MASC
www.masconline.ca

Annual Report 21- 22

ARTISTIC AND PROGRAM EXCELLENCE	Continue to offer high-calibre, unique arts education and community arts programs and events
DIVERSITY AND INCLUSION	Lead with a lens of diversity and inclusion in all aspects of MASC's work
VISIBILITY	Increase visibility resulting in more significant impact in the community
SUSTAINABILITY	Ensure MASC remains operationally efficient and resilient to funding fluctuations
LEADERSHIP	Enhance the capacities of MASC staff and Board of Directors

Back in 2019 when we were envisioning the future of MASC over the next five years, we couldn't possibly have predicted the immense changes our organization would go through in such a short time. With the pandemic came significant challenges, but also countless opportunities to broaden our reach to schools and communities across Ontario (and even across Canada!) through virtual programming and projects at-a-distance.

We are now midway through our Strategic Plan, so we thought this year's annual report would be an ideal setting to revisit our five strategic goals, the key elements we identified to guide us in our work.

ARTISTIC AND PROGRAM EXCELLENCE

Continue to offer high-calibre, unique arts education and community arts programs and events

MASC is committed to offering professional artistic and cultural experiences to children, youth, adults, and seniors. MASC offers equitable access to those living in equity-deserving neighbourhoods and rural communities. By bringing artists into communities, MASC reduces economic barriers through subsidized programming as well as removes institutional barriers by providing community members access to professional arts programming where they live and go to school. MASC brings the arts to the people.

Total Participants: **252,778**

Total Workshops: **2259**

Total Performances: **811**

SCHOOL PROGRAM

Building on the legacy that started 32 years ago, the MASC School Program has expanded its reach across the province and even across the country.

MASC OFFERS **358** PROGRAMS ACROSS **6** ARTISTIC DISCIPLINES LED BY **60** ARTISTS AND ARTIST GROUPS

MASC now offers specialized programs in partnership with school boards providing opportunities for students to explore cross-disciplinary curriculum-based subjects through an arts and culture lens. Through experience and reflection, **students learn about diverse topics - including Indigenous Studies, Natural Sciences, and Cultural and Social Studies -** and collaborate with MASC artists to create beautiful murals, engaging videos, live performances and more.

COMMUNITY PROGRAM

MASC delivered a variety of community arts programming to more than 15,500 children, youth, and adults, including seniors, in English and French in diverse rural and underserved equity-deserving communities across Ottawa and surrounding areas.

Programming ranged from workshop series to performances with 91 community venues for programs of participants of all ages. MASC offered 2060 seniors programs in partnership with 21 seniors' venues, ranging from online programming to safe at-a-distance dance workshops and mural creation.

This program was supported by an internship with Mary-Margaret Annab, a Queen's University, Masters in Arts Leadership and Management student funded in part by the Cultural Human Resources Council.

MASC ONLINE

MASC is proud to have offered online programming to schools and communities across Canada since May 2020. Our partners were able to choose from over 200 programs, including workshops, performances, residencies and 28 professionally filmed Videos-On-Demand in all artistic disciplines in both English and French.

In 2021-22 MASC artists delivered

1453 virtual workshops

557 online performances.

EVENTS

Awesome Arts en folie

This year's Awesome Arts offered simultaneous programming in Lowertown and Sandy Hill, featuring the creations from both communities at the Festival in April 2022. This hybrid program included both virtual and in person workshops. The Festival itself took place in person at the Ottawa Art Gallery, and was also livestreamed on YouTube, where it had 2255 views.

For the first time in its history, the Awesome Arts program was brought to Vanier in summer 2022, culminating in an outdoor Festival presentation at the new Vanier HUB. Thanks to ACFO-Ottawa Bilingue funding, Awesome Arts was able to expand its French programming.

In all, we worked with **25 artists** and **19 community partners** to provide **175 workshops and performances** to over **500 participants**.

MASC Young Authors & Illustrators Festival

On April 17th 2022, MASC held the 24th edition of the MASC Young Authors and Illustrators Festival, led by Artistic Director Faith Seltzer. Students in grades six to eight signed up for a day of literary activities including artist presentations and hands-on master classes. Hosted by JustJamaal ThePoet, the event featured workshops with five authors and illustrators - Jeff Ross, Brian McLachlan, Angela Misri, Sarah Raughley, and Vikki VanSickle - as well as the opportunity to create a spoken word poem as a group.

This new literary festival introduced Franco-Ontarian students from across the province to different forms of writing, literature and illustrations. The first edition of IllustrAuteurs took place virtually in February 2021.

The 7th edition of Festival de danse en milieu scolaire took place both virtually and in person in March 2022 with 84 participants, 15 teachers, and 25 professional dancers, choreographers, and artistic directors. FDMS will return in March 2023 as a fully in person festival.

DIVERSITY AND INCLUSION

Lead with a lens of diversity and inclusion in all aspects of MASC's work

MASC offers in-person programming across Eastern Ontario & Western Quebec, in addition to select touring opportunities across Ontario. **Online programming is offered across Canada**. Programs are offered in Schools, Community Settings, and Seniors Venues.

It is a priority for MASC to reach equity-deserving communities in these spaces and showcase diversity in all its forms.

ARTISTS

MASC works with a roster of

60+ professional artists and artist groups

including

32 offering programming in French

Our artists represent a wide diversity of people from a variety of cultural backgrounds – including Indigenous peoples, people of colour, and newcomers – as well as members from the disability community, the 2SLGBTQIA+ community, and other equity-seeking communities.

More than half of our roster artists offer workshops and performances in both English and French. An additional 60 artists were employed this year for various events and festivals, making a total of 200 individual artists that MASC worked with in 2021-22.

STAFF AND BOARD

Our staff and board total

22 people.

of whom identify with the City of Ottawa's list of equity-seeking communities.

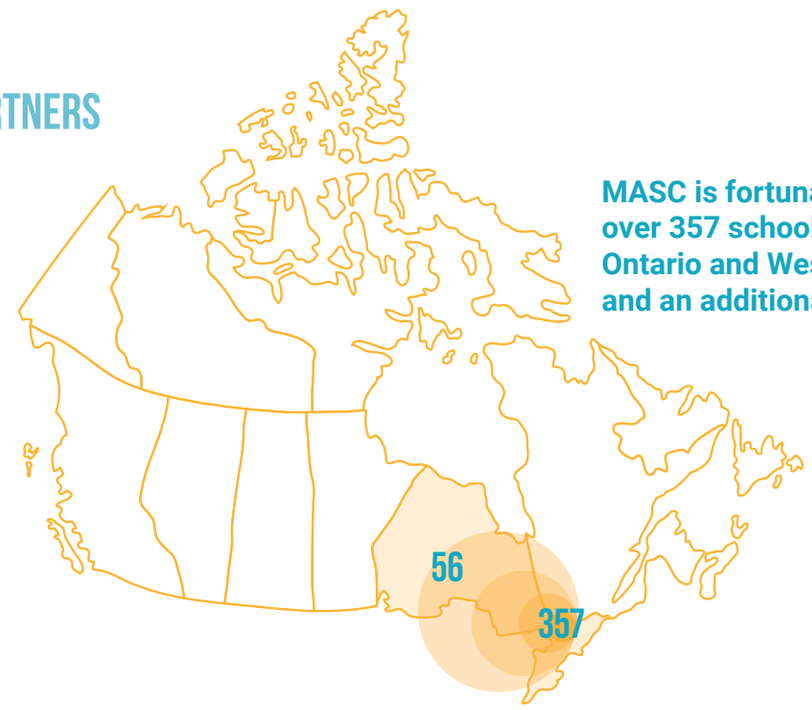
VOLUNTEERS

45 volunteers contributed 597 hours supporting our events and providing office support.

PARTICIPANTS

Over 250,000 children, youth, and adults, including seniors. Thanks to subsidy funding, MASC was able to support $326,000 worth of programming, reaching 108,500 participants in equity-deserving communities.

SCHOOL PARTNERS



MASC is fortunate to work with over 357 schools across Eastern Ontario and Western Quebec and an additional 56 across Ontario.

Our online programming has allowed us to reach further afield, growing our school board partners from an average of 14 to 30 English and French school boards in 2021-22. This expansion led to MASC bookings in 56 schools outside our region. We are proud to say MASC is now working with all 12 French school boards in Ontario, reaching francophone communities across the province. In all, MASC programming reached **205,000 students** across Canada.

COMMUNITY PARTNERS

MASC worked in close partnership with **91 community partners locally** including community centres, libraries, seniors' venues, childcare centres and more. Working alongside our community partners, we provide programming that engages their residents.

FRANCO-ONTARIAN PROGRAMMING

MASC recognizes the importance of bringing Franco-Ontarian programming into equity-deserving schools and communities.

MASC offered ▷ **1084** workshops

274 performances

Reaching 86,069 participants.

PassepART

PassepART is a micro-grant program managed by the Fédération culturelle canadienne-française (FCCF). In 2021-2022, MASC arranged over 169 PassepART projects, 482 workshops, 106 performances and 14 virtual residencies **reaching 40,745 Franco-Ontarian students** across Ontario.

Drôle de Fonds LP Dion

Louis-Philippe Dion was a strong advocate for the Franco-Ontarian artistic community. In his honour, MASC allocated over $2,000 from generous community donations to organize virtual arts programming in Franco-Ontarian schools in the Eastern Ontario region.

TRUTH & RECONCILIATION

MASC continues to work with our Indigenous Advisory Committee to review all Indigenous programming.

MASC secured a City of Ottawa Capacity Building grant to offer Indigenous Awareness training and create new policies.

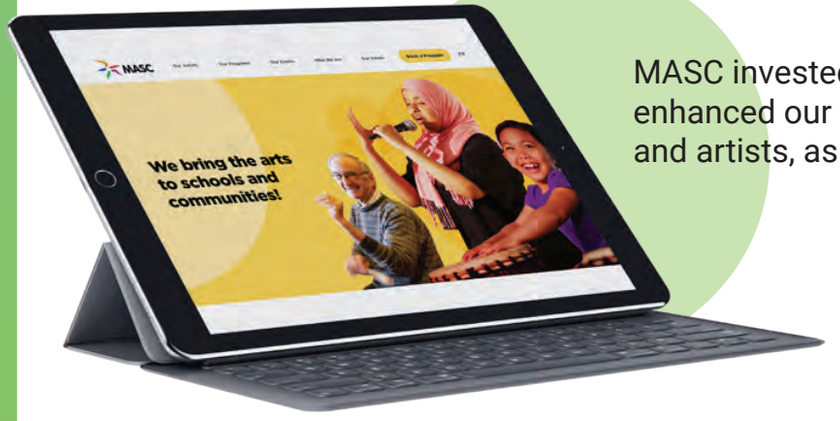
In September 2022, with support from the Ottawa Community Foundation, MASC developed a three-year Reconciliation Legacy Project. This will allow MASC to offer subsidized Indigenous Programming in schools and communities, artistic programming in partnership with Indigenous groups/communities, and internships for new-to-MASC Indigenous artists.

GOVERNANCE

MASC revised our Equity and Diversity Policy, as well as drafted an Anti-Racism Policy and Indigenous funding guidelines. We also revised both our hiring and artist roster application processes to be more equitable.

VISIBILITY

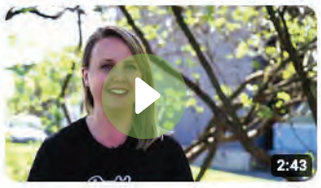
Increase visibility resulting in more significant impact in the community



MASC invested in a new website that has greatly enhanced our partners' ability to search for programs and artists, as well as learn about our events.

MASC launched the Community Arts Education Award in partnership with the Ottawa Arts Council, an initiative also supported by Arts Network Ottawa and JustJamaal ThePoet.

MASC produced four videos as promotional tools for our school partnership programs.



MASC produced two 30-minute showcase videos (English/French) featuring selections of performances of MASC artists' videos-on-demand performances. The videos were designed as a cohesive performance that highlighted the quality of MASC programming and encourage bookings. This showcase was viewed over 1150 times, often to class-rooms of 30 students.

MASC invested in the creation of 12 additional artist promo videos in French and English. Each year we aim to produce videos to highlight new roster artists/changes to programming. Professional photos were also taken which are offered to the artists for their professional use outside of MASC.

Paid university interns increased our marketing capacity by

MASC produced Fall and Winter versions of our newsletters.

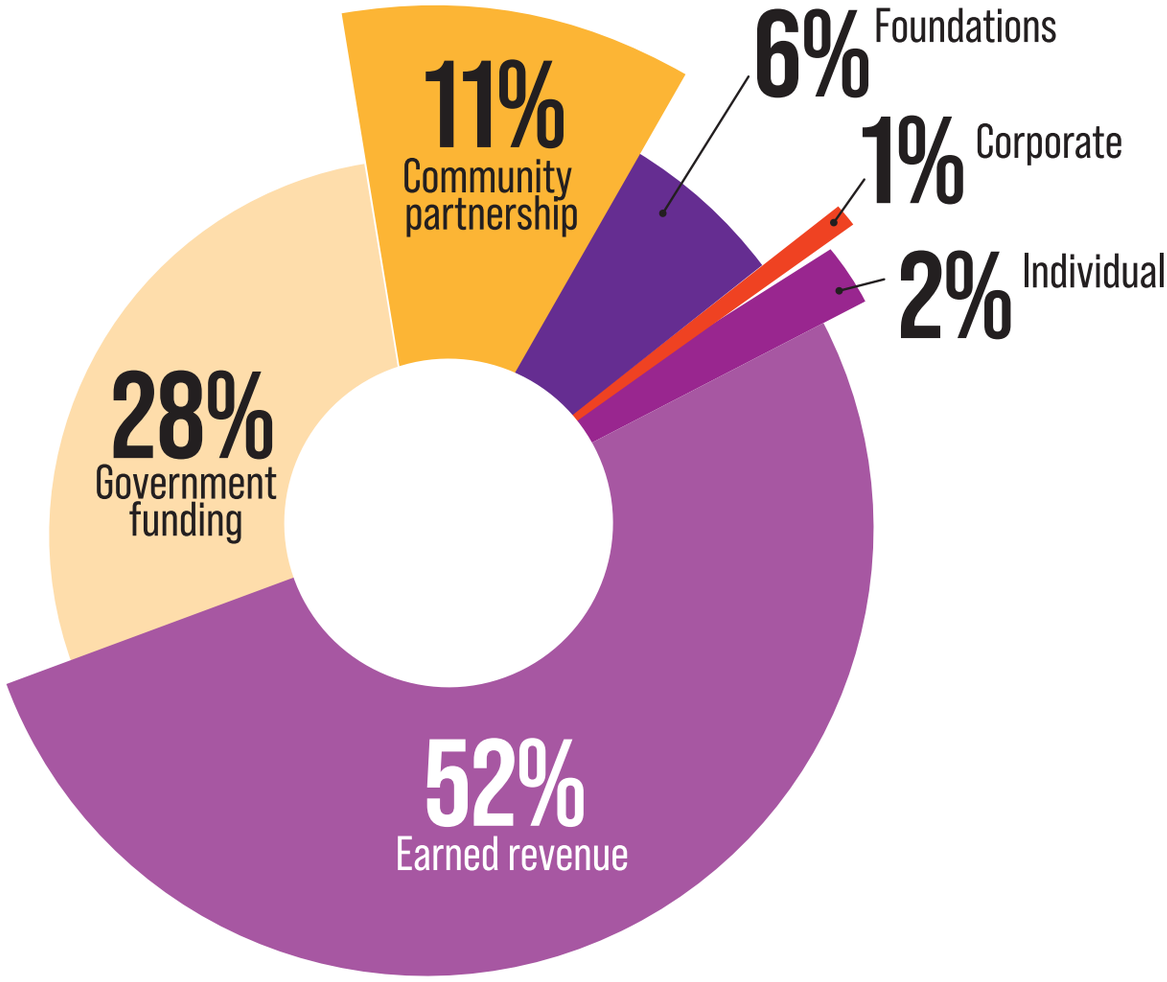
MASC developed a new Communications Director position to start in September 2022.

MASC's increased efforts to connect with media resulted in coverage with CBC / Radio-Cana-da, Ottawa Citizen, Ottawa Business Journal, Faces Magazine, Rogers Television / TV Rogers, Lowertown Echo, IMAGE, Kitchissippi Times, and SavvyMom.ca, as well as an ongo-ing biweekly partnership with Apt613.ca and Le Pressoir.

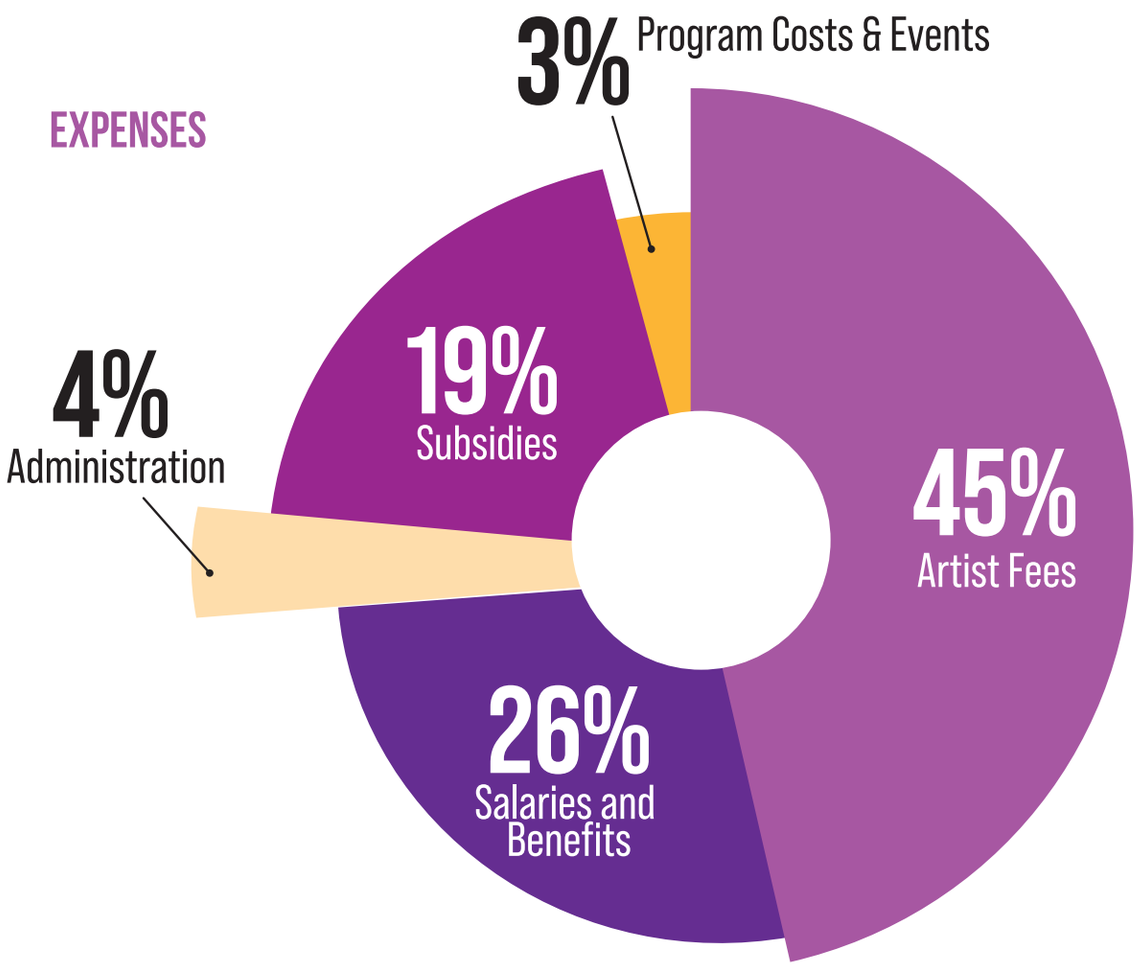
SUSTAINABILITY

Ensure MASC remains operationally efficient and resilient to funding fluctuations

REVENUE



EXPENSES



STATISTICS

Total attendance: **252,778** Total artist participation: **153**

Details	Totals 2021/22	Totals 2020/21	Totals 2019/20*	Totals 2018/19	Totals 2017/18
Total Participants	252,778	217,600	65,191	122,044	121,024
Total Workshops	2,259	1,869	1,165	1,858	1,466
Total Performances	811	585	508	490	501
% French Bookings	39%	46%	25%	25%	34%
% English Bookings	45%	45%	58%	60%	52%
% Bilingual Bookings	16%	9%	17%	15%	16%
Schools	368	241	230	391	266
School boards	29	28	14	16	14
Private schools	10	1	10	8	6
Community groups	72	58	62	61	65
Seniors Venues	20	22	33	13	53
Artist Fees	$811,489	$615,474	$429,638	$574,254	$613,362

** Reduced due to strike and COVID*

LEADERSHIP

Enhance the capacities of MASC staff and Board of Directors

FROM THE EXECUTIVE DIRECTOR

MICHELINE SHOEBRIDGE,
Executive Director

MASC experienced unprecedented growth in 2021-2022. Thanks to virtual programming, MASC artists offered programming across the province and even across the country! MASC programming grew by 37% in comparison with the previous non-pandemic years.

We have many reasons to be thankful for this:

School and community partners remained keen allies in providing engaging, educational, stimulating and culturally relevant programming in their schools and venues. Over 250,000 people benefitted from MASC programming in 2021-2022!

MASC artists are an incredible group of professionals who are dedicated to their art form and their culture, are passionate about sharing with others and have the skills to do so in a fun and engaging way. Their flexibility in finding ways to work online and to work with constantly changing schedules due to the pandemic was legendary. We are so fortunate to work alongside such creative professionals.

And speaking of professionals, none of this would be possible if it wasn't for the incredible team at MASC. I am so lucky to work with a small-but-mighty staff who are innovative, professional, efficient, and creative. This team has made huge strides in the areas of equity and diversity, creative programming and as always, offering warm and efficient services. The MASC Board is a supportive group of dedicated professionals who provide clear guidance and structure for the work that we do, and it helps that, like the staff, they're a really fun bunch to work with!

We are grateful for the many dedicated supporters, from funders to philanthropists to volunteers. We wouldn't be able to achieve all that we do without you.

I am proud of what we have all achieved together and look forward to the many programs and events in 2022-2023!

LETTERS FROM THE BOARD OF DIRECTORS

AMANDA LEWIS,

Outgoing Chair of the Board of MASC

2021–2022 saw MASC embracing new strengths. With additional support from our funders, MASC is playing an even more important role as a presenter of diverse, professional arts experiences. While we continued to weather the storm of the pandemic and the challenges of presenting virtually, MASC's responsive and versatile staff persevered in finding fresh ways to connect artists and the community. At a time when arts enrichment is vitally important in helping people to make sense of the world, MASC has been a lifeline for students, seniors and artists.

With MASC's growth it was important for the board to reflect and take stock. New board members brought dynamic new skills and honed our ability to support the work of MASC. I was very grateful to be able to hand over the reins as board chair to Colin Henein. I continue to remain on the board as an artist advisor, happily supporting the exciting work that MASC is doing.

COLIN HENEIN,

Incoming Chair of the Board of MASC

Greetings! It is a privilege to chair the board of MASC. This is a successful, effective organization thanks to Micheline and her staff who are passionate about diverse arts, artists, communities and education.

As board members, our job is to provide strategic direction, oversight and guidance. MASC turned 31 this year and we are growing ever stronger as an organization. At the board, we've been strengthening governance, refocusing our work on strategy and operations, and improving management.

Fundraising will be crucial to MASC's ongoing success. Each year, generous funders support our highly visible events and provide subsidies, helping us deliver diverse arts experiences to the schools and communities that need them most. But behind the scenes we are seeking new operational funding to improve year-to-year stability for our staff and build capacity for the future of MASC. Helping is easy, just visit www.masconline.ca/get-involved/donate/ or contact us.

On behalf of the board and MASC team, we are pleased with MASC's progress in 2021-22 as we continue to work towards an inclusive community that thrives through the power of the arts.

BOARD OF DIRECTORS

Amanda Lewis
Chair (until March 2022)

Colin Henein
Chair (March 2022)

Juan-Luis Vasquez
Vice-Chair

Gerald Dragon
Secretary (until March 2022)

Magda-Lena Capkun
Secretary (March 2022)

Norman Adams
Treasurer (until March 2022)

Sheldon Rice
Treasurer (March 2022)

Cindy Vachon
Director

Stefan Keyes
Director

Jennifer Boudewyn
Director

Amanda Lewis
Director

Heandel Beaubrun
Director

Étienne Trépanier
Director

STAFF

Micheline Shoebridge
Executive Director

Alejandro Salgado Cendales
English Program Director / Diversity and Inclusion Director

Chantal Racine
French Program Director

Jessica Ruano
Community Program Director / Communications Director

Katryn Hepworth
Bilingual Bookings Coordinator

Yana K.M
Office Manager and Bookings Coordinator

Faith Seltzer
Artistic Director, MASC Young Authors and Illustrators Festival

Chris Jackson
Graphic Designer

Wendy Hartley
Executive Consultant

Office Interns

Mary-Margaret Annab
Layla Fouda
Aminata Touré
Vanessa Lovell

SEASON SPONSORS

ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO
an Ontario government agency
un organisme du gouvernement de l'Ontario

Ottawa

Leacross fondation/foundation

Canada Council for the Arts
Conseil des arts du Canada

CHRC CRHSC
Cultural Human Resources Council
Conseil des ressources humaines du secteur culturel

ONTARIO ARTS foundation
fondation DES ARTS DE L'ONTARIO

EVENT PARTNERS

Ontario MINISTRY OF EDUCATION

Sandy Hill Community Health Centre

Ontario

ARTS NETWORK OTTAWA
RÉSEAU DES ARTS D'OTTAWA

ASSOCIATION DES COMMUNAUTÉS FRANCOPHONES D'OTTAWA

OTTAWA BILINGUE • BILINGUAL

TOGETHER OTTAWA ENSEMBLE

LIVECAST

Centre des services communautaires Vanier
Vanier Community Services Centre

OAG GAO

bgc Canada

VANIER ZAC BIA

Canadian Mental Health Association Ottawa
Mental health for all

Association canadienne pour la santé mentale Ottawa
La santé mentale pour tous

Centre de ressources communautaires de la Basse-Ville
Lowertown Community Resource Centre

AAOF Association des auteures et auteurs de l'Ontario français

odd12 DANCE SEASON 12 12e SAISON DE DANSE

Centre d'excellence artistique de l'Ontario CEAO 1983-2023

The School of Dance

SUBSIDY PARTNERS

OTTAWA COMMUNITY FOUNDATION
invested for good

Ottawa

THE FRENCH FAMILY FOUNDATION

TELUS

Crabtree Foundation

Cajole Inn Fund

MASC IS VERY GRATEFUL TO EVERYONE THAT GENEROUSLY DONATED IN 2021-2022

Individuals

Amanda Lewis
Anonymous
Caroline B Parry
Cate Proctor
Christina Beaver
Claire Speed
Colin Henein
Diego Garcia
Faith Seltzer
Garth Brooks
Grace Vale
Hayden Trenholm
Jennifer Cayley
Jessica Ruano
Joan Bowler
Kateri Deschenes
Kathryn Ferris
Kathy Armstrong
Margaret Glossop
Mark Curfoot-Mollington
Michele Gervais
Najeeb Mirza
Olga Tasci
Pat Hartley
Pier Rodier
Richard Robicheau
Tom & Gloria Shoebridge
Yvonne Coutts-Martignago

Corporate

Action Sandy Hill
ADAMS and Associates Ltd
Kevin Dee

Foundations & Funds:

French Family Foundation
Leacross Foundation
Ottawa Community Foundation
United Way
United Way Centraide

Photography/Videos:

Marianne Duval
Randy Kelly
Craig Conoloy
Shaun Elie

The murals featured in the Annual Report were created by MASC Artists cj fleury, Claudia Salguero, Jimmy Baptiste, Kseniya Tsoy and Nicole Bélanger.