



ANNUAL REPORT

2023-2024



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ABOUT MASC

MASC is dedicated to providing professional arts and cultural experiences to individuals of all ages, from children and youth to adults and seniors. We prioritize equitable access for those in underserved neighbourhoods and rural areas. By bringing artists directly into communities, MASC removes both economic and institutional barriers. MASC also offers subsidized programming, ensuring access to high-quality arts experiences for all.

MASC offers in-person programs throughout Eastern Ontario and Western Quebec, and online programming for participants across Canada. Our programs take place in schools, community spaces, and senior centres.

A key priority for MASC is to engage with equity-deserving communities, highlighting and celebrating diversity in all its forms.

Impact



Artists

In 2023-24, we added 10 new artists to our roster, expanding our artistic disciplines to 7: circus arts, music, literary arts, drama, visual arts, dance and media arts.

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-deserving communities. 93% of our artists identify with the City of Ottawa’s list of equity-deserving communities.

More than half of our roster artists offer workshops and performances in both English and French. An additional 26 artists were employed this year for various events and festivals.



Staff and Board

MASC staff are dedicated to remaining current with arts education trends and to developing partnerships. Staff participated in 69 learning and networking sessions, including a PD session with artists on Programming Accessibility led by Propeller Dance, Kim Kilpatrick and Mélanie Boulerice of Consortium Centre Jules-Léger.

Interns

Each year MASC hires student interns, offering valuable work opportunities, while strengthening our capacity and benefitting from their fresh perspectives and enthusiasm.



Volunteers

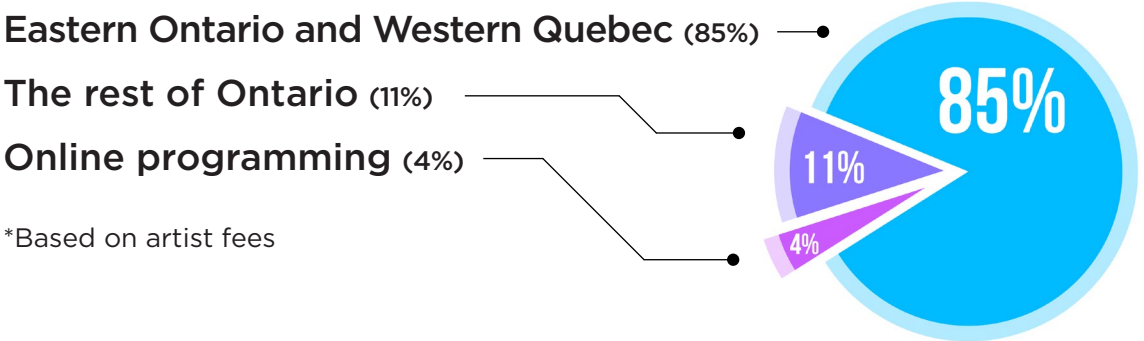
Our dedicated volunteers contributed 920 hours of their time, supporting our events and serving on our Board of Directors. MASC deeply appreciates the time and expertise that our volunteers bring to MASC, supporting us in delivering the rich, artistic programming that we are known for. Their invaluable contributions, both through their dedicated work on the board and their active involvement in our events, ensure that our initiatives continue to thrive and inspire our community.

Subsidies

Thanks to our generous supporters, MASC was able to provide \$253,738 of subsidized programming, reaching 57,982 people from equity-deserving communities.



PROGRAMMING



*Based on artist fees

School Program

Building on the legacy that started 34 years ago, MASC's School Program continues to expand its reach and impact.

In addition to offering 250 programs across 7 artistic disciplines that our school partners can select from, MASC also develops specialized programs in partnerships with school boards. These provide 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, Cultural and Social Studies and more.

Collaborations with MASC artists have also resulted in beautiful murals, engaging videos, and live performances.



Schools across Ontario and Western Québec



English school boards



French school boards

Community Program

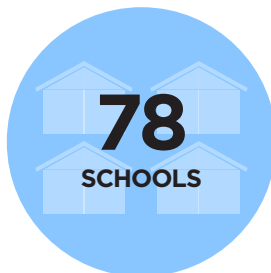
MASC delivered a variety of community arts programming in both English and French, in rural and equity-deserving communities across Ottawa and surrounding areas. Programming ranged from workshops, performances and longer-term residencies (3+ days).

MASC works in close partnership with local partners including community centres, libraries, seniors' venues, childcare centres, festivals such as Winterlude, and many more.



Franco-Ontarian Programming

MASC recognizes the importance of bringing programming into Franco-Ontarian schools and communities. Our artists offered 901 workshops and 346 performances to:



Truth & Reconciliation

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

MASC offered Indigenous Awareness training, including the Kairos Blanket Exercise as well as Cultural Appropriation training thanks to a capacity building grant from the City of Ottawa.

Thanks to the support of the Ottawa Community Foundation, MASC launched the second year of its three-year Reconciliation Legacy Fund program, offering:

- Subsidized Indigenous programming in schools and communities
- Artistic programming in partnership with Indigenous groups/communities
- Internships for new-to-MASC Indigenous artists.

Kitigan Zibi Cultural Camp

In July 2024, 40 children and youth from Kitigan Zibi Anishinabeg First Nation participated in a two-week art and culture camp in partnership with the Kitigan Zibi Anishinabeg Pimadijwowingaming (Cultural Centre).

The project was directed by Algonquin Anishinaabe artist Simon Brascoupe and MASC English Program Director Alejandro Salgado Cendales. MASC gratefully acknowledges the financial support of the City of Ottawa and the Ottawa Community Foundation.



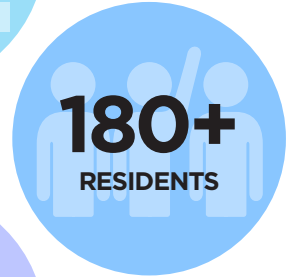
Check out the camp via this video! <https://www.youtube.com/watch?v=VUM1H5iymic>

EVENTS

Awesome Arts

MASC was thrilled to offer the 19th edition of this award-winning community-engaged arts program in both Lowertown and Sandy Hill.

Over the course of 3 months, Sandy Hill and Lowertown residents participated in over 70 workshops. The program culminated in a free Festival that was held May 31 at Viscount Alexander Public School.



MASC Young Authors and Illustrators Festival 33rd edition

On February 27, 2024, 139 students in grades four to eight registered for a day of literary activities including artist presentations and hands-on master classes. Hosted by JustJamaal ThePoet, the event featured workshops with six authors and illustrators: Amanda West Lewis, Wayne Ng, Katherine Battersby, Kevin Sylvester, Angela Misri, and J. Torres.



MASC Arts Awards

MASC Arts Awards is a celebration of students in Grades 6 to 8 who are passionate, creative and would benefit from support to explore their artistic development outside the school setting. All nominated students were honoured at the 24th MASC Arts Awards Gala on May 8, 2024, at the National Arts Centre.



IllustrAuteurs

In November 2024, the second edition of this literary festival featured workshops, lectures, and performances by professional artists, all centered around the power of words. It engaged 45 teachers and francophone students in grades 7 to 12 from across Ontario. The event was organized in collaboration with the *Association des auteures et auteurs de l'Ontario français (AAOF)* and hosted at *École Béatrice Desloges*.

Festival de danse en milieu scolaire (FDMS)

The 9th edition of FDMS took place in March 2024 with 74 participants and 15 teachers from 7 high schools across the province, and 30 professional dancers, choreographers, as well as artistic directors. FDMS is a three-day event organized by MASC in partnership with the Ontario Arts Excellence Centre, the Contemporary Dance Centre, and The School of Dance, and hosted at *École secondaire public De La Salle*.



COMMUNICATIONS AND OUTREACH

Communications

MASC engaged with the community through various channels, reaching over 3500 people via email and 5000 followers on social media. We kept our community informed and connected through daily social media posts, weekly eflyers and monthly newsletters.



IllustrAuteurs:
www.youtube.com/watch?v=fGzT7KiFV7w

Promotional videos

MASC continues to invest in the creation of promotional videos in French and English to capture the vibrancy of our programming. This year we featured the IllustrAuteurs festival and the Kitigan Zibi Cultural Camp.



KZ camp:
www.youtube.com/watch?v=ctllmuZXENU

Community Arts Education Award

MASC offered the 3rd annual Community Arts Education Award in partnership with the Ottawa Arts Council, an initiative also supported by Arts Network Ottawa and JustJamaal ThePoet. Shara Weaver of Propeller Dance was presented with the 3rd annual Community Arts Education Award for her contribution to this important artistic field. This award was present by MASC in partnership with Arts Ottawa (formerly Ottawa Arts Council and Arts Network Ottawa) and JustJamaal ThePoet.



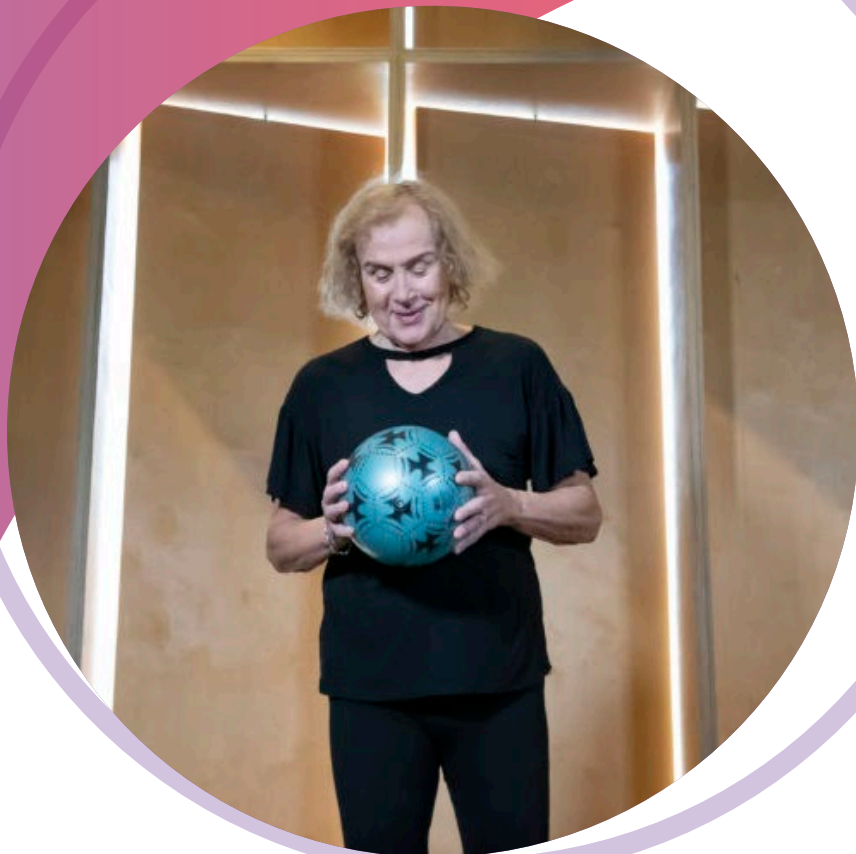
Arts Ottawa:
www.artsottawa.ca/



JustJamaal:
www.masconline.ca/artist/justjamaal-thepoet/



Propeller Dance:
propellerdance.com/



We are deeply saddened by the recent passing of **Lola Ryan**. As a MASC artist for almost three decades, Lola brought dance, movement and joy into classrooms and seniors' venues, impacting thousands of people.

Lola was a uniquely creative and generous professional artist who always brought a sense of *joie de vivre* to her work. Our extended MASC family misses her in so many ways.

FINANCES

Revenue

Earned revenue (46%)

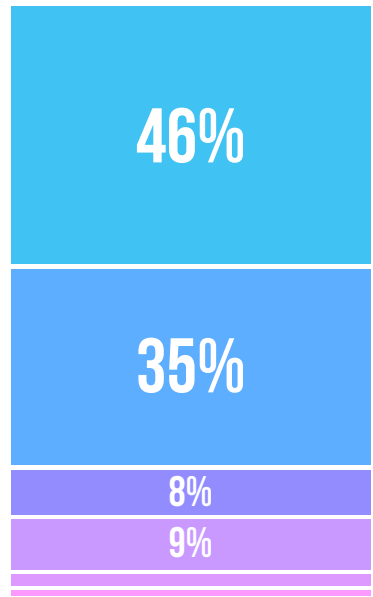
Government funding (35%)

Community partnership (8%)

Foundations (9%)

Corporate (2%)

Individual (1%)



Expenses

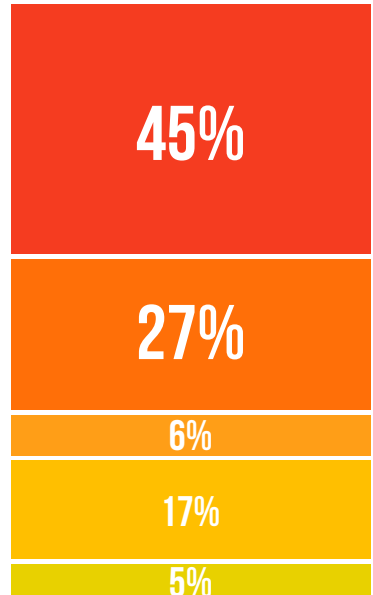
Artist Fees (45%)

Salaries and Benefits (27%)

Administration (6%)

Subsidies (17%)

Program Costs & Events (5%)



STATISTICS

DETAILS	TOTALS 2023/2024	TOTALS 2022/2023	TOTALS 2021/2022
Participants	164,859	156,000	252,778*
Professional Artists	168	154	138
Workshops	1497	1772	2259*
Performances	563	596	811
% French Bookings	35%	37%	39%
% English Bookings	55%	53%	45%
% Bilingual Bookings	10%	10%	16%
Schools	297	287	368*
School boards	17	36	29
Private schools	17	7	10
Community venues	65	91	72
Artist Fees	\$834,126	\$827,413	\$811,489

* these numbers are elevated due to virtual programming during the pandemic

FROM THE EXECUTIVE DIRECTOR

As I reflect on the past year, I am filled with deep gratitude for the incredible impact our work continues to have on the community. 2023-2024 has been a year of accomplishment and growth, marked by many inspiring projects that showcase the power of the arts to open hearts and minds.

Through a wide variety of initiatives, our team saw firsthand how our artists' talents, passion and generosity have touched people of all ages. Teens found their voice for the first time through spoken word poetry, while seniors embraced the joy of Bollywood dance. Children were inspired by their favourite authors and illustrators at the MASC Young Authors and Illustrators Festival, and a group of talented students were awarded year-long scholarships at Ottawa's leading arts organizations at the MASC Arts Awards gala. At the 2nd annual Kitigan Zibi Art and Culture Camp a group of youth learned about traditional Anishinaabe culture and explored urban art forms.

Participants regularly share how our programming has created meaningful connections, with many exclaiming, *"I found my people!"* after attending one of our festivals. Many have found delight in discovering a new art form or a learning about a new culture. We have seen groups undergo profound shifts in perspective through their participation in cultural programming, highlighting the transformative power of the arts to unite, heal, and inspire change.

Our mission—to open hearts and minds through diverse, professional arts experiences to create an inclusive community—has guided our work throughout the year. As we look back on 2023-2024, I am deeply proud of the accomplishments of our artists, led by our incredibly passionate and dedicated staff. I am very grateful to our Board members who have provided knowledgeable advice and guidance. I realize that none of this would be possible without the support of our generous funders and our incredible partners in the schools and community settings who understand the power of the arts to change lives.

Together, we have made a lasting impact on the lives of many, and we look forward to celebrating our 35th anniversary year in 2024-2025 with continued passion, creativity, and dedication.

Micheline Shoebridge
Executive Director

STAFF

Micheline Shoebridge

Executive Director

Alejandro Salgado Cendales

English Program Director
Diversity and Inclusion Director

Karine Lévesques-Noyes French

French Program Director

Mary-Margaret Annab

Community Program Manager

Chloé Beaulieu

Communications Director

Katryn Hepworth

Bookings Manager

Amina Touré

Office and Events Coordinator

Wendy Hartley

Executive Consultant

Faith Seltzer

Artistic Director, MASC Young Authors and Illustrators
Festival

Sureaya White

Anne-Esther Anagonou

Interns

LETTER FROM THE BOARD OF DIRECTORS

As a MASC volunteer, I continue to be inspired by the people we bring together who are building a more inclusive community through the power of the arts. These people include our 128 amazing MASC artists and our 165,000 participants. I am also grateful to our generous funders who provide over \$300,000 in subsidies that allow us to bring artistic experiences to those who need them most. Thanks as well to the funders who provide the crucial operational funding that supports the hard work of our valued Executive Director, Micheline Shoebridge, and MASC's capable and dedicated staff.

In 2023-24, MASC secured funding that will allow us to develop a new strategic plan. This will be a valuable opportunity to reflect on why we bring arts education to schools and community venues. We seek to awaken the creative process, deepen cultural awareness, celebrate diversity, and encourage engagement. Our programs inspire and explore issues through the power of words, music, dance, and all the artistic disciplines. They support diversity and inclusion, and help to build identity and achieve our vision of a community that thrives through the power of the arts.

This year, we also started to put preparations into motion to celebrate our 35th anniversary year. We look forward to this opportunity to expand our reach and impact by developing new fundraising plans and bringing even more supporters into our organization. I invite you to join the group of volunteers and generous funders who channel their time, energy, and funds through MASC in order to make a creative difference in the lives of our children and in our community.

Colin Henein
Chair of the Board of MASC

BOARD OF DIRECTORS

Colin Henein

Chair

Juan-Luis Vasquez

Vice-Chair

Magda-Lena Capkun

Secretary

Sheldon Rice

Treasurer

Cindy Vachon

Director

Gerald Dragon

Director

Stefan Keyes

Director

Heandel Beaubrun

Director

Étienne Trépanier

Director

Suzan Richards

Director

SUPPORTERS

Season Sponsors



Sally Hough
Foundation

Subsidy Partners



Crabtree Foundation



Harry P. Ward Foundation
Cajole Inn Fund (OCF)

Event Partners



Brougham Wealth Management
www.broughamnichol.com



Individuals

MASC is very grateful to the individuals that generously donated in 2023-2024:

Amanda West Lewis
Anthony Leaning
Boyd Whittall
Chantal Racine
Colin Henein
Deborah Penton
Don MacGregor
Donna Karlin
Elizabeth Powles
Elsbeth Ross
Faith Seltzer
Hayden Trenholm
Ian Tamblyn

Jane Ellens
Jim Harmon
Juan-Luis Vasquez
Kathryn Ferris
Mark Curfoot-Mollington
Richard Robicheau
Roger Smith
Shauna Haugen
Sheldon Rice
Sophie Stephenson
Tom and Gloria Shoebridge
Wendy and Tim Hartley

Corporate



Foundations/Funds



**Bernice Oak Memorial Fund
for Music Education (OCF)**

**Ann Waters
Fund (OCF)**

**Harry P. Ward
Foundation**

**Brodhead
Fund**

**Harvey and Louise
Glatt Fund (OCF)**

**Barbara Clark
Fund (OCF)**

**Sally A. Hough
Family Fund**

