
· WINDSOR ENDOWMENT FOR THE ARTS ·



Windsor Endowment
FOR THE ARTS

www.wea-arts.com



MESSAGE FROM THE PRESIDENT

This is an exciting time for the Windsor Endowment for the Arts. Recently, WEA has set in motion a series of far-reaching and creative initiatives to cultivate and grow the wealth of cultural and artistic resources in the region. Galvanized by the decline in funding for the arts, WEA has found new ways to infuse the arts into the fabric of our society.

WEA's Endowment Fund acts as a conduit for our citizens to invest in the arts, enhancing our community's quality of life.

While building the Endowment Fund remains the core of our work, the new WEA Arts Leadership Awards and WEA Arts Grants Program recognize and encourage significant artistic and cultural contributions in the arts by individuals, practicing emerging artists, organizations and successful arts projects in Windsor-Essex.

We invite you to join us in supporting our efforts to build a sustainable financial foundation for arts and culture in the Greater Windsor community.

Sincerely,

Carolyne Rourke
President



Windsor Endowment
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INVESTING TODAY FOR TOMORROW

Windsor Endowment for the Arts is committed to its community, its artists, its arts organizations and to all its residents. Our goals centre on building a greater cultural community whereby investment in arts and culture enhances our community's quality of life and fosters economic growth.

This is a crucial time for our city and our region – a moment in history that requires partnerships, creative thinking and generosity of spirit; a moment that we can take hold of and change - a change that will enrich our community with stability, focus and strength.

WEA is determined to facilitate change that will result in our city's growth, and celebrate our community's richness in arts and culture. Windsor/Essex needs to celebrate this richness and make known to the rest of Canada that this is a great place to live and work. We are confident that the new Arts Leadership Awards and WEA Arts Grants will greatly assist in these goals and support the cultural tourism initiatives of this region.



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“WEA embraces philanthropy and engages community to ensure that art and creativity inspire visions for renewal.”

~ Dr. Cecil Houston, Dean, Faculty of Arts & Social Sciences, University of Windsor



G R O W I N G T H E E N D O W M E N T

In 2006, WEA received a large anonymous donation that positioned the organization for continued growth. This donation provided increased momentum and stability.

Throughout its history WEA has designed and implemented a number of innovative public arts initiatives to highlight the importance of arts in the community and to support the growth of the Endowment. These initiatives included the first international public art exhibition, *CarTunes on Parade*, award programs in literary arts and community arts as well as public arts programs organized in partnership with many other groups. All of these activities assisted in raising the profile of the Endowment in preparation for the next step of focused donor development and sponsorship opportunities.

Over the past 12 months, WEA has undertaken significant organizational change and development including rebranding, developing marketing, communications and fundraising plans, and a strategic plan. These plans will help increase public awareness of WEA, including its need for public support to grow the Endowment. A major pillar in WEA's new focus has been the re-design and expansion of its Arts Leadership Awards Program.

W E A A W A R D S & A R T S G R A N T S P R O G R A M

The new WEA Arts Leadership Awards and WEA Arts Grants Program build and expand upon the original *The Michael J. Farrell Award for Education in the Arts* and *The Alistair MacLeod Award for Literary Achievement*.

A thorough review of the original two awards resulted in the development of a more comprehensive program, including four honorary awards: one each in community arts, literary arts, performing arts, and visual arts, as well as two grants in each category – one grant for an emerging artist and one for a community organization in each area of specialization. The focus is to recognize and encourage significant artistic and cultural contributions in the arts by individuals, practicing emerging artists, organizations, and successful arts projects in Windsor-Essex.

F U T U R E

WEA's Board of Directors has identified six strategic priorities that need to be addressed during 2010 - 2015:

- Reinforce WEA's commitment to individual artists, working alone or collaboratively.
- Broaden WEA's commitment to arts organizations to strengthen their artistic practices.
- Support the career development of rising artists and the development of the art form through mentoring.
- Enhance WEA's leadership role in promoting equity as a critical priority.
- Partner with other organizations as a key element in WEA's approach to advancing its mandate.
- Implement internal structural changes to improve communication that strengthens the organization's capacity to address change.

“The arts and arts organizations are major tourism drivers. WEA plays an active role in the expression of our area's creative culture, and contributes to economic development and job growth in the region.”

~ Chris Ryan, CEO, Tourism Windsor Essex Pelee Island

INTRODUCTION

The Windsor Endowment for the Arts (WEA) is a registered charitable organization founded to provide Windsor-Essex artists and arts organizations with the financial support needed to develop a distinctive voice on the local, national and international stage. This voice is grounded in our cultural diversity and our region's rich historical background.

WEA has been designed to build a legacy in perpetuity to support the education, awareness, appreciation and development of the arts in Windsor and region.

Supporting excellence in new and established arts, WEA aims to offer critical, long-term funding for the arts, thereby making a profound and lasting impact on the cultural life in our community.

Donations made to the Endowment are securely invested, and disbursements celebrate and acknowledge contributions made by community leaders, emerging artists and arts organizations in community, literary, performing, and visual arts sectors.

VISION

Supporting the arts while growing an endowment.

MISSION

WEA is a funding body devoted to the arts for the betterment of the community.

OBJECTIVES

- To foster, develop, support, and champion a vibrant, dynamic arts community in the City of Windsor and County of Essex through services and grants to enrich the lives of its citizens.
- To educate and increase the public's understanding of, and appreciation for the arts by encouraging the creation and public exhibition, performance and publication of existing, evolving and future art forms.
- To promote the advancement of education in the arts by providing scholarships, grants, educational programs and materials, seminars, lectures and forums in order to raise the public's aesthetic appreciation, understanding and awareness of art.
- To receive and maintain a fund or funds, and to apply from time to time, all or part thereof, for the attainment of the above charitable objectives.



“WEA is devoted to building a legacy to support the education, awareness, appreciation and development of the arts in Windsor and region. We all benefit from the vision, passion, creativity and commitment of WEA.”

~ Dr. Alan Wildeman,
President & Vice Chancellor,
University of Windsor

HISTORY

The Windsor Endowment for the Arts encourages, advises and celebrates the existence, development and growth of the arts in Windsor and region for the benefit of enriching the quality of life in our community.

Recognizing the decline in funding for the arts, leaders in community arts - Gina Lori Riley, Nancy Nicholson, Barb Bondy, and Mary Rodgers - founded the Windsor Endowment for the Arts in 1994 with the objective of establishing a legacy to support Windsor and region's vibrant arts community.

In 1995, a group of arts organizations including the Arts Council-Windsor & Region, Gina Lori Riley Dance Enterprises and Artcite approached Windsor City Council requesting assistance in creating a permanent funding base for community artists and arts organizations.

Fundraising began in 1996 with the City of Windsor granting seed monies for a cultural assessment by consultant John Fisher, who stated "WEA is not only an excellent idea but does not exist anywhere else in North America."

WEA was incorporated in 1998, and a strategic plan was set forth. In September of that year a one-day symposium, "Strategies for Self-Sufficiency in the Arts", was held, funded in part by the Ministry of Citizenship, Culture & Recreation, the Corporation of the City of Windsor, and the Arts Council-Windsor & Region.

With the assistance of the Ontario Trillium Foundation (2005, 2008, 2009), WEA is now focused on strategic planning, marketing initiatives and public communication plans.



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“WEA is dedicated to providing a permanent source of funding for regional artists and arts organizations. Through its foresight, vibrant Awards and Grants programming and dynamic leadership, WEA enhances and endows our community in immeasurable ways.”

~ Sheila Wisdom, Community Leader



CONNECTING ARTS & COMMUNITY

Since 2001, WEA has hosted numerous fundraising events and initiatives with the objective of building the Endowment Fund while celebrating the arts. WEA's efforts have creatively highlighted artists from community, literary, performing, and visual arts in events open to the general public. A more comprehensive listing is found at <http://www.wea-arts.com>.

Annual Mayor's Walk & City's Birthday Celebration

For the past two years, WEA has partnered with the City of Windsor over the Victoria Day weekend, to support a walk-a-thon along the magnificent Detroit skyline. The walk-a-thon raises money and awareness for WEA and other arts organizations in the area. It is followed by music, entertainment, speeches and appetizers at Riverfront Festival Plaza.

Car Tunes on Parade

Initiated by WEA, Car Tunes on Parade partnered with the YMCA of Metropolitan Detroit in a first-ever international public art exhibit involving the design, creation, display and auction of almost two hundred car sculptures that celebrated the region's passion for cars and music.

The *CarTunes* were exhibited in public spaces around Windsor and Detroit during the summer of 2005. This public art project also provided an educational outreach program, inviting students to design and create a 3D CarTune prototype. This work continues with community groups, including summer programs organized by the City of Windsor.

Really Great Mischief

WEA partnered with the University of Windsor and St. Clair College to present a ceilidh in honour of Alistair MacLeod and the Cape Breton spirit. The evening was a great success and achieved WEA's financial goals to secure funding to endow WEA's *Alistair MacLeod Award for Literary Achievement* as well as the *Alistair and Anita MacLeod Scholarship* for the University of Windsor.

Take Time for the Arts

This event partnered three areas of the arts – music, culinary and visual – in a delightful evening at the Walkerville Brewing Company with clocks, created by local artists, being the focal point of the special auction. *Take Time for the Arts* also featured the culinary talents of three local female chefs.

Sculpture Exchange

In a collaborative partnership between Windsor and its twin city, Changchun, China, local artist Joseph DeAngelis created "Peace", a dynamic sculpture which is now displayed in Changchun.

The "Ribbon of Friendship", created by Xianphong Yin, of Changchun, is exhibited outside the Art Gallery of Windsor.

“WEA plays a pivotal role in ensuring that the essence, beauty, and power of art is alive for current and future generations.”

~ Terry Fink, Director of Culture & Recreation, Town of LaSalle

EXPANDING AWARDS & DEVELOPING GRANT PROGRAMS

In 2008 WEA's Board of Directors embarked on redesigning its Awards Program to honour and celebrate community leaders and deliver cash grants to emerging artists and organizations. This new program, The Arts Leadership Awards and WEA Arts Grants Program, now presents WEA as a granting body and fulfills the organization's vision, mission, mandate and goals.

The original awards, The Michael J. Farrell Award for Education in the Arts (recipients Christine Goodchild and Merry Ellen Scully Mosna), and The Alistair MacLeod Award for Literary Achievement (recipients Nino Ricci and Christopher Paul Curtis) have evolved into a more comprehensive program to include four arts leadership award presentations – one each in community arts, literary arts, performing arts, and visual arts as well as eight grants corresponding to the same four categories, one grant for an emerging artist and one for a community organization in each.



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WEA's Arts Leadership Awards and WEA Arts Grants Program was founded to recognize and encourage significant artistic and cultural contributions in the arts by individuals, practicing emerging artists, organizations and successful arts projects in Windsor-Essex. This multidisciplinary program provides Arts Leadership Awards and cash Arts Grants.

The Arts Leadership Awards honour four outstanding individuals whose contributions to the cultural growth of Windsor-Essex are remarkable. The WEA Arts Grants nurture creative development and foster professionalism for emerging artists and organizations.

The Process

From a pool of distinguished candidates, a group of community leaders select three juries: one jury selects four Honourary Awards Recipients, one selects four Arts Organizations Grantees and another selects four Emerging Artists Grantees.

The names of the Arts Leadership Awards and Arts Grants Recipients are disclosed at the public Awards and Grants Ceremony. While the Awards are not open to application, the public is invited to nominate arts organizations and emerging artists for the eight grants categories.

The program has four primary objectives:

- I. To honour, recognize and celebrate excellence in the arts and long-standing contributions to Windsor-Essex.
- II. To support the arts infrastructure and professional development in the region with grants to organizations and specific projects.
- III. To support emerging artists with grants and mentorship.
- IV. To raise awareness of the arts and artists as a catalyst for community building.



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WEA Awards and Grants Recipients are nominated for selection, following a set of criteria and guidelines, in two categories, namely:

- I. Arts Leadership Award Recipients
- II. WEA Arts Grants Recipients
 - a. Organizations and/or Arts Projects
 - b. Emerging Artists

I. HONOURARY ARTS LEADERSHIP AWARDS RECIPIENTS

The WEA Arts Leadership Awards are given to honour established careers and continued dedication to improving the quality of life. The Arts Leadership Awards Recipients are nominated and selected by a Panel of Judges - leaders of the arts and business communities.

- a. **Alistair MacLeod Leadership Award for Literary Arts**
- b. **WEA Arts Leadership Award for Community Arts**
- c. **WEA Arts Leadership Award for Performing Arts**
- d. **WEA Arts Leadership Award for Visual Arts**

II. WEA ARTS GRANTS RECIPIENTS

The WEA Arts Grants Recipients are selected by two juries – one for Arts Infrastructure and the other for Emerging Artists. Each jury will be joined and supported by the prior winners of the Arts Leadership Awards in the jury and selection process.

- a. WEA Grants for Literary Arts
 - Organizations and/or Arts Projects Grant
 - Emerging Artist Grant
- b. WEA Grants for Community Arts
 - Organizations and/or Arts Projects Grant
 - Emerging Artist Grant
- c. WEA Grants for Performing Arts
 - Organizations and/or Arts Projects Grant
 - Emerging Artist Grant
- d. WEA Grants for Visual Arts
 - Organizations and/or Arts Projects Grant
 - Emerging Artist Grant

The WEA Arts Grants are awarded for professional and creative development. Each of the eight recipients receives a cash grant.



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The Windsor Endowment for the Arts is a registered charitable organization and has adopted the Association of Professional Fundraisers' Code of Conduct and Donor Bill of Rights. It also follows Imagine Canada's Ethical Code, which includes comprehensive fundraising, donor solicitation and acquisition policies.

WEA offers high-visibility donation and sponsorship opportunities that range from \$500 to \$100,000.

The Windsor Endowment for the Arts presents its private, public and corporate partners community involvement, tangible market-place exposure, strong brand awareness, and the prestige of associating their name with Southwestern Ontario's only Arts Endowment Fund.

Corporate sponsorships are available with tailored marketing plans that provide maximum exposure to meet the needs of our corporate partners.

You can be an integral part of the Windsor Endowment for the Arts, helping us to leave a legacy for artists and arts organizations for today and tomorrow. Some of our philanthropic opportunities include:

WEA Arts Leadership Award & WEA Arts Grants for Literary Arts

Full Program Naming Rights	\$100,000
· WEA Literary Arts Leadership Award (Named)	\$40,000
· Organizations and/or Arts Projects Grant (Named)	\$35,000
· Emerging Artist Grant (Named)	\$35,000

WEA Arts Leadership Award & WEA Arts Grants for Community Arts

Full Program Naming Rights	\$100,000
· WEA Community Arts Leadership Award (Named)	\$40,000
· Organizations and/or Arts Projects Grant (Named)	\$35,000
· Emerging Artist Grant (Named)	\$35,000

WEA Arts Leadership Award & WEA Arts Grants for Performing Arts

Full Program Naming Rights	\$100,000
· WEA Performing Arts Leadership Award (Named)	\$40,000
· Organizations and/or Arts Projects Grant (Named)	\$35,000
· Emerging Artist Grant (Named)	\$35,000

WEA Arts Leadership Award & WEA Arts Grants for Visual Arts

Full Program Naming Rights	\$100,000
· WEA Visual Arts Leadership Award (Named)	\$40,000
· Organizations and/or Arts Projects Grant (Named)	\$35,000
· Emerging Artist Grant (Named)	\$35,000

WEA Awards and Grants Ceremony Sponsor

WEA Awards and Grants Ceremony Sponsor	\$15,000
· VIP Reception Sponsor	\$7,500
· Event Banqueting, Entertainment, Décor Sponsor	\$5,000

WEA Annual General Meeting Sponsor

WEA Annual General Meeting Sponsor	\$10,000
· Entertainment Sponsor	\$3,500

WEA Walk for Creative Cities Sponsor

WEA Walk for Creative Cities Sponsor	\$5,000
· T-shirt sponsor	\$2,500
· Print sponsor	\$1,000



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Naming of Awards and Grants are based on a 20-year term and are payable over a five year period. Events are sponsored for one year.



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PHOTO CREDITS:

Page 1. Cover:

Top to Bottom:

1. N/A
2. N/A
3. Gina Lori Riley Dance Enterprises, *Commedia Fantasia*
4. N/A
5. N/A

Page 2.

President Carolyne Rourke,
Photographer: Max Wedge

Page 3.

Top to Bottom:

1. Gina Lori Riley Dance Enterprises, *Colombina*
2. WEA, *Really Great Mischief*, Ron Hart and Culinary Students, Century High School
3. WEA, *Alistair MacLeod Award, 2008*, Artist: Melissa Derus
4. *Ribbon of Friendship*, exhibited next to the Art Gallery of Windsor

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Top to Bottom

1. WEA, public painting musical *CarTune*
2. Tsunami Glassworks Inc., Artist: Eva Milinkovic
3. Artist: Danuta Siniarska
4. WEA, *Artful Junque* sale

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Left to Right

1. WEA, *CarTunes on Parade* Chubby Checker the Taxi, Artist: Mark Williams
2. WEA, *Artful Bottles*, Artist: Drew Ellwood
3. Artist: Danuta Siniarska
4. WEA, *Public Forum*, Artists: Marlborough Elementary School Drummers

EXPANDING AWARDS & DEVELOPING GRANT PROGRAMS

Left to Right

1. *Ribbon of Friendship* sculpture; local Artist Joe DeAngelis
2. WEA, *CarTunes on Parade* Chubby Checker the Taxi, Artist: Mark Williams
3. Gina Lori Riley Dance Enterprises, *Commedia Fantasia*
4. Musician
5. Gina Lori Riley Dance Enterprises, *Muses*

AWARDS & GRANTS

Left: Gina Lori Riley Dance Enterprises, *Lifeline*
Top: Tsunami Glassworks Inc
Bottom: WEA, *CarTunes on Parade* public painting

AWARDS & GRANTS RECIPIENTS

Top: (L-R) Nino Ricci, Christopher Paul Curtis, Alistair MacLeod
Bottom: (L-R) Merry Ellen Scully Mosna, Christine Goodchild

PHILANTHROPIC OPPORTUNITIES

Top: Alistair MacLeod
Left: WEA, *Artful Bottle*, Artist: Drew Ellwood
Right: Gina Lori Riley Dance Enterprises, *Colombina*
