

IMPACT REPORT
2014 - 2017



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ABOUT VIBE

VIBE engages young people living in under-resourced neighbourhoods in and around Toronto in high quality and accessible arts education programs that are meaningful, relevant, and collaboratively developed with community and education partners. VIBE positions arts programs in schools and neighbourhoods to strengthen communities and provide children and youth opportunities to become empowered and reach their full potential as artists, leaders, and social/cultural contributors. Our work begins with the assets found within communities we work in and invites young people to explore, re-envision and make new connections to themselves and the world around them. All VIBE programs are facilitated by emerging artists and an established artist who mentors in facilitation and technical skill-building, providing hands-on experience and practical professional development.

VIBE Arts was founded in 1987 and received charitable status in 1995. We recently changed our name from Arts for Children and Youth to VIBE Arts to better reflect the populations we engage. VIBE started as an arts scholarship provider for marginalized young people. In 2002, VIBE evolved to concentrate on arts educational programming directly in the community, resulting in collaborative programs that were more accessible to larger child and youth populations. In 2009, founder/ED Lola Rasminsky retired and Artistic Director Julie Frost became Executive and Artistic Director. VIBE began its work in 2 Toronto communities; today, we work in 22 Neighbourhood Improvement Areas.

VISION and MISSION

In 2015, we changed our name to VIBE Arts to mark our 20th anniversary of Arts for Children and Youth.

VISION: Vibrant communities where young people express themselves artistically and use their creativity and leadership to engage fully in the community.

MISSION: To work collaboratively with partners in under-resourced communities to create a lasting impact on the lives of young people through arts education programming.



VIBE BY THE NUMBERS

70 PROFESSIONAL ARTISTS & 35 EMERGING YOUTH ARTISTS ON THE VIBE ARTS ARTIST ROSTER EMPLOYED AND/OR MENTORED PER YEAR

35 COMMUNITY VOLUNTEERS, RANGING FROM AGES 15-65 ENGAGED EACH YEAR

OVER 7000+ CHILDREN AND YOUTH ENGAGED IN PROGRAMS AND SPECIAL EVENTS PER YEAR!

36 FREE COMMUNITY EVENTS A YEAR

1500 + WORKSHOPS ANNUALLY AT 132 UNIQUE LOCATIONS ANNUALLY

80+ COMMUNITY PARTNERS SUPPORTING OUR PROGRAMS

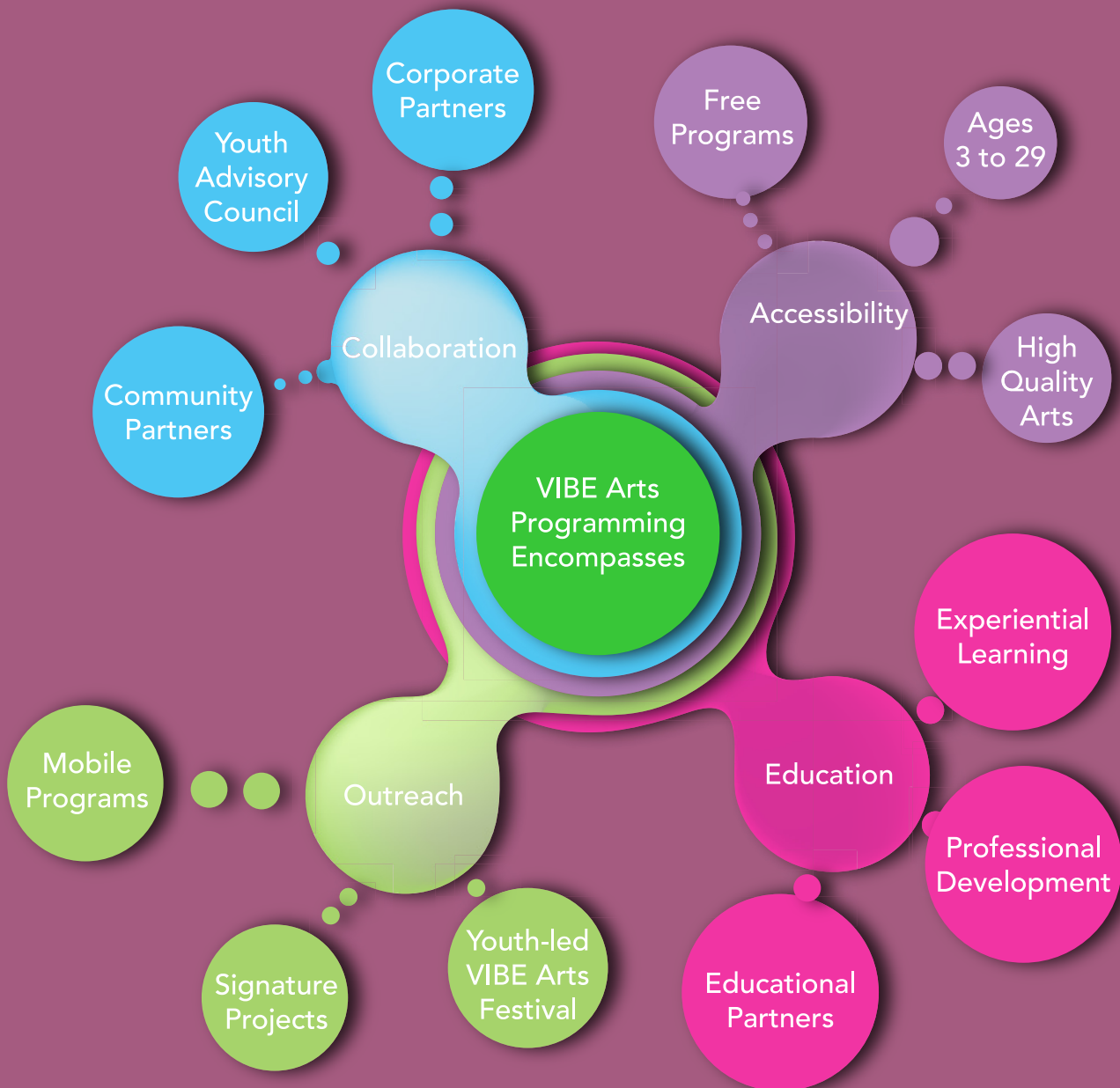
VIBE ARTS RETURNS \$4 OF SOCIAL VALUE FOR EVERY \$1 INVESTED (4:1).

- SOCIAL IMPACT ON RETURN VIA SIMPACT

Photo: Bendale Acres Intergenerational Mural

ORGANIZATIONAL PILLARS

VIBE Arts rests on 4 organizational pillars that ground our programming: Accessibility, Education, Outreach, and Collaboration. These work meaningfully to impact the lives of children and youth across the GTA



ORGANIZATIONAL PILLARS

Professional
Development
Workshop

Pre-school Arts

Intergenerational
Arts
Projects

Indigenous
and
Multi-cultural
Arts

Mentorship and
Emerging Artist
Programs

School-based
Programs

Community-
based Programs

Youth-led
Programs

PROGRAMS

- Complement school curricula
- Are facilitated by paid professional and emerging youth artists
- Focus on underserved communities
- Support educators, cultural workers through arts based professional development workshops
- Celebrate and explore cultures, traditional artists and crafters
- Engage newcomer youth, children and families
- Offer artistic collaborations for all ages and cultures

MULTIDISCIPLINARY PROGRAMS

VISUAL ARTS
DIGITAL ARTS
PHOTOGRAPHY
DANCE

TEXTILE ARTS
DRAMA
SPOKEN WORD
MULTI ARTS

MUSIC
CLAY

ORGANIZATIONAL
PILLARSA large circular porthole window with a brick-like border. Through the window, a group of diverse people are gathered in a room, some sitting at a table and others standing, engaged in conversation. The room has fluorescent lighting and large windows in the background.

36
COMMUNITY
EVENTS
A YEAR

Our reach in communities throughout Toronto and the GTA is significant. Our Toronto reach can be seen at our youth-led festival VIBE Arts Fest. We were fortunate as our outreach pushed its way from outside the city to reach regionally with projects like Welcome 41 for the Pan AM Games of 2015, even deeper into Toronto with NBA All-Star games in 2016, and in 2017 for the first time ever nationally for Canada's 150th birthday.

We have a presence in the lives of children and youth both at school level and community venue increasing opportunities of positive impact in their lives. We welcome recent immigrants from culturally diverse backgrounds and low-income families in high-unemployment communities to create welcoming spaces for connection and creative expression to be had.

ORGANIZATIONAL PILLARS

At VIBE Arts, we prioritize the accessibility of our programming. In order to reach stakeholders, children and youth, all VIBE multi-disciplinary arts programs are free to attend. Our programming locations are determined mindfully in venues across the GTA that are easily accessed by diverse groups of individuals. Through strong partnerships, we utilize access to safe spaces including public libraries, schools, parks, hospitals, shelters, public housing, health centres, arenas and detention centres. Our programs flourish in these locations. We facilitate our programming at various times in an effort to gain the highest youth attendance possible. Our programming finds its stride during school hours, after class and on weekends for youth seeking extra-curricular organized engagement.

VIBE Arts provides high quality FREE arts education programming at a variety of venues such as:



TDSB AND TCDSB
SCHOOLS



COMMUNITY CENTRES



DETENTION CENTRES -
KENNEDY HOUSE GRAFFITI
STYLED MURAL



HIGH PROFILE
DESTINATIONS - TORONTO
ZOO



HOSPITALS - NORTH
YORK GENERAL HOSPITAL
BRANSON SITE FOR 150+
MURAL



TORONTO PUBLIC
LIBRARIES



YOUTH SHELTERS (YOUTH
WITHOUT SHELTER 150+
MURAL)



PARKS (ROSENEATH PARK)

Across Toronto and GTA these programs engage 7000 - 10 000 marginalized children and youth ages 3 -29 per year in 1500 + workshops at 132 unique locations.

ORGANIZATIONAL
PILLARS

Collaboration is highly valued at VIBE and is present at every level of our organization. Our programming is successful thanks to our partners who offer extraordinary access to space, amenities, supervised support, marketing and outreach. Our roster of community partners is extensive and wide ranging. At the top of our list; public schools, employment agencies, shelters, youth detention centres, hospitals, hospices, park associations, newcomer settlement agencies, Indigenous groups, community and health centres, community housing associations, environmental agencies, libraries, museums, galleries, senior centres, social services, and other community arts groups. At the organizational level, we encourage collaboration among staff with each other as well as with media groups, artists, donors, volunteers, and our Youth Advisory Council and Board of Directors.

Highlighted Collaborations:

Beat of Your Own Drum Program:

In an effort to engage young patients with African drumming and dancing, we teamed up with the Center for Addiction and Mental Health (CAMH) for our Beat of Your Own Drum Program. With the generous support of the Slight Family Foundation, patients were guided through the process of creating their own authentic Djembe drums from scratch. Once the drums had been made, participants took part in lessons to learn proper drumming techniques. It is no surprise that this successful workshop resulted in dancing! Even toddlers from a local community daycare joined in on the music-making.



Canada 150+

Our first national project was conducted as part of Canada's 150th Anniversary and involved over 30 community partners from across the country. Every province and territory participated in this VIBE Arts program. 500 youth from across our nation came together

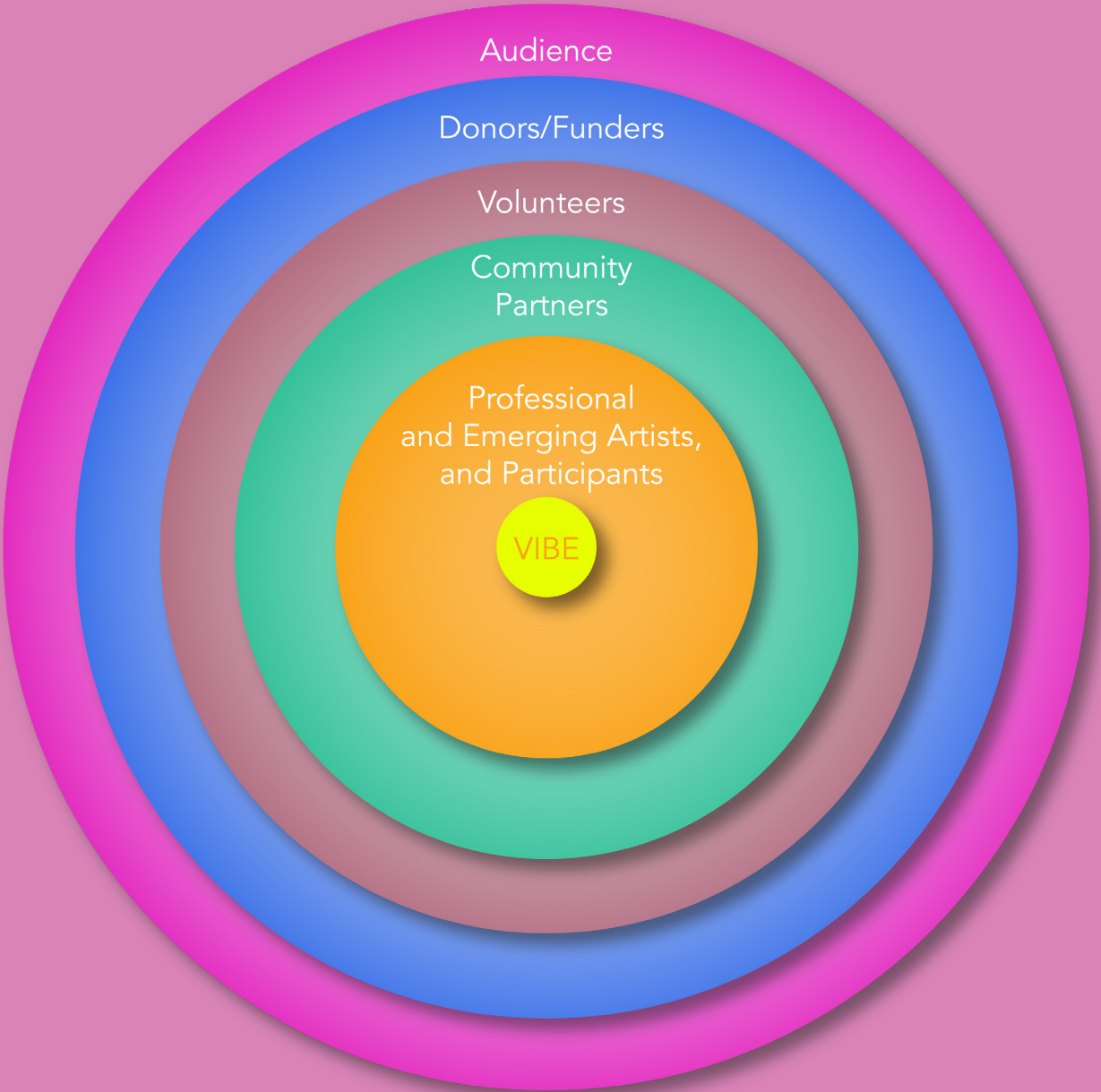
ORGANIZATIONAL PILLARS

in schools, detention centres, libraries, Indigenous Centres and hand-painted 60 original murals expressing why they love Canada. Through high profile partnerships with Canadian airports, PATTISON Outdoor Advertising, the Scarborough Town Centre, the Toronto Transit Commission and Canadian Embassies, our impressive murals were exhibited in 38 TTC subway station, 4 embassies in Australia, Israel, England and the USA, over 300 digital billboards across Canada, and in the Scarborough Town Centre for over two months. This high level of exposure awarded young, under-represented VIBE artists with unprecedented national exposure and credibility.



Cultural Hotspot

The Cultural Hotspot project is a mural comprised of over 100 unique pieces, together forming a beautiful 70 foot depiction of community members through garden imagery. Over 130 young people from East York collaborated with VIBE Arts' artists Rob Matejka and emerging artist Frannie Potts to create an impressive outdoor mural for the East York Community Centre (EYCC) in Toronto. This project was a collaborative effort engaging children and youth from William Burgess Public School, EYCC, a local environmental group called East York Neighbourhood Initiative and Kennedy House Youth Shelter. Partners included the City of Toronto Arts Services and the local food bank. Upon seeing the completed mural, the secretary of William Burgess best described the impact of our project : "You've changed the neighbourhood".



OUR IMPACT ON YOUTH

VIBE Arts is part of a collective with other arts charities called Platform A that awards artists micro-grants to start their own community arts project. Two of our micro-grant recipients Igbo Itebu and Tasneem Dairywala have recently succeeded not only in their Platform A affiliated projects but have gone on to pursue greater endeavours as their projects have become larger initiatives. They attribute part of their success directly to the support and mentorship of VIBE Arts.

Both young leaders have been a part of the E4E (Entrepreneurs For Entrepreneurs) 6-week program hosted and sponsored by the Armstrong Partnership, where they received an additional \$400 to go towards their initiative. In addition, Tasneem has since registered Art Ignite as a non-profit and received larger grants with letters of support and help on grant applications through VIBE, and even invited former VIBE Arts staff to be a part of her board of directors. Art Ignite aims to provide

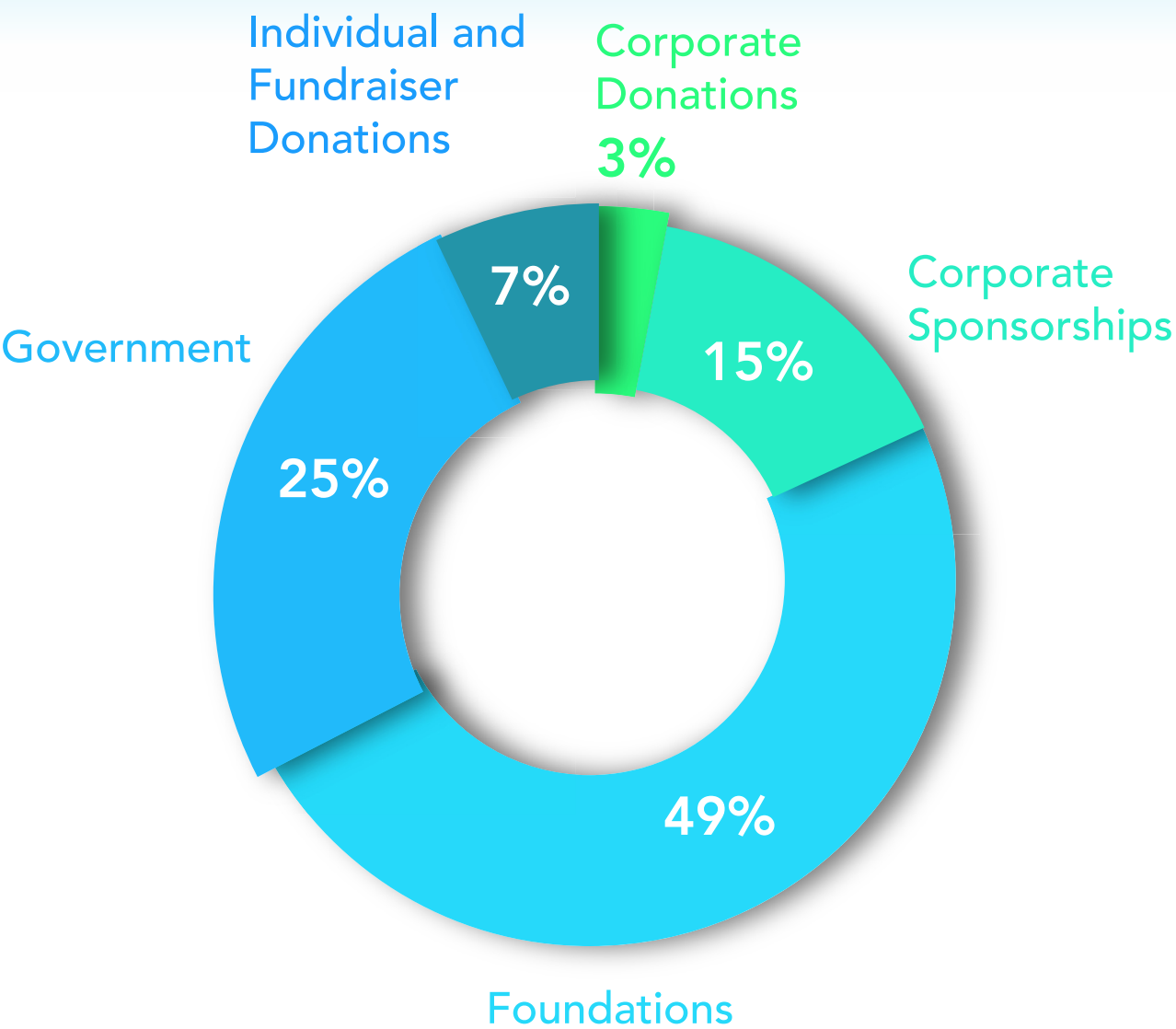
free or low-cost visual art workshops and exhibitions catering mainly to Flemington Park residents.

Igbo has also expanded her Young EGO (Ebony Girls Organization) Initiative through a residency that was funded through VIBE Arts in collaboration with A Different Booklist, and through her recent

application and successful pitch at Artreach's Pitch Contest, winning second place, where she has received professional coaching and small scale funding to continue her creative writing and self-care programming for young Black girls.



Financials at a Glance



FUNDRAISING TOTAL
\$3,772,822.26

Corporate Donations	\$106,061.47
Corporate Sponsorship	\$586,656.33
Foundations	\$1,850,567.97
Government	\$957,448.00
Individual and Fundariser Donations	\$272,088.49

COMMUNITY PARTNERS

Access Alliance
Agincourt Youth Centre
Art Gallery of Ontario
Artscape - Daniels
Spectrum
Baycrest Senior's
Residence
Bendale Acres
Black CAP
BOOST Child Abuse
Prevention & Intervention
CBS Media Outdoor
Children's Peace Theatre
City of Toronto
Community Microskills
United Way
Consulate General of
Jamaica
Covenant House
Driftwood Community
Centre
Evergreen Brick Works
Aboriginal Education
Centre – Toronto District
School Board
Fairview Nursing Home
Gabian Way
George Brown College
Greater Toronto Airport
Authority (GTAA)
HarbourKIDS -
Harbourfront Centre
Harmony Hills Care
Community Center
HUB @ Victoria Park &
Eglinton
Jewish Vocational
Services Toronto
Lakeshore Arts

Leisureworld
Malvern Family Resource
Centre
Martha Eaton Way
Meals on Wheels
Mt. Dennis Community
Association
Mt. Dennis United
Church
Native Child and Family
Services of Toronto
North West Scarborough
Youth Centre
North York Women's
Shelter
O'Connor Focus
Ontario Institute for
Studies in Education
PATTISON Onestop
Parents for Better
Beginnings
Parma Court
Pathways to Education
Peacebuilders
International
Queen West Art Crawl
Ronald McDonald House
Royal Ontario Museum
Scarborough Support
Services
Second Base Youth
Shelter
Secord Community
Centre
St. Alban's Boys and Girls
Club
Stanchester Eco Pirates
and Arts and Crafts Club
The S.P.O.T.

Thorncliffe
Neighbourhood Office
Today's Parent Magazine
Toronto Catholic District
School Board
Toronto Community
Housing
Toronto District School
Board
Toronto Foundation for
Student Success
Toronto Intergenerational
Partnerships
Toronto Public Library
Toronto Transit
Commission
Trethewey Club
Upwood Park / Salvador
Del Mundo Co-Operative
Homes
Warden Woods
Community Centre
YMCA
YMCA Toronto East York
Kickstart
Yonge Street Mission
Youth n' Charge San
Romanoway Youth Centre

DONORS

TD Bank Financial Group
BMO Financial Group

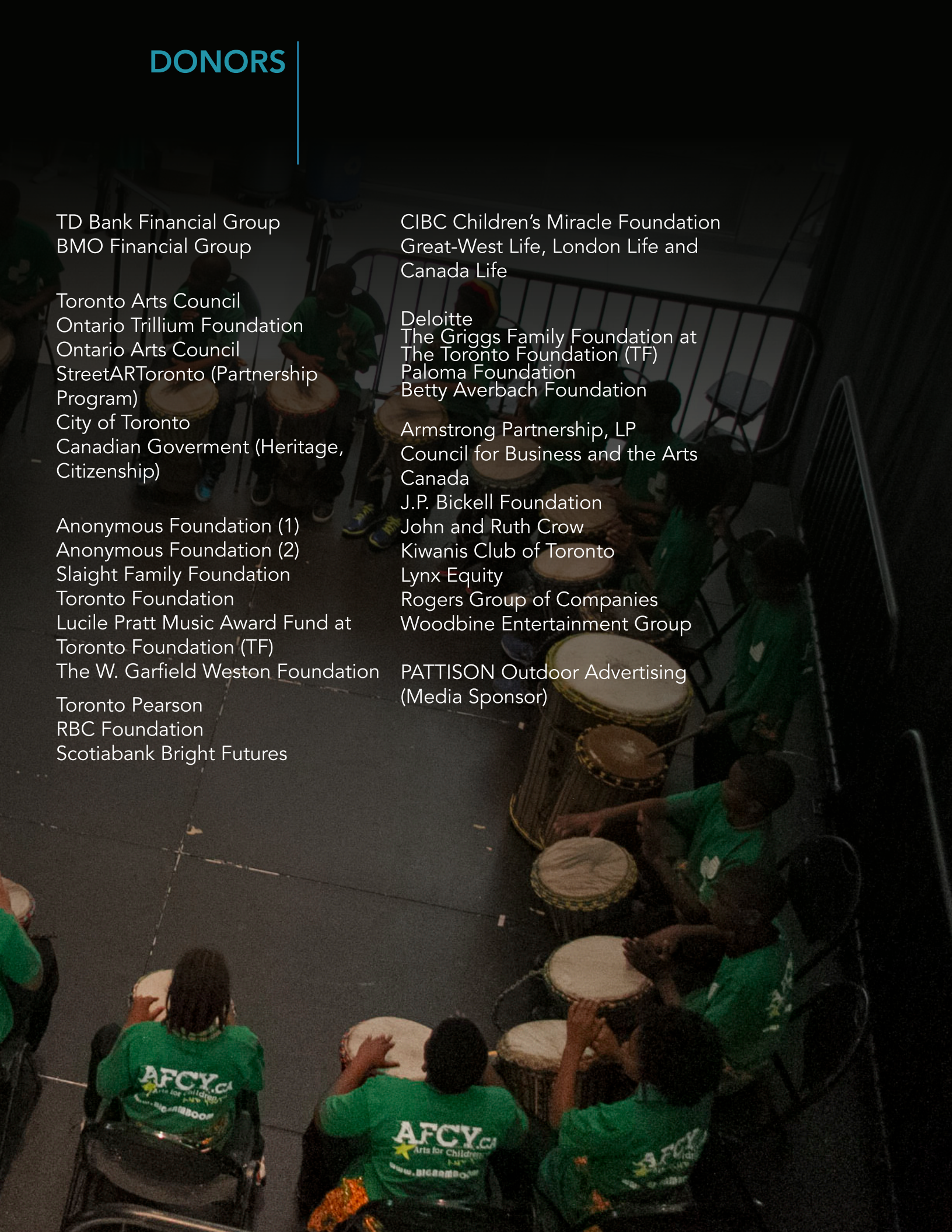
Toronto Arts Council
Ontario Trillium Foundation
Ontario Arts Council
StreetARToronto (Partnership Program)
City of Toronto
Canadian Government (Heritage, Citizenship)

Anonymous Foundation (1)
Anonymous Foundation (2)
Slaight Family Foundation
Toronto Foundation
Lucile Pratt Music Award Fund at Toronto Foundation (TF)
The W. Garfield Weston Foundation
Toronto Pearson
RBC Foundation
Scotiabank Bright Futures

CIBC Children's Miracle Foundation
Great-West Life, London Life and Canada Life

Deloitte
The Griggs Family Foundation at The Toronto Foundation (TF)
Paloma Foundation
Betty Averbach Foundation

Armstrong Partnership, LP
Council for Business and the Arts Canada
J.P. Bickell Foundation
John and Ruth Crow
Kiwanis Club of Toronto
Lynx Equity
Rogers Group of Companies
Woodbine Entertainment Group
PATTISON Outdoor Advertising (Media Sponsor)



Board of Directors

VIBE Arts is governed by a dynamic eight-member Board of Directors to whom the Executive & Artistic Director reports. The members of the Board of Directors come from diverse cultural backgrounds. The combined Board expertise of the current members includes education, nonprofit management, human resources development, communication, law, financial management, and community development. The Board supports VIBE Arts with astute financial acumen and governance knowledge.



John Armstrong, Chair
CEO and Founder of Armstrong Partnership LP



Kristina Bates, Treasurer
Investment Advisor and Associate Portfolio Manager with RBC Dominion Securities.



Daniel Cappe, Vice Chair
Partner in the Litigation Group at Goodmans.



Netila Demneri, Director
Consultant, Russell Reynolds Associates, executive search firm.



Clare Hacksel, Director
Director of Community Health Services, Planned Parenthood Toronto



Rupert Hamilton, Secretary
Vice-President and Investment Advisor, TD Wealth Private Client Centre in Toronto



Nicole Jolly, Director
Formerly VP Operations for FLOW 93.5FM, actively engaged with Tropicana Community Services in Scarborough, and member of the Appeals Committee of the United Way of Greater Toronto.

Youth Arts Council

VIBE Arts' is supported by an additional governing body that meets monthly in order to provide valuable organizational and programming input to VIBE Arts from the perspective of a young person. Members of the Council are youth who have participated in our outreach programs over the past few years and who live in the communities that we work with.



Fitzroy Facey, Council Chair

Toronto-based photographer. Facey has shot editorial for Urbanology Magazine and Lush Magazine and framed brands like Bohten Eyewear, Community 54, and model Victor Keita. Involved with organizations like VIBE Arts, The 4Life Foundation and Hello Studios for the last 10 years. Currently the studio manager at Hello Studios, curator at Until, creative director at WHOLEPPL while actively volunteering in the community. Facey is most at home in the studio shooting stills, producing a film or helping the younger generation of creatives find their voices.



Shashann Miguel-Tash, Council Member

Toronto born and raised self-taught emerging artist that creates anything from small crafts to large scale paintings experimenting with many types of mediums. She is an arts educator who works within many communities throughout the GTA such as Urban Arts and VIBE Arts in schools and community centres. Shashann's work is heavily influenced and inspired by Toronto culture, music, social issues, and her environment. She is a 2014 graduate of Seneca @ York's Art Fundamentals program and is currently studying Visual Art and Digital Art at Humber College Lakeshore.



Kate Jarencio, Council Member

Has been with Vibe Arts since 2009. She wears many hats at the organization as an arts assistant, emerging artist, and member of the youth advisory council and VIBE Arts Fest committee. After completing an undergrad in Early Childhood Education, she continued her teaching passion by completing her Bachelors of Education at York University. She is now currently a registered primary/junior teacher in Ontario pursuing a career to be a full time elementary school teacher.



Matthew Cuff, Council Member

A graduate of the School of Toronto Dance Theatre. With over 6 years of Ballet Contemporary, and Hip Hop Dance training, Matthew has performed in numerous events. He has also worked with established choreographers including Christopher House (TDT), Sean Cheesman (SYTYCDC), and Luther Brown (SYTYCDC). With his versatility and passion for dance and choreography, Matthew strives to strengthen the community of dance in Toronto.



Kevin Ye, Council Member

Kevin Ye became interested in art from an early age through his father who worked as a sculptor. He practiced techniques in visual arts under his father's mentorship and continued to pursue art throughout his education. He gained his first community mural experience through a co-op placement with Mural Routes. Later, he worked on his first mural project with VIBE Arts and has since become an emerging artist and arts assistant with VIBE. He is currently studying in the Architectural Science program at Ryerson

This Photography
class was as good
as chicken McNuggets,
and nothing = is as
good as chicken
McNuggets.

I like doing art in all forms or shapes

Participant Feedback



Love my
Vibearts
Photography
Class!

I enjoyed the various types of painting

I liked the ambiance and the friendly people willing
to help each other. I also love the materials
available.

#VIBEarts



THANK YOU TO OUR:

Donors
Funders
Sponsors
Artists
Volunteers
Community Partners
Corporate Partners
Audiences

FOR YOUR MEANINGFUL SUPPORT

The Ada W. Slaight Fund at the Toronto Foundation



BMO



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Photo: Andrene Finnikin, Sandra Tarantino - Gardiner Museum