

To: Tom Thomson Art Gallery Advisory Committee

From: Mary Anne Alton, Fundraising Team Chair

Date: May 7, 2025

Re: Fundraising Team Update

2026 Calendar

The sixth edition of the Tom Thomson Art Gallery annual fundraising calendar is currently in the design phase and will be printed in May. This allows the summer locations to get their calendars in June and the Gallery to capture additional sales with summer visitors. Calendar artwork adopters (\$1000/artwork) have been secured and 40+ retailers across Grey, Bruce, and Simcoe will host the 2026 calendar. *Horizons* is the theme of the 2026 edition, showcasing 13 pieces from the Gallery's permanent collection.

The 2025 calendar edition wrapped up with net revenue of \$24,210, bringing the 5-year total to over \$125,000 in funds raised to support the Gallery!

Sponsorships

The Gallery received a \$2000 sponsorship from the Kiwanis Club of Owen Sound to support summer art camps for children. This contribution will enable identified disadvantaged children to attend at no cost.

The Gallery is working on a proposal for an Art Studio sponsor which would support studio educational programming throughout the year.

The Gallery's National Canadian Film Day program received a total of \$800 in sponsorships from Scott Kocher and Ryan Hood - TD Wealth, Well in Hand

Health Food Store, Doug Cameron's Subaru and Shannon Deckers REMAX Grey Bruce Realty.

The Ontario Teachers' Federation supported the Safekeeping exhibition through a contribution of \$500.

Georgian Bay Art Conservation contributed \$1000 in-kind towards the Tom Thomson restoration and framing project. The Gallery has received donations of \$1000, \$5000, and \$500 from private donors towards this project and has incoming pledges. The Gallery needs to raise approximately \$8000 to complete the require work.

The Gallery made a proposal to Heffel to sponsor *All the Calm and Calamity* for \$15,000 but was unsuccessful this year. The Gallery has since then approached Cowley Abbott for \$10,000; they are in the process of considering the request.

The Gallery is partnering with Algonquin Outfitters again this year to participate in the Paddle Art Contest. They have agreed to provide \$6000 to the Gallery in support of Convergence, the popular juried art exhibition which will take place this fall and which typically attracts a lot of regional talent.

A Deadly Pairing

The Art Gallery is partnering with Coffin Ridge Winery for another remarkable evening of wine, food, and live music on Friday, September 5. The event will include 10 tasting stations from 5pm – 8:30pm that feature wine, cider, and beer paired with chef and sommelier curated food followed by dancing and music with Grey Road 1. More details to come soon.

The Fundraising Team is excited to start working with the newly hired Part-time Fundraising Coordinator to explore opportunities to expand the Gallery's fundraising portfolio and find ways to strengthen revenues.