

# LAKESHORE ARTS IMPACT REPORT 2020-2021



LSA

LAKESHORE ARTS

CONNECTING COMMUNITIES  
THROUGH ART

LAKESHOREARTS.CA  
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# EXECUTIVE DIRECTOR'S MESSAGE

While 2020–21 was certainly a year of challenges, LSA was still able to deliver amazing programming to a wide range of community members, continue working with incredibly talented artists, while also partnering with many community service agencies. We had set out to do a community needs assessment as well as develop a new strategic plan however as an organization we needed some time to refocus internally and develop a stronger foundation before embarking on these strategic projects.

In the Spring of 2021 we began working with Nadia Bello to develop a community decision making model, and we will continue this work into 2022. This has been a year of numerous successes which included the hiring of two new key staff members: Sharon Zarita filling the Operations Manager position and Nadijah Robinson filling the Program Manager position. Together and in their respective roles over the past year, they have helped strengthen and support the organization's operational and programming capacity.

Zarita led the organization's first ever Spring Card Fundraiser, which raised over \$1000 in support of our core programming. With funding from the Metcalf Foundation, Nadijah developed a new partnership program called "Drama Queens" in partnership with the Jean Augustine Centre for Young Women's Empowerment. The program explored contemporary, popular and social forms of performing arts and ended in a final showcase developed by the youth and supported by the artists. While our Community Project Space was not physically open this year, Jacqui Arntfield the Community Project Space Curator did amazing work in bringing the CPS project Desire(d) Paths by [Colectivo Satelital](#) online through a participatory virtual exhibition which included an interactive website and a free workshop series that reimaged systems of identification, importation, transportation and communication in relation to national borders.

Our programming this year continued to focus on breaking down barriers to accessing the arts – with our fundraising going directly

towards making sure we continue to provide and expand these opportunities. None of this would have been possible without our incredible staff, artists and volunteers!

As an organization we joined the [South Etobicoke Community Cluster](#). This group was initially established by the City of Toronto and United Way to bring together community agencies in different neighbourhoods to meet and develop strategies and initiatives to better serve the needs and gaps in the community during the pandemic. Being a part of this group has been not only a means of developing new relationships and deeper connections, but it has also been a way for us to work collaboratively and more holistically in addressing the needs of the community. An example of the amazing work that has come from this group working together is the South Etobicoke Community Remembrance Gathering, an event that remembered, honoured and celebrated loved ones who have died over the past two years – organized by Jacqui and Zarita alongside staff from other organizations, which was an event to remember, honour, and celebrate the loved ones who have died over the past two years due to the pandemic or by other causes.

We also saw a huge outpouring of financial support from the South Etobicoke Community and their annual holiday Facebook group fundraiser, where together they raised over \$23,000 by auctioning off prizes donated by local businesses. We were thrilled to be one of the six featured charities and received over \$2500 in donations from this amazing group of people.

We were also able to further diversify our funding streams to support new and current core programs including ArtworxTO funding to partner with our sister [LASO's](#) for the Local Discoveries project which is animating existing public art located outside the downtown core. I want to thank all of our staff, artists, community partners, board members, and all those who have contributed to our impact – thank you! We look forward to what this next year brings and to our continued collective impact.

With gratitude,  
Ashley Watson, Executive Director

## OUR MISSION

As a registered charitable not for profit community arts organization, we are dedicated to engaging all peoples using multidisciplinary art forms as a way of enriching lives and strengthening Toronto's communities.

## OUR VISION

For creativity and collaboration to drive cultural, social and artistic growth and help build inclusive, healthy communities.

## OUR VALUES

Collaboration and partnerships, sustainability, respect, access, and lifelong learning.

## HIGHLIGHT OF OUR IMPACT

**127**

Children and Youth Served

**107**

Artists Employed

**18**

Partnerships

**27,173**

Social Media Audience Reach

**16,650**

Online Exhibitions, Viewers & Participants

**28**

Community Projects & Events

**341**

Program Participants



## OUR PROGRAMS

# COMMUNITY PROGRAMS: CHILDREN & YOUTH

### YOUTH CLIMATE COLLECTIVE

The Youth Climate Collective (YCC) is a group of Toronto based youth exploring the intersection of art and activism and the role of creativity in tackling the climate crisis, guided by expert mentors. Meeting virtually, the YCC learned about online advocacy, while planning and activating green initiatives in Toronto, culminating in a collaborative Earth Day video about the world the youths would like to see. Watch and share the video to amplify their efforts: [WATCH NOW](#)

### YCC ONLINE

YCC youth created a series of creative environmentally friendly challenges that explore small ways to combat climate change that were shared weekly via social media in the Fall of 2020.

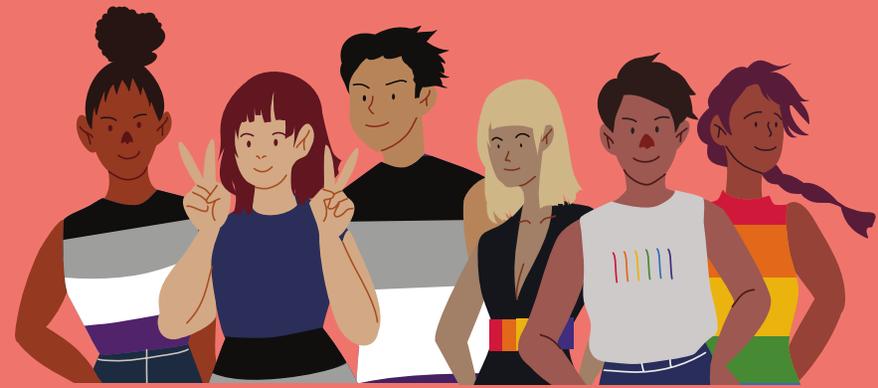


### PA DAY CAMP

Children (ages 8-12) joined professional artists from a variety of disciplines to explore new art forms and techniques in PA Day Camps. They virtually got creative in a multifaceted exploration of arts and expression.

MY DAUGHTER IS LOVING THESE WORKSHOPS! THEY ARE BUILDING HER CONFIDENCE AND SHE LEAVES HER CAMERA ON WHICH DOESN'T HAPPEN IN VIRTUAL LEARNING!

- PA DAY PARENT



### Q SUMMIT MENTORSHIP PROGRAM

Q Summit is an online spoken word and poetry program delivered by queer artists to engage LGBTQIA2+ identifying youth and allies. Participants explore topics of identity and self-expression, while developing their poetry skills. The sessions culminated in an anthology of the participants' works created during the workshops and a live-stream event where participants performed selected works from the collection.

DOWNLOAD QUEER AS IN HERE ANTHOLOGY TO READ THE POETRY COLLECTION PRODUCED BY THE YOUTH [HERE](#).

### SUMMER CAMP 2021

In Summer 2020, children (ages 8-12) worked with Indigenous professional artists to explore the art forms of break dancing, graffiti writing, and printmaking in a week-long virtual day camp with Lakeshore Arts.

### DRAMA QUEENS

A partnership with the Jean Augustine Centre for Young Women's Empowerment, Drama Queens was a 6-week performing arts program for girls in grades 6-8. Facilitated by four artists, the workshops covered four different art mediums: theatre, spoken word, dance, and music. The program ended in a video screening of highlights from Drama Queens and a show and tell of works participants created during the program.

## OUR PROGRAMS

# COMMUNITY PROGRAMS: ALL AGES

## ELEMENTS OF THEATRE

Elements of Theatre: -Online is a drama and performance workshop series for people with an intellectual disability who are members of Community Living Toronto. Each week, participants of all skill levels took part in improv sessions to learn and build skills in a range of areas including musical theatre, singing, dancing, movement, comedy, character development, voice and text work, confidence building, and more. Participants connected with friends, expressed themselves through different art forms, and, most importantly, had fun! Enjoy their original song "Snowbird" [HERE](#).

## LOCAL VOCALS

For the 2021 summer session, Local Vocals moved online for a 4-week music and singing program open to adults of all musical abilities. Participants practiced popular songs in a relaxed and friendly environment.

## WRITE BY THE WATER

Write by the Water is a summer writing workshop for BIPOC writers over 18 years old. Originally meeting by the water, this program moved online and is a space for participants to hone their writing skills, self-reflect, storytell, build relationships, develop personal writing habits, and develop their careers. The final assignment of Write by the Water was to write a personal manifesto exploring their reasons for writing.

## LAKESHORE LODGE SENIORS PROJECT

In partnership with Lakeshore Lodge, a City-operated long-term care home, this project provides visual arts programming to the home's residents to address social isolation and prompt creative expression.

While this program was set to launch in January of 2021, launching was delayed due to COVID-19 restrictions; as such, the Seniors Lakeshore Lodge began at the end of this fiscal year and is ongoing until February 2022. The final project is taking shape and will beautify the common spaces within Lakeshore Lodge with Residents' artworks.

## EVENTS/FESTIVALS/PERFORMANCES

### BLACK HISTORY MONTH

For Black History Month, LSA launched Treasures of Ours, a crowdsourced campaign showcasing objects of cultural or personal significance to members of the Black community. The collection of submitted works was displayed through an online exhibition at the end of the month. Additionally, each week in February, a different emerging or mid-career artist from the Black community took over LSA's Instagram to share their creative works, their professional and artistic journeys, and their current projects. -The online exhibition lives permanently on our website, explore it to learn about how different cultural treasures within Black communities are represented. [EXPLORE NOW](#)

## EXHIBITIONS

### COMMUNITY PROJECT SPACE

#### DESIRE(D) PATHS - COLECTIVO SATELITAL

Desire(d) Paths was a participatory virtual exhibition by Colectivo Satelital that invited audiences to explore systems of communication, transportation, importation and identification, particularly how these systems relate to the process of navigating national borders. Through an interactive website and a free biweekly workshop series, the project invited the public to use multiple art forms to envision new systems and create alternative pathways to navigating cross-border relationships.

# TESTIMONIALS

## Q Summit Mentorship Program

"During my time working as a writer and researcher for LSA's Pride Month content, I was met with the utmost respect and understanding, as well as flexibility and honest, valuable feedback. I thoroughly enjoyed the experience, and the opportunity it presented to me. I loved sharing my work with the LSA community and collaborating with my coworkers. The atmosphere was extremely welcoming, and I would gladly work for them again."

-Jules (Writer/Researcher during Pride Month)

"I would give a 5/5 because I genuinely enjoyed my experience in the program. Many times there are youth programs that don't transfer onto online platforms easily, but QSummit adapted really well. The facilitators and the other participants really made the space feel welcoming and safe, as well as the laid-back nature of the program was a big plus for me. I learned a lot of new skills that I wouldn't have learned anywhere else."

- Rachel



## Write By The Water

"Whitney French's infectious exuberance for writing comes through in her teaching.

Write by the Water introduced me to many great individuals and impressed upon me the importance of having a supportive writing community. I

appreciate Whitney's inclusive pedagogical methods in which it felt safe and exciting to create and share" -

Aileen

## Local Vocals Choir

"The program helped me feel more confident and connected with others. It helped me with memory and with singing skills. I felt more joyful from the program."

- Local Vocals Participant

## Drama Queens

"I learned that your ideas can always be useful and the highlight of this program was when we got to learn Tiktok dances."

- Zion

## P.A Day Camps

"Thanks again for these wonderful workshops, my daughter is loving them and they are great to help her build her confidence. She leaves her camera on for these sessions which is huge for her. She can't do the same for virtual learning!"

- P.A Day Participant Parent



## COMMUNITY PROGRAMS: PUBLIC ART PROJECTS

### EIGHTH STREET SKATEPARK MURAL PROJECT

21

PUBLIC ART  
MURALS  
CREATED

The Eighth Street Skatepark Mural Project is an ongoing project initiated in 2017, with the goal of enhancing the Etobicoke-Lakeshore community skatepark and showcasing the talents of local mural artists. Most recently 5 new murals, covering approximately 750 square feet, were painted in the Summer of 2020, adding to the existing murals created since the project launched .

### ETOBICOKE LAKESHORE BELL BOX MURALS

54,750

MURALS AND  
EXHIBITION  
AUDIENCES

In the Summer of 2020, LSA partnered with Community Matters Toronto, Ward 3 Etobicoke-Lakeshore councilor Mark Grimes, City of Toronto to bring 16 new Bell Box murals to the Long Branch and Alderwood neighbourhoods by a group of talented artists, ranging from emerging to established.

## PARTNERSHIPS/COMMUNITY GOODWILL

### SUMMER MUSIC SERIES

In the Summer of 2020, in lieu of in person concerts, LSA partnered with Mimico BIA to create virtual one-night performances for community members to tune in from the safety of their homes.

The musical series took place on multiple Friday nights featuring local bands and musical acts at Amos Waites Park.

### YCC PARTNERSHIP WITH KCS

In the Fall of 2020, LSA brought the Youth Climate Collective to Kingsway College School. This program gave the students a chance to have their voices heard and their creative ideas realized. This online program met once a week, and with the guidance of a climate change expert facilitator and visual arts facilitator, had the chance to plan and learn about green initiatives and how art can play a role in climate change advocacy

## FUNDRAISING EVENTS

### SPRING CARD FUNDRAISER

The Spring Care Cards fundraiser aimed at providing ways for the community to connect with their loved ones during the isolation of COVID. Supporters bought illustrated spring-themed cards to send their loved ones messages or donate cards to be distributed to community members with encouraging messages. Through this fundraiser over 50 cards were sent to uplift the community, and \$898 raised to support LSA programming.

-I LOVE THE CARDS SO MUCH I AM GOING TO FRAME THEM AND HANG THEM, ESPECIALLY THE WRAPPED IN LOVE AND BUTTERFLY PARK DESIGNS.

- NICOLE, SPRING CARDS BUYER

### GIVING TUESDAY/YEAR END GIVING

We invited the community to support Lakeshore Arts financially through the annual Giving Tuesday campaign and Year-End Giving. Through social media campaigns and other avenues, these fundraisers raised \$4040 which was directly channelled to our programs that kept the community creatively connected despite the pandemic.

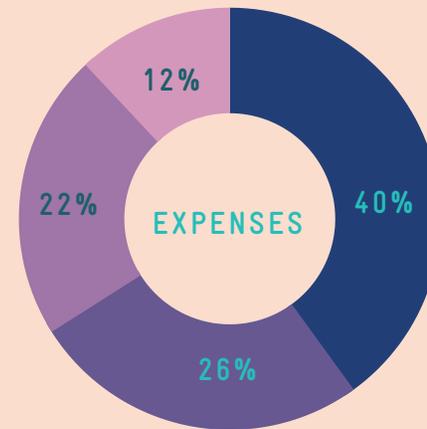
# TREASURER'S REPORT

It is a great honor to present the Treasurer's Report for the fiscal year commencing August 1, 2020 and ending July 31, 2021. The financial accounts presented here have been audited by Jeffrey D. Milgram Professional Corporation and approved by the Board of Directors on October 18, 2021. As part of our funding envelope from Art Services, the City of Toronto, Lakeshore Arts received status quo operating funding of \$313,430. These funds were used to invest in staff as we strive to create fair and equitable wages, provide benefits as well as pay for operational needs that include rent, insurance and utilities. One-third of the operating funding paid for program materials and bursaries. Our funding from Ontario Lottery and Gaming Association, secured in January 2018 through a charity bingo license, although interrupted by the pandemic, had amassed to \$11,993. These funds were to be used specifically for artist fees and program materials and allow us to continue to work with over 100 amazing artist facilitators and educators to deliver ongoing programming.

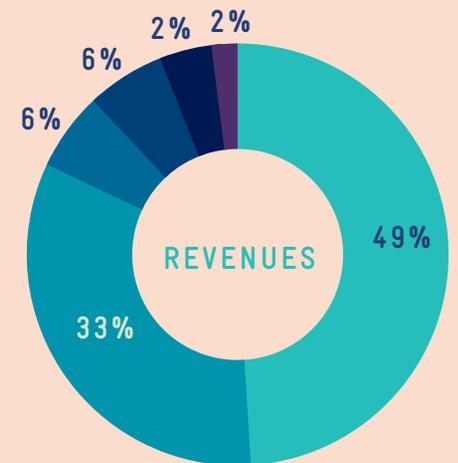
New funding included donations from the Johansen-Larsen Foundation, the Audrey Hellyer Foundation, the TD Securities Underwriting Hope charity, and the RTO Foundation. We received a continued commitment from the Government of Canada, Ministry of Employment and Social Development, \$25,000 Horizons for Seniors grant to begin a local senior-engaged arts program with Lakeshore Lodge. Pandemic relief funds included an additional interest-free credit line of \$20,000 to support cash flow, \$167,886 in wage subsidies and \$23,831 in rent relief grant (CECRA). We currently have three short-term investments held at Alterna Savings which will reach maturity by August 2022, with an increase this year in face value from \$52,246 to \$152,873. Our surplus at year end was \$321,548; a 5 year surplus plan has been created to ensure equitable compensation increases, Equity Diversity and Inclusion, and diversifying our earned revenue streams. The main sources of income are currently stable and for the months that revenue dropped, we are still eligible for salary subsidies.

With a shift to online programming, while still deferring funds from 2020, public sector funds from all levels of government equal 88% of total revenues, with pandemic funding comprising over one-third of grants funds. It must be stressed that the current income levels are, of course, made possible only by the continued efforts of the staff under the direction of the Executive Director, with support from the membership – both within and outside the Board of Directors. Lastly, I would like to offer my continued thanks to the Executive team for their support of myself and this organization, and to our bookkeeper, Cara Jordan, for her enthusiasm for numbers and passion for Lakeshore Arts.

## 2020-2021 FINANCES



**Artist's Fees & Programming: 40%**  
**Salaries & Benefits: 26%**  
**Operating & Facility: 22%**  
**Fundraising & Marketing: 12%**



**Public Sector Operating: 49%**  
**Pandemic Grant Funding: 33%**  
**Earned Revenue: 6%**  
**Public Sector Projects: 6%**  
**Foundations and Bingo: 4%**  
**Donations & Sponsorships: 2%**

**NOTE:** The percentages for the fiscal year 2020/21 are derived from the audited statements of lakeshore arts, audited by Jeffrey D. Milgram professional corporation. The full audited statements may be obtained by contacting Lakeshore Arts at 416-201-7093 or info@lakeshorearts.ca

FUNDERS, DONORS, PARTNERS  
**FUNDING AGENCIES**



This project is funded by the Government of Canada.



Johansen Larsen Foundation



**Emergency  
Community  
Support Fund**



**Kiwaniis**  
TORONTO



**United Way**  
Greater Toronto

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 Timothy Ellis  
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**PARTNERSHIPS**

AGO  
 Arts Etobicoke  
 ArtsCan Circle  
 City of Toronto  
 Community Living Toronto  
 Community Matters Toronto  
 Councillor Mark Grimes  
 Dorothy Ley Hospice  
 East End Arts  
 Jean Augustine Centre  
 Kingsway College School

Lakeshore Lodge  
 LAMP Community Health Centre  
 Mimico by the Lake BIA  
 Ontario Black History Society  
 QMap-Rexpride  
 Ridley Funeral Home  
 Scarborough Arts  
 St. Margaret's Anglican Church  
 StreetARToronto  
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Executive Director

**JACQUI ARNTFIELD**  
Community Project Space Curator

**MATT O'CONNOR**  
Program Coordinator

**NADIJAH ROBINSON**  
Program Manager

**SHAKIRA LUKE**  
Marketing and Communications  
Coordinator

**SHARON ZARITA**  
Operations Manager

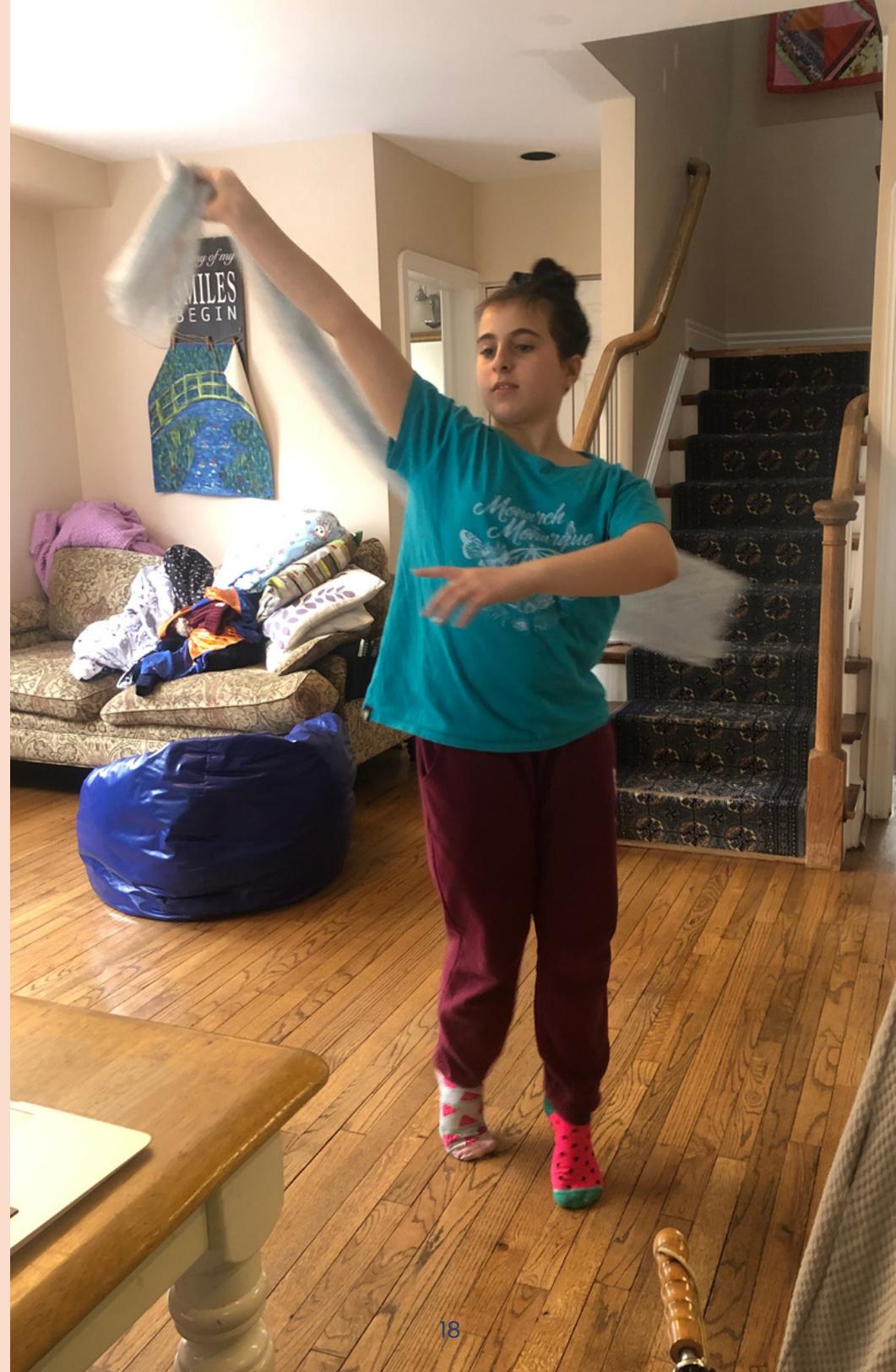
**KADEEM PARCHMENT**  
**CHERYLL-ANN YELOVICH**  
Community Project Space  
Attendants

### CONTRACT STAFF

**CARA JORDAN**  
Bookkeeper

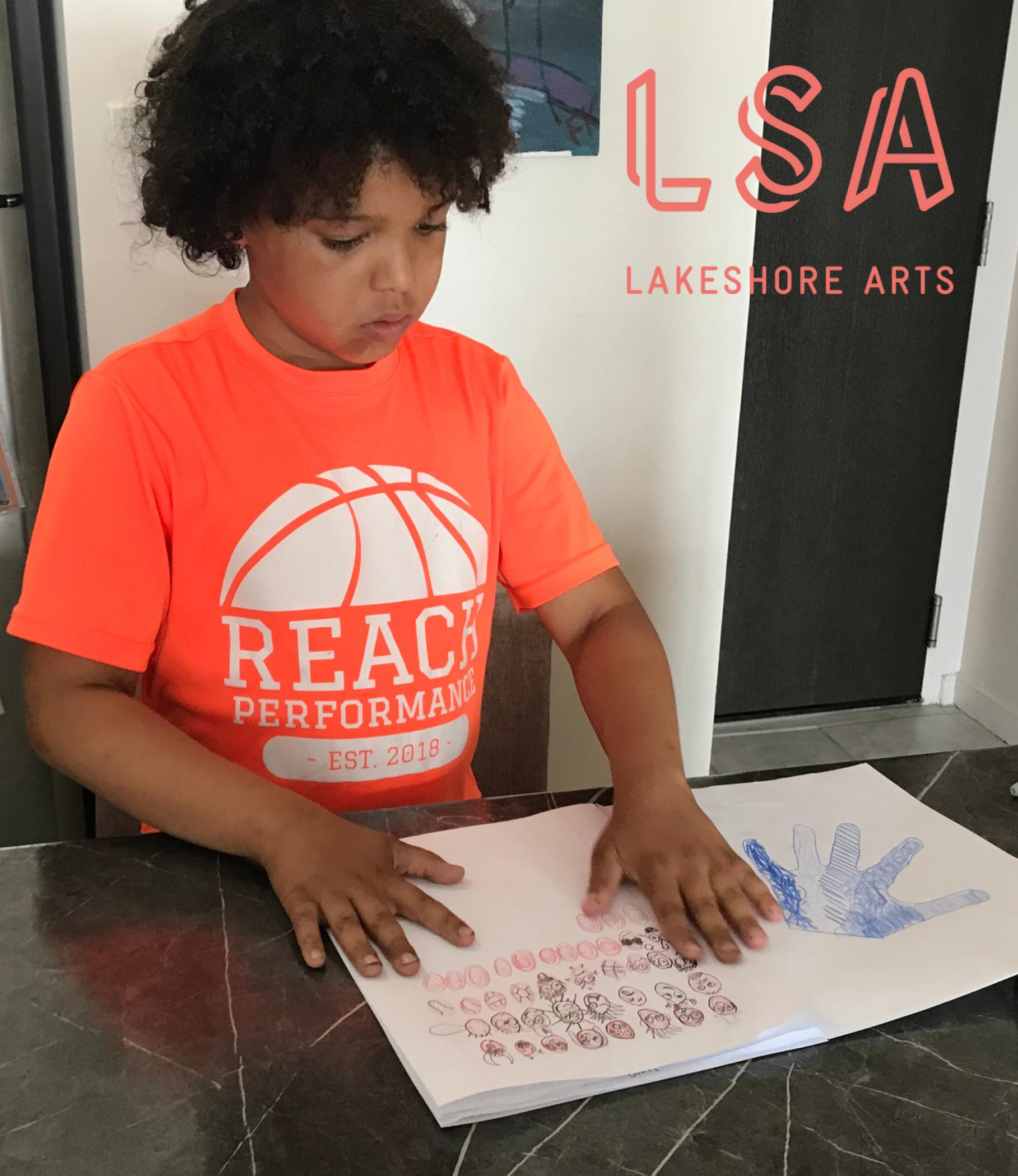
**MEAGAN MABILANGAN**  
Digital Media Assistant

**MEGAN SUE CHUE-LAM**  
Program Assistant



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