



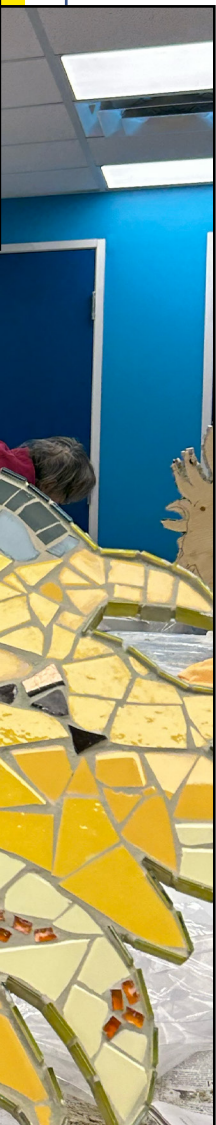
**VIBE** ARTS

**2022/2023  
Annual Report**

**CREATIVITY. CONNECTION. COMMUNITY.**



VIBE Artist Frannie Potts (centre) and youth creating a mural for Children’s Aid Foundation of Canada, April 2023.



A participant and their work created for an intergenerational collaborative mosaic mural, now installed in Toronto Pearson Airport, January 2023.

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**VIBE** ARTS

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# Welcome to our Annual Report!



Dear VIBE Arts Community,

As we reflect on the past year, we are filled with pride for the incredible journey we have undertaken together. It brings us so much joy to share the successes and growth that have unfolded at VIBE Arts, marking a triumphant return to normalcy after the challenging impact of COVID.

We want to express our deepest appreciation to every member of the VIBE Arts family—our dedicated staff, passionate artists, and the resilient community that has supported us throughout. Your unwavering commitment and collective efforts have not only restored VIBE Arts to its pre-pandemic vibrancy but have elevated us to new heights in arts education programming and creative mentorship.

The collaborative spirit that permeates our work has been instrumental in bringing VIBE Arts back to an even higher standard. We are thrilled to announce that we now have over 120 active artists contributing their talents to create and facilitate a diverse array of artistic offerings. This increased pool of creative minds has led to a rich tapestry of art forms, providing our participants with a broader spectrum of experiences.

The network of creatives we have cultivated over VIBE's 28 years is evolving into a dynamic ecosystem, fostering collaboration, inspiration, across Ontario. It is our mission to see the impact of these connections ripple through our programs,

enriching the experiences of both artists and participants.

As we look ahead, we are excited about the future of VIBE Arts. Your dedication as a supporter of this organization has set the stage for continued success, and we are confident that together, we will create an even more vibrant artistic community.

Thank you for being an integral part of VIBE Arts' journey. Here's to the continued growth, creativity, and collaboration that lies ahead.

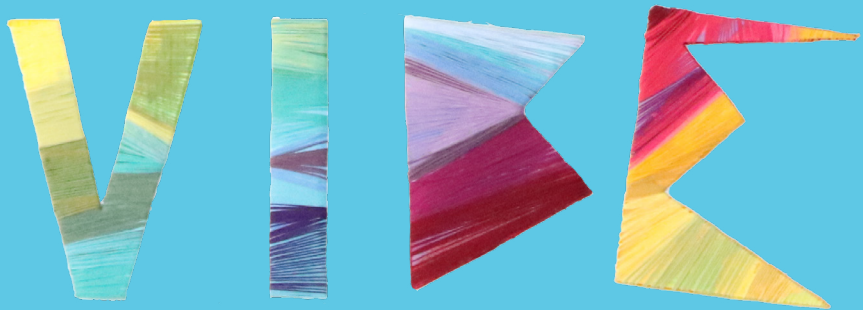
*Katie + Onika*

Katie Hutchinson,  
Executive Director

Onika Powell,  
Artistic Director



## About VIBE



VIBE Arts operates at the intersection of arts and belonging. We know that not everyone has access to the arts; this is felt especially by people who live outside of the urban core. Members of equity-seeking groups including newcomer Canadians, racialized young people, Indigenous youth, the LGBTQ+ community and individuals living in poverty face complex barriers.

VIBE works directly within these communities to involve thousands of people each year in free arts experiences.

We bring young people together to collaborate in safe and accessible spaces and tap into the creative potential that lies in every corner of our province. VIBE programs develop life-long skills, nurture community connections and spark creativity. Together, we work to realize a future where every young person is equipped to contribute creatively to society.

### 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.

### VISION

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

### MANDATE

Bring the power of community and creativity to the children and youth of the GTA.

### Stay in touch!

@VIBEArtsTO | vibearts.ca



# Program Highlights

6000+

PROGRAM PARTICIPANTS

85

COMMUNITY PARTNERS

1222

COMMUNITY ARTS  
WORKSHOP SESSIONS

MENTORSHIP & PROFESSIONAL  
DEVELOPMENT SESSIONS

131

ARTISTS ENGAGED

Converge artist talk, 2022.



Alia Tamar & SRE, *Meet Me*, 2022

Harmeet Rehal,  
*Milk Crates as  
Mobility Aids*,  
2023



**NEXt Level Exhibition**  
Artscape Daniels Launchpad  
April 2023

## Creative Mentorship

In our 2022–2023 programming year, **46 artists received creative mentorship and exhibition opportunities** through our mentorship programs—**NEXt, Desire Lines and LaunchPAD, NEXt Level and Converge**.

This year we were excited to present our artists with two new mentorship programs, **NEXt Level and Converge**, which **offered unique opportunities for artists to collaborate and continue building their skills towards sustainable careers in the arts**.

To learn more about mentorship at VIBE visit, [vibearts.ca/mentorship](https://vibearts.ca/mentorship).

**Converge showcased the collaborative artwork of 16 youth artists on the VIBE Arts roster from different cultural backgrounds.** These artists have been paired up to create 8 unique works of art that represent both artists' cultural backgrounds in an attempt to put on display the similarities and differences between the roots of those living in Canada.

*Presented in partnership with TO Live and made possible by The Government of Canada's Community Support, Multiculturalism, and Anti-Racism Initiatives (CSMARI) Program.*



**Converge Exhibition**  
Meridan Arts Center  
October 2022

As a continuation of our NEXt Mentorship program, ScotiARISE **NEXt Level is a two-year long mentorship program focused on professionalizing BIPOC artists who are interested in pursuing a career in the arts**. 10 artists receive one-on-one support from mentors and professional development opportunities, design and deliver an arts program in their community as well as create work for a final exhibition.

*Made possible by Scotiabank.*



Community Arts Programs



This year we said goodbye (for now!) to two 3-year projects **supporting two distinct regions**: Toronto’s Weston-Mount Dennis neighbourhood and Sioux Lookout, Thunder Bay and Sault Ste Marie in Northern Ontario.

Between these two projects, **this year alone we provided 53 workshops to 1,824 participants**. Our 3 year impact reached over 4,100 participants through 115 multi-disciplinary and culturally relevant workshops. **We continue to provide free, high-quality arts programs in these communities through our other community arts offerings.**



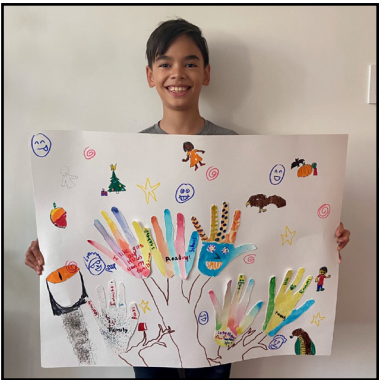
**SPARK**  
Weston-Mount Dennis

Since 2020, VIBE has had the privilege of collaborating with artists, community partners including schools, community centres, Boys and Girls Clubs and hospitals through **SPARK**, a series of free arts programs geared towards youth aged 7-13 in **Toronto’s Weston-Mount Dennis Neighbourhood**.

**More than 3000 young people were able to take part in 75 free multi-week SPARK programs exploring a wide range of artistic mediums** including: Beat Making, Bollywood Dance, Comic Arts, Digital Illustration, Hip Hop Dance, Mixed Media, Photography, Printmaking, Painting and Spoken Word.

**In our 2022-2023 programming year, we provided 36 multi-week SPARK programs to the community!**

*Funded by the Ontario Trillium Foundation.*



**Boreal Creates**  
Northern Ontario

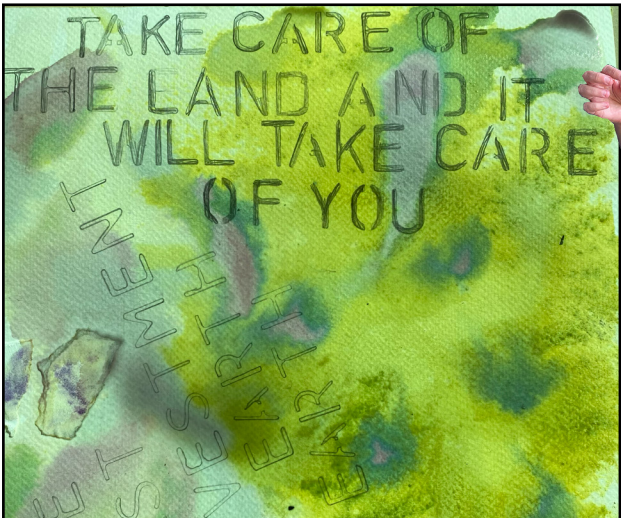


Through **Boreal Creates**, VIBE has **collaborated with Indigenous artists and arts assistants in Northern Ontario** to deliver community-driven, free arts education programming.

Since the start of the project, **1,152 community members took part in 40+ free multi-week Boreal Creates programs exploring a wide range of artistic mediums** including: Beading, Medicine Bag Making, Woodland Arts, Printmaking, Drawing, Lacrosse Stick Making, Filmmaking, Wood Carving, Painting and Mitten Making.

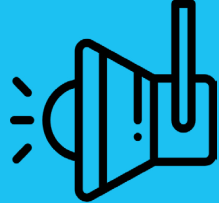
**In our 2022-2023 programming year, we provided 14 multi-week Boreal Creates programs to communities in Sault Ste. Marie, Sioux Lookout and Thunder Bay!**

*Funded by the Ontario Trillium Foundation.*





# Artist Spotlight: Kseniya Tsoy



**VIBE: Tell us about yourself!**

KT: My name is Kseniya Tsoy. I'm a visual artist originally from Uzbekistan and now based out of Toronto. I specialize in community engaged art projects with social purpose. I love working with community members of different ages, but especially I love working with children and youth.

**VIBE: When did you start your journey with VIBE?**

KT: I joined VIBE in 2022, which was unbelievably just last year. I had moved to Toronto from Ottawa and I was looking to engage in the local arts scene. So many people referred me to VIBE. When I would say that I love working with community members, and I love doing community art projects so many people would be saying, "have you ever heard about VIBE Arts?". So I joined the roster just last year and very soon after VIBE offered me a lead role for project in Scarborough as part of the

City of Toronto's Cultural Hotspot program.

For me as someone who had just moved to Toronto, and felt pretty new to Canada, I really appreciated that opportunity. In fact, it was my first big mural as a lead artist in Toronto, in a neighbourhood where I actually lived, so it was extremely meaningful to me.

**That kick-started my career in this new city and I really, really appreciated it.**

**VIBE: In what ways has VIBE supported your artistic and career growth?**

KT: The Cultural Hotspot program was my first project that I did with VIBE. Being on the roster is wonderful and I can recommend it to anyone, any artist. Because VIBE would reach out to you with an offering to participate in some other projects.

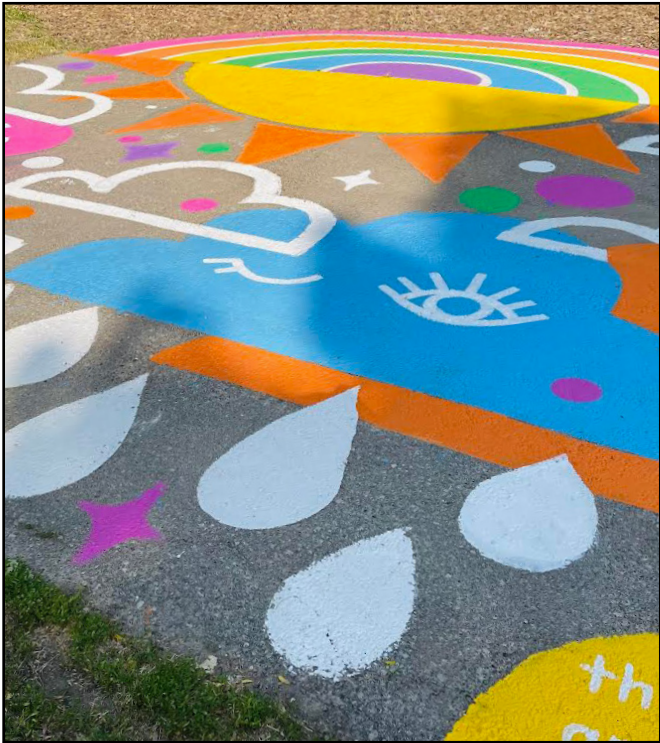
Another memorable project is a mosaic sunflower project I did together with my peers, which was led by very experienced mosaic artist Cristina Delago.

I think it was one of those important and interesting projects because I was pushed out of my comfort zone. I am a visual artist and it is usual for me to paint murals, to create visual works of art. And while mosaic is also a visual art form, it was something that I had never done before.

So learning from the best was very important, but also I did appreciate that soon after I was given an opportunity to lead a group of youth to create their own mosaics after being trained in this medium. So that was a very interesting project. Plus, I got to work with my peers, Tara Dorey, Frannie Potts and Serene Chan.

**That whole idea of community and making things together in collaboration is very dear to me.**

Perhaps one of my favorite parts about being on the VIBE Arts roster is that it's like a family. The office is like home and I connect greatly with the folks who work at VIBE, and also folks who are on the roster of other artists.



Paint Your Path (detail), Wexford Park, June 2022



Paint Your Path (detail), Wexford Park, 2022

**It is here, especially as a newcomer, that I met new friends, made artistic connections, and we even took it beyond and worked on other projects.**

So I think that is something that I always would love to recommend, for artists to join the VIBE Arts roster.

**VIBE: What do you think makes VIBE unique as a community arts organization?**

I think what makes VIBE Arts unique is that for one, it's already in the name. VIBE Arts for Children and Youth. I think the fact that an organization has a mandate to work with children and youth is already special. You know that if you do want to work with the younger generation where to go in Toronto. So this is one of the things that I appreciate, because again, I really love working with children.

Another thing that I really appreciate about VIBE Arts is that mentorship is weaved into the organization's mandate.

So whenever I meet an emerging artist who is starting their journey in the arts field, in the arts scene in Toronto, I always recommend that they join VIBE because I know that it is an organization that provides opportunities to hone your artistic skills, to make friends and collaborate with other artists, and showcase your work.

**Having a sense of community makes VIBE special because we as independent artists can sometimes be so lonely. You do art by yourself. You generally spend time on your own so much that it's amazing to feel like you can come somewhere and have peers and your circle, your community. So I'm grateful for that.**

**VIBE: What are you looking forward to in 2024?**

KT: Again, it's unbelievably been only one year that I have been with VIBE and I look forward to

2024 because I hope it will bring more exciting projects.

VIBE always has exciting projects. What I like about the programs that come through VIBE is that it's always exciting partnerships with other organizations and community spaces that I have never worked with.

I look forward to making those new connections, going to places that I have never worked at, connecting with folks that I have never met and just making more projects for children and youth.

**I do believe that the young generation is the future.**

**It's so meaningful and amazing that there is this community that works towards providing more opportunities to the young ones.**

[@ktsoy.art](https://www.ktsoy.art)  
[www.ktsoy.art](https://www.ktsoy.art)



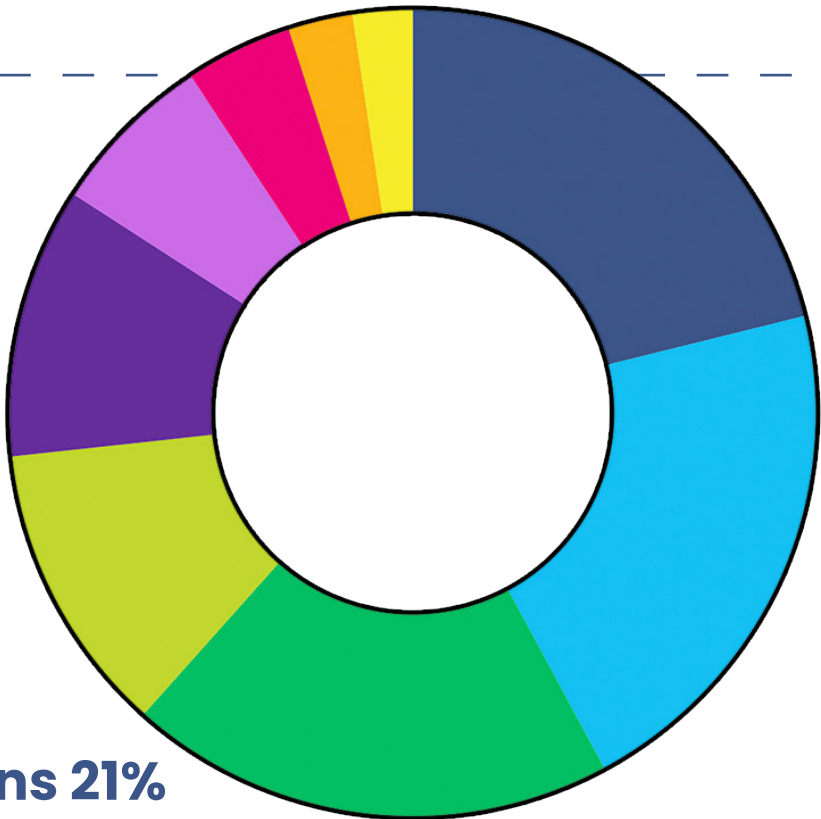
The Story in Your Cup of Coffee, Church Street Espresso, 2023



# Financials

Where does our funding come from?

VIBE operates with funds from 7 revenue streams.

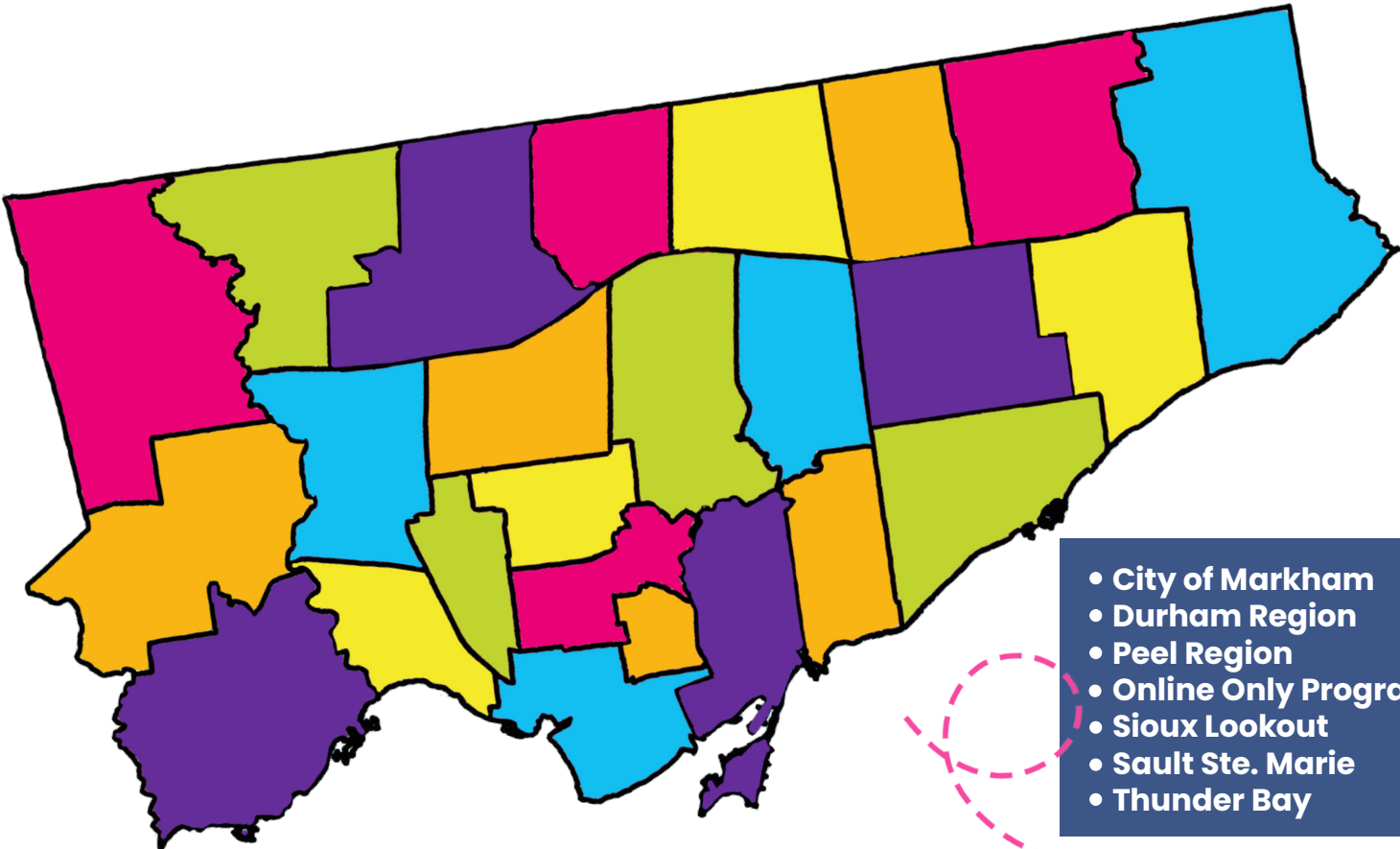


- Corporate Contributions 21%
- Foundations 21%
- Provincial Project Funding 19%
- Arts Council Operating Funding 12%
- Events 11%
- Federal Project Funding 7%
- Other 4%
- Individual Donations 3%
- Municipal Project Funding 2%

Having individuals who support and invest in our mission helps create a foundation for the future of our work.

Support us by making a donation or by becoming a VIBE Arts Advocate—a committed monthly donor who champions our work.

Visit: [vibearts.ca/donate](https://vibearts.ca/donate)



Where we work outside of Toronto

# Where we work

In our 2022–2023 programming year, we provided arts education and creative mentorship in 22 of the City of Toronto’s 25 wards, 3 additional Greater Toronto Area municipalities, Northern Ontario and online to communities across Ontario.

Below is a breakdown of our regional impact by expense percentage:

Beaches–East York, 0.96%	Spadina–Fort York, 8.97%
Davenport, 0.99%	Toronto Centre, 2.29%
Don Valley East, 1.16%	Toronto–Danforth, 1.32%
Don Valley North, 1.19%	Toronto–St. Paul’s, 1.69%
Don Valley West, 0.20%	University–Rosedale, 8.68%
Eglinton–Lawrence, 1.30%	York Centre, 1.70%
Etobicoke North, 2.51%	York South–Weston, 20%
Humber River–Black Creek, 1.59%	Willowdale, 8.79%
Parkdale–High Park, 0.89%	Durham Region, 1.13%
Scarborough Centre, 10.20%	City of Markham, 0.04%
Scarborough Guildwood, 9.52%	Peel Region, 3.26%
Scarborough North, 3.81%	Online Only Program, 3.46%
Scarborough–Rouge Park, 0.31%	Northern Ontario, 3.16%
Scarborough Southwest, 0.85%	



# 2024

## Strategic Focus



### Strengthening Bonds within our Community



### Innovate



### Brand Development and Impact Amplification

## Spark creativity, Spark potential.

#### 01. Strengthening Bonds within our Community

Conduct a thorough evaluation of existing community partnerships post-COVID, with a primary focus on deepening relationships and identifying opportunities for deeper impact. Co-develop initiatives that directly respond to evolving community needs, fostering shared ownership among artists, community leaders, and residents. Establish robust feedback mechanisms to ensure ongoing responsiveness, solidifying VIBE Arts as an essential and trusted collaborator in the community.

#### 02. Innovate

Positioning and having VIBE Arts recognized as a leader and influencer in the community arts space. Through refining VIBE Arts’ identity, ensuring alignment with the organization’s mission and resonance with diverse audiences. Design and implement a robust communication plan, incorporating exhibitions, workshops, and public relations campaigns to share our compelling impact stories.

#### 03. Brand Development and Impact Amplification

Understand and name emerging artistic trends, technologies, and collaborative models to grow the way in which we engage with our stakeholders. Be pioneers in our approach to reaching new audiences and design opportunities for those new to the sector to immerse themselves in arts education and creative mentorship.



# Thank you!

to our donors, funders, sponsors, community and corporate partners for their continued, meaningful support.

## Platinum Supporters

Community Services  
Recovery Fund



Fraser and Frances Deacon Legacy  
Society at Toronto Foundation



## Gold Supporters



## Silver Supporters

The Arthur and Audrey  
Cutten Foundation

Carol MacPherson



The Griggs Family Foundation

The John and Jocelyn Barford  
Family Foundation



## Bronze Supporters



N.A. Taylor Foundation



Prichard-Wilson  
Family Foundation



## Public Funders







VIBE Staff

- Katie Hutchinson**, Executive Director  
**Onika Powell**, Artistic Director  
**Ashabi Idris**, Community Program Manager  
**Raven Lam**, General Manager  
**Jason De Mata**, Mentorship & Program Manager  
**Emma Gaudio**, Communications Manager  
**Hannah Doucet**, Program Coordinator  
**Betty Xie**, Fundraising Consultant  
**Reia Tariq**, Program Administrator  
**Indira Thomas**, Bookkeeper  
**Kayla Gumiran**, Mentorship Intern

The VIBE Arts Board of Directors fundraise, advise, govern, oversee policy and strategic direction and assist with the leadership and promotion of VIBE Arts.

Each board member brings unique experience to assist VIBE in achieving our goals

Board of Directors



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