



artstarts



#whatif

#artisessential

**A world where art is an essential
part of educating young people**

Annual Report 2017



Message from the Executive Director

One of the most important things I have learned through my role at ArtStarts is that creativity and critical thinking are inextricably linked. They have proven to be essential leadership competencies as they have allowed me to be open to iterate and innovate. My creativity is expressed in everyday moments - it shows up in the way I ask questions, encourage openness to new ideas, and listen to my inner voice. Most importantly I have realized that creativity is a process and not just a single a-ha moment.

Lisa Fitzhugh, founding partner of Creative Ground, writes about how the creative process is complex but also observable and shares the following four indicators of creativity:

1. persistence and discipline;
2. tolerance for ambiguity;
3. reflection; and
4. metaphorical thinking.

I want to share some examples of how the creative process is an embedded part of our organizational culture at ArtStarts. At our last staff planning retreat, we reflected upon our tendency to organize ourselves into silos in the name of efficiency and effectiveness. Using an inquiry based approach we asked the question: "How can we promote collaboration between programs and move beyond our structural silos?" From this process, a new organizational structure was born. We created a new Director of Programs role and after exploring distributed leadership models, created a new leadership team. One of the priorities of our team is to collaborate on the development of an organizational cultural policy, that will guide our programs and best practices.

Reflection was also crucial during the process of completing our first Field of Interest Grant to Vancouver Foundation. This grant invited us to look at our goals through the lens of social change. Through the writing process the problem crystallized – in our culture art is perceived as extra rather than essential. Our social innovation at ArtStarts is to address the root cause of this issue which starts with how young people are taught to think about art at school.

Our approach to achieve greater mission impact is by:

- **Inspiring** belief that art can and should be integrated into all aspects of life and learning;
- **Empowering** educators and artists to build the skills and confidence necessary to integrate art in education, by providing transformational learning experiences, actionable resources and ongoing learning support; and
- **Influencing** the allocation of resources and incentives in the education system to support art in education, by working collaboratively as a network weaver to position the arts as essential in the 21st century.

On behalf of the entire staff and board at ArtStarts, I would like to acknowledge our valued community for the important role that you play. We recognize that the change we seek is complex. The good thing is that complex systems are highly sensitive to small changes. Together we will ensure that art is an essential part of young people's lives. Choose your scale – they all create change.

Warmly,



Navida Nuraney
Executive Director
ArtStarts in Schools

Message from the Board President

Imagine a school without the arts. Words that immediately come to mind are words like 'sterile', 'stifling', 'static'. Now imagine a school where the arts are integrated in every possible way. I see a place that is diverse and dynamic. Where young people feel a sense of belonging. Where learning moves from a one size fits all approach towards a personalized learning approach. Our collective need for creativity, empathy, and complex thinking is more acute today than ever before.

As an educator, I marvel at the reach and impact that ArtStarts has in schools across British Columbia. ArtStarts provides us with access to professional arts programming that would otherwise not be possible in more rural areas of the province, such as Fort St. John. We have a thriving artistic community here, but we don't always have the same diversity or level of professionalism that ArtStarts is able to coordinate for us.

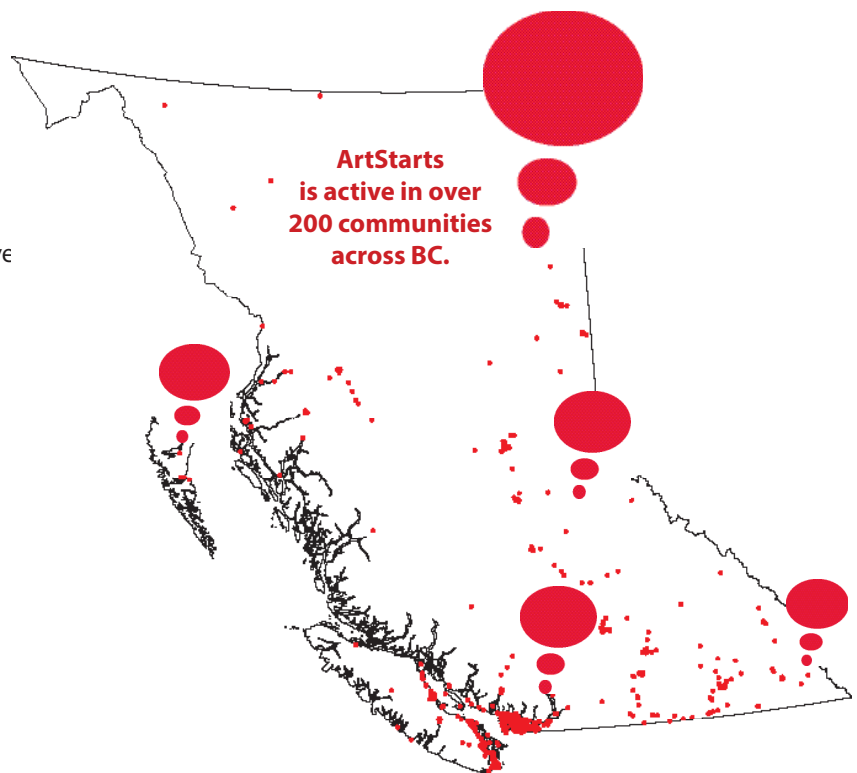
I stepped into the role of Board President at ArtStarts in May 2017. One of the highlights over the past year was the creation of a new board-led Outreach Committee. This committee is working to further identify and develop important relationships between ArtStarts and its publics and supporting board members to increase their capacity to be ambassadors of the organization. On the governance side, we developed and adopted our new Bylaws in accordance with the New Societies Act.

On behalf of the entire Board of Directors, I wish to thank our community of supporters and fellow arts champions who we work with to deliver greater mission impact.

Sincerely,



Stephen Petrucci
Board President, ArtStarts in Schools
Assistant Superintendent, School District 60, Peace River



Performing Artists

On Tour Across BC

ArtStarts brings the best performing artists for young audiences into schools and communities across BC. With a diverse roster of artists representing a wide range of artistic disciplines and cultural backgrounds, ArtStarts provides a convenient, cost-effective service to book touring artists, ensuring that young people across the province have the opportunity to experience the arts firsthand.

artstarts.com/aotd

“We truly appreciate the opportunity to be able to expose our students to a variety of arts performance that enhance their arts education and often inspire them to pursue arts themselves”

—Educator

“ArtStarts is a well respected and much needed organization that I am proud to be a part of. Young people NEED the arts in schools to cultivate their own talents.”

—Educator



1,997 performances

for young audiences took place in over 200 BC communities in the 2016-17 school year

In 2017, ArtStarts touring artists performed across BC and earned an income of

\$1,605,680



Showcase

Connections to Professional Artists

The ArtStarts Showcase is Western Canada's most important performing arts showcase for school and community arts programmers interested in booking performances for young audiences.

artstarts.com/showcase



81 delegates attended Showcase 2017,
representing 42 school districts.

“As per usual your ‘What If’ Showcase theme made me think and inspired me deeply. I am continually inspired to return to my district and empower more arts champions!”

—Delegate

“This was my first opportunity to attend the showcase. I enjoyed the opportunity to see the artists. Incredible performances!”

—Delegate

“The sea of new contacts I have! Now my work has been viewed and well received by many key players in school bookings. I’m thrilled!”

—Artist



Professional Development for Artists & Educators

Highlight from 2017:

Indigenous Learning Lab

The Indigenous Learning Lab was designed by ArtStarts in collaboration with IndigenEYEZ for professional Indigenous artists interested in bringing their art practice into classrooms. The week long program included workshops that were meant to be experiential, conceptually informative and collaborative. This initiative was supported by the BC Arts Council and the Province of BC.

artstarts.com/aill-indigenous

“

On behalf of BC Arts Council, ArtStarts in Schools has been instrumental in delivering hands-on training intensives for artists who wish to work within the BC schools system. More recently, the Indigenous Learning Lab has extended and expanded this training specifically for Indigenous artists' participation, and was a natural progression of the program in acknowledgment of BC's rich and vibrant First Nations, Inuit and Métis artists, and to address the Truth and Reconciliation Commission's 94 Calls to Action. In this way, more school aged children and their teachers can access first-hand experiences with artists working in both traditional and contemporary practices.

Monique Lacerte

Community Arts Development & Partnership Officer
BC Arts Council

“

Our feedback on the last day was incredible. One of the artists, YA'YA, the hereditary Chief Xyadiit, of the Gitksan tribe, FireWeed clan, Kispiox village, who everyone really looked up to as a mentor for his diversity of practice and his positive attitude said he did not want the program to end. He felt that the program and the way it was delivered, with a group of Indigenous Artists was so valuable that it could have been a year long program. He felt he still had so much to learn. He shared that as a professional artist, he had spent most of his career working alone in his studio. During the program, several of the artists had gotten together in the evenings and travelled to support Roxanne Charles in a panel she was speaking in. He was so inspired with everything that he applied to the Artist in Residence program at Vancouver's Skwacheyes Lodge, which allows Indigenous artists to stay at a super low cost for up to three years. He then applied for a six month jewellery smithing program at the Native Education College and was accepted into both.

YA'YA had already been going into schools and now has new tools and an invigorated practice to continue his work.

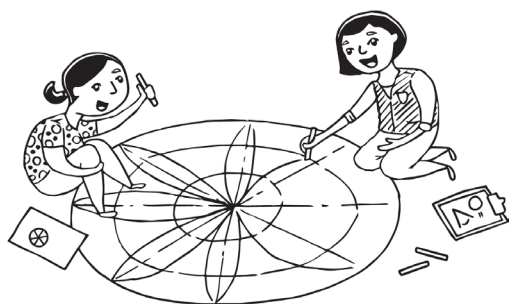
Cindy Charleyboy, Facilitator
Indigenous Learning Lab





Highlight from 2017: Summer Camp

Summer Camp is an experiential professional development series for educators in BC. It promotes confidence in setting educators and their students up for a successful year of openness, curiosity and inclusion. In 2017, through four arts-based workshops, participants built their confidence in their ability to engage with students' critical and creative thinking skills. They focused their lens on personal and social responsibilities through workshops facilitated by experts in their field.
artstarts.com/summercamp



“

I loved Summer Camp! I appreciate the holistic and safe environment that was created which ensured for a rich and fulfilling learning experience. I look forward to bringing these teachings into my professional practice.

Arlene Deptuck, Educator

Arts Integration is an
APPROACH
to TEACHING
in which students
construct and demonstrate
UNDERSTANDING
through an ART FORM.
Students engage in a
CREATIVE PROCESS
which CONNECTS
an art form and another
subject area and meets
EVOLVING OBJECTIVES
in both. Definition developed by
The Kennedy Center

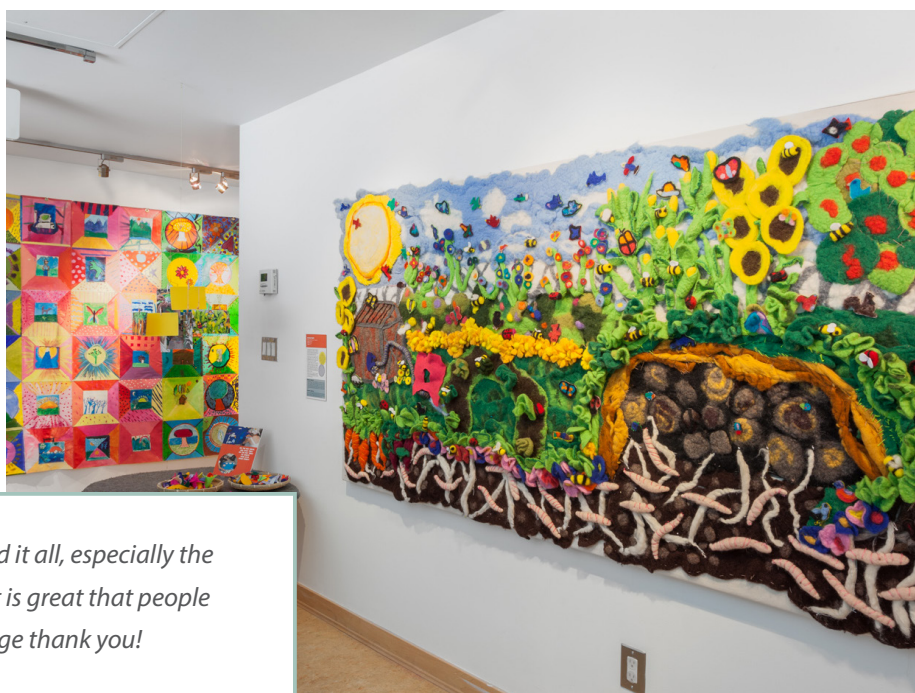


Gallery

Experience art in education

at the ArtStarts Gallery — the only free, public gallery in Canada exclusively dedicated to young people's art. Two exhibitions — *Cause and Effect* and *Beyond Words* — along with two mini-exhibitions in the mezzanine, were mounted in 2017, showcasing the depth and diversity and young people's creativity. artstarts.com/gallery

2,822 students from across the province were represented in the art on display in exhibitions at the ArtStarts Gallery in 2017.



“

Such an amazing place and project. Loved it all, especially the tapestry pieces. Art is so important, and it is great that people are being introduced to it from a young age thank you!

Gallery Visitor

Free community events

offer families a fun and accessible way to engage with a wide range of artistic disciplines and work together to explore their own creativity. artstarts.com/events

2,688 people visited the ArtStarts Gallery in 2017.

2,967 people took part in free community programming in 2017.



Grants

Artists in Education

grants support school districts across BC to program performances, workshops and residencies.

artstarts.com/aie

61

of the 62 school districts leveraged this grant to bring artistic activities to students in remote, rural and urban schools across BC.

Artists in the Classroom

grants bring professional artists into schools for rich learning experiences. Grants offer of up to \$3,500 for small to medium scale projects and up to \$10,000 for large scale projects. artstarts.com/aic

15,135

students learned from professional artists in their own classrooms, opening their minds what's possible in education.

Cherniavsky's Mr Music Fund

makes it possible for students to attend quality live performances of classical and traditional music, opera and ballet. Grants offer up to \$500.

artstarts.com/cherniavsky

Cherniavsky Junior Club for the Performing Arts Society

5,969

tickets purchased provided rich cultural excursions to professional venues, a first experience for many young people.

Creative Spark Vancouver

grants were launched in 2016 to support emerging artists in the City of Vancouver interested in building their careers and working with young people in an arts-based capacity. Grants offer up to \$1,000.

artstarts.com/creativesparkvancouver

755

people took part in creative projects with local emerging artists developing their capacity to work with children and youth.

Creative Spark Columbia Basin

grants support creative projects with young people facilitated by artists in BC's Columbia Basin region. Grants offer up to \$1,000.

artstarts.com/creativesparkcolumbiabasin

616

young people engaged in hands-on arts activities led by local artists, fostering a sense of connection in their communities.

Arts in Education Council of BC Fund

offers grants to support teachers' professional development in the arts. Grants offer up to \$500.

artstarts.com/aiecbc



Grant Recipient Testimonials

“Student engagement, personalized learning, and inquiry were highlights of this learning opportunity. Consistent with the goals of BC’s Education Plan, students had the opportunity to explore curricular competencies in a hands-on, experiential based series of lessons. The art projects the students made were incredible.”

—Rebecca Wall, Teacher

“It was inspiring to see the different ways people were able to advocate for change through forms of art. For once, I was able to see our world through a colorful lens of hope”

—Jessica Sun, Grade 11 Student

“

I started writing this play mid 2015 in the hopes of having this play produced by Studio 58 as part of their FourPlay series. To my excitement, the play was selected and produced at the school in the early stages of 2016. After the original run of the play, it was evident to me that this play needed further development and an eventual professional presentation. With the assistance of the Creative Spark Vancouver Program, I have now hosted two workshops of the piece with two casts of professional artists.

This piece has now been with me for nearly three years as a young artist and its impact has been immeasurable on my journey as a writer. I have been given the wonderful opportunity to grow this play and its characters whilst growing as an artist. Aside from becoming a more experienced playwright, this project has impacted me on a deeper level as a human being. That may sound cheesy, but it’s true. This play is about navigating adolescence and the Indigenous cultural relationship with white people in Winnipeg, Manitoba. This project has prompted an obvious need in myself to research and understand the full scope of the issue in Winnipeg and to self reflect on my upbringing and what I witnessed in classrooms as a boy. I have faced hard truths about my own prejudices and racism. This piece has evoked a newfound empathy to our Aboriginal allies and has offered me a branch to that community that I may not have had before. Quelemia Sparrow has been such an incredible guide throughout this journey and I was ecstatic to have her involved on this workshop session of The Classroom.

Markian Tarasiuk, Artist,
Creative Spark Vancouver Grant Recipient

Financial Summary

ArtStarts in Schools' total revenues for 2017 amounted to over **\$3 million** from government bodies, foundations, corporations, individuals and earned income from our programs and services. Approximately **40%** of our total budget was disbursed in the form of arts grants. The remaining expenditures included supporting our network of professional artists, presenting the ArtStarts Showcase, offering professional development for artists and educators, operating the ArtStarts Gallery of young people's art, offering community arts based programming and program services.

Revenue

School Performances	\$978,409
Earned Income	\$268,489
Public Funding	\$467,787
Private Funding	\$53,377
Granting Programs	\$1,255,123
Investment Income	\$10,270



\$1,220,896 was disbursed in 2017 as grants to schools, school districts and artists to support artistic activity in BC.



Expenses

School Performances	\$978,409
Programs and Events	\$110,595
Services and Support	\$631,527
Marketing and Outreach	\$10,693
Facility Expenses	\$32,774
Consultant Fees	\$12,541

Our Team

ArtStarts' Board of Directors

is made up of members representing the education, artistic and business communities. We strive to include members from regions across BC with a diverse range of experiences.
artstarts.com/board

ArtStarts Board as of December 31, 2017

Stephen Petrucci — President
Wilson Cheung — Vice-President
Mia Lok — Treasurer
Will Stroet — Secretary
Gary Wang
Tina Parbhakar
Amy Somani
Mary Blais
Thara Vayali



The ArtStarts Team

is driven by the fact that the arts are essential. We are committed to serving communities across British Columbia, continuously improving our programs and offerings, and exploring what is possible when young people engage in arts-based learning.
artstarts.com/contact

ArtStarts staff as of December 31, 2017

Navida Nuraney, Executive Director
Lia Dicicco, Director of Finance and Administration
Rekha Pavanantharajah, Director of Programs
Elfred Matining, Director of Programs
Emily Beam, Grants Manager
Sandy Manj, Communications Manager
Erica Lazo-Diaz, Program Coordinator
Krista Cameron, Administrative Coordinator
Kay Slater, Gallery Coordinator and Preparator
Alyssah Pointon, Special Events Coordinator
Siobhan Rich, Communications Manager — *On leave until September 2018*

Supporters

ArtStarts in Schools gratefully acknowledges the financial support and assistance of our funders, sponsors and donors. Their contributions have made possible the programs, services and activities highlighted throughout this annual report. We greatly appreciate the support we have received throughout the year. For a complete list of supporters, please visit artstarts.com/supporters

Program and Operating Support in 2017

Major Supporters

British Columbia Arts Council
Government of British Columbia
Vancouver Foundation
Canada Council for the Arts
2010 Legacies Now
City of Vancouver
BC Community Gaming Grants Branch
Department of Canadian Heritage



Canada Council
for the Arts
Conseil des arts
du Canada



BRITISH COLUMBIA
ARTS COUNCIL
An agency of the Province of British Columbia



vancouver
foundation

Up to \$25,000

Cherniavsky Junior Club for the Performing Arts Society
Columbia Basin Trust through the Columbia Kootenay Cultural Alliance
Westminster Savings
RBC Foundation



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RBC is pleased to support ArtStarts to help emerging artists gain valuable skills working with young people in school and community settings. This skill development helps emerging artists transition to professional careers in art.

RBC Foundation

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Having the arts as part of education is essential. ArtStarts encourage creativity and thinking “outside the box” and add a base for enrichment to one’s life... forever.

Edith Lando Foundation

“

ArtStarts shares our belief that the arts are not only an essential part of education, but that art programs should be accessible to all children in BC. These shared values go hand-in-hand with Cherniavsky’s Mr. Music Fund.

Sam and Patti Gudewill

Cherniavsky Junior Club for the Performing Arts



Up to \$10,000

Vancity Community Foundation
Herschel Supply Co. Ltd.

Up to \$5,000

Metro Vancouver Regional District • Aryn Nathoo • James Lepp / Six Hundred Four • The Edith Lando Charitable Foundation

\$500 to \$1,000

Jesse Dodge • Allan Douglas • Sam Gudewill • Karen Kehler • Vincent Lau • Mia Lok • Navida Nuraney • Gary Wang



“

Art can offer a fresh perspective, an outlet, a new approach and a safe way to explore ideas, and is sometimes the key to engaging a young person in their education. Art can also inspire confidence, creativity and outside the box thinking – skills that young people can carry through life, no matter which path they choose.

*Nicole Eich, Foundation and Community Giving Manager
Westminster Savings*

“

The CKCA supports ArtStarts in Schools programs because the grants provide an opportunity for emerging, established and professional artists to engage youth in schools and communities. Many projects foster an active partnership with an educator through the delivery of curriculum-based projects. The community development projects initiate and deepen connections between artists and educators and share innovations in using arts based practices in the classroom.

Art is essential to a well-rounded education; the creative problem solving skills that are developed are excellent life skills, as are hand skills learned from manipulating a range of materials in both two-dimensional and three-dimensional forms. Art education helps students develop critical thinking and math skills, and helps them better retain information through experiential learning; some students need to see or hear the problem or challenge in order to solve it.

*Laura White, Chair
Columbia Kootenay Cultural Alliance*

Up to \$500

Atef Abdelkefi • Laura Aliaga • Trent Aterberry • Emily Beam • Mairy Beam • Mary Blais • Daniel Boffo • Geoff Burns • Krista Cameron • Wilson Cheung • Choices Markets • Culture Babes • Sharon Davis • Michael Despotovic • Lia Dicicco • Sarah Ellis • Charlotte Ensminger • Tom Fijal • Sheldon Franken • Lynda Gerty • Ruth Glass • James Gough • Vivian Kan • Meredyth Kezar • Bronia Kingsbury • Ayesha Lalji • Theodora Lamb • Erica Lazo-Diaz • Brenda Leadlay • Christie Lim • Abigail Ma • Elfred Matining • Bruce McCoubrey • Lori McPhee-Brown • Zoe Montpetit • Khang Nguyen • Salma & Nizar Nuraney • Tina Parbhakar • Nina Patel • Kasthure Pavanantharajah • Nishanth Pavanantharajah • Rekha Pavanantharajah • Stephen Petrucci • Judy Phillips • Christopher Porter • Vikaash Prasad • Dawn Quast • Siobhan Rich • Sangha Bill • Ela Santos • Abdullah Sharbatly • Leslie Shieh • Rupinder Sidhu • Christine Smith • Fana Soro • SPUD • Will Stroet • Carolyn Sullivan • Kimberly The • Charles Tsai • Kiki Van der Heiden • Thara Vayali • Westcoast Family Centres Society

WHY I CHOOSE TO SUPPORT ARTSTARTS...

“Ensuring all children have access to the arts is paramount to developing a well-rounded citizen of our world. If they become artists – fantastic, but if they just become supporters of the arts we are all better for it. I will continue to give of my time (and a bit of my money) to this very worthy cause, for as long as I can.”

—Dawn Quast, Monthly Donor



“I support ArtStarts because, in my life, art has been a life raft, a tsunami, a lottery prize, a jigsaw puzzle, a dive from the high board and cool lemonade on a hot day and I want young people to have the chance to discover how art fits into their lives.”

—Sarah Ellis, Monthly Donor

WHAT IS THE VALUE OF ARTS IN EDUCATION?

“There are numerous studies that show the benefits of art in developing critical thinking and problem-solving skills that get carried forward in whatever children pursue. All of this is true. However, when I observe my nieces, who are 4 and 6, I feel that, even more fundamentally, the arts are essential to who we are as human beings. Be it dancing, singing, or drawing, through the arts, children are figuring out the world around them and expressing who they are and their thoughts.”

—Leslie Shieh, Monthly Donor



ArtStarts in Schools

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ArtStarts.com