Studio Tour Gallery Exhibition 2020

# Exhibitions: 'Continuum' by Sylvia Galbraith





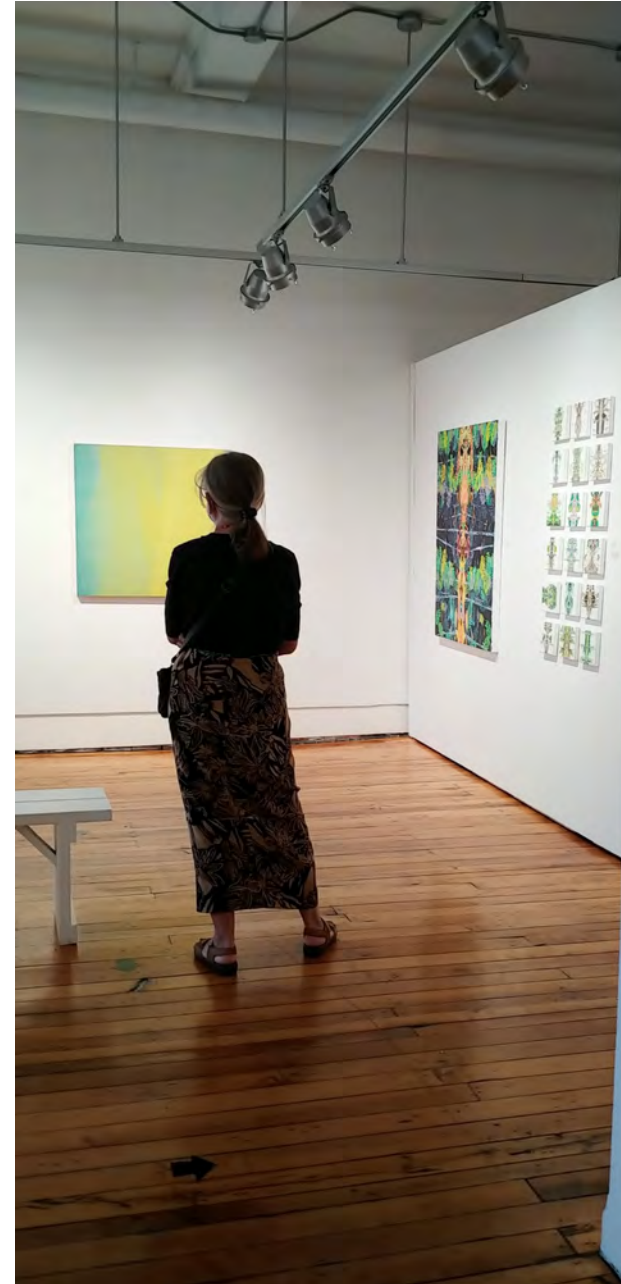
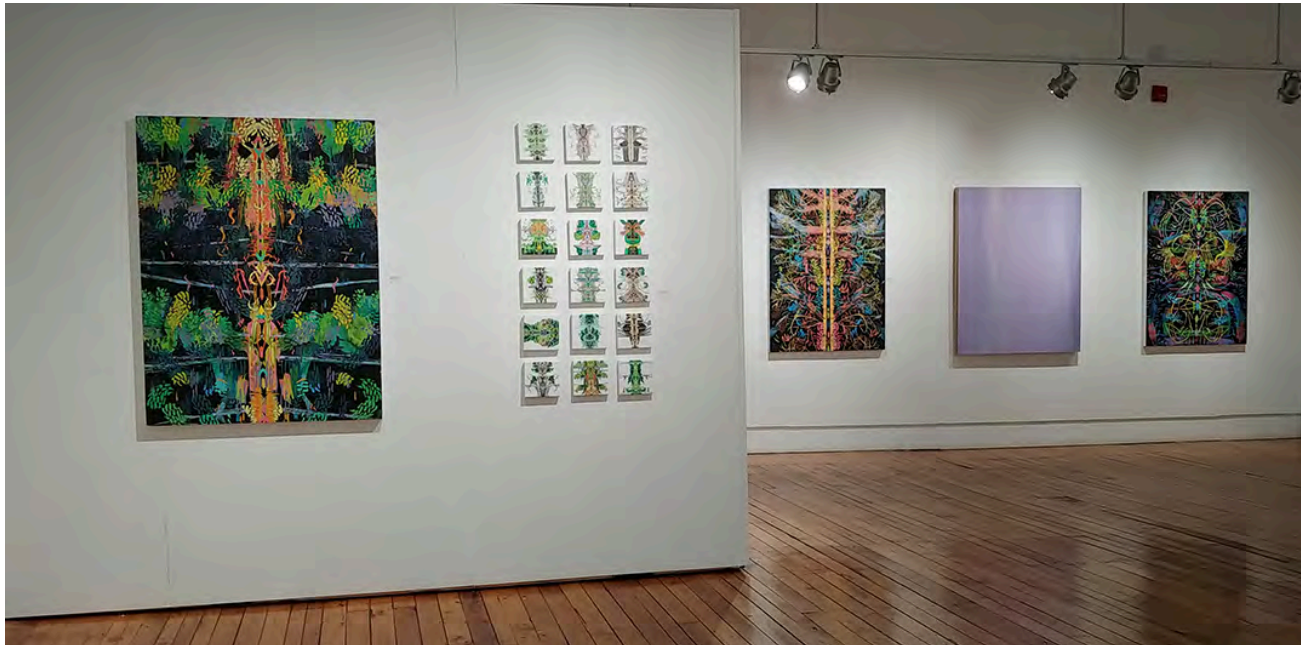
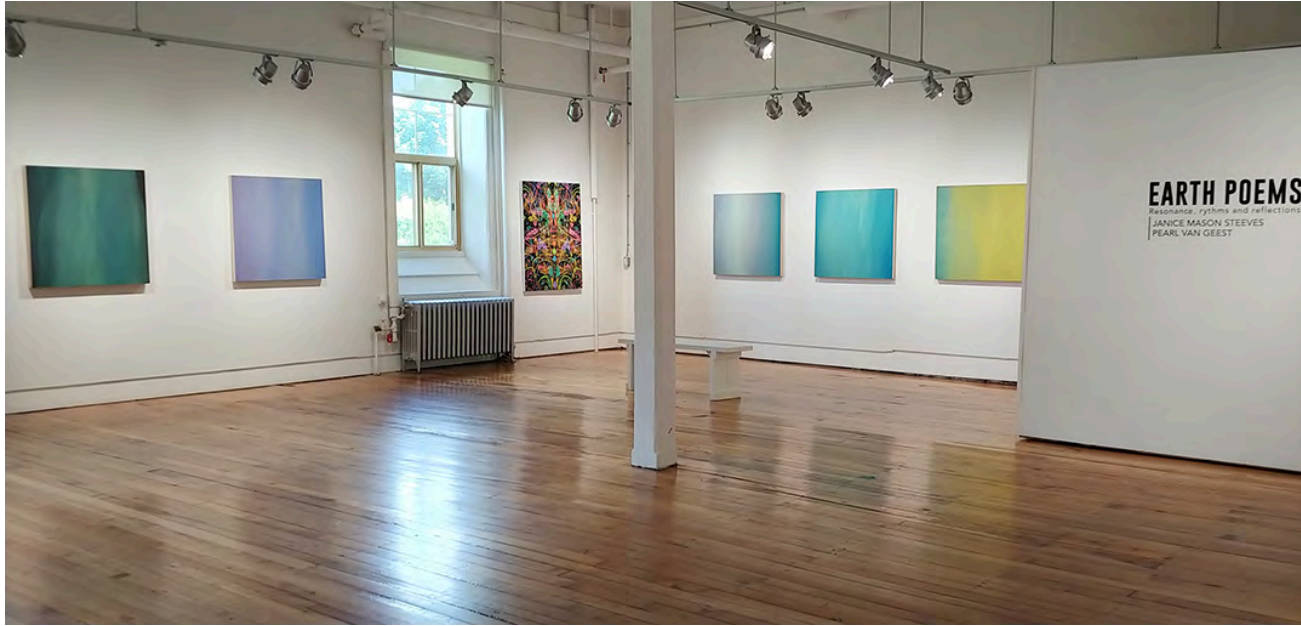
# Exhibitions: 'Epiphany' by Yangyang Pan





# Exhibitions

## 'Earth Poems' by Janice Mason Steeves and Pearl Van Geest





# Satellite Art Exhibition at the Elora Mill



Yangyang Pan featured in the Spa entry



# Satellite Art Exhibition at the Elora Mill



Barry McCarthy featured in the Penstock Lounge



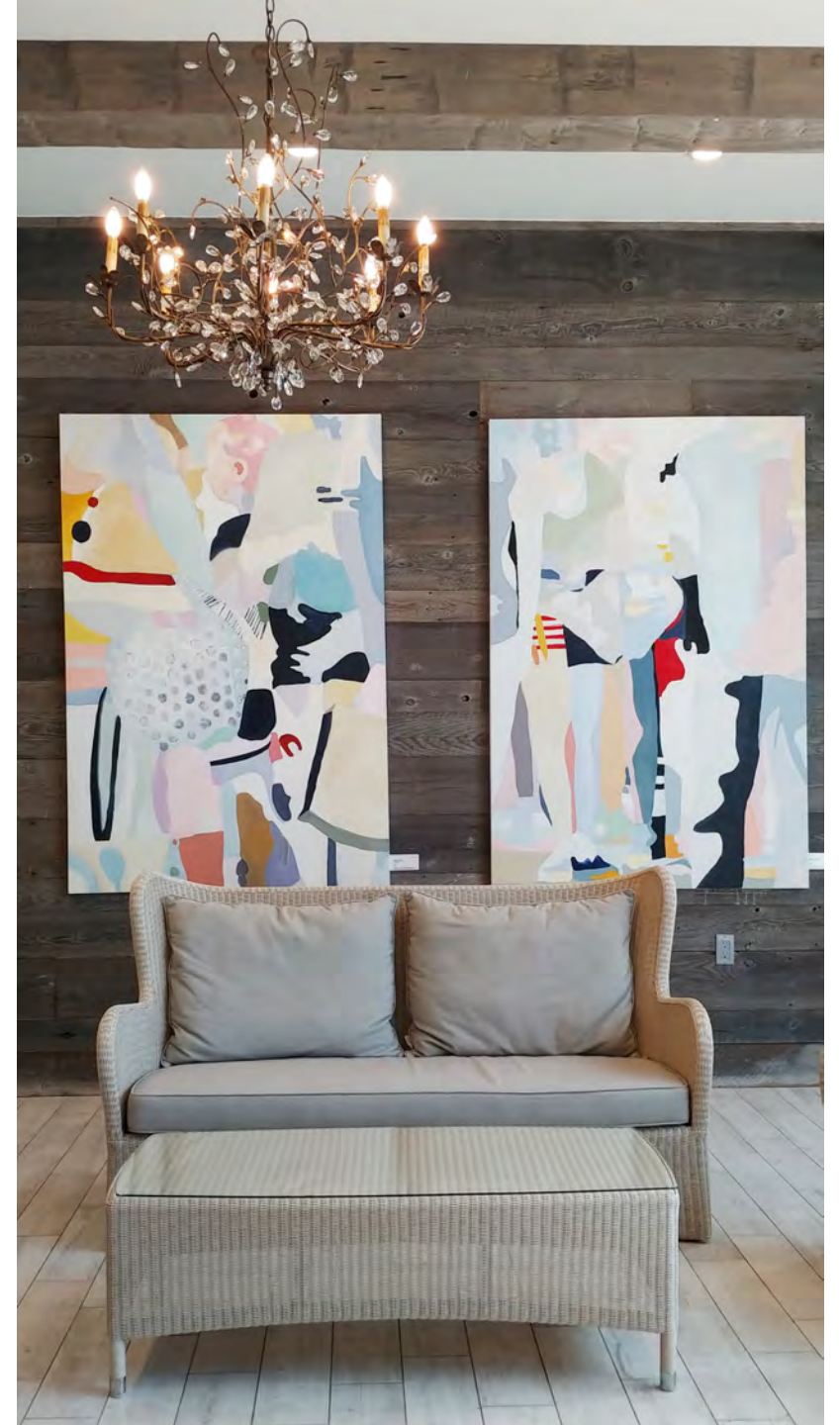
# Satellite Art Exhibition at the Elora Mill



Rachel Albano in the Granery reception building

# Exhibitions: Revenue Summary

- Exhibitions in the Minarovich gallery/virtual gallery: Profit from sales **\$10,700** (up 28%)
- Satellite Exhibition at the Elora Mill: Profit from art sales **\$5,000** (\$2K increase vs last year)
- This translates into paying our local artists **over \$19,000** through their art sales





# The Artisan Shop

# The Artisan Shop: featuring makers and artists





# The Artisan Shop: featuring makers and artists

- The artisan shop allows us to showcase the work of 30 – 40 artisans, makers and artists at any given time
- The artisan shop features handmade, local, eco-friendly, artist-designed, unique and affordable items
- We staff the artisan shop & gallery 4 -5 days a week



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*Artisan Shop*  
HANDMADE, LOCAL

# The Artisan Shop: a positive addition!

- For the 6 months of being open to the public, the artisan shop made **\$19,508** in profit
- = **170% increase** vs. 6 months previous year
- In addition, we have paid almost **\$20,000 in proceeds** to local artisans and small businesses for their sales in the shop



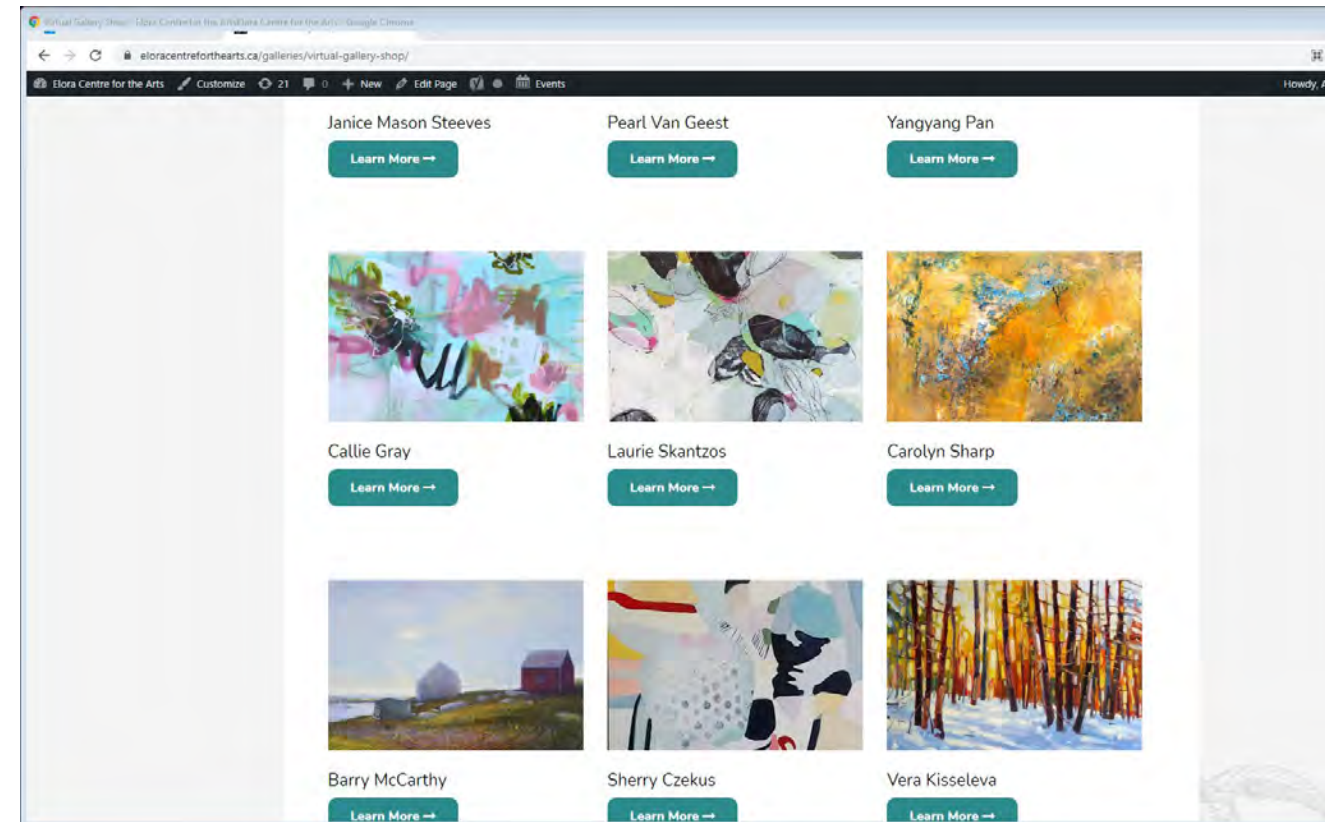
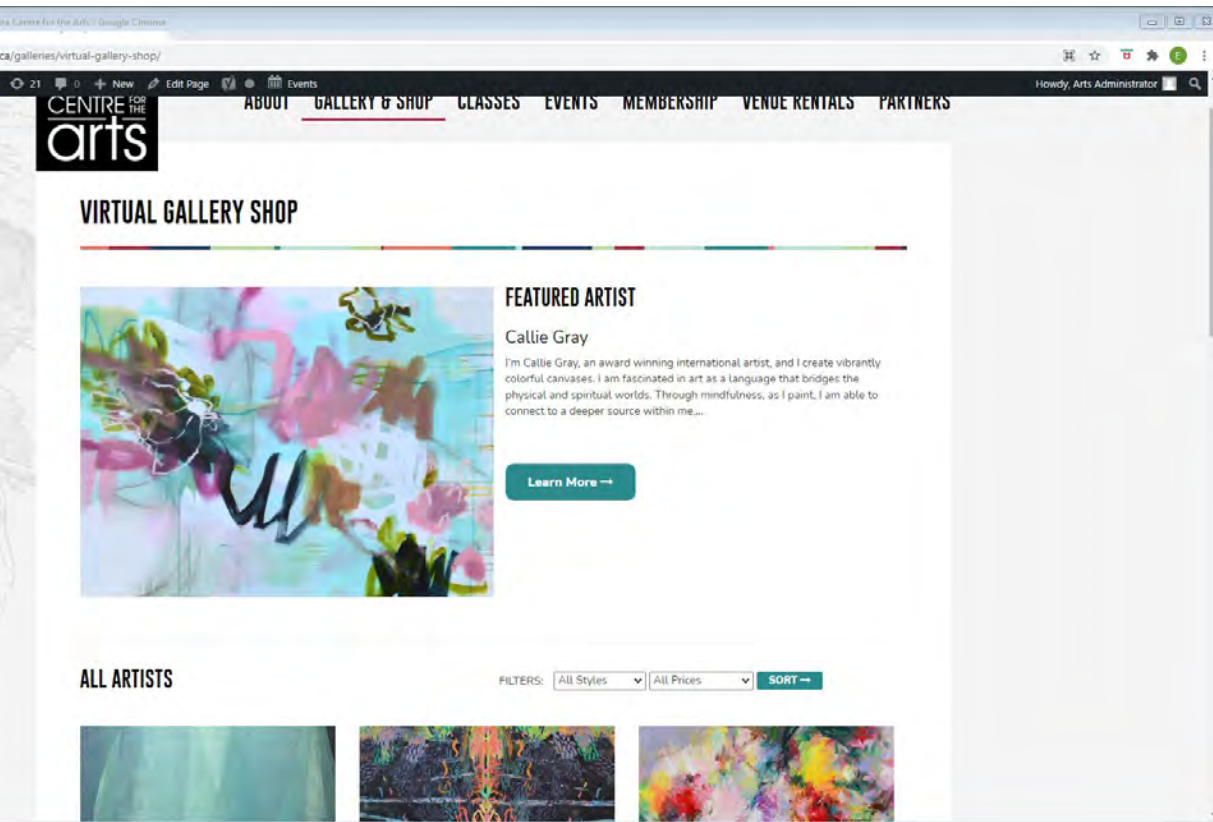


# Covid Pivot & Recovery

# Covid Recovery: Development of Virtual On-Line Gallery



Fully funded by an RT04 Technology Investment Grant





# Covid Recovery: Development of Virtual On-Line Gallery

## Our virtual gallery:

- Provides the option of viewing and purchasing art from home
- Currently features 12 artists
- Provides professional images of 139 pieces of art





# Covid Recovery: Provide outdoor space for community use



- From June – end of August 2021  
**1,061**  
people utilized the tent
- From June – end of **October** 2021  
**1,834**  
people utilized the tent (entire season)



# Covid Recovery: grants helped cover the cost of the tent



**BURKE'S TENT RENTALS**  
YOUR EVENT RENTAL SPECIALIST





# Covid Recovery: Switch to Outdoor Programming – Summer Camps 2021





# Grants & Fundraising

# Fundraisers 2020 - 2021

- **Indian Food Fundraiser** – October 2020
- **Giving Tuesday Campaign** – December 2020

*Cancelled due to Covid:*

- Creative Spark in the Yard (cancelled 2020 and 2021)
- Gala (postponed)





# Grants - Township Repairs & Maintenance: continued (OLG Funds)



2020 Funding: \$34,617 | 2021 Funding: \$17,000

# Grant Highlights

Grant Source	Amount Received	ECFTA Expense
Ontario Small Business Support	\$ 40,000.00	Unrestricted
Tourism Adaptation & Recovery Program	\$6,500	PPE, tent, air purifiers
Wellington Waterloo Community Futures Fundraising Coaching Grant	\$2,000	Fundraising Consultant
Technology Investment Program	\$2,500	Virtual gallery on website
Ontario Trillium Foundation – Operating Grant (NEW – starts after year end)	\$46,725	Will help cover salaries for Director, Administrator, one year Gallery Manager/Curator – starts Nov 1, 2021



# Grants Summary

## Outdoor Projects – Grants Awarded

Canada Healthy Communities Initiative (CFC/Gov't of Canada)	\$25,000	<b>Paths that Connect Us – outdoor public spaces, outdoor art garden, bike parking, picnic tables, pathways and maps</b>  Construction delays, set to dig in April 2022 Artist selected and work in progress
Township of Centre Wellington (MacDonald Fund)	\$100,000	Acoustic outdoor pavilion  MOU signed by both parties- Nov 2021 Construction in Fall 2022 TBD

# Grants Summary

## Capital Expansion – Grant Funding Awarded

Grant Source	Amount Received	ECFTA Expense
Ontario Trillium Foundation	\$ 40,000.00	Accessible Washroom (part of Supportive Arts funding)
Enabling Accessibility Fund	\$81,196.00	Capital Expansion – accessible doorways and washroom
Township of Centre Wellington	\$380,000.00	Washrooms, foyer



Staff & Volunteers

# Staff Team



*(clockwise from top):*  
Lianne Carter  
Judy Anderson  
Sonia Cheng  
Annette Hansen  
Molly Kleiker  
Jody Mount  
Steph Lines Toohill



# Art Educators, Camp Instructors & Seasonal Staff: 2020-21



Summer students are funded through  
the Canada Summer Jobs program

**Canada**



# Volunteers: Our Board of Directors



*(clockwise from top):*

Sheila Koop

Matt Ladner

Spencer Shewn

Lee Bonnell

Deepti Celetti

Brad Henderson

Geoffrey Wilde

Danielle Marks

Ellen Helps

Mellisa Seagrove

Kathryn Giffen

Jon Ralston



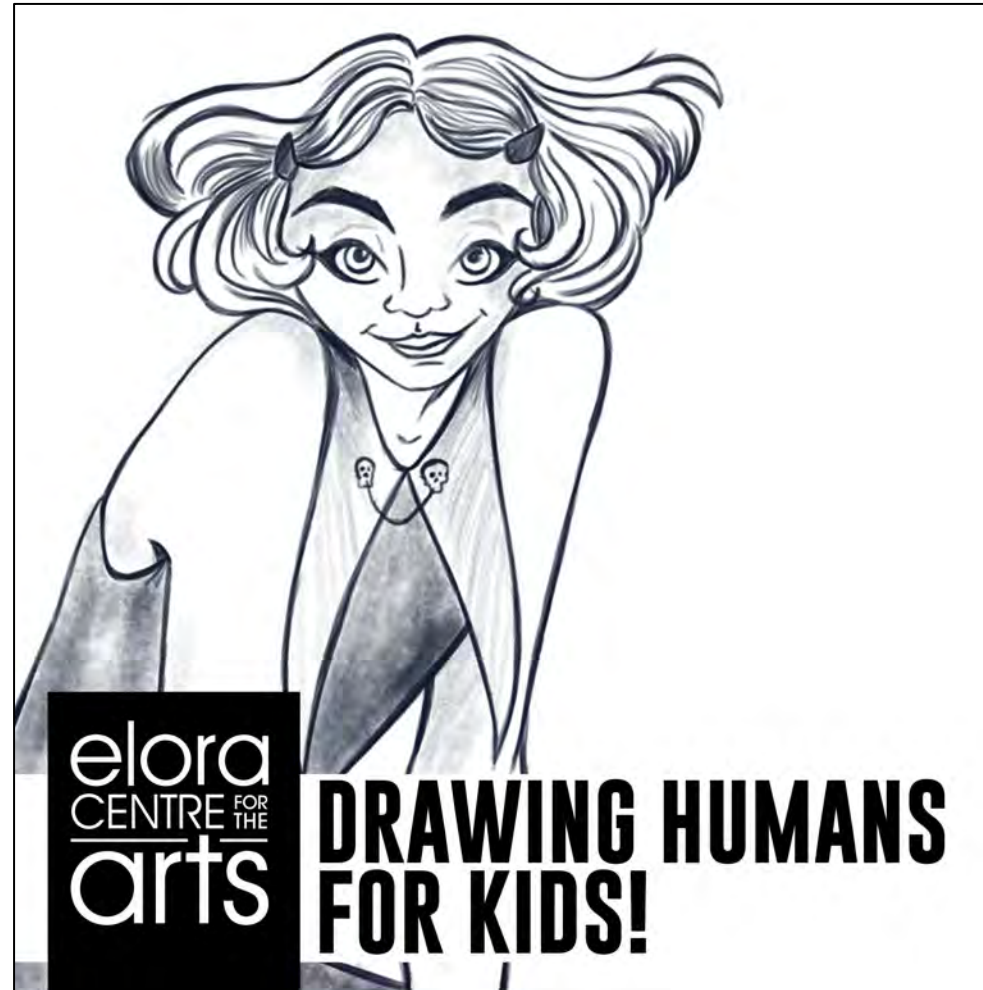
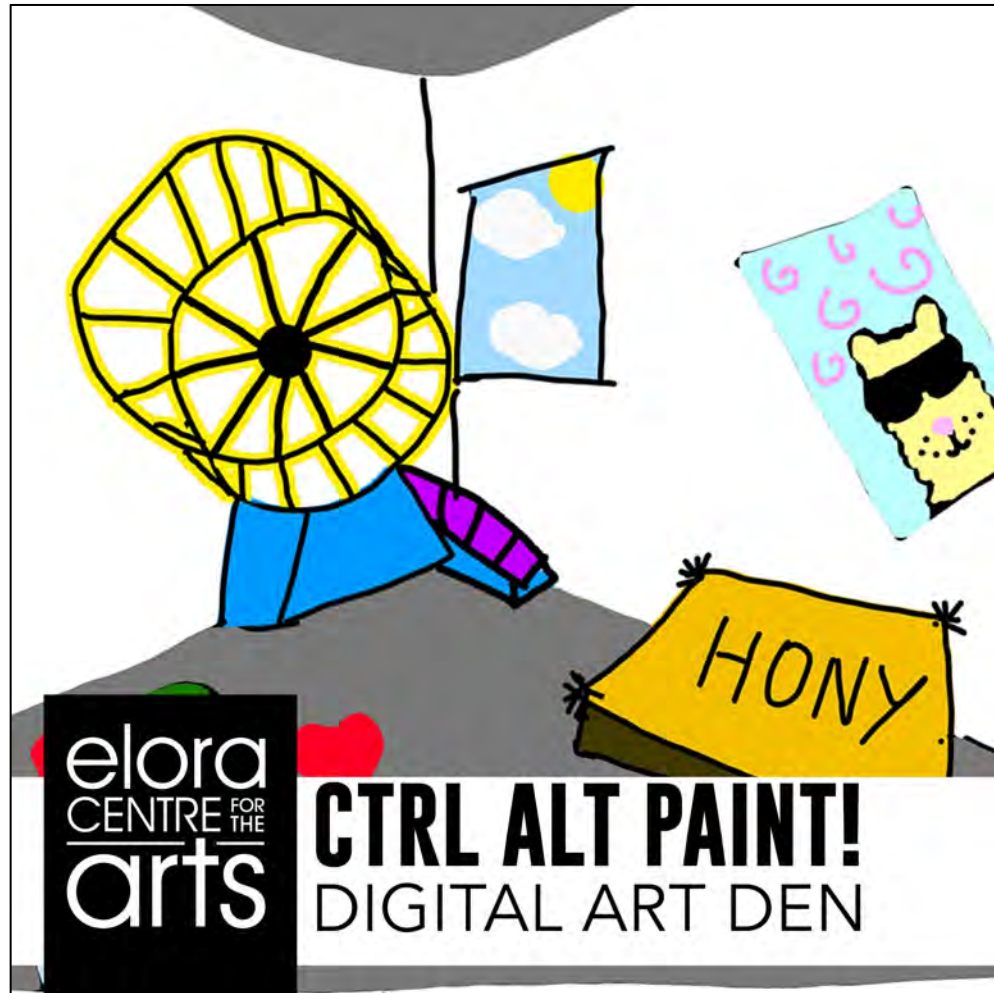
# Volunteers



What's Ahead



**Looking Ahead: kids workshops are coming back in 2022!**



Looking Ahead: adult workshops are back!

# TELL GOOD STORIES

A WORKSHOP  
ON THE ART OF  
STORYTELLING

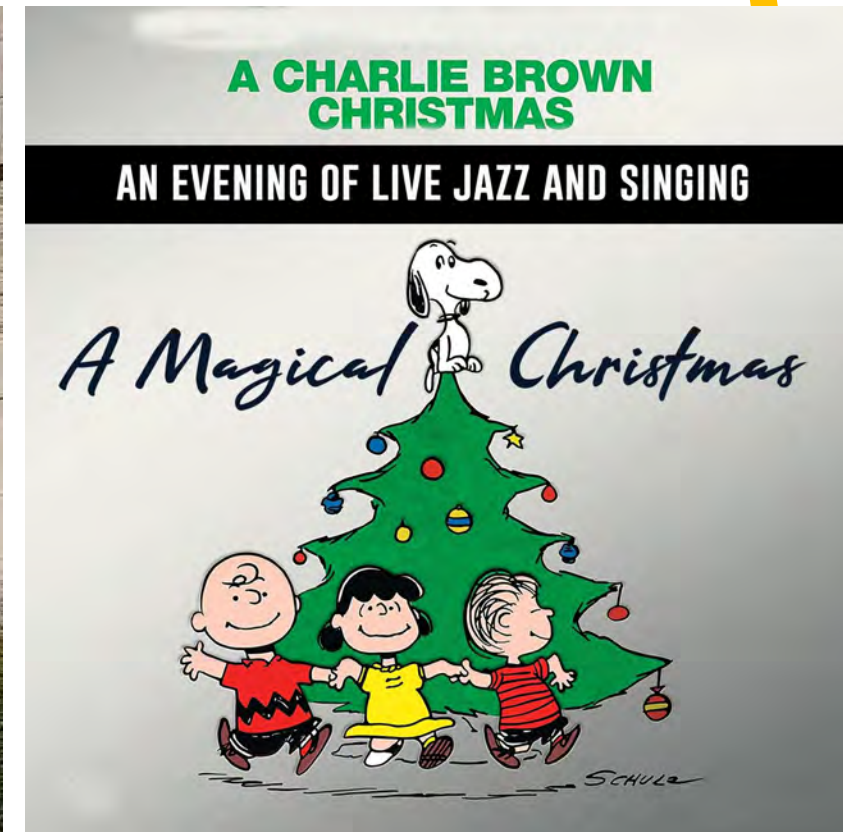
# HOLIDAY CLAY TUMBLER WORKSHOP

# EXPLORING COLD WAX & OIL PAINTING

WITH LAURIE SKANTZOS



# Looking Ahead: live events are back!





# Community Support: continues!



Partnership with  
Bungalow  
Community Lunch  
program

Offers free lunches to  
members of the community  
(in our gallery and outside  
when weather permits)



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WELLINGTON  
COMMUNITY  
FOUNDATION



# Community Support: continues!



**6 weeks funded!**

An ongoing series of virtual programming for developmentally delayed and MID (mild intellectual delay) students at CWDH and EPS

Project themes help connect students to community (Hate has no home here, Save Our Water, etc)



CENTRE  
WELLINGTON  
COMMUNITY  
FOUNDATION

Covid Response Grant Fund



# Looking Ahead: Ways to Support the ECFTA



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*Wellington Wednesdays*  
**LOCALS SHOPPING DAY**

Extended holiday hours in December, “Wellington Wednesdays” for locals



# Looking Ahead: Ways to Support the ECFTA

GI♥ING  
TUESDAY

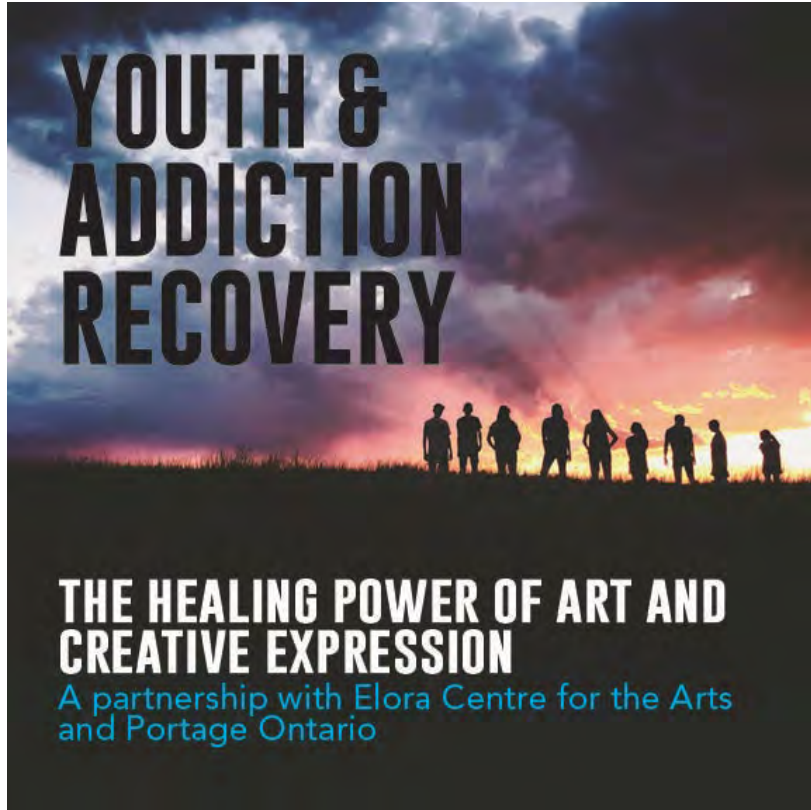
Nov  
30

YOUTH  
OUTREACH  
PROGRAMS  
@ECFTA

healing  
belonging  
expression



# Giving Tuesday: Youth Outreach programs at ECFTA



**Youth Outreach** will also be our annual Christmas giving campaign

**Our goal** is to raise enough to fund these programs for an entire year (9 months)

- **\$54K for Portage**
- **\$33K for MID**

**TO DONATE:** visit our website

[eloracentreforthearts.ca/event/giving-tuesday-youth-outreach-programs-at-the-elora-centre-for-the-arts/](http://eloracentreforthearts.ca/event/giving-tuesday-youth-outreach-programs-at-the-elora-centre-for-the-arts/)



# Looking Ahead: Ways to Support the ECFTA



**Capital Fundraising Campaign  
is coming!**

*(image is concept only)*



# Looking Ahead: Expansion Plans





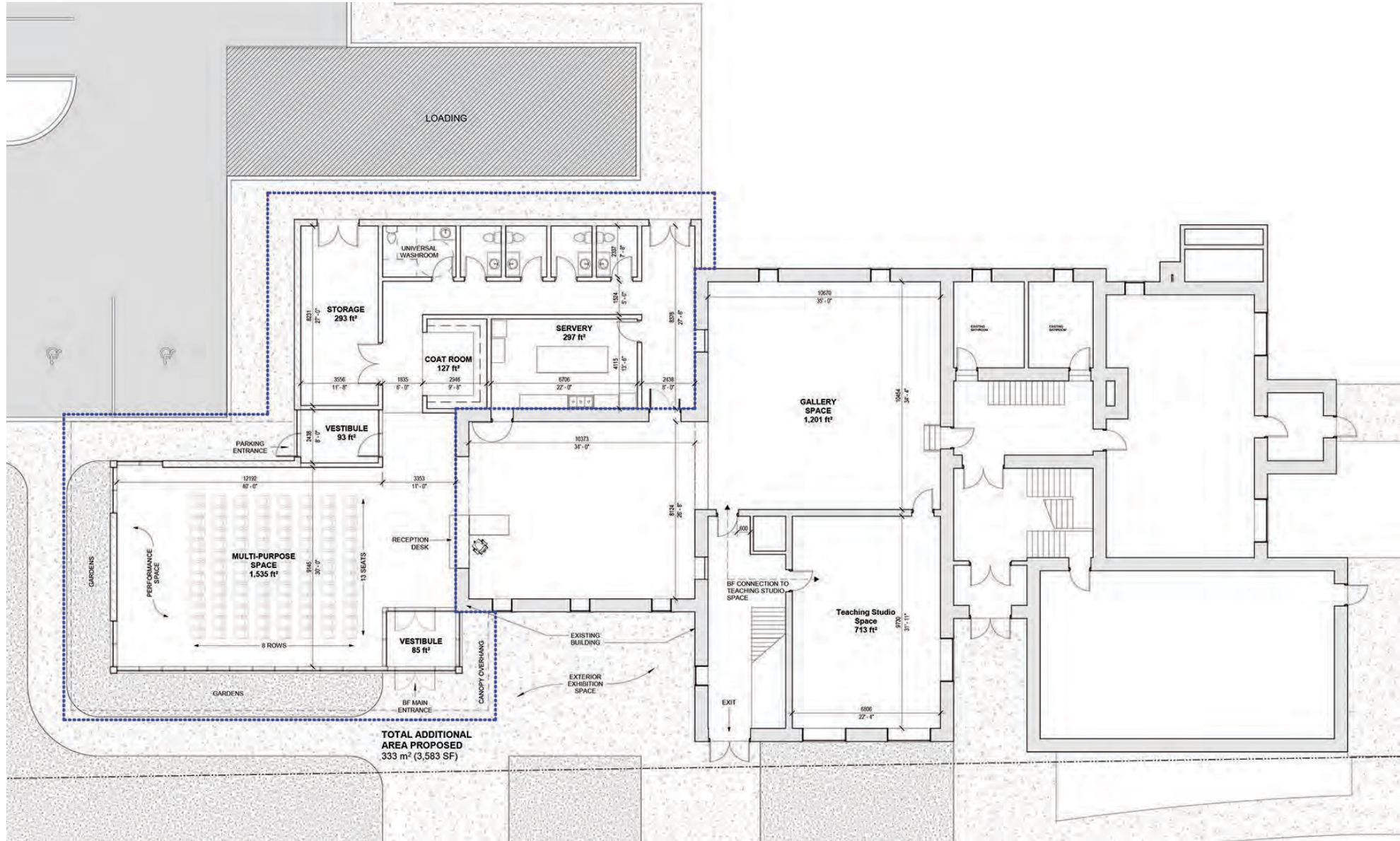
# Looking Ahead: Expansion Plans

## Purpose of the expansion:

- Provide **accessible entrance**
- Provide **accessible washrooms**
- Provide flexible, **multi-use space** (community events and gatherings, artistic performances, other – approx. 100 seats)
- Create an engaging entrance to the Centre, featuring outdoor art and outdoor benches to gather

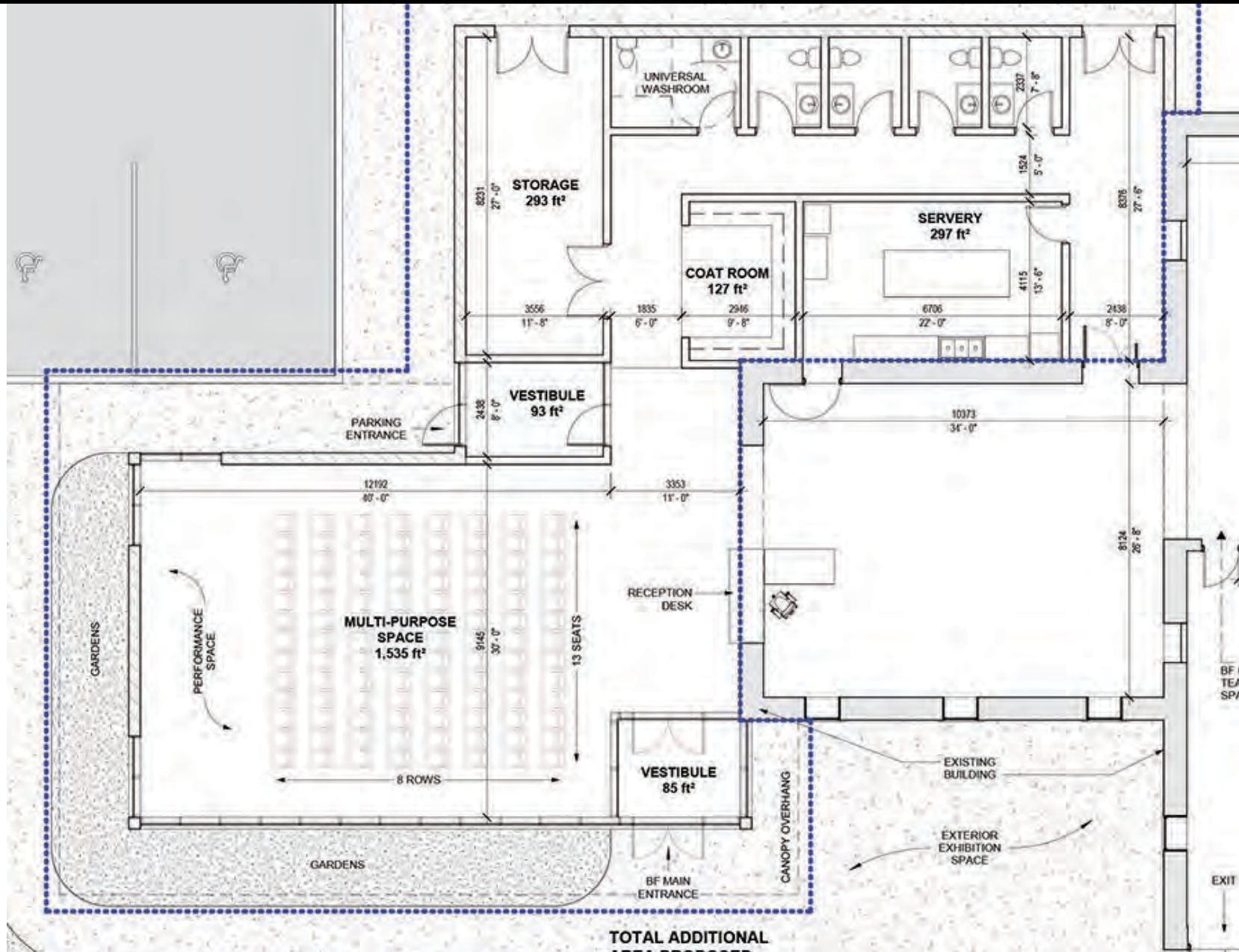


# Looking Ahead: Expansion Plans





# Looking Ahead: Expansion Plans



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