

FONDS DE DOTATION

**articipez**

**articipate**

ENDOWMENT FUND



initiative  
du / of  
CONSEIL DES ARTS  
**A O E**  
ARTS COUNCIL

# *ARTicipate Report* 2007 - 2010



### AOE Arts Council 2007

Christine Tremblay, Executive Director  
Lise Roy, Office Administrator  
Jacquie Embleton, Bookkeeper

### ARTicipate Endowment Fund

Sandra MacInnis, ARTicipate Campaign Manager

### Communications

Micheline Joannis, Communications Coordinator  
Tina Tolgyesy, Spotlight Calendar Editor  
Diana Wade, ARTnews/annual report Designer  
Tanya Connolly-Holmes, Calendar of Events Designer  
Gabriel Abbott-Leblanc, Zygote Editor-in-Chief

### Programs

Deborah Evraire, Luncheon for the Arts 2007 Coordinator

### Board of Directors

Eric McKay, President  
Brad Evans, Vice-President, Operations  
Jean-François Claude, Vice-President, Public Affairs  
Eric Robineau, Treasurer  
Marlene Hoff Director, Membership/Outreach  
Heather Jamieson, Director, Advocacy  
Francis Kenny Director, Member at large  
Katherine Lynn Taylor Director, Marketing  
Gordon Webster, Director, Member at large

### AOE Arts Council 2008

Christine Tremblay, Executive Director  
Lise Roy, Office Administrator  
Jacquie Embleton, Bookkeeper

### ARTicipate Endowment Fund

Sandra MacInnis, ARTicipate Campaign Manager

Chantal Désilets, ARTicipate Assistant

### Communications

Micheline Joannis, Director of Communications  
Tina Tolgyesy, Spotlight Calendar Editor

Diana Wade, ARTnews Designer  
Tanya Connolly-Holmes, Calendar of Events Designer

### Programs

Vera Kiriloff, Program Coordinator

### Board of Directors

Eric McKay, President  
Michael Curran, Vice-President, Operations/  
Director, Business Outreach  
Heather Jamieson, Vice-President/Director,  
Public Affairs  
Eric Robineau, Treasurer  
Judith Cane, Director, Community Outreach  
Marlene Hoff, Director, Membership/Volunteers  
Brad Evans, Director, Legal Affairs  
Francis Kenny, Director, Human Resources  
Katherine Lynn Taylor, Director, Marketing

### AOE Arts Council 2009

Christine Tremblay, Executive Director  
Jocelyne Garbutt, Office Administrator  
Jacquie Embleton, Bookkeeper

### ARTicipate Endowment Fund

Chantal Rodier, Director ARTicipate Campaign  
Rachel Crossan, ARTicipate Development  
Coordinator  
Cassandra Olsthoorn, ARTicipate Campaign  
Intern

### Communications

Cristiane Doherty, Director of Communications  
Ren Tomovcik, Communications Coordinator  
Brigitte Aubé-Harrison, Communications and  
Program Intern

### Programs

Louise Michaud, Program Coordinator

### Board of Directors

Heather Jamieson, President  
Michael Curran, Vice-President, Operations  
Éric Robineau, Treasurer  
Eric McKay, Past President  
Brad Evans, Director, Legal Affairs

Marlene Hoff, Director, Membership/Volunteers  
Francis Kenny, Director, Human Resources  
Don Roy, Director

### AOE Arts Council 2010

Christine Tremblay, Executive Director  
Jocelyne Garbutt, Office Administrator  
Jacquie Embleton, Bookkeeper

### ARTicipate Endowment Fund

Chantal Rodier, Director ARTicipate Endowment  
Fund  
Cassandra Olsthoorn, ARTicipate Coordinator  
Rachel Crossan, ARTicipate Development  
Coordinator

### Communications

Cristiane Doherty, Director of Communications  
Mercedes Déziel-Hupé, Communications  
Coordinator  
Ren Tomovcik, ARTnews Editor  
Matthew Gale, Communications and Design  
officer

Sasha Vreca, Communications Intern

### Programs

Louise Michaud, Program Coordinator  
Julia Palumbo, Program Intern  
Charlene Ouimet, Program Intern  
Virginia Dyet, Program Intern

### Board of Directors

Heather Jamieson, President/Director, Public  
Affairs  
Michael Curran, Vice-President/Director,  
Business Outreach  
Éric Robineau, Treasurer  
Marlene Hoff, Director, Membership  
Micheline Joannis, Director, Marketing/  
Communications  
Francis Kenny, Director, Human Resources  
Kathy MacLellan, Director at Large  
Marc Ouimet-McPherson, Director, Legal Affairs  
Don Roy, Director, Outreach



## ARTicipate Endowment Fund 2007-2010

In 2007, AOE Arts Council began building an Endowment Fund to nurture, inspire and support artists and artistic activity in the Shenkman Arts Centre, the \$3.8 million multi-disciplinary arts centre under construction in Ottawa's East end. AOE spearheaded the creation of the Fund, recognizing that it would be the artistic activities and audiences that would breathe life into the Arts Centre and create a sense of belonging for local artists and the community.

The ARTicipate Endowment Fund Campaign kicked off with a \$1 million donation from the Shenkman Family Foundation. With this gift, the Orléans Arts Centre officially became Le Centre des Arts Shenkman Arts Centre.

The government of Ontario had already confirmed its support of the Shenkman Arts Centre and contributed \$2.5 million to form the basis of the endowment fund.

The move into the Shenkman Arts Centre in 2009, provided the ARTicipate Campaign with the momentum to further engage the community. Individuals, families, businesses, organizations, artists and arts groups all answered the call from the ARTicipate cabinet, Community Ambassadors and the AOE staff and board to donate and help build this Fund.

With the slogan "Creating an Artistic Legacy," the ARTicipate campaign has successfully raised close to \$5 million. As the Endowment Fund continues to grow, so will the benefits and opportunities it can provide to the community.

### ARTicipate Campaign Cabinet 2007-2010

Ronald F. Caza  
Alan Morissette  
Michael Curran  
Bernard Grandmaitre  
Ned Lathrop  
Jim Orban  
Cathy Valesquez

### ARTicipate Campaign Ambassadors 2007-2010

Del Andison	Chris Heard	Donna Roney
Judith L. Cane	Sandy Heard	Joe Salazar
Pierrette Boisvert	Paul Hughes	Carolle Seguin
Patrick Bourbonnais	Heather Jamieson	Peter Stewart
Mike Curran	Alton Legault	Fran Stronach
Brad Evans	Alan Marjerrison	Marc Thibault
Doug Feltmate	Pam Marjerrison	
Janet Fougere	Anita McDonald	

## Our Mandate & Objectives

The ARTicipate Endowment Fund is dedicated to supporting and developing high quality artistic activities at the Shenkman Arts Centre through grants awarded to local artists and arts organizations that will present or exhibit their work at the Centre.

### The Fund's objective is to support:

- Presentation and exhibition of high quality artistic work in the Shenkman Arts Centre
- Local artists and arts organizations in the Ottawa Region
- Access of Shenkman Arts Centre spaces by non-resident artists and arts organizations
- English, French and bilingual artistic activities in the Shenkman Arts Centre
- Collaborative projects involving more than one artist and/or arts organization
- Resident Arts Partners of the Shenkman Arts Centre

***“The success of the fundraising campaign is a testament to the value our community places on having a strong and vibrant arts sector.”***

The success of the ARTicipate Endowment Fund campaign speaks to the vision, dedication and unwavering commitment of many people. It was a privilege for me to work with the community leaders on the Campaign Cabinet, community volunteers as well as the staff and board of AOE Arts Council. Over the past three years, I have seen the endowment fund grow and with it an emerging sense of ownership and community pride in the Arts Centre, as well as excitement for the broad-range of artistic activity that takes place within it.

The awarding of the first grants from the ARTicipate Fund was a major milestone and just the beginning of what can be achieved when many people come together with a common goal. The ARTicipate Endowment Fund now has a solid foundation and will continue to grow. As it does, we will all benefit from the range and quality of artistic experiences made possible by the ARTicipate grants; both today and for years to come.

My deepest thanks to all who have made this dream a reality.



Ronald F. Caza, ARTicipate Campaign Chair

### Message from the Director of the ARTicipate Endowment Fund

Proud of our journey, we are thrilled to present you with the first ARTicipate Endowment Fund Report spanning 2007-2010. This report wants to trace the history of the Fund, recognise the numerous contributions making this project possible and present their positive impact on the artistic community.

I am extremely grateful for the leadership and dedication shown by so many in our community for this ambitious project. In particular, I would like to thank the Chair, the Cabinet and the ambassadors of the ARTicipate Campaign, the entire AOE team as well as all of our community volunteers and the hundreds of ARTicipate donors for their commitment to the cause. It was with your support and the relationships that we created, that we were able to achieve our goal of building a Fund to support artists and artistic activities in the Shenkman Arts Centre.

In 2010, the ARTicipate Endowment Fund disbursed nearly \$53,000 in grants to the local artistic community. This is an achievement of which we can all be very proud.

I thank everyone who has made this Fund and the ARTicipate grants possible and look forward to your continued support.



Chantal Rodier, Director of the ARTicipate Endowment Fund

***Margaret Mead’s words encapsulate the spirit of our collective accomplishment, “Never doubt that a small group of thoughtful, committed citizens can change the world: Indeed, it’s the only thing that ever has.”***

### Message from the Executive Director & President of AOE Arts Council

After years of dreaming about the ARTicipate Endowment Fund and believing it could be achieved, we are thrilled that the dream has become a reality. Its success is a testament to the power of dedicated citizens and innovative partnerships.

AOE Arts Council had the vision to create a fund to enhance and support artistic activity at the Shenkman Arts Centre. The City of Ottawa believed in this vision, and more importantly, in our ability to achieve it. As an active partner, the City was instrumental in our success.

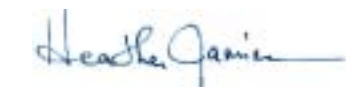
The process has truly been a community-building experience, one that has engaged and excited people from all walks of life. The magnificent donor wall that was unveiled and celebrated on May 19, 2010 pays tribute to all those who have shown their support for a vibrant arts centre and arts community.

With your support, AOE Arts Council and the ARTicipate Endowment Fund team are as determined to continue to build the fund as we were to create it.

The more it grows, the more it gives.



Christine Tremblay, directrice générale



Heather Jamieson, présidente du Conseil d’administration

### About the Fund

The Fund’s investment revenue is disbursed each year in the form of grants to local artists and arts organizations, as well as to the Resident Arts Partners of the Shenkman Arts Centre. The ARTicipate Grant Program officially launched its first funding cycle in June 2010 which resulted in nearly \$53,000 being awarded in grants. A portion of the investment revenue is used for the ARTicipate operations.

***“In 2010, the ARTicipate Endowment Fund disbursed nearly \$53,000 in grants to the local artistic community. This is an achievement of which we can all be very proud.”***

### We thank the ARTicipate Endowment Fund Cabinet

Left to right: Ronald F. Caza, Alan Morissette, Michael Curran, Bernard Grandmaître, Ned Lathrop, Jim Orban, Cathy Valesquez, Christine Tremblay, Chantal Rodier



# ARTicipate Fundraising

The ARTicipate fundraising campaign officially kicked off in September of 2007. This phase of the campaign brought in many naming opportunities and began the process of engaging community involvement with the ARTicipate project.

## The Community Campaign

*It was exciting and gratifying to meet so many of our donors and realize the strong commitment to the arts that exists in our community!*

Launched in January 2010, the Community Campaign encouraged members of the community to be part of the ARTicipate Pioneer Donor Wall.

During this phase of the Community Campaign, more than \$100,000 was raised in less than six weeks. Behind each donation was a different motivation: some donated in the name of a child who had found their passion in the arts; others donated in memory of a friend or parent; many gave because of their inherent belief in the social and economic value of a strong local arts community.

Members of the arts community also gave to the campaign because of their belief in what we are doing. Our political, business and community leaders were equally generous in their support.

## Seat Plaques

Seat plaques in the Harold Shenkman Hall are also being sold at \$500 and \$750 to support the Fund. Please consult the list of seat plaques sold on our website [articipate.ca](http://articipate.ca).



## New ARTicipate.ca Website

The new ARTicipate website was launched in the fall of 2010. This dynamic new site features an expanded online donation tool, as well as information for donors on the many options available to support the Fund.

*The site also offers a new virtual donor wall, donors' testimonials and success stories from our grant recipients.*

For potential grant applicants, the site has information on the granting program and lists of past recipients.

## Naming Opportunities

A large portion of the Fund's capital was derived from the purchase of naming rights in the Centre, including venues, galleries and studios. A few naming opportunities remain. The following naming rights have been purchased :

1. Salle Harold Shenkman Hall & Shenkman Arts Centre: \$1 Million
2. Agora Minto-Orléans: \$250,000
3. Galerie d'art Trinity Art Gallery: \$250,000
4. Théâtre Richcraft Theatre: \$200,000
5. Bar MIFO: \$50,000
6. Studio de danse Ottawa Citizen Dance Studio: \$50,000
7. Studio de musique Orléans Star - L'Express Music Studio: \$50,000
8. Studio Simone and John Joanisse Studio: \$25,000
9. Studio Bel-Air Studio: \$25,000
10. Galerie Dust Evans Gallery: \$25,000
11. Salon des bénévoles Bank of America Volunteer Lounge: \$25,000
12. Studio KTL Group Studio: \$15,000

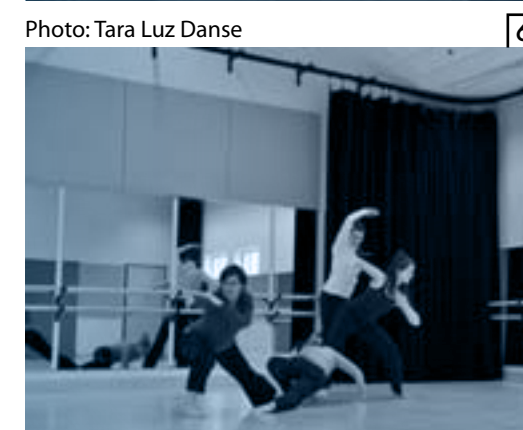


Photo: Tara Luz Danse

Photo: Students and Instructors of OSA

Photo: Students of OSA

Photo: Students of OYP Theatre School

Photo: Cumberland Community Singers

### ARTicipate Project Grant

Applications for the first ARTicipate Project Grants funding cycle became available in June 2010. Eleven applications were submitted and reviewed by a jury made up of representatives of the arts community and the Shenkman Arts Centre. After a diligent review process, eight applicants received grants.

The positive impact of these first grants is already being felt by the local arts community and Shenkman Arts Centre audiences. For many of the grantees, the grant was the incentive for presenting at the Shenkman Arts Centre, introducing audiences to a wide range of quality artistic activity and achieving the Fund's goal to support and develop artistic activity at the Centre.



Kasturi Mishra in Gharana Arts' *Ekalavya*, Harold Shenkman Hall



Alanna Baird and her daughter, *Metamorphish 2010* Trinity Art Gallery

#### One local artist received a grant of \$1,000:

Ottawa artist Alanna Baird received the ARTicipate Endowment Fund's first grant cheque. The grant was used to provide equipment to animate her sculpture exhibit, **Metamorphish 2010 – A Year of Evolution** at the Centre.

#### Seven local arts organizations have each received grants of \$2,000. They are:

Visual art collective **Blink Gallery** for their group show, *Threaded: Homage to Louise Bourgeois*. Eight artists will create diptychs that reflect the connecting threads between their works with those of Louise Bourgeois.

**Digi60 Film Festival** for their **2010 Festival** that challenged Ottawa-area filmmakers to write and shoot a short digital film in 30 days. The ARTicipate grant was a catalyst for partnerships between Digi60 and other arts organizations.

Filmmakers of the *Digi60 2010 Festival* in the Richcraft Theatre



**Gharana Arts** for their production of *Ekalavya*, a mythical story about a warrior's devotion, love and sacrifice. This story is seen by the company as metaphor for the challenges faced by many multicultural artists who practise traditional arts in North America, far from their teachers and culture. The grant was to enhance the production and bring award-winning dancers to the performance.



A scene from Vintage Stock Theatre's *A Dickens of a Christmas* in the Richcraft Theatre

**Ottawa Theatre School** to bring their production of *Under Milk Wood* by Dylan Thomas to the Shenkman Arts Centre, providing third-year students with the educational and essential experience of participating in a professional production and exposing audiences to new and emerging theatre talent in Ottawa.

**Propeller Dance** for their self-produced largest production of the year, *FULL RADIUS*, at the Shenkman Arts Centre. *FULL RADIUS* will speak to the beauty and power of the body in all its diversity. Propeller Dance is Ottawa's contemporary dance organization integrating dancers with and without disability.

*Suzuki Music Chamber and Ensembles Concert 2011* will feature **Suzuki Music's** senior students performing a variety of selected chamber music masterworks, in the classical repertoire, on various instrument ensembles and combinations in a professional venue.

**Vintage Stock Theatre** used their grant to hire a number of professional cast and crew members to work with the community theatre company in their presentation of *A Dickens of a Christmas* in the Shenkman Art Centre's Richcraft Theatre.

### ARTicipate Resident Arts Partner Grant

In addition to the project grants, the initial ARTicipate grant cycle provided nearly \$38,000 in grants to the five Resident Arts Partners of the Shenkman Arts Centre: OYP Theatre School, Gloucester Pottery School, Ottawa School of Art - Orléans Campus, AOE Arts Council and Mouvement d'implication francophone d'Orléans (MIFO). These grants were provided to enhance their artistic programming and services at the Centre.



**Financial Overview 2007-2010**

AOE Arts Council established a partnership with the City of Ottawa and took the responsibility for the development and growth of the (Orléans) Shenkman Arts Centre Endowment Fund known as the ARTicipate Endowment Fund. AOE and the City agree that the funds within the Endowment Fund are neither the property of the City nor the property of AOE. They are designated funds donated by public and private donors specifically to the ARTicipate fundraising campaign for the ARTicipate Endowment Fund, held in trust in a reserve fund of the City of Ottawa.

The capital investment will be protected in perpetuity and will be available to neither party as a source of revenue or income. The annual income interest will be disbursed from the ARTicipate Endowment Fund by AOE every year. This annual disbursement will be managed by AOE in partnership with the Shenkman Arts Centre and will be reviewed annually.

**Building an Artistic Fund for Generations to Come**

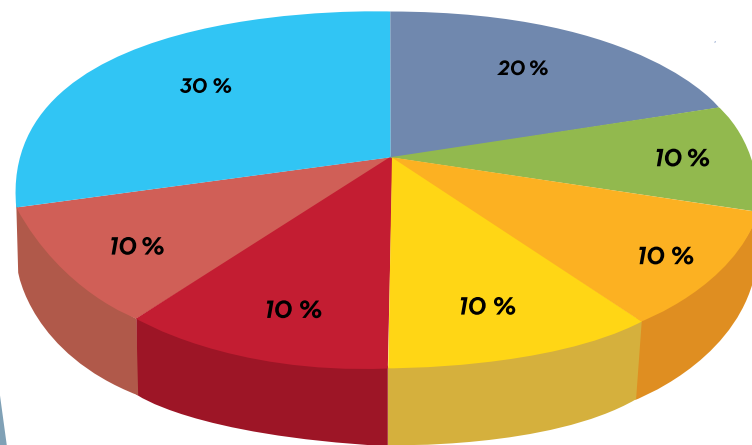
As of December 31, 2010, the fund had reached \$4.7 million in pledged donations. Sources of revenue for the ARTicipate Endowment Fund came from naming opportunities in the Shenkman Arts Centre, seat plaques sold in the Harold Shenkman Hall, a 15% commission from art sales in the Trinity Art Gallery and donations from the Community Campaign.

**ARTicipate Endowment Fund Progress**

	2007	2008	2009	2010
AMOUNT PLEDGED*	\$3,517,950	\$3,850,557	\$4,285,758	\$4,661,573
FUND PROGRESS	\$2,500,000	\$2,920,027	\$3,312,956	\$3,809,349
INTEREST INCOME	\$114,250	\$103,000	\$75,857	\$70,705**
INTEREST RATE	4.00%	3.87%	2.47%	2%**

\* Multi-year pledges  
\*\* Estimated

2010 ARTICIPATE ENDOWMENT FUND INTEREST INCOME DISTRIBUTION



ARTICIPATE PROJECT GRANTS

■ Grants to the Artistic Community

ARTICIPATE RESIDENT ARTS PARTNER GRANTS

- AOE Arts Council
- Gloucester Pottery School
- MIFO
- Ottawa School of Art - Orléans Campus
- OYP Theatre School
- ARTicipate Operations

MAJOR DONORS

FOUNDER \$250,000 +

Government of Ontario  
Minto Foundation Inc.  
John and Jennifer Ruddy  
Shenkman Family Foundation

VISIONARY \$100,000- \$249,999

Singhal Family Foundation

PATRON \$25,000 - \$99,999

Richard Abboud and Jitanjli Datt  
AOE Arts Council

Bel-Air Lexus Toyota  
Dust Evans Lawyers / Avocats  
Forum Equity Partners Inc.  
Simone and John Joannis  
MBNA Bank of America  
MIFO  
Orléans Star - L'Express  
Ottawa Citizen

BENEFACTOR \$10,000 - \$24,999

Atomic Motion  
Orléans Chamber of Commerce  
The KTL Group, Inc.  
LaLande + Doyle Architects Inc.

CHAMPION \$5,000 - \$9,999

Place d'Orléans  
Maureen Shenkman

COMMUNITY LEADER \$2,500 - \$5,000

BERTSCHI ORTH SMITH LLP/s.r.l.  
Lyne et Ronald F. Caza  
Doug Feltmate & Lisa DiNoble  
Louise Ouellette & Denis Vézina  
OYP Theatre School  
Régimbal Promotions Ltd.

**Donor Recognition**

All community, individual, business and major donors to the ARTicipate Endowment Fund were honoured by the unveiling of a stunning, multi-paneled glass Donor Wall on May 19, 2010. The 26-foot high wall, located in the upper lobby of the Shenkman Arts Centre, displays the names of the donors who have grown the fund to \$4.7 million.

The unveiling of the donor wall was combined with the first annual Donor Recognition event; an elegant affair with nearly 300 guests in attendance. The wall will be updated annually to recognize donors who continue to grow the fund.

The many generous gifts, ranging from \$50 to \$1 million, represent community spirit at its best. All donors who gave before April 1, 2010 are permanently honoured as Pioneer Donors on the Pioneer Donor Wall. Donors who give a cumulative amount of \$2,500 or more will be recognized on the Permanent Donor Wall.



Above: Alison Feltmate finding her name on the ARTicipate Donor Wall at the unveiling May 19, 2010.



Above: ARTicipate Major Donors in front of the ARTicipate Donor Wall at the unveiling May 19, 2010



Sod Turning Ceremony for the Shenkman Arts Centre, June 2007. Kathi Langston, Marie-Claude Doucet, Heather Jamieson, Christine Tremblay, Patrick Bourbonnais, Yvonne Wiggers, Susan Wadby Smith

Christine Tremblay, Chantal Rodier and Sandra MacInnis



MIFO presenting their donation to the ARTicipate Endowment Fund, May 2010. Marie-Claude Doucet, Jocelyne Agnew, Chantal Rodier, Christine Tremblay



Bill Shenkman marking the campaign progress at the ARTicipate Campaign Launch

## Milestones

Presenting an ARTicipate Resident Arts Partner Grant to OYP Theatre School, September 2010. Chantal Rodier, Cassandra Olsthoorn, Lennis Poupore, Kathi Langston



4

- #1/ ARTicipate donors and the Donor Wall.
- #2/ Shenkman Arts Centre architects, Philippe Doyle and Louise LaLande of LaLande + Doyle Architects Inc.
- #3/ Kris and Manju Singhal from the Singhal Family Foundation
- #4/ John Ruddy, Trinity Development Foundation, Christine Tremblay, Chantal Rodier
- #5/ Heather Jamieson, Christine Tremblay and Chantal Rodier
- #6/ Brad Evans, Gerry Dust from Dust Evans Lawyers/Avocats, Christine Tremblay and Chantal Rodier
- #7/ Matthew Harding, KTL Group Inc, with his wife Andrea Harding
- #8/ Heather Jamieson, master of ceremonies Denis St-Jules and Christine Tremblay



2



ARTicipate Campaign Launch, September 2007. Ronald F. Caza, Bill Shenkman, Christine Tremblay, Larry O'Brien, Eric McKay, Phil McNeely, Madeleine Meilleux, Royal Galipeau, Jim Orban

Presenting an ARTicipate Resident Arts Partner Grant to Gloucester Pottery School, September 2010. Chantal Rodier, Cassandra Olsthoorn, Rosemary Swan, Wendy Snyder



6



3



4



5

Presenting an ARTicipate Resident Arts Partner Grant to Ottawa School of Art, November 2010. Chantal Rodier, Jeff Stellick, Cassandra Olsthoorn



6



7



8



Official opening of the Shenkman Arts Centre, June 2009. Jocelyne Agnew, Jeff Stellick, Kathi Langston, Rosemary Swan, Christine Tremblay, Bill Shenkman, Rainer Bloess, Phil McNeely, Diane Dean, Michel Bellemare

## Unveiling the Donor Wall, May 2010

