



WMA

 **WORKMAN
ARTS**

WHO WE ARE

Workman Arts is a multidisciplinary arts organization that promotes a greater understanding of mental health and addiction issues through creation and presentation.

We support artists with lived experience through free art training programs, public presentation opportunities and partnerships with the broader arts community.

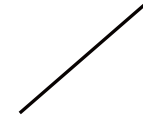


“Everything I’ve done with Workman Arts has been life changing. Each course or production has been an opportunity to realize my potential. I am becoming my true self and fulfilling life long dreams.”

“With Workman Arts I always know that I have a place to work, a place to learn, and a place to show my work. More importantly, Workman gives me a community, a group who understands the challenges of creating while Mad.”



WHAT WE DO



Free Art Training Courses: Multidisciplinary courses delivered by professional instructors with lived experience to artists with lived experience.

Rendezvous with Madness Festival: The first and largest mental health and the arts festival in the world that runs annually each fall.

Being Scene Exhibition: Runs annually each spring and presents work from artists with lived experience. Artists receive 100% of the art sales revenue.

Bruised Years Choir: A weekly choir made up of 25 artists with lived experience that performs at various events throughout the GTA.

Art Sales and Rental Program: 100% of sales revenue goes back to artists.

ART CART at CAMH: Artists with lived experience provide arts programming to patients in units.

OUR ARTISTS

We call our artists *members*. To become a member artist, individuals must have an existing art practice and identify as having lived experience with mental health and/or addiction issues. Member artists are as different from each other as their artistic creations. They vary in age ethnicity, education, work experience, goals and aspirations.

Member artists access all of our programs and services **completely free!**

425

**MEMBER
ARTISTS AT
WORKMAN
ARTS**

\$56,000

RETURNED TO ARTISTS
THROUGH OUR **ART
SALES & RENTAL
PROGRAM**

400+

**FREE ART
TRAINING
CLASSES
PER YEAR**

1,085

**HOURS OF
EDUCATION
PROGRAMMING
PER YEAR**



“I went from being an injured, unemployed graphic artist to exploring fine arts & other skills and exhibiting my art.”

“Workman Arts has played a major role in my development as an artist, which has had an incredible effect on my well-being as a person with mental illness. I feel safe, supported, and best of all, I feel creative.”

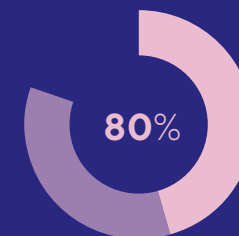
“Thank you for making each of my days just a little more livable.”

“Helped me learn new skills and has kept me from feeling lonely.”

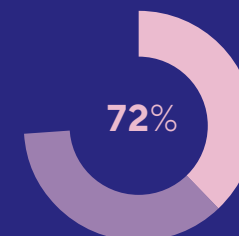
AS A RESULT OF MY TIME AT WORKMAN ARTS I...*

● STRONGLY AGREE ● AGREE

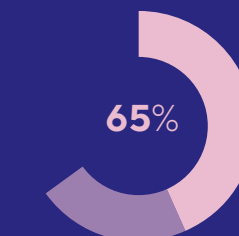
FEEL I BELONG TO A COMMUNITY:



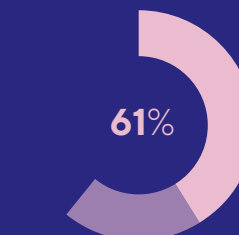
HAVE GREATER CONFIDENCE:



FEEL HAPPIER MORE OFTEN:



FEEL HEALTHIER:



*2017 survey of membership

RENDEZVOUS WITH MADNESS FESTIVAL

10 DAY

MULTIDISCIPLINARY
MENTAL HEALTH &
THE ARTS FESTIVAL

5,000

ATTENDEES
EACH YEAR

52

SCREENINGS &
PERFORMANCES

100+

VOLUNTEERS

42

CO-PRESENTERS

7

VENUES

AUDIENCE STATISTICS

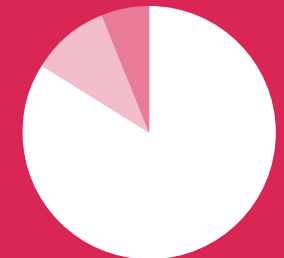
42%

UNDER
AGE
OF 35



LOCATION:

84% GTA
10% IN-PROVINCE
6% OUT-OF-PROVINCE



BEING SCENE EXHIBITION

EXHIBITION
QUALITY

6,000
ATTENDEES

100
ARTWORKS
ON DISPLAY

60
ARTISTS

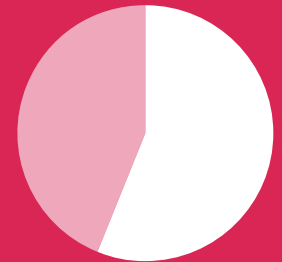
\$19,630
RETURNED
TO ARTIST
THROUGH SALES
& ARTIST FEES

98%
WILL RETURN
NEXT YEAR

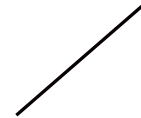


56%
EXCELLENT

44%
GOOD



SPONSORSHIP OPPORTUNITIES



- Naming opportunities/Presenting sponsor
- Onsite activations & sampling
- VIP access to events
- Venue signage (electronic & freestanding)
- Advertising and media presence
- Prescreening trailer
- Social media recognition
- Logo placement
- Customized sponsorship package to suit your business needs



THANK YOU!

For more information contact:

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IMAGE CREDITS

Cover: Lorette C. Luzajic, *I Still Can't Believe You Died*, 2014.

p1: Hanan Hazime, *Labels*, 2018.

p2: #BigFeels Symposium, 2018. Photo by Julie Riemersma.

p3: Workman Arts training course. Photo by Sean Patenaude.

p6: *Phrenic*, SaMel Tanz dance troupe.

p7: Workman Arts Exhibition. Photo by Henry Chan.

p8: Rendezvous With Madness panel discussion.

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