

artstarts

Annual Report 2016



“Creativity is a way of thinking,
it is not a way of producing.”

—Branislav Henselmann, Ballet BC

“When I think of creativity, I think
of imagination and vision, together.”

—Dr. Nancy Turner, Ethnobotanist

“Creativity is how I get from zero
to one hundred in order to turn
my ideas into reality.”

—Joanna Riquett, Hayo Magazine

“Creativity and innovation are
tightly linked. Innovating in
unexpected ways is creativity.”

—Dr. Alexandra Greenhill, myBestHelper

“Creativity is about indulging in
the spark of an idea, deciding to
take action and executing boldly.”

—Lizzy Karp, Here There

Photo Credits: Cover photo by Lisa King, Twin Lens Photography. Page 7 photo of ZarYevka Ballet by August Studios. Page 8–9 Showcase photos by Juan Martinezguerra. Page 15 and 21 photos by AIC grant recipients. Page 16–17 photos by Carmen Laferrière, The Jellyfish Project, Luv2Groove Dance Education. All other photos by ArtStarts in Schools.

Annual Report

2016

Discover how ArtStarts in Schools is working with artists, teachers and families across BC to bring meaningful creative experiences to young people and enhance the role of arts in education.

Together, we are making a positive and lasting impact on young lives.



Meet ArtStarts

ArtStarts in Schools

is a charitable organization that seeks to expand the role of arts in education for the benefit of British Columbia's young people.

Mission

ArtStarts in Schools provides innovative arts programs for young people, practical resources for teachers and artists, and leadership in advocacy for arts in education.

Vision

ArtStarts envisions a society where the arts are regarded as an essential part of educating young people and a catalyst for creating innovative, engaged and contributing members of society.

Core Values

Accessibility — *Access to the arts for all young people in BC regardless of socio-economic status*

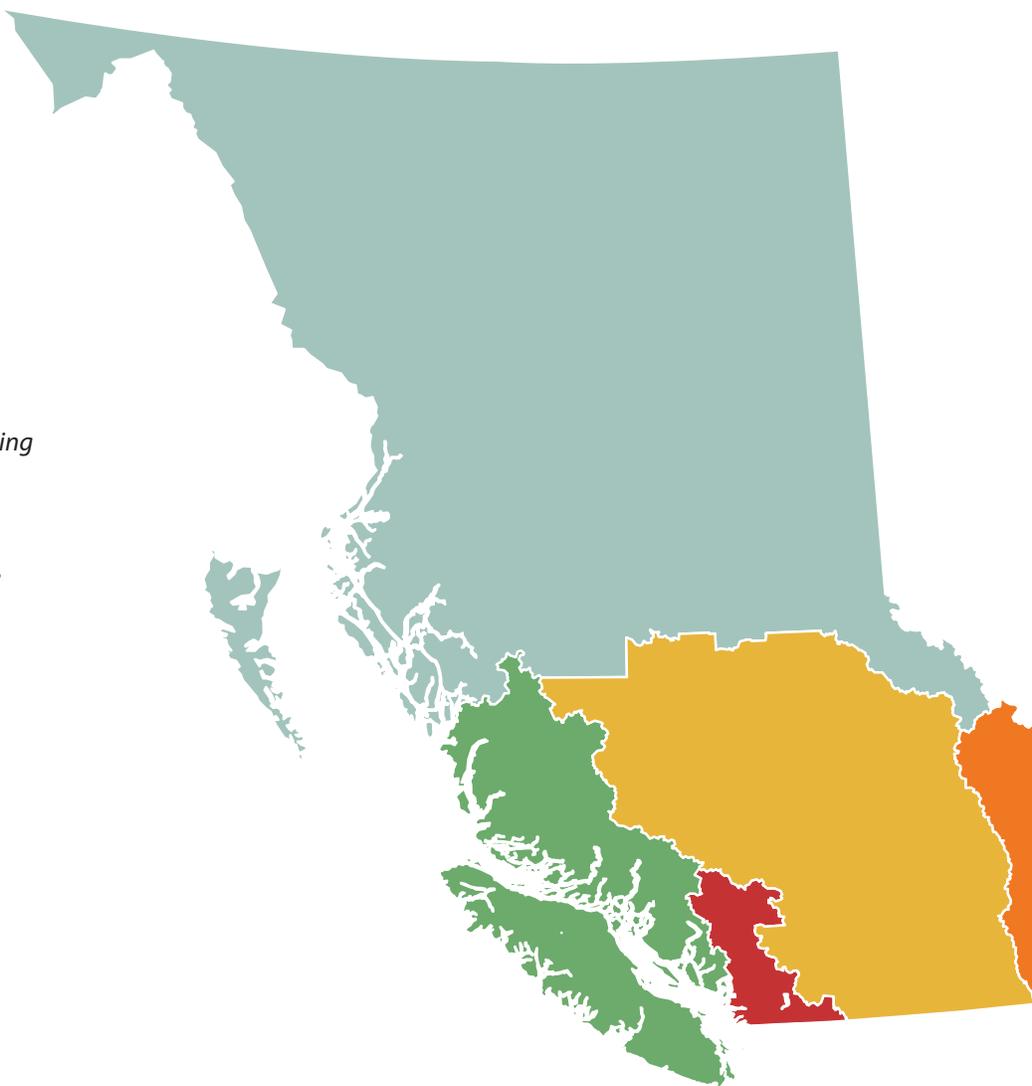
Diversity — *Across artistic disciplines and cultural traditions*

Quality — *Professional artists demonstrating a high caliber of artistic talent*

Integrity — *Operating with strong moral principles in a transparent and responsible manner*

640,000 unique arts experiences

for young people in urban, rural and remote communities across British Columbia are made possible each year by ArtStarts.



Who Do We Serve?

ArtStarts promotes arts in education among British Columbia's young people by serving, supporting and collaborating with artists, teachers and families. From our headquarters in Vancouver, we serve all regions of the province.

For **artists**, we provide:

- Connections to the school market
- Funding to build their artistic practice with young people and educators
- Mentoring and networking opportunities
- Professional development and capacity-building workshops

For **teachers**, we provide:

- Connections to professional artists skilled at working with young people
- Funding to bring classroom learning alive through the arts
- Professional development in arts-based approaches to teaching

For **families**, we provide:

- Accessible community arts experiences in all disciplines
- Opportunities to learn and grow together through the arts
- Canada's only free, public gallery of young people's art



20 Years

2016 marked the 20th anniversary of ArtStarts in Schools. Together with our strong community of arts champions, we celebrated 20 years of excellence in serving teachers, artists and families to bring meaningful arts experiences to young people in all regions of British Columbia.

As we celebrate our accomplishments and impact, we are also inspired to think ahead about what the next 20 years hold for young people.

What role can art and creativity play to support our next generation to thrive in the future?

To explore this question, we asked 20 community leaders across different sectors to share their thoughts on the impact of art and creativity — now and in the future. Read all the interviews at artstarts.com/next20



Lizzy Karp
Here There



Michael Harris
Author



Daniel Boffo
Boffo Properties



Dr. Martine Reid
Author, Curator, Scholar



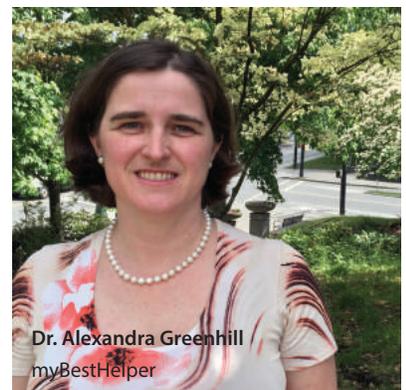
Dr. Thara Vayali
Naturopathic Doctor, Yoga Teacher



Howard Jang
Simon Fraser University



Dan Mangan
Musician

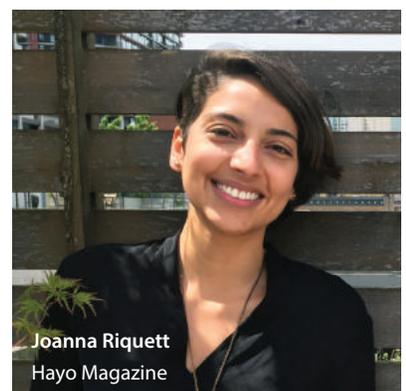


Dr. Alexandra Greenhill
myBestHelper



Kids are like walking little embers and they have the potential of burning HUGE or they have the potential of being extinguished. If you have teachers that come and wave a fan at the ember, it turns into a small flame. If you get another great teacher who takes that small flame and turns it into a big flame, that's a huge thing... the potential is infinite. Who knows how many people had to light a fire for Barack Obama for him to be president, and how many people had to light a fire for John Lennon?

Dan Mangan, Musician



Joanna Riquett
Hayo Magazine

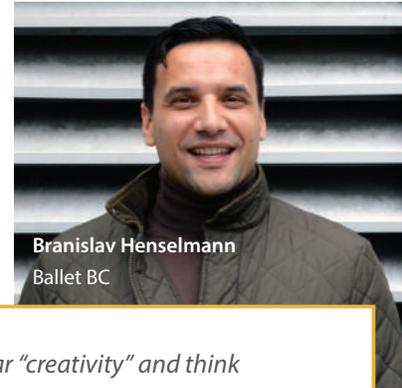
“

I think art helps young people to find their voice. I hope it helps them to feel more fearless. I think that's what people use all day regardless of their career choices. You have to believe that you have something valuable to contribute and that requires you to be vulnerable and fearless. I think that's a foundational learning for people. Art puts you out there to create something that comes entirely from yourself — and that's really powerful. I don't know if there is anything else that does that.

Charlotte Kingston, BC Civil Liberties Association



Charlotte Kingston
BC Civil Liberties



Branislav Henselmann
Ballet BC

“

I hear “creativity” and think “essential”. Creativity is a form of communication, a reflection of the world and a way to connect with others. Creativity is essential in finding solutions to the challenges our generation is currently facing now and in the future.

Caroline Carter, CSuite Content



Elspeth Nicholson
Pooh Corner Day Care



Lisa Helps
Mayor of Victoria



Caroline Carter
CSuite Content



**Ann Ping,
Lydia Sochan,
Nellie Sun**
LiveWritePaint

“

Creativity is very important for the next 20 years and the future. We're getting stuff like virtual reality and technology and robots developing right now and 10 years ago we never could have dreamed that people would come up with those things. With creativity they were able to come up with so many new ideas that innovate our society. It will be more like that in the future — we're always trying to push our boundaries of what we can do as a society. It will be really important to have creativity and the ability to come up with new ideas that can change the world, so I feel that art is important in that way.

Nellie Sun, Grade 9 Student



Dr. Nancy Turner
University of Victoria



Maya Sciarretta
Pazzo Chow



Prem Gill
Creative BC



Geoff Cross
Translink



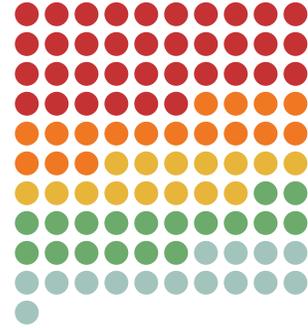
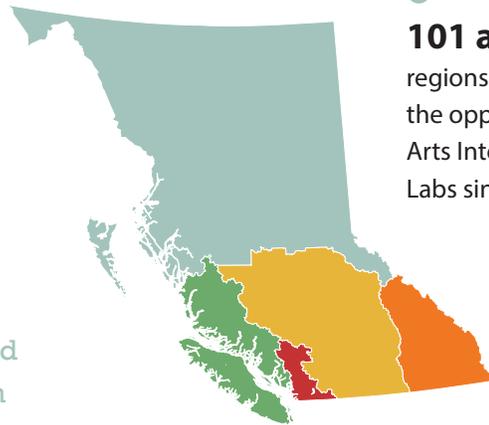
Zach Berman
The Juice Truck

Artists

Professional Development

The Arts Integration Learning Lab is an experiential learning series for artists interested in working with young people and educators in schools. These events offer opportunities to work with experienced professional teaching artists to build capacity and work alongside educators in schools to provide engaging arts-based learning for young people.

artstarts.com/infusion-artists



101 artists from all regions of BC have had the opportunity to attend Arts Integration Learning Labs since 2013.

“This is an invaluable and critically needed resource for artists who want to engage in transformative arts-based education.”

—Artist



“

I've been wanting an experience like the Learning Lab for a long time. I felt comfortable enough within the classroom environment. I've always been collaborative and good with people. What I felt I needed was more knowledge about school culture, the language of education and the curriculum. Those were all very intimidating to me.

It gave me things that I felt I was lacking. It also exposed me to so much more that I didn't have an awareness of. The area I was feeling the least confident in as a teaching artist was the curricular aspect. To have that experiential learning with everyone, I felt challenged in so many ways. It wasn't always comfortable, but that was really good. I think I needed to get pushed out of my comfort zone. For example, I've been speaking to teachers about applying for an Artists in the Classroom grant. It's great to be able to speak to teachers about Curricular Competencies and Big Ideas and know what they are talking about. I can share in that language.

Colette Lisoway, Artist

Connections to the School Market

Booking and Touring 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

artstarts.com/showcase



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

Canada



Canada Council
for the Arts
Conseil des arts
du Canada

In 2016, ArtStarts touring artists performed across BC and earned an income of

\$1,552,422

“Signing on with ArtStarts has quickly proven to be a huge breakthrough in my career as a new artist working in schools. I’ve been fortunate to visit and share my music in many remote and underserved communities in BC.”

—Shaun Booth, Artist

“

Dear ArtStarts,

I can't thank you all enough for what you do.

I've been writing ballets for years and yet this is the very first time I've been able to share a work with this amazing range of young people and their families. Before ArtStarts, there was simply no way to scale up to this many shows, trying to do all the calling and booking and connecting and scheduling and logistics myself... believe me, I tried!

This is also the first year I've been able to focus on making ballets without working a second full-time job, which means I can work on next year's ballet for young people, invest the time for our Dance Along series, and tons of other initiatives that have been on hold for years. You can imagine how much that means to me personally.

But I'm only one artist! If you multiply the art that gets made and shared by all the artists you support, the value to young people in BC delivered by ArtStarts is just incredible.

The feedback we've been receiving from the past two weeks is still astounding to me. I am glad it is being so well received but the fact remains they wouldn't have seen it if you hadn't connected us.

So thank you all, truly and deeply.

Capri Aspe, Artist, ZarYevka Ballet



Teachers

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



Canada Council
for the Arts

Conseil des arts
du Canada



“Showcase helps me feel connected to the greater arts community. It helps ignite and inspire me as a teacher and arts leader in my district.”

“Showcase is a perfect opportunity to see diverse performers and allows us to cater to individual needs of schools and community.”

“Showcase allows me to see a variety of performing artists that may be of interest to my community, and it exposes me to artists that I may have never come across.”



90 delegates attended Showcase 2016, representing 38 school districts and 16 community arts organizations.





Recently my five-year-old son watched Metphor's presentation at Brent Kennedy School in Winlaw, BC. I want to thank you for the gift of dance and expression you have given my son. He has been dancing and listening to hip hop every day since. I was amazed how many moves he remembered. He does it with such enthusiasm and doesn't care if anyone is looking — the way anyone should dance, really. Thank you again and we will consider donating to such a wonderful program. Keep up the inspiration!

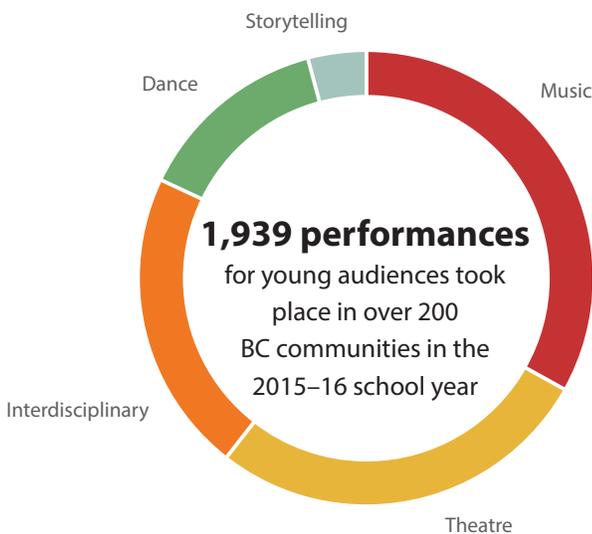
Shannon, Parent

Booking and Touring

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

artstarts.com/showcase



Gallery Tours and Workshops

are the perfect way to experience the magic that happens when young people explore learning through the arts. Schools, daycares, camps, corporate teams and other groups visit the ArtStarts Gallery throughout the year for tours of the exhibitions and hands-on workshops.

artstarts.com/gallery

artstarts.com/tours

“I love the way you approach art with children, because it’s an example that art comes from within themselves. Children enjoy the exhibitions because they can make connections and relate to themselves.”

—Diana Kadi, PJ Kids Club



Yes, there are educators out there who are just as passionate about teaching through the arts as I am — and I found them at ArtStarts.

Amidst the hustle and bustle of the downtown Vancouver core, you'll find the ArtStarts Gallery, thoughtfully decorated with student art — the result of collaborative endeavors between Kindergarten to Grade 12 students from across BC and professional artists. Each time I visit, I am eager to see what new projects will be on display and this helps me to envisage what is possible.

The workshops at ArtStarts are always structured to make even the most reticent person feel perfectly safe while exploring a vast array of art forms. That sense of "safety" is paramount and once you have experienced it for yourself, you can easily imagine how to recreate it for your students.

One of the most memorable occasions for me at ArtStarts was when I convinced one of my reluctant colleagues to venture into the arts frontier. This was definitely out of her comfort zone — my colleague is by far a master educator, but prefers the realm of math and science. By the end of the day at ArtStarts, my colleague had come out of her shell — and to witness this transformation brought tears to my eyes. I owe this, of course, to the expert clinicians at ArtStarts who create a safe zone for everyone to flourish.

Laura Anne Berardinucci, Teacher
Caulfeild Elementary, West Vancouver

Infusion Professional Development

for teachers builds creative confidence to bring arts integration and arts-based learning into schools. Annual events include hands-on arts workshops on the October province-wide Pro-D day and Summer Camp, as well as customized learning in schools.
artstarts.com/infusion-teachers



"It is such a powerful experience to be with professionals who value arts in education."

"I felt surprisingly proud and satisfied of the work we created and can't wait to see if my students feel the same way."

Families

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. Our free workshops take place once a month in both Vancouver and New Westminster, and we also celebrate special events including Family Day, National Aboriginal Day and The Big Draw. artstarts.com/events



“ArtStarts offers us something special each month we always look forward to it.”

“This was a wonderful way to spend an afternoon with my son... making art!”

“Thanks for bringing this to our neighbourhood. You are helping us to raise active and bright kids.”



“

“I really loved the music. It makes me want to dance, but I also get shy — even though I will still do it because I can't resist to dance.”

Sidney, Age 6

2,220 people took part in free community programming in 2016.



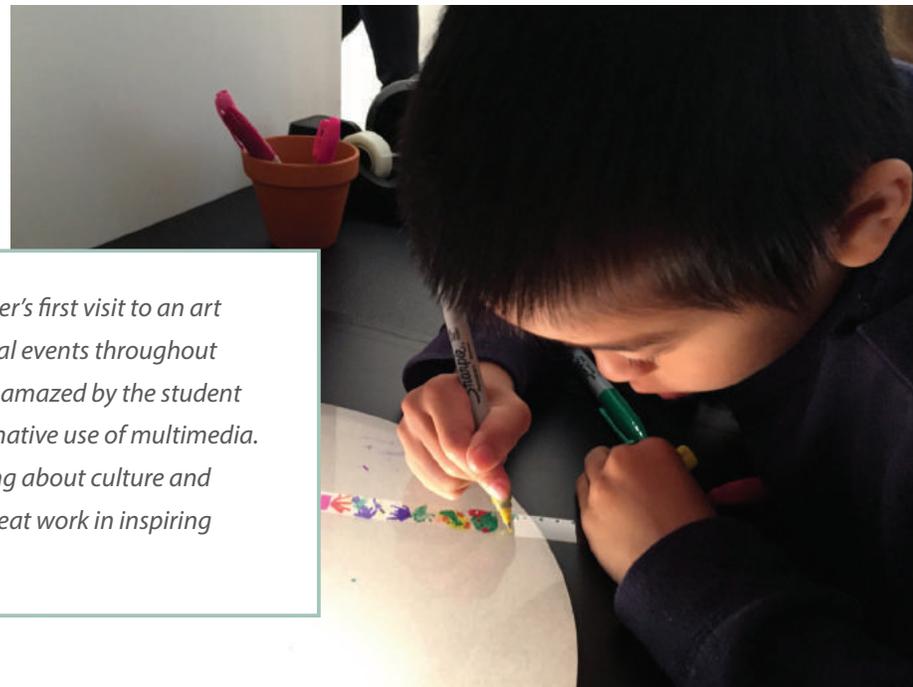
Gallery

Explore young people's art

at the ArtStarts Gallery — the only free, public gallery in Canada exclusively dedicated to young people's art.

Two exhibitions — *Common Ground* and *View Finders* — along with two mini-exhibitions in the mezzanine, were mounted in 2016, the 10th anniversary of the gallery, showcasing the depth and diversity and young people's creativity.

artstarts.com/gallery



This was my three-year-old daughter's first visit to an art gallery. I hope there are more special events throughout the year to introduce her to art. I'm amazed by the student art on display. Very creative, imaginative use of multimedia. Students clearly engaged in learning about culture and science through art. Keep up the great work in inspiring the next generation!

"This place is so fun and I'd like to come here every day."

—Ruby, Young Visitor

"I am always inspired and hopeful for children and education when I see the art created and shown here."

—Gallery Visitor





1,621 students
from across the province
were represented in the art
on display in exhibitions at
the ArtStarts Gallery in 2016.



2,172 people visited
the ArtStarts Gallery in 2016.

Grants

Artists in Education

grants support artistic programming in school districts across BC, including 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



14,747

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

3,967

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



1,961

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



535

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

“The performances that we have hosted have offered an opportunity for our students to be exposed to performances that they may not ever have a chance to see if it weren’t for the AIE grant.”

—Wanda Klics, School District 28, Quesnel

“For most of our students, this was their first symphony concert... Thank you for helping to provide such a rich musical experience!”

—Sharon Paterson, Teacher

“Creative Spark Vancouver helped me see how I can expand my work with the public in different directions.”

—Zee Kesler, Artist



Get the Ball Rolling...

Two years ago, I was introduced to a video from the band OK GO for their song “This Too Shall Pass”. In the video, the band created a song to complement their complex Rube Goldberg machine. It really inspired me! It contains the elements of mathematics, physics, chemistry, music and visual art. I have seen Rube Goldberg machines in the past, but none that have integrated the arts like this one had. After watching the video, a colleague and I started discussions about attempting something similar at our school, Abbotsford School of Integrated Arts – Sumas Mountain Campus. We dreamed of an integrated Rube Goldberg machine that contained even more of the elements of art and other subjects such as dance, drama, digital media, photography, PE and more. We dreamed of a machine that would involve the entire school, every student, Grades 6 to 12. We dreamed of a machine that would take place throughout the entire school on all floors and would eventually be filmed and uploaded to YouTube.

Two years later, we submitted a 10-page application outlining our project for a large scale Artists in the Classroom grant through ArtStarts...

*Andrew Matty, Teacher,
Abbotsford School of Integrated Arts*

Read the full story and watch the video online
artstarts.com/stories/aic-rolling-rube

Read more stories by teachers and artists at
artstarts.com/stories-search/tag/guest



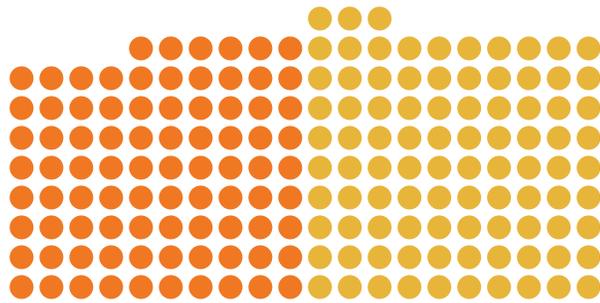
Directories

Looking for talented artists?

ArtStarts maintains two directories of professional artists. The Artists on Tour Directory includes performing artists available to tour schools across BC. The Artists in the Classroom Directory lists artists in all disciplines ready to collaborate with educators and work with students in classrooms.

artstarts.com/aotd

artstarts.com/aicd



86 artist groups

were listed in the 2015–16 Artists on Tour Directory, offering 118 performances in all artistic disciplines for Kindergarten to Grade 12 students across BC.

93 artists

were listed in the 2016 Artists in the Classroom Directory, eager to engage students in customized hands-on learning experiences.

“It’s been a powerful journey and we feel so honoured to have been able to take this on and share our music and message with so many students around BC.”

—Laura Mina Mitic, The Jellyfish Project



Financial Summary

ArtStarts in Schools' total revenues for 2016 amounted to **over \$2.9 million** from government bodies, foundations, corporations, individuals and earned income from our programs and services. Approximately **40%** of our total budget was disbursed to schools, school districts and artists in the form of arts grants. The remaining expenditures included supporting our network of professional touring artists, presenting the annual ArtStarts Showcase, offering professional development for artists and educators, operating the ArtStarts Gallery of young people's art, engaging the community in arts-based programming and overall program services and support.

Revenue

School Performances	\$915,680
Earned Income	\$273,826
Public Funding	
Federal Grants	\$93,000
Provincial Grants	\$220,750
Municipal Cultural Facility	\$22,976
Private Funding	\$212,812

Funding Programs

BC Arts Council: Artists in Education and Artists in the Classroom	\$1,103,356
City of Vancouver	\$45,000
Cherniavsky Junior Club Fund	\$16,000
Columbia Basin Trust	\$15,500

Expenses

School Performances	\$917,036
Programs and Events	\$121,912
Services and Support	\$651,976
Marketing and Outreach	\$8,770
Facility Expenses	\$29,398
Consultant Fees	\$23,808

Funding Programs

Artists in Education	\$674,108
Artists in the Classroom	\$424,942
City of Vancouver	\$21,695
Cherniavsky Junior Club Fund	\$15,105
Columbia Basin Trust	\$6,517
Arts in Education Council of BC Fund	\$1,000



\$1,143,367 was disbursed in 2016 as grants to schools, school districts and artists to support artistic activity in BC.

Audit performed by Grant Thornton LLP. To request audited financial statements, please email accounting@artstarts.com

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

Lynda Gerty — President

Public Engagement Manager, David Suzuki Foundation, Vancouver

Stephen Petrucci — Vice President

Assistant Superintendent, School District 60 Peace River North, Fort St. John

Abigail Ma — Treasurer

Director, Financial Planning and Analysis, BC Lottery Corporation, Vancouver

Will Stroet — Secretary

Founder and Artist of Pebble Star Productions Inc, Vancouver

Gary Wang

Senior HR Business Partner, Fortinet Technologies Inc, Vancouver

Allan Douglas

Director of Elementary Instruction, School District 71 Comox Valley, Courtenay

Parm Armstrong

Retired Principal, School District 73 Kamloops/Thompson, Kamloops

Wilson Cheung

Senior Financial Analyst, Powerex, Vancouver

Mia Lok

Corporate Controller, Cardiome Pharma Corp, Vancouver

Tina Parbhakar

Lawyer, BC Ministry of Justice, Vancouver

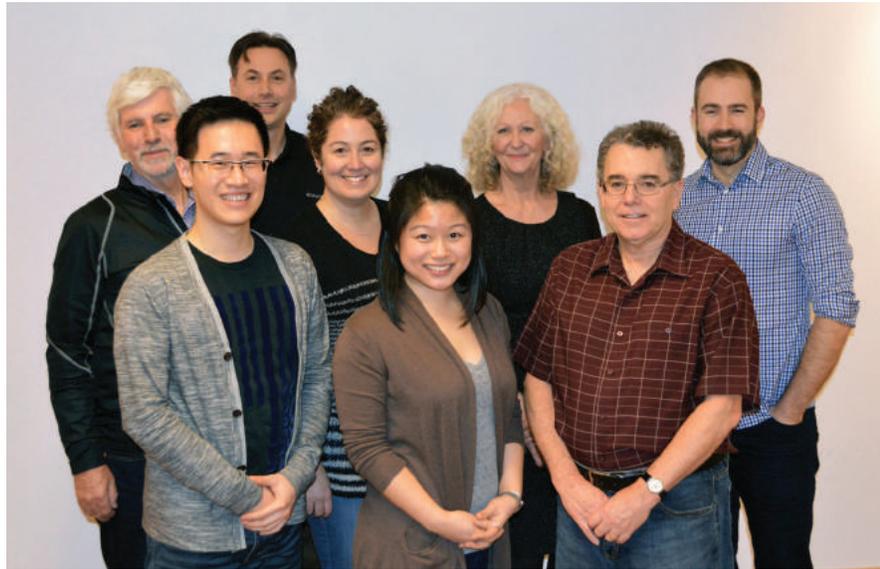
On the Board until May 2016

Charlotte Ensminger

Staff Lawyer, Law Society of British Columbia, Vancouver

Steve Atkins

Retired School Principal, Salmon Arm



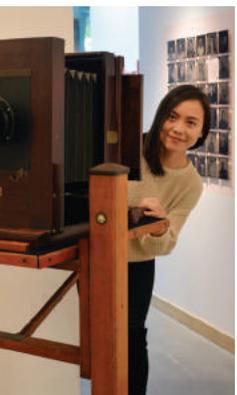
Founding Executive Director Wendy Newman joined past and present board members and supporters at ArtStarts' 20th anniversary celebration.

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, 2016

Navida Nuraney, Executive Director
Lia Diccico, Director of Finance and Administration
Siobhan Rich, Communications Manager
Rekha Pavanantharajah, Program Manager
Juliana Bedoya, Gallery Manager
Elfred Matining, Program Manager
Laura Aliaga, Grants Manager
Andrea Robin, Development Manager
Nargis Dhirani, Program Coordinator
Kay Slater, Gallery Coordinator and Installer
Krista Cameron, Gallery Coordinator
Emily Beam, Grants Manager — *On leave until June 2017*



Volunteers and Knowledge

Philanthropists are an important part of life at ArtStarts. We could not accomplish what we do without their support, enthusiasm, dedication and talent.

artstarts.com/volunteer

Read interviews with our volunteers at

artstarts.com/stories-search/tag/community-art-star

“I volunteer at ArtStarts because I truly believe in its cause to help encourage creativity for the young minds of the future.”

—Beatriz Ignacio, Volunteer

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

Founding Supporters

British Columbia Arts Council
Vancouver Foundation



Program and Operating Support in 2016

Major Supporters

Department of Canadian Heritage – Canada Arts Presentation Fund

Canada Council for the Arts – Music Section

British Columbia Arts Council



Government of British Columbia

Gaming Policy and Enforcement Branch



City of Vancouver



2010 Legacies Now

Up to \$25,000

Cherniavsky Junior Club for the Performing Arts Society

Columbia Basin Trust through the Columbia Kootenay Cultural Alliance



Westminster Savings



Up to \$10,000

Vancity Community Foundation

Up to \$5,000

Amy Nathoo • Tony Spagnuolo / Spagnuolo & Company Lawyers • LiveWritePaint •
The Robin Hopper "Swansong" Award • UBC Commerce Undergraduate Society •
Vancouver Foundation

\$500 to \$1,000

Allan Douglas • James Lepp / Six Hundred Four • Mia Lok • Khang Nguyen / Architrix Design
Studio • Navida Nuraney • Leslie Shieh • Gary Wang



ArtStarts with **YOU!**



With your help, we can expand the role of arts in education for young learners across BC. Your support makes it possible for every young person to have access to critical opportunities that equip them to grow into the compassionate leaders, the global thinkers, the agents for change that our futures rely upon.



Stand with us to witness the power of arts in education for young people firsthand. Make a monthly or annual contribution and join our growing alliance of advocates for young people.



Donate now!
artstarts.com/donate





ArtStarts in Schools

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