



WA WORKMAN
ARTS

Photo courtesy of Henry Chan

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.”

- Workman Arts Member

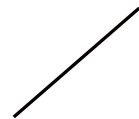
Photo courtesy of Henry Chan

“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.”

– Workman Arts Member



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.

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.

Photo courtesy of Henry Chan

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 Member

Photo courtesy of Henry Chan

“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.”

- Workman Arts Member

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

- Workman Arts Member

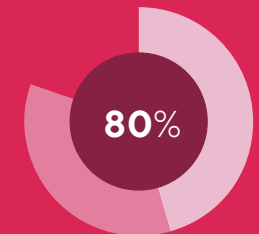
“Helped me learn new skills and has kept me from feeling lonely.”

- Workman Arts Member

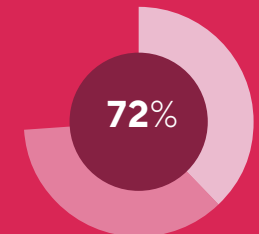
AS A RESULT OF MY TIME AT WORKMAN ARTS I...*

● STRONGLY AGREE ● AGREE

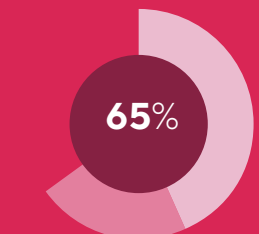
FEEL I BELONG TO A COMMUNITY:



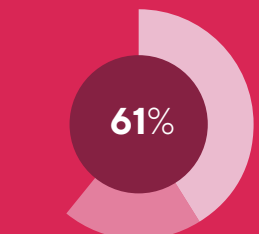
HAVE GREATER CONFIDENCE:



FEEL HAPPIER MORE OFTEN:



FEEL HEALTHIER:



*2017 survey of membership

RENDEZVOUS WITH MADNESS FESTIVAL

AUDIENCE STATISTICS

10 DAY

MULTIDISCIPLINARY
MENTAL HEALTH &
THE ARTS FESTIVAL

5,000

ATTENDEES
EACH YEAR

52

SCREENINGS &
PERFORMANCES

100+

VOLUNTEERS

42

CO-PRESENTERS

7

VENUES

42%

UNDER
AGE
OF 35



LOCATION:

84% GTA

10% IN-PROVINCE

6% OUT-OF-PROVINCE

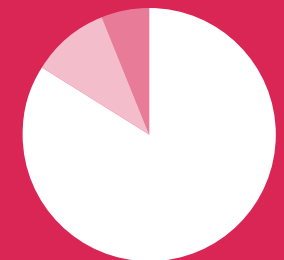


Photo courtesy of Henry Chan

BEING SCENE EXHIBITION

6,000

ATTENDEES

60

ARTISTS

\$19,630

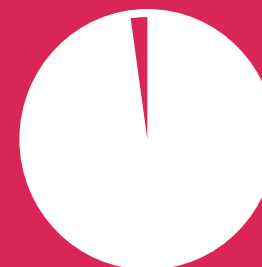
RETURNED
TO ARTIST
THROUGH SALES
& ARTIST FEES

100

ARTWORKS
ON DISPLAY

EXHIBITION
QUALITY

98%
WILL RETURN
NEXT YEAR



56%
EXCELLENT

44%
GOOD

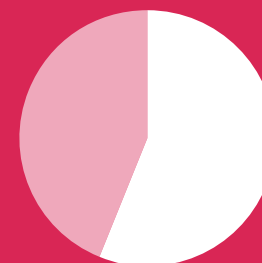
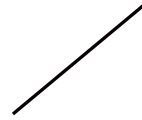


Photo courtesy of Henry Chan

Being Scene is an annual staple at Workman Arts, featuring a juried exhibition surveying artwork by member artists and artists with lived experience of mental health and addiction, a curated group show by a new guest curator every year, and a full event series comprising of member artist-led events/panels/tours and educational workshops/discussions led by our peers from the local arts communities and mental health + addiction communities.



MAKE A DIFFERENCE!



Every year we support between **60-80 individual artists** with lived experience through Being Scene alone which facilitates **professional showcasing** and **professional development** opportunities. In addition, we provide **free public programs** to educate and engage public discourse around mental health and/or addiction through art as an entry point while also reducing social isolation.

The Need

The COVID-19 Pandemic has devastated various aspects of our livelihoods including economic, social and mental well-being. Each week, approximately 20 people with mental health and/or addiction experiences ask to become a member or receive financial and showcasing opportunities. **That's 1040 new artists each year requesting support** and we simply cannot meet the demand.

Your support enables us to address economic disparity, reduce social isolation and empower artists to continue revitalizing fragmented communities(s).

Photo courtesy of Henry Chan

SPONSORSHIP OPPORTUNITIES



SPONSORSHIP

- 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

\$1000	<ul style="list-style-type: none"> • Naming opportunities/presenting sponsor in all digital and print materials. • VIP access to events. • Logo placement
\$5000	<ul style="list-style-type: none"> • Naming opportunities/presenting sponsor in all digital and print materials. • VIP access to events. • Logo placement • Venue Signage • Social media recognition/Advertising a media presence • Pre Screening trailer
\$10,000	<ul style="list-style-type: none"> • Naming opportunities/presenting sponsor in all digital and print materials. • VIP access to events. • Venue Signage • Social media recognition/Advertising a media presence • Pre Screening trailer • Pre and Post In-Person and Virtual event acknowledgment • Being Scene Artist signed poster • Enroll in one Workman Arts art training course
\$20,000	<ul style="list-style-type: none"> • Naming opportunities/presenting sponsor in all digital and print materials. • VIP access to events. • Venue Signage • Social media recognition • Pre Screening trailer • Pre and Post In-Person and Virtual event acknowledgment • Being Scene Artist signed poster • Enroll in two Workman Arts art training courses

Please contact **Tai Nguyen** to customize your support opportunity tai_nguyen@workmanarts.com

THANK YOU!

For more information contact:

Tai Nguyen

Communications and Development Manager

tai_nguyen@workmanarts.com

IMAGE CREDITS

Cover: Anna Camilleri, *Carry Hold Release*, 2020. Being Scene Exhibition, 2022. Photo by Henry Chan.

p1: Being Scene Reception, 2022. Photo by Henry Chan.

p2: Being Scene, Diapause Artists Roundtable, 2022.
Photo by Henry Chan.

p3: Ashley Beerdat, *The Land Before Time*, 2019. Being Scene Exhibition, 2022. Photo by Henry Chan.

p6: Rendezvous with Madness Festival, *kind renderings* Exhibition, 2022. Photo by Henry Chan.

p7: Being Scene Installation. Photo by Henry Chan.

p8: Being Scene Reception, 2022. Photo by Henry Chan.

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