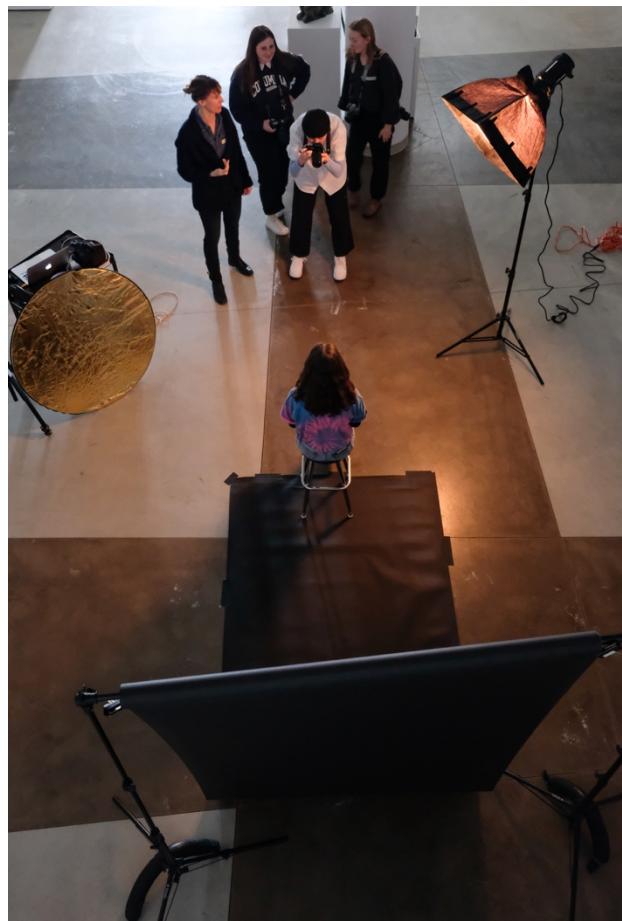




2018 ~ 2019

## ANNUAL REPORT

October 2019





## 2018 ~ 2019 Annual Report Contents

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Appendix 'A': Audited Financials

## Bringing Art to Life

AFK continues to thrive and we couldn't be prouder or more grateful of the people who have brought us here and of the teachers and support staff that continue to advocate and work with us.

As I retire, it is my pleasure to introduce you to Allison Kerr the newest member of the Artists for Kids family. I know I am leaving AFK in good hands with Ms. Kerr's strong background in art education and Administration and look forward to watching the continued growth of the organization with her leadership.

Artists for Kids is a unique, self-sustaining art education venture operated by the North Vancouver School District in British Columbia. Our innovative partnership with more than 50 of Canada's most prominent artists, art educators and the community at large, provides inspiring, highly relevant educational experiences for thousands of young people annually. We have enhanced art education in schools, encouraged students to pursue their own artistic abilities, and helped more people discover great Canadian art. As a visual arts catalyst in the community, we contribute to the development of a rich cultural aesthetic.

The continued growth and development of our acclaimed program in North Vancouver provides substantial documentation that quality art education in schools taught by art specialist educators, can significantly transform young lives, shape programs in schools and ultimately shape a community in ways once thought unimaginable. It also clearly shows what can be accomplished in public education with commitment, understanding and engaged community support.

Artists for Kids continues to shine but without the support of our Board of Education, our donors, our outstanding volunteers and the commitment of the Gordon and Marion Smith Foundation and its staff to work with us, we could not succeed. Our deepest thanks go out to them and all of our advocates and supporters.

Yolande Martinello  
Director



## 1. Programs Statistics

### 25th Annual Paradise Valley Summer School of Visual Art

July 2018

- artists M.E. Sparks and Justin Ogilvie, inspired a sold-out camp of 104 participants with their contributions
- instruction involved elementary and secondary teacher teams from North Vancouver
- 7 bursaries and 8 scholarships were awarded



### Day Camps

July 2018 / March 2019

We continued to provide our Spring Break and Summer Day camps for primary aged students.

- 5 classes offered at AfK enrolled 64 students

### AfK Academy

September 2018~ June 2019

- 23 Grade 10, 11 & 12 qualified students from all North Vancouver secondary schools and one private school were enrolled in the AfK Studio Art Academy course. The course is housed at Carson Graham Secondary and taught by Daylen Luchsinger
- field trips to art galleries and artist studios, master classes with local artists and a year-end exhibition in the Gordon Smith Gallery were value added components of the program

### Windows to Canadian Art ~ Gallery Program: Transformation

October 2018 ~ April 2019

- 44 groups of North Vancouver, 7 West Vancouver public and private schools, participated in the Grade 5 full day programs ( 1,300 students)
- Students participated in collage and mixed- media workshops
- Additionally, 12 classes enjoyed self-guided tours and another 9 unique tours and workshops were provided to gifted, adult and ELL groups reaching over almost 600 additional guests
- mentoring was provided to 72 teachers in this unique hands-on gallery experience

### Summer and Spring Exhibit Program

July, August 2018 and May, June 2019

- During the summer of 2018, curator, Kimberley Phillips, mounted the exhibition, *13 Ways to Summon Ghosts*. With a multi-media component, guests considered the work of thirteen artists for whom haunting can be considered an artistic strategy. Workshops and public events took place throughout the summer months
- In May, the gallery was host to, *Reframed, Painting and Collages* by Tiko Kerr, an exhibit curated by Meredith Preuss. Twenty-seven classes, 945 students and their teachers, participated in tours and workshops with many more joining in self-guided tours. This exhibition was enjoyed by the general public through to the end of August and was frequented by the students in the summer day camp programs. The Gallery also hosted a series of workshops to diverse groups and included a panel discussion on empathy in and through the visual arts

## **StART Strong**

### **Program**

*September 2018 ~ May 2019*

- This program has been created for our youngest artists. *StART Strong, a program* for toddlers and their caregivers, is supported through the Ready Set Learn funding. Six sessions ran throughout the year
- Held in the AfK Studio, classes were consistently at capacity with a total enrollment in the year of 62 tots plus their guardians

## **Outreach Programs**

*October 2018 ~ March 2019*

- 18 classes participated in our Outreach Program, bringing art and teacher mentorship into schools. These two-hour hands on workshops offered students and teachers unique opportunities to explore materials and techniques
- Our AfK art teachers bring learning to the classroom and share the lesson with staff at lunch-time so that all teachers can benefit from the program
- This program consistently has a substantial waitlist

## **Young Artist of the Week**

*July 2018 ~ June 2019*

- 31 students from North Shore public and private schools were profiled in the popular North Shore News feature, which illuminates the students' wonderful skills and abilities



## **After•School•Art**

*October 2018~ June 2019*

- 32 courses operated in North Vancouver schools and the Artists for Kids Studio's
- provided *Teaching Assistant* work experience for a team of over 32 secondary students
- 9 bursaries were awarded to students from families in need of financial support
- each student's work was exhibited in one of three celebrations in the AfK Gallery
- total enrolment: 410 students which represents a registration rate of over 90%

## **Specialty Enrichment**

*November 2018 ~ May 2019*

- In November, 46 Grade 7 students had an opportunity to work with Artist, Tomoyo Ihaya
- In January and February, 36 secondary students explored painting and photography with Fiona Ackerman, Birthe Piontek and a team of AfK teachers.
- Throughout April, 48 Grade 3 students enjoyed learning with Maria Tratt
- Enrichment work was exhibited in two celebrations in the AFK Gallery
- Weekly workshops were provided to a group of 6 young adults from *Inclusion Works B.C.*
- Through a grant from *Coast Capital*, 45 students at Mountainside were able to work directly with artist, Kate Arkletian and *The Idea Partner* on unique enrichment workshops related to their planned trip to Guatemala
- Total enrolment: 181 students

## **Teacher Professional Learning**

*October 2018 ~ May 2019*

- 5 workshops covering topics from print making to painting, were offered to teachers which engaged 67 North Vancouver School District staff
- A team of 10 Artists for Kids teachers attended a retreat to the *Audain Gallery* in Whistler to improve gallery practice and work through goals and team planning for the *Windows on Canadian Art* exhibition tours and workshops
- 18 teachers received direct support and hundreds of teachers were provided with indirect support through AfK Outreach
- 72 teachers were provided direct support through the gallery program visits or self-guided gallery orientations



## **Collaboration with Coho Society, North Shore Stream Keepers & Ron den Daas**

*November 2018 ~ June 2019*

- Artists for Kids helped facilitate the *Discovery Days* workshops, 2018-2019
- Hundreds of North Shore elementary school students participated in a collaborative community art project that resulted in the production of exciting banners celebrating the Annual Coho Festival and a mural project
- Total enrolment: 673 students

## **Direct Classroom Support**

*September 2018 ~ June 2019*

- AFK program facilitator Daylen Luchsinger worked with many teachers to provide model lessons and instruction in their classrooms to assist teachers in offering quality art education to their students
- Resources such as tools and materials were provided to teachers at multiple sites to support their classroom programming
- New curriculum resources were created and made accessible to all through the AfK Resource pages on the website: [https://www3.gordonsmithgallery.ca/Artists4Kids/afk-resources/Pages/default.aspx#/=](https://www3.gordonsmithgallery.ca/Artists4Kids/afk-resources/Pages/default.aspx#/)

## Scholarships

June 2019

- Three of the School District's finest Visual and Performing Arts graduates were honoured with a \$1,000 scholarship to post-secondary institutions.
- A private funder offered two \$400 scholarships to young recipients for our Paradise Valley Summer School of Visual Arts.
- Six partial scholarships were awarded to talented young artists to support their participation in *Paradise Valley Summer School of Visual Arts*. Scholarships were provided by the Beech Foundation, the Quan Family, Heller Memorial Fund and Idea Partners, and CUPE #389.

## Art from 44 Student Art Exhibition

May 2019

- 25 schools (375 students) participated in the annual School District Art Show at the Gordon Smith Gallery. This show provides a colourful window into classroom practice for the community at large. Moving the show to the Education Services Centre Lobby was considered by all to be a wonderful decision. Students and their work were displayed alongside those of our gallery patron artists.
- AfK also invited schools to display outstanding work in the ESC lobby. Fourteen schools shared their work throughout the year, making our lobby an extension of the Gordon Smith Gallery.

## Reid Cultural Grant

May 2019

- Awarded to Canyon Heights Elementary School, led by Principal Kevin Ward with a completion date of June 2020. This grant provides schools an opportunity to enhance Indigenous education at their site.

## Volunteers

September 2018 ~ June 2019

- Artists for Kids depends on our volunteers for so many of the little tasks that create pressure points at various times of the year. From gather data, following up with donors, preparing mailouts, supporting the set-up, take down and hosting of exhibitions and special events and being extra hands during inventory time, we couldn't do it without them.
- Hundreds of hours of volunteer time are logged by a vibrant group of dedicated individuals each year.

## **2. Budget Summary**

Audited Financials Appendix 'A'

## **3. Financial Statements**

Artists for Kids, as a program, falls within the North Vancouver School District's responsibility and therefore the financials are reported as part of the School District's operating budget and financial reports.

## **4. Curatorial Activities**

### **Acquisitions for the Gordon Smith Teaching Collection of Canadian Art Editions Published**

Arnold Shives, *Luminous Fjord* edition of 40

### **Additions to the Permanent Collection**

Leonard Epp ceramic works

Sylvia Tait works on paper

## **5. Sales, Marketing and Promotion Activities**

September – The Smith Gallery played host to a number of events for Culture Days

February – Print launch of the Arnold Shives, *Luminous Fjord*

March – Education Week provided an opportunity to showcase the gallery

May – entered into a collaboration with Lattimer Galleries to market prints through their location

September to June – the gallery hosted a number of rental groups, extending our audience

**Gross Print Sales: \$ 58,736**

### **Sponsorships**

- Smith Foundation
- Christopher Foundation
- TD Bank
- Summerhill Management
- The City of North Vancouver
- CUPE Local 389
- The District of North Vancouver
- North Shore Community Foundation
- The Paul & Edwina Heller Memorial Fund held at the Vancouver Foundation
- Art Starts In Schools
- Edith Lando Foundation
- Beech Foundation
- Polygon Homes
- RBC Foundation

## **Partnerships**

- West Vancouver School District
- North Shore News
- City of North Vancouver
- The Idea Partner Marketing Firm
- Coho Society
- Opus Framing and Art
- Wild New Territories
- Cheakamus Centre

## **Media Support**

- North Shore News
- The Province
- The Outlook
- Vancouver Sun
- Preview Magazine

## **6. 2019 - 2020 Forward Vision**

### **Honours and Celebrations**

- continue scholarship awards for *Paradise Valley Summer School of Visual Arts*
- continue to highlight North Shore students as *Young Artists of the Week*
- continue the scholarship program for graduating North Vancouver School District students
- continue with the *Bill Reid First Nations Cultural Grant* of \$1,000
- continue student exhibitions each term
- continue to provide space and curatorial support to showcase school art programs

### **Programs**

- develop a sustainability plan for AfK programs
- continue to develop a Secondary Gallery/Outreach program to connect with the secondary art curriculum
- enhance the Studio Art Academy program at Carson Graham Secondary School with added opportunities to engage with the local art community
- increase professional development activities for teachers, explore opportunities to align AfK/Art Education with other District programs as per District plans
- support talented elementary and secondary students with enrichment opportunities
- increase *K-12 After School Art* course offerings on the North Shore including contracting services to private schools
- develop digitally accessible curriculum resources to raise the profile of artist patrons in North Vancouver schools
- investigate extending the day-camp offerings through summer.
- continue an outreach program to bring our collection to schools and reach more students
- continue to partner with Early Learning teachers to provide preschool programming
- pilot an interdisciplinary program which includes multiple gallery visits per class at the secondary level

### **Marketing**

- increase on site programming
- develop curated AfK exhibitions for potential loan and travel throughout BC in collaboration with the Smith Foundation
- aggressively promote the sale of prints in school communities and to the community at large including establishing fresh approach to school-based marketing and collaboration with commercial galleries
- enhance features for the web site to profile more regular news of events and activities including a concerted direct media plan on multiple social media platforms
- increase media presence for the program regionally, provincially and nationally

## **Revenue**

- review the existing print production model
- develop a business plan to determine relative benefits of print sales versus program revenue
- continue to provide leadership and support to the Gordon and Marion Smith Foundation
- pursue grants and donations from new corporate and community partners independent of the Smith Foundation and through collaboration with Smith Foundation Director of Development
- seek new high-profile artist patrons to support the program
- actively seek new donors and enhance contribution of current donors

## **Art Gallery Development**

- develop collateral materials related to the teaching collection
- continue to profile the Permanent Collection as a community resource and source of pride
- work with Smith Foundation to develop collaborative programming for the gallery
- continue to enhance communication for the Gallery through social media

## **Recent Print Publications**

New Release      Graham Gilmore      Etching, Op or Tunist, Winter Release 2018

New Release      Arnold Shives      Block Print, Luminous Fjord Spring 2019

New Release      Elizabeth McIntosh      Serigraph, November 2<sup>nd</sup> Release 2019

Pre-Production      Damian Moppet      Engage the artist in conversation in 2020

## Appendix 'A'

### SCHOOL DISTRICT NO. 44 (NORTH VANCOUVER) - ARTISTS FOR KIDS PROGRAM

#### Statement of Financial Position

June 30, 2019, with comparative information for 2018

	2019	2018
<b>Assets</b>		
Current assets:		
Accounts receivable (note 3)	\$ 20,374	\$ 35,344
Prepaid expenses	2,296	3,196
Print inventory for resale	308,117	310,753
	330,787	349,293
Accounts receivable (note 3)	5,753	13,026
Permanent collection of artwork	2,044,434	2,046,037
	<b>\$ 2,380,974</b>	<b>\$ 2,408,356</b>

#### Liabilities and Fund Balances

Current liabilities:		
Deferred revenue	\$ 93,388	\$ 80,239
Due to North Vancouver School District (note 4)	157,224	179,768
	250,612	260,007
Fund balances:		
Permanent Collection of Artwork	2,044,434	2,046,037
Legacy Fund	102,500	102,500
Unrestricted	(16,572)	(188)
	2,130,362	2,148,349
	<b>\$ 2,380,974</b>	<b>\$ 2,408,356</b>

Submitted to the North Vancouver Board of Education October 2019  
On behalf of the Artists for Kids Management Committee

# SCHOOL DISTRICT NO. 44 (NORTH VANCOUVER)

## - ARTISTS FOR KIDS PROGRAM

Statement of Operations - Unrestricted

Year ended June 30, 2019, with comparative information for 2018

	2019 Budget	2019 Actual	2018 Actual
	(note 5)		
<b>Revenue:</b>			
Sale of prints	\$ 60,500	\$ 58,736	\$ 81,411
Less:			
Sales discounts	-	8,989	753
Sales commissions	(20,000)	220	3,121
	40,500	49,527	77,537
Cost of sales	500	18,367	29,749
	40,000	31,160	47,788
Donations	140,000	139,447	244,243
After school program fees	70,000	72,177	71,592
Summer program fees	68,000	68,600	47,813
Gallery program fees	24,000	28,368	27,750
Gallery rentals	2,000	2,103	1,763
Miscellaneous	10,800	13,482	16,435
	354,800	355,337	457,384
<b>Expenses:</b>			
Salaries and benefits	88,413	99,832	98,429
After school program	62,200	66,842	68,372
Enrichment program:			
Pullout	10,000	7,875	16,593
Exhibition	2,500	-	4,110
Gallery program	4,000	6,613	33,440
Day Camp	14,284	14,851	13,458
Art Academy	8,000	9,336	7,659
Studio in the City	-	3,596	2,928
Summer program	63,380	73,807	56,308
Outreach	800	140	4,998
Scholarships	4,000	4,000	5,000
Professional fees	9,500	23,070	19,164
Promotion	24,000	5,641	30,676
Insurance	9,500	10,587	9,562
Credit card fees	3,500	6,403	5,770
Travel	4,100	3,867	13,228
Furniture and equipment	4,000	-	628
Supplies	4,000	6,354	6,376
Wild New Territories Discovery Day	1,000	13,340	29,013
North Shore Stream Keepers (NSSK) Discovery	-	17,134	-
Miscellaneous	-	36	4,496
	317,177	373,324	430,208
Excess of revenue over expenses (expenses over revenue)	\$ 37,623	\$ (17,987)	\$ 27,176

# **SCHOOL DISTRICT NO. 44 (NORTH VANCOUVER)**

## **- ARTISTS FOR KIDS PROGRAM**

Statement of Changes in Fund Balances

Year ended June 30, 2019, with comparative information for 2018

	Permanent Collection of Artwork	Legacy Fund	Unrestricted	Total
Balance, June 30, 2017	\$ 1,979,818	\$ 102,500	\$ 38,855	\$ 2,121,173
Excess of revenue over expenses	-	-	27,176	27,176
Invested in artwork:				
Purchases	584	-	(584)	-
Sales	(7,165)	-	7,165	-
Donations	72,800	-	(72,800)	-
Balance, June 30, 2018	2,046,037	102,500	(188)	2,148,349
Excess of revenue over expenses (expenses over revenue)	-	-	(17,987)	(17,987)
Invested in artwork:				
Purchases	697	-	(697)	-
Sales	(8,400)	-	8,400	-
Donations	6,100	-	(6,100)	-
Balance, June 30, 2019	\$ 2,044,434	\$ 102,500	\$ (16,572)	\$ 2,130,362

# **SCHOOL DISTRICT NO. 44 (NORTH VANCOUVER)**

## **- ARTISTS FOR KIDS PROGRAM**

### Statement of Cash Flows

Year ended June 30, 2019, with comparative information for 2018

	2019	2018
Cash provided by (used for):		
Operations:		
Excess of revenue over expenses:		
Unrestricted	\$ (17,987)	\$ 27,176
Legacy Fund	-	-
Permanent Collection of Artwork	-	-
Donations to Permanent Collection, an item not involving cash	(6,100)	(72,800)
Net changes in non-cash operating working capital:		
Accounts receivable	22,243	3,698
Prepaid expenses	900	11,735
Print inventory for resale	2,636	(9,651)
Deferred revenue	13,149	7,859
Due to North Vancouver School District	(22,544)	25,402
	<hr style="border-top: 1px solid black;"/>	<hr style="border-top: 1px solid black;"/>
	(7,703)	(6,581)
Investing:		
Sales from Permanent Collection	8,400	7,165
Additions to Permanent Collection	(697)	(584)
	<hr style="border-top: 1px solid black;"/>	<hr style="border-top: 1px solid black;"/>
	7,703	6,581
Change in cash	-	-
Cash, beginning of year	-	-
Cash, end of year	<hr style="border-top: 3px double black;"/> \$ -	<hr style="border-top: 3px double black;"/> \$ -

Submitted to the North Vancouver Board of Education October 15, 2019  
On behalf of the Artists for Kids Management Committee

**Chair**

Mark Pearmain

**Director**

Yolande Martinello / Allison Kerr

**Secretary**

Georgia Allison

**Management Committee Members**

Kulvir Mann

Daylen Luchsinger

Ian Wallace

Nancy Roberts

Matt Burnett

Rick Chan

Cailyn Kim

Angelee Bulsara

Deb Wanner