



2014 ~ 2015 ANNUAL REPORT

twenty five years
and growing

October 2015

2014 ~ 2015 Annual Report Contents

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Bringing Art to Life

2015 marks the silver anniversary of Artists for Kids and we couldn't be prouder of the people who have gotten us here.

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, helped more people discover great Canadian art, acquired a sizeable community art collection from our artist-patrons, nurtured an art collecting public and most recently, established Canada's first public art museum for young audiences. 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 during the past 25 years also 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.

Yolande Martinello
Director

In their own words:

It was a really amazing experience and I would love to do it again. Thank you. ♥ I made a lot of new friends and learned so much new!
— Sara

One of the best days of my life.
— Noah

I really liked the gallery and the paintings and carvings. Some of them must have put some effort into them.
— Miles

I think the art for kid program was fantastic program for grade 4. I also think it is a good place to make new friends!
— Keita

I like drawing from my hart.
— Jenna

1. Programs Statistics and Budget Summary

21st Annual Paradise Valley Summer School of Visual Art

July 2014

- artists David Wilson, Nicolla Tibbetts, George Rammel and Greg Murdock inspired all with their contributions
- instruction involved elementary and secondary teacher teams from North Vancouver
- 12 bursaries to students from needy families and 6 scholarships were awarded

We also hosted our first Summer Day camp for primary aged students enrolling 12 young artists aged 5 – 7

- total enrolment: 103 students



In their own words:

I Loved drawing & had a ton 'o'fun Learning about art! Had a blast.

— Sebastian

I was told that I was an artist and I feel like one now that I came.

— Lilly

I did this thing and I liked it. It was fun today. I liked the art gallery.

I really liked the pictures Ross Penhall did because they were really cool.

— Brad

I Loved this art class. It was awesome.

I Loves seeing soo many Canadian artists.

— Anna

AfK Academy

September 2014 ~ June 2015

- 27 Grade 10, 11 & 12 qualified students from all North Vancouver secondary schools and one private school were enrolled in the "Board Authorized" 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

October 2014 ~ April 2015

- 40 groups of North Vancouver Grade 5 classes and 9 groups of West Vancouver public and private schools participated in full day programs
- a new component was added to our gallery program offering one hour tours to classes*
- model art lesson instruction was provided to 49 teachers in this unique hands-on gallery experience
- total enrolment: 1,440 students

Outreach Programs

October 2014 ~ May 2015

- 48 classes participated in our Outreach Program, bringing art into schools. These two-hour hands on workshops offered students unique opportunities to explore a variety of 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

Young Artist of the Week

July 2014 ~ June 2015

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

After • School • Art

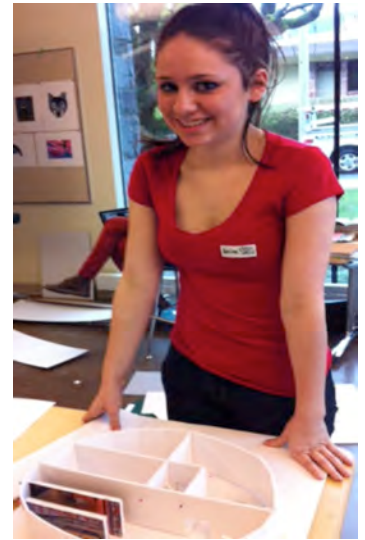
October 2014 ~ June 2015

- 39 courses operated in North Vancouver schools and the Artists for Kids Studios, which included four adult classes
- provided *Teaching Assistant* work experience for a team of over 30 secondary students
- 16 bursaries were awarded to students from needy families
- each student's work was exhibited in a celebration in the AfK Gallery
- total enrolment: 457 students

Specialty Enrichment

January 2015 ~ May 2015

- 41 elementary and secondary students from North and West Vancouver schools explored Architecture with Vancouver Architects Bo Heliwell, Raphael Santa Rosa and a team of AfK teachers
- 48 Grade 3 students participated in an advanced painting and ceramics enrichment workshop with Bobby Burgers exploring florals
- 16 senior students worked with Peter Kiss developing sculptures over a three-day period beginning with small maquettes and ending with amazing sculptures embodying the artist's concept of self
- 13 senior students learned the art of drum making during a one day workshop with Squamish artists
- 21 students participated in a five-day fashion photography program, which included a critique with the North Shore News and an opportunity to publish photos in the North Shore News paper
- work was exhibited in a celebration in the AfK Gallery
- total enrolment: 139 students



It is said it takes a whole community to raise a child. The wonderful people that work with these young folks are awesome and therefore they need our support.

— Xwalactun



Teacher Professional Learning

November 2014 ~ May 2015

- a series of five workshops were offered to teachers covering a range of media which engaged 20 North Vancouver School District staff
- hundreds of teachers provided with support through AfK Outreach

Collaboration with Wild New Territories & Ron den Daas

April 2015 ~ June 2015

- Artists for Kids helped facilitate the Wild New Territories Project, 2015
- hundreds of North Shore elementary school students participated in a collaborative community art project that resulted in exciting banners celebrating the Annual Coho Festival
- total enrolment: 10 schools - 264 students

Direct Classroom Support

September 2014 ~ June 2015

- AfK program facilitator Daylen Luchsinger worked with many teachers providing model lessons and instruction in their classrooms to assist them in offering quality art education to their students
- resources provided to teachers at multiple sites to support their classroom programming

Scholarships

June 2015

- four of the School District's finest Visual and Performing Arts graduates are honoured each year with \$1,000
- 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, the North Vancouver Rotary Club and Idea Partners



Thank you so much for the Jack Shadbolt Scholarship. This Scholarship will be of great assistance in helping my family pay for my tuition at NYU Tisch School of the Arts. Thank you for helping me make my dreams come true.

— Lyndsey Bawne

The kids walk away with the realization that you can come to a project not having a set plan, and create something that you didn't expect, by being inspired as you work.

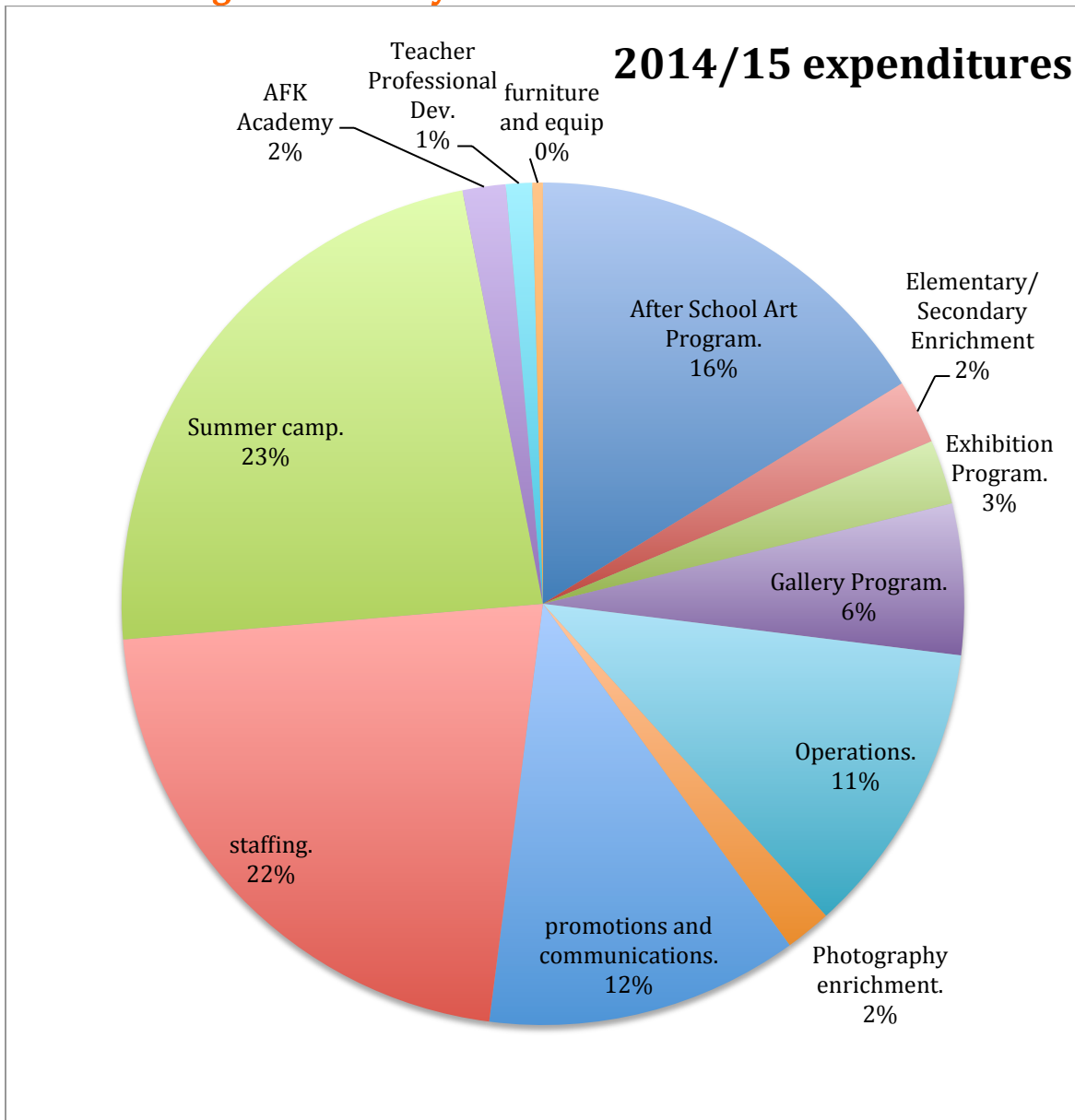
— George Rammel

Art From 44 Student Art Exhibition

May 16 ~ 30, 2015

- 38 schools (570 students) participated in last springs annual School District Art Show in Capilano Mall. This show provides a colourful window to classrooms for the community at large
- AfK also invited schools to display outstanding work in the Education Services Centre Lobby with six schools sharing their work for a month each, making our lobby an extension of the Gordon Smith Gallery

2. Budget Summary



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

Robert Davidson, Sea Anemone
Serigraph 15" x 20"
Edition of 100 released May 2015 (edition value \$110,000)

Ross Penhall, Landscape in Varied Colours I,II,III,IV
2 colour etching 12" x 9"
Four unique editions of 25 released March 2015 (edition value \$80,000)

Roz Marshall, Dreaming Lascaux Woman
Mixed media 14" x 20"
Edition of 35 released January 2015, (edition value \$21,000)

Robert Young, Bepop
Etching, 19" x 14"
Edition of 40 released October 2014 (edition value \$40,000)

5. Sales, Marketing and Promotion Activities

AfK 25: 25 years in personal stories

The development of a coffee table publication celebrating the Artists for Kids Collection in preparation for 25th anniversary

Gross Print Sales: \$190,830

- see Appendix 'A' for a monthly sales activity report

Artists for Kids is the largest producer of fine art prints in the country. Their collection has grown to be a true chronicle of art and artists in Canada.

— Greg Murdock, Artist



Sponsorships

- Smith Foundation
- RBC Foundation
- TD Bank
- Polygon Homes
- Kinder Morgan Foundation
- Lynn Valley Lions
- Rotary Club of Lions Gate
- Art Starts In Schools
- Christopher Foundation
- Beech Foundation
- Summerhill Management
- The City of North Vancouver
- CUPE Local 389
- The District of North Vancouver

Partnerships

- West Vancouver School District
- North Shore News
- City of North Vancouver
- The Idea Partner Marketing Firm
- University Women's Club
- Opus Framing and Art
- Wild New Territories
- Planet X films

Media

- CBC Radio One
- North Shore News
- The Province
- The Outlook
- Canadian Art Magazine
- Vancouver Sun
- Preview Magazine

6. 2015 ~ 2016 Development Activities

Honours

- 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
- increase number of scholarship opportunities by two additional scholarships

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
- develop digitally accessible curriculum resources to raise the profile of artist patrons in North Vancouver schools
- continue the successful Paradise Valley Summer School of Visual Art and the new day camps. Increase accessibility by providing before and after care for day program
- continue an outreach program to bring our collection to schools and reach more students
- develop a sustainability plan for AfK programs

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
- enhance features for the web site to profile more regular news of events and activities
- plan program brochure celebrating 25 years of "Bringing Art to Life" for the 2015/16 year and incorporate new gallery programming and other offerings
- increase media presence for the program regionally, provincially and nationally

Revenue

- continue to expand the inventory of original prints for future releases
- continue to provide leadership and support to the Gordon and Marion Smith Foundation
- pursue grants and donations from new corporate and community partners through collaboration with Smith Foundation Director of Development and development of case for support briefs
- actively seek donations of art for the Permanent Collection and the new facility
- 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 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

New Print Publications

Pre production
Pre production

Graham Gilmore
Tim Pitsiulak

Etching
Etching

**Submitted to the North Vancouver Board of Education
November 2015
on behalf of the Artists for Kids Management Committee**

Chair

John Lewis

Director

Yolande Martinello

Secretary

Georgia Allison

Management Committee Members

Elizabeth Bell

Wing Chow

Ken James

Paul Killeen

Daylen Luchsinger

Bill MacDonald

Anami Nath

Richard Savage

Mary Shaughnessy

Franci Stratton

Appendix "A"

