

Tom Thomson Art Gallery

**Fundraising Strategy Meeting
October 30, 2024**



EXHIBITIONS & ENGAGEMENT: PRIORITIES



Social Justice

Exhibitions and projects address current issues and topics through a range of media. Our curatorial program reflects a balance of traditional and challenging topics, drawing inspiration from the community and exploring such divergent topics as racism, economic disparity, and identity.



Regional Artists

The Gallery is committed to working with and presenting the work of artists from the Grey and Bruce region. The Gallery also actively collects the work of regional artists. There is a distinct richness of artistic talent within this area, including both senior and emerging artists.



Truth and Reconciliation

Since its inception in 1967, the Gallery has exhibited and collected Indigenous works of art. It has and will continue to be a key educational resource for teachers and community members as well as a committed partner to local Indigenous organizations.



Environment

The Gallery curates exhibitions that address changes in the environment. Using the legacy of Tom Thomson as a starting point, the team works with artists who advance the conversations around nature conservation, species at risk, global warming, and environmental crisis.

EXHIBITIONS &
ENGAGEMENT
ASSISTANT
Ian Dickey

PUBLIC PROJECTS & EDUCATION



Community Partnerships

OPEN Team
M'Wikwedong Indigenous Friendship Centre
Grey Bruce Local Immigration Partnership (GBLIP)
The Roxy Theatre
Coffin Ridge
+ MORE



Fundraising

The Art Gallery independently raises nearly half of its operating budget each year through:

- Grants*
- Donations*
- Sponsorships*
- Film Series*
- Annual Calendar Campaign*
- Special Events*



Projects

Pollinator Corridor
3D Tom
The Digital Portal
Indigenous Resource and Sharing Space
Art Cart
+ MORE



Education

Curriculum-Based School Tours
Artist Talks
Resource Sharing
Art Appraisal Day
Professional Development
+ MORE

**CURATOR OF
PUBLIC
PROJECTS &
EDUCATION**
Heather McLeese

CURATION

✓ Exhibitions

The Gallery curates most of our exhibitions in-house and we present 10-14 exhibitions per year on average. These exhibitions are developed from our Strategic Priorities. We also plan, design, ship and install artworks internally.

✓ Programming

In conjunction with exhibitions, the Gallery develops programs to engage the public in the themes and ideas shared by the artist(s). These include workshops, artist talks, Instagram take-overs, art activities, and tours.

✓ Working with Artists

Continuously work with artists on exhibitions, provide resources to artists through designated Ontario Arts Council funding (Exhibition Assistance), regularly conduct studio visits to assist in exhibition development and to provide feedback.

✓ Research

Conduct research on contemporary art practices, share research in conjunction with exhibitions, share acquisitions with other institutions for their research and study, assist the public in their research of art objects.

CURATOR
Shannon Bingeman

COLLECTIONS

✓ Exhibitions

Research, develop, curate collection-based exhibitions using traditional and virtual formats. Present works from the collection within contemporary social dialogues and provide access to the collection for contemporary artists.

✓ Acquisitions

The only gallery in Canada that was formed through the friends and family of Tom Thomson, including advocacy by several Group of Seven members.

Members of the Owen Sound community have been collecting art for the Gallery for more than 55 years. The Gallery receives almost all of its acquisitions through donations or through donations of funds for purchase.

✓ Collection Management

- The Gallery is custodian of the City's multi-million-dollar art collection. It holds the 4th largest collection of Tom Thomson's work at a gallery in Canada. A total of over 2600 works are in the collection.*
- Designated by the Canadian Cultural Property Export Review Board since 1988 to hold federal Cultural Property of which a large portion of the collection is designated.*
- Works from the collection regularly travel to other galleries across the country and internationally.*
- We manage: environmental conditions, collection database, collection care and documentation, inventory and storage within Gallery and offsite, conservation, copyright, insurance, loan agreements.*

CURATOR

Shannon Bingeman

OPERATIONS

✓ Financial

Budget, forecast reports

CADAC reporting

Project and grant reports

Processing invoices, revenue

Donation receipts

Fundraising support reconciliation

✓ Administration

Front desk training scheduling

Gift Shop inventory and reconciliation

Administrative procedures

Membership Program

Gallery Night at the Movies

*Recording Secretary
(TTAG Advisory Committee)*

✓ Grants

Financial reports

Statistical reports

Budgets and forecasting

*Operating and project grant
coordination*

✓ Building

Coordinating facility maintenance

Coordinating service agreements

Supporting facility projects

*Security checks, video monitoring, and
process oversight*

*HVAC and environmental conditions
oversight*

**OPERATIONS
COORDINATOR**
Kim Skene

WHAT GOVERNS OUR WORK



- ✓ Art Gallery / Advisory Committee Strategic Plan
- ✓ City of Owen Sound Strategic Plan
- ✓ Ontario Arts Council & Canada Council for the Arts Strategic Plans
- ✓ Canadian Art Museum Directors Organization (CAMDO)
- ✓ Galleries Ontario/Ontario Galleries
- ✓ Canadian Cultural Property Export Review Board (CCPERB)
- ✓ Canadian Artists Representation (CARFAC)

Revenue Sources - Grants

| GRANTS | 2023 | | 2024 | |
|---|-------------|-------------|-------------|-------------|
| | Budget | Year end | Budget | YTD |
| Ontario Arts Council (operational) | \$55,106.00 | \$55,106.00 | \$51,106.00 | \$51,249.00 |
| Gov't of Canada Grant (special COVID recovery) | \$50,000.00 | \$53,795.00 | - | - |
| Canada Council Grant (operational) | \$70,000.00 | \$70,000.00 | \$70,000.00 | \$70,000.00 |
| Canada S.E.E.D (Young Canada Works) | \$5,400.00 | \$5,837.35 | \$18,000.00 | \$9,150.00 |

Revenue Sources – Corporate Sponsorship

| CORP SPONSORSHIP | 2023 | | 2024 | |
|-----------------------------|------------|------------|------------|-------------|
| | Budget | Year end | Budget | YTD |
| Gallery Night at the Movies | \$5,000.00 | \$5,309.72 | \$5,000.00 | \$1,327.43 |
| Special Events Fundraising | \$5,000.00 | - | \$5,000.00 | \$4,367.27 |
| Exhibitions | | \$1,500.00 | \$5,000.00 | \$10,884.96 |
| Collection | | - | | - |
| Education | | - | \$5,000.00 | - |
| Studio Classes | \$2,500.00 | - | \$2,500.00 | - |
| Coke Corp | \$5,000.00 | \$8,832.64 | \$5,000.00 | \$8,839.62 |

Revenue Sources – General Revenue

| GEN REVENUE | 2023 | | 2024 | |
|---|-------------|-------------|-------------|-------------|
| | Budget | Year end | Budget | YTD |
| Sales Desk | \$15,000.00 | \$6,547.47 | \$5,000.00 | \$7,063.90 |
| Gallery Night at the Movies Admissions | \$35,000.00 | \$27,387.76 | \$38,000.00 | \$22,366.84 |
| Special Events Admissions | \$20,000.00 | \$40,468.48 | \$35,000.00 | \$18,267.24 |
| Fundraising Revenue (Calendars, Event Auctions) | \$25,000.00 | \$20,091.55 | \$20,000.00 | \$12,893.85 |
| Memberships | \$2,500.00 | \$443.03 | \$1,000.00 | \$298.84 |
| Education (tours + COS TTAG Ed Fund) | - | \$2,452.00 | | \$5,068.09 |
| Collection (image use fees) | - | \$832.74 | - | \$ 1,335.51 |
| Studio Classes | \$5,000.00 | \$90.00 | \$5,000.00 | \$540.00 |

Revenue Sources – Donations

| DONATIONS | 2023 | | 2024 | |
|---------------------------------------|-------------|-------------|-------------|-------------|
| | Budget | Year end | Budget | YTD |
| Admissions donations | \$25,000.00 | \$28,057.05 | \$30,000.00 | \$32,106.10 |
| Gallery Night at the Movies Donations | \$14,000.00 | \$14,227.89 | \$15,000.00 | \$9,858.89 |
| Special Events | \$15,000.00 | \$25,022.50 | \$20,000.00 | \$13,992.50 |
| Membership | \$10,000.00 | \$5,330.00 | \$7,000.00 | \$3,880.00 |
| Education | - | \$1,500.00 | - | \$50.00 |
| Collection | \$10,000.00 | \$3,100.00 | \$10,000.00 | \$21,025.00 |
| Endowment Funds | \$ 8,000.00 | \$8,389.00 | \$8,000.00 | TBD |

Revenue Sources – Summary

| | 2023 | | 2024 | |
|--------------------------------|---------------|---------------------|--------------|--------------|
| | Budget | Year end | Budget | YTD |
| | \$382,506.00 | \$384,320.18 | \$360,606.00 | \$304,565.04 |
| | | | | |
| TAX FUNDED INTERNAL ALLOCATION | | \$474,999.96 | | |
| | | | | |
| | TOTAL: | \$859,320.14 | | |

Basic Operating Budget Costs 2024

| | | | | |
|------------------|---------------|------------------|--|--|
| WAGES & BENEFITS | | \$601,836 | | |
| BUILDING | | \$84,500 | | |
| | | | | |
| | TOTAL: | \$686,336 | | |
| | | | | |

A Deadly Pairing Fundraising Event 2024

| Deadly Pairing | Projected | Final |
|------------------------------|--------------------|------------------|
| Revenue | | |
| Admissions (250 cap) | \$35,175.00 | \$14,970.00 |
| TIP TAP donations | \$500.00 | \$30.00 |
| Silent Auction | \$5,000.00 | 2515.00 |
| Table sponsors | \$5,000.00 | \$4,540.00 |
| Wine donated by Coffin Ridge | \$2,500.00 | \$1,928.00 |
| total revenues | \$48,175.00 | \$22,828.00 |
| Expenses | | |
| Caterer | \$4,000.00 | \$4,746.00 |
| Wine samples | \$2,500.00 | \$1,928.00 |
| Entertainment | \$2,800.00 | \$3,158.00 |
| Coffin Ridge Staffing | \$2,300.00 | \$1,410.00 |
| Rental costs | \$3,500.00 | \$4,457.00 |
| Supplies | \$1,500.00 | \$1,200.00 |
| Advertising | \$250.00 | \$215.00 |
| total expenses | \$16,850.00 | \$17,114.00 |
| NET PROCEEDS | \$31,325.00 | \$6869.00 |

Fundraising Strategies Exercise

Strengths
Weaknesses
Opportunities
Threats

Round Table