



workman arts
artists with extraordinary minds

ANNUAL REPORT

2015/2016

“ Without Workman Arts I would have NEVER considered myself a ‘real’ artist, I would have never chased this dream or believed in myself. What you do means the world to people like me... you have been both nurturing and a hub of an incubator so that I could find my courage and voice to do the work I do. I can never thank you enough with just words. ”

- Jaene Castrillon, Workman Arts Artist



Jaene Castrillon. Photo Credit: Rolla Tahir



Workman Arts filmmakers at 2015 Rendezvous with Madness Film Festival, November 2015, TIFF Bell Lightbox
Photo Credit: Sean Patenaude

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Message from Board Chair and Founder & Executive/Artistic Director

“Everything I’ve done with Workman Arts has been life changing. Each course or production has been an opportunity to realise my potential. **I am becoming my true self and fulfilling life long dreams.**”

- Sheri STRanger, Workman Arts Artist



Sheri STRanger, Good Life Magazine, October 2015



Throughout the past year we knew that we were experiencing some incredible triumphs but in seeing it all brought together in this Annual Report we can really appreciate the breadth of the success we have enjoyed. From the increasing strength of our team to the incredible successes of our events to the promise of significantly increasing our potential impact, it truly was a year to be celebrated.

In taking on the role of Managing Director, Scott Miller Berry has had an immediate and significant positive impact on the organization’s operations creating the foundation for all of the year’s success. Similarly Geoff Pevere’s influence as Program Director of Rendezvous With Madness was transformational. From the gala premier of *Swift Current* that attracted Canada’s leaders in mental health, politics and business, to the revelation that was *Flush*, a production by Workman’s own Nadine Espinoza, Rendezvous With Madness was a phenomenal success.



Similarly inspirational, our artists provided Therapeutic Arts Programming to CAMH clients, both inpatient and outpatient illustrating the increasing empowerment Workman is affording its members and the recommitment of Workman and CAMH to work together for even greater impact. Equally significant was Workman’s progress against last year’s strategic plan, Vision 2020, which included laying the foundation of our scaling project which will allow the methods, material and success of Workman to be duplicated in other communities.

We have so much to be proud of and look forward to continued success.

Patrick Manley
Chair, Workman Arts Board of Directors

Lisa Brown
Executive Director



2015 Rendezvous with Madness Film Festival, November 2015, Photo Credit: Sean Patenaude

Patrons

Her Excellency Sharon Johnston, C.C.
Dr Barbara Dorian & Dr Paul Garfinkel

Board of Directors

Patrick Manley, Chair
Mark Goldbloom, Vice Chair & Secretary
Brenda Arseneault, Treasurer
Adrienne Alison
Kaye Beeston
Melissa Bender
Miles Cohen
Jenna Leblanc
Juniper Locilento
Lori Spadorcia

Staff

Lisa Brown, Founder & Executive/Artistic Director

Administration

Scott Miller Berry, Managing Director
Jennifer Li, Administration & Communications Coordinator
David Sweeney, Technical Director

Special Projects

Leslie Dolman, Research & Development Consultant
Nena Pendevska, Scaling Project Manager

Professional Services

Lascelle Wingate Management Services
Greg Klymkiw, Public Relations

Programming

Geoff Pevere, RWM Festival Program Director
Danica Brown, Literary/Performing Arts & Hospital Program Manager
Cara Spooner, Education & Training Manager
Justina Zatzman, Membership Manager
Claudette Abrams, Visual Arts Coordinator
Kayla Wemp, RWM Program Coordinator

Artists in Residence

Steve Lewis, Visual Artist in Residence
Rick Miller, Media Artist in Residence
Kathy Friedman, Writer in Residence
Jim LeFrancois, Musician in Residence
Glen Pennell, Theatre Artist in Residence

Vision

Workman Arts facilitates aspiring, emerging and established artists with mental illness and addiction issues to develop and refine their art practice through professional training programs, public performance/exhibit opportunities and partnering with other art organizations. We promote a greater public understanding of mental illness and addiction through the creation, presentation and discussion of art.

Mandate

Workman Arts is an arts and mental health organization known internationally for its artistic collaborations, presentations, knowledge exchange, best practices and research in the area of the impact of the arts on the quality of life of people living with mental illness and addiction.

Mission

- To provide arts training, support, and employment within a professional creative environment for people receiving mental health and addiction services;
- To promote public awareness of mental health and addiction issues through various artistic media;
- To promote relations between Workman Arts and Ontario arts organizations, in order to enhance professional arts opportunities for people receiving mental health and addiction services;
- To be a resource for members of the artistic community seeking information regarding mental health and addiction and related issues.

Our Membership



Creative on Queen, March 2015,
Photo Credit: Annette Seip

Workman Arts supports over 300 member artists with mental illness and addiction issues by promoting their work and offering high-quality arts training and other professional development opportunities.

Each and every member artist brings a unique set of experiences, skills, and visions to their arts practices. Workman Arts artists are as diverse as their artistic creations. They vary in age, ethnicity, education, work experience, goals and aspirations.

What they share is a lived experience with mental illness, addiction, or both and a strong desire to thrive and be proactive in their recovery and make a real contribution to our society.

We are proud to have recently expedited our intake and membership review procedures to minimize wait times for incoming member artists. We are also implementing new program evaluation and capacity assessment strategies to track how well we're reaching diverse communities in Toronto and the impact of our programs for Workman Arts artists.

Our Member Advisory Committee, made up of 12 current active member artists, meets quarterly to provide essential member perspectives and ideas on the activities and future of Workman Arts.

Member Summary

- 250+ Active Members
- 50+ artists per year contracted by CAMH including arts programming for in-patient and out-patient programs, clinical training including patient standardization program, and a site beautification program
- 100+ members earned income through WA opportunities: art sales and rentals, commissions, instructor/facilitator contracts, professional acting contracts, musicians for hire programs, speaking fees/artist talks, copyright use
- 40% of incoming artists over the past quarter are 30 years of age or younger

“Workman Arts helped give me a purpose during a time where I questioned my existence. Thank you.”

Workman Arts Artist,
2014 Member Survey

Accolades & Accomplishments

2016

Workman Arts Founder Lisa Brown announces her retirement since the organization's inception in 1987;

Open Knowledge portal created for disseminating program knowledge to Arts and Mental Health communities

Scaling Project to replicate Workman Arts programs into three cities/regions of Ontario; held meetings in five regions with prospective partners



Creative on Queen, March 2015,
Photo Credit: Annette Seip

2015

Lisa Brown awarded Order of Canada (C.M.) in recognition of her role in mental health advocacy and the arts community;

Strategic Plan developed: 5-7 year organizational directions set;

Theory of Change developed and Strategic Return on Investment (SROI) metrics established;

Individual Artist Practice Plan (IAPP) strategy developed concurrent with member website portal;
Towards 2020: CAMH + WA partnership reenergized via strategic directions report for next 5 years

New database implemented to support Development strategies, data collection and online registration for training programs;

Scaling Project

In early 2015 we began a two-year Ontario Trillium Foundation-funded project involving scaling, archiving and information sharing.

To date we have achieved many of our ambitious goals - we have successfully consolidated our body of knowledge, developed a comprehensive record keeping and archival system and implemented an online document repository - the Workman Arts Open Knowledge. Our scaling efforts involved conducting an environmental scan of similar programs across Ontario and a follow up survey which helped us identify possible Pilot Sites. Following our community presentations to six Ontario communities, we received twelve (12) Expressions of Interest from interested organizations, many of which decided to collaborate on a joint proposals to replicate Workman Arts programs.

“... without the WA presentation and Phase 2 call, Art Fix would likely have continued to work separately from the hospital and drop-in centres. Thanks for provoking us to find ways to partner that work for everyone involved!”

- Serena Kataoka, Executive Director, White Water Gallery, North Bay

2015/16 Programs Year in Review

2015



During 2015/16, Workman Arts offered over 65 training programs professional development activities in media arts, literary arts, music, theatre, and visual arts, providing over 840 spots for members over the course of three training seasons

January 2016: *ENCORE*

Workman Arts initiated a pilot program at CAMH as part of their ENCORE program. ENCORE, which stands for Engaging Consumers in Opportunities for Recovery Education, provides clients with workshops that are informed by their particular interests. Workman Arts members were hired to teach arts-based workshops for in-patient clients at CAMH in the Forensic Ward. The intent of the program is to positively impact each individual's interpretations and responses to events, circumstances, situations and their environment.



May 2015: *Mindset*

Mindset is an annual juried photography exhibition presenting works by artists who are members of Workman Arts and shown as part of the CONTACT photography festival. Workman Arts artists created images in response to the concept of "mindset" within the context of mental health. Nine artists' works were selected for this exhibition and reflect a range of individual experiences, beliefs and thoughts that contribute to mental attitude or disposition and impact each individual's interpretations and responses to events, circumstances, situations, and their environment.



October 2015: *Being Scene*

BEING SCENE is an annual juried exhibition produced by Workman Arts for the Centre for Addiction and Mental Health (CAMH) presenting a cross-cultural portrait of the healing power of art in order to build a more respectful and realistic understanding of those recovering from mental illness and addiction. In celebration of the 15th anniversary, Workman Arts member Catherine Jones conducted audio interviews with 27 artists regarding their artworks selected for this exhibition and their arts practices.



October 2015: *Double Take*

Under the theme of 'Memory Lane', established performance artist Irene Loughlin and six Workman Arts artists create site specific performances responding to individual artworks presented at the 15th annual Being Scene exhibition installed in the 2nd floor public gallery at the Gladstone Hotel. These works were co-presented by Workman Arts, FADO Performance Art Centre and the Gladstone Hotel.



October 2015: *Mindfest*

Workman Arts partners with U of T HartHouse's Mindfest to educate the public on the connection between arts and mental health, membership training services and other initiatives, such as If You Ask Me and Rendezvous with Madness Film Festival.



November 2015: *Swift Current Premiere*

The world premiere of *Swift Current* screened as the opening reception of Rendezvous with Madness Film Festival at the Bloor Hot Docs Cinema November 6. Sheldon Kennedy attended the premiere of the film, participated in a post-show question and answer period as well as the Rendezvous with Madness Symposium and other festival activities. The Governor General, David Johnson, and Her Excellency, Sharon Johnston also provided welcoming remarks to a crowd of 550 people.

November 2015: *we now return you to your perpetual pleasure programming*

A multi-media and collaborative installation was created by three Workman Arts artists and media artist Thea Jones which responded to the 2015 festival symposium theme of 'Transfixed: Addiction and TV'. A video/animation component was displayed on digital screens and presented from November 6 - 14 at the opening night Gala, Bloor Hot Docs Cinema and at TIFF Bell Lightbox prior to the film screenings.



November 2015: *23rd Annual Rendezvous with Madness Film Festival*

The 23rd edition of Workman Arts-produced Rendezvous with Madness Film Festival was presented from November 6 - 14. The nine-day international event showcased over 20 programs with 39 feature and short films, 13 panel discussions, *we now return you to your perpetual pleasure programming* - a multi-media installation and a closing day symposium. Our symposium theme of TV & Addiction allowed us to reach out locally and internationally on livestream.

January 2016: *Sonic Seeing*

Sonic Seeing, a piloted curatorial incubation project, was made possible by the Pamela Gibson Emerging Artist Fund for two artists to curate and exhibit a month-long exhibition which was held at Artscape Youngplace. Their visual art plays counterpoint to their audio expressions and showcased both of their visual art work. They also responded to each other's musical compositions through live improvisation as pre-recorded experimental sound art.



February 2016: *Long Winter*

Workman Arts partnered with Long Winter to participate in a series of events from December to March at the Great Hall on Queen Street. It featured the work of 5 Workman Arts artists that ranged from visual art, music, installation and experimental photography.

February 2016: *Hooked!*

In partnership with the Textile Museum of Canada, four Workman Arts artists worked with contemporary textile artist Hannah Epstein to create Radical Hook Rugs. Their work was then featured at the Textile Museum of Canada along with other handmade hook rugs created by participants from ArtHeart Community Art Centre, MABELLEarts, Sistering and SKETCH.



Long Winter, 2015, Photo Credit: Geoff Fitzgerald; Hooked! Exhibition, 2016, Photo Credit: Unknown

NOON

An Exciting Time for Change And Growth

Leadership	<ul style="list-style-type: none"> • Founder and Executive Artistic Director has announced that after 30 years of developing Workman Arts, will retire in June 2017 • A Transition plan will be formally be put into place June 2016 and the search process for Workman Arts will begin. The new leader will be in place by May 2017, training with the current Executive Director
Financial Diversification	<p>A funding model was developed to address revenue generation and sustainability</p> <p>The funding model insures core programs and staff are covered by donations and CAMH</p> <p>Member Presentations and Audience Education programs funded 80% through grants and sponsors; the rest through donations.</p> <p>Research programs allocate 15% revenue to overhead and admin</p> <p>In-patient contracts cover staff costs plus overhead. (20%)</p>
Major Partner & New Facilities	<p>There is excitement around Workman Arts moving back to the Centre for Addiction and Mental Health campus in 2019/20.</p> <p>Over the next two years WA will:</p> <p>Collaborate with CAMH Provincial Services in delivering WA Arts Programs in 3 Ontario Cities</p> <p>Increase peer supported, recovery based arts programming at CAMH</p> <p>Lead in development of WA space with CAMH</p> <p>Develop the artistic and cultural program for the new auditorium</p> <p>Animate CAMH buildings and grounds</p> <p>Increase collaboration with CAMH towards greater financial self-sufficiency of WA</p>
Membership	<p>Over the next two years WA is committed to increasing quality of programs by:</p> <p>Utilizing newly available data to drive training and presentation programs; Increasing attendance and course completion through improved registration and course structure strategies</p> <p>In further support of strategic priorities related to membership WA will:</p> <ul style="list-style-type: none"> - Engage Member Advisory and introduce discipline specific focus groups to improve programs and services to support membership - Introduce integrated master class/workshops as an intake strategy to increase diversity and skill sets within membership - Partner with diverse organizations for membership intake and knowledge sharing related to practice and programming - Expand Artists Residencies to al 5 disciplines
Research	<p>Create evaluation plan and implement/strategic management processs</p> <p>Consolidate, evaluate and improve processes and methodology for program replication and knowledge exchange</p> <p>Promote the use of digital archives (DSpace) resource to larger community</p>

The board and staff of Workman Arts have developed a 5-year action plan that builds on past success and supports our transition from a practice-based service provider to an evidence-based leader and change agent.

Program Excellence

- Continually review best practice and associated research
- Respond to the changing needs and demographics of our members
- Create intake, members self-assessment and evaluation tools
- Develop innovative approaches to meeting the rising demand for our programs
- Develop a program delivery model for in-patients and out-patients at CAMH
- Update our data systems and websites to support delivery and evaluation goals
- Develop research capacity and leverage Workman Arts' historical data
- Establish academic oversight for program development through the creation of advisory committees and research partnerships
- Communicate our results through scholarly articles and publications

Leadership

- Demonstrate leadership in the area of arts and mental illness through presentations, knowledge dissemination, and publications
- Advocate and educate on behalf of individuals with mental illness and promote the value of the arts in healing and recovery
- Replicate our programs and disseminate tools and results
- Create and encourage a national dialogue in the area of arts and mental illness
- Formalize response mechanisms to those national and international groups that regularly seek direction and advice
- Ensure that the organization has the skills required to support members (clinical skills a priority)
- Grow, diversify and stabilize the organization's financial base

Partnerships

- Strengthen relationship with CAMH:
 - Create new joint initiatives
 - Support Foundation initiatives
 - Collaborate and exchange knowledge with CAMH programs and staff
- Create additional partnerships that will advance our members' goals, and advance awareness of the role of the arts in mental illness and recovery

Partnerships



u me n us Sound Poetry Installation, June 2015, Art Gallery of Ontario, Photo Credit: Sean Patenaude

Our Valued Partner CAMH

Workman Arts newly approved *Strategic Plan Towards 2020* reflects our renewed commitment to and with CAMH. Among the many initiatives planned, Workman Arts will work closely with CAMH staff and patients in making CAMH a “Toronto destination” known not only for its excellence in clinical care, research, education, policy development and health promotion, but as a vibrant cultural and artistic place of healing.



Community Partners

Our community partners span all areas of our activities: ther arts organizations, other film festivals, educational organizations, and other mental health organizations.

- AluCine Toronto Latin Film Festival
- Anandam Dance Theatre
- Artists Health Alliance
- Artscape Youngplace
- Canadian Filmmakers Distribution Centre
- Cinefranco
- Consulate General of France in Toronto
- Contact Photography Festival
- Contemporary Circus Arts Festival of Toronto
- Dance Umbrella of Ontario
- Design Exchange
- Ekran Polish Film Festival
- Empowerment Council at CAMH
- European Union Film Festival
- FADO Performance Art Centre
- Family Association for Mental Health Everywhere
- Friends of the CAMH Archives
- Gerstein Crisis Centre
- Gladstone Hotel
- Goethe Institut Toronto
- Hot Docs
- The Images Festival
- Imaginative Film + Media Arts Festival
- Iranian Canadian Resource Centre

- JAYU Human Rights Film Festival
- Kids Help Phone
- Liaison of Independent Filmmakers of Toronto
- Long Winter
- Make Works Lab
- Mindfest
- Mood Disorders Association of Ontario
- Mood Disorders Society of Canada
- National Eating Disorder Information Centre
- National Youth Advisory Committee at CAMH
- Nuit Blanche
- Office of the Governor General of Canada
- Ontario Association of Naturopathic Doctors
- Reel Asian International Film Festival
- Renascent
- Respect Group Inc.
- Ryerson University, School of Image Arts
- Self Help Resource Centre
- Sheena’s Place
- Textile Museum of Canada
- Toronto School of Art
- Toronto Youth Shorts Film Festival
- University of Toronto
- WANT

Individual Donors

- Adrienne Alison
- Brenda Arseneault
- Annick Aubert
- Kaye Beeston
- Melissa Bender
- Linda Booker
- Lisa Brown and Michael Gibson
- Marjorie Brown
- Miles Cohen
- Myfanwy Douglas
- Walter and Duncan Gordon Foundation
- Jason Farmer
- Friends of the CAMH Archives
- Dr. Paul Garfinkel
- Marian Elizabeth Gibson

- Dr. David Goldbloom
- Mark Goldbloom
- Christopher Harris and Mary Shenstone
- Bridget Hough
- Michelle Hounslow
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- Ketchum Canada
- John H. Kieffer
- Michael Koerner
- Jenna Leblanc
- Juniper Locilento
- Patrick Manley
- Joan Mcdonald
- Heino Nielson

- Louisa O’Reilly
- Susan Pigott
- Sandra Pitblado
- Linda Rapson
- Nanette Sanson
- Robert Shea
- Risa Shuman
- Ivor Simmons
- Lori Spadorcia
- John Cameron Stout
- Sunnybrook Health
- Walmar Mechanical
- David Wintre

Financial Summary

2015/16 REVENUES

Ticket Sales (Rendezvous 2015)	19,915
Fundraising Events	4,050
Commissions and Sales	27,246
CAMH Operating Support	292,000
Donations and Sponsorships	42,351
Government Grants	242,560
In Kind	246,383
TOTAL REVENUES	874,505

2015/16 EXPENSES

Administration	387,364
Media Arts Programs/Festival	110,016
Membership and Training	102,582
Rent	91,310
Visual Arts Programs	43,890
Commissions and Sales	24,722
Marketing and Fundraising	9,586
Special Projects	143,696
TOTAL EXPENSES	913,166

Funders, Donors & Sponsors

Our work would be impossible without the generous and sustained contributions of our funders and donors - individuals, organizations and government. We thank them for the work they helped us do during the year.

PARTNER



GOVERNMENT FUNDERS



FOUNDATIONS



CORPORATE SPONSORS



CORPORATE DONORS

John Kieffer Professional Corporation
Walmar Mechanical

VENUE SPONSORS

Artscape
Full of Beans Roastery and Coffee Shop
Gladstone Hotel
Hart House, University of Toronto
Shoppers Drug Mart
TIFF Bell Lightbox



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