



ANNUAL REPORT 2020

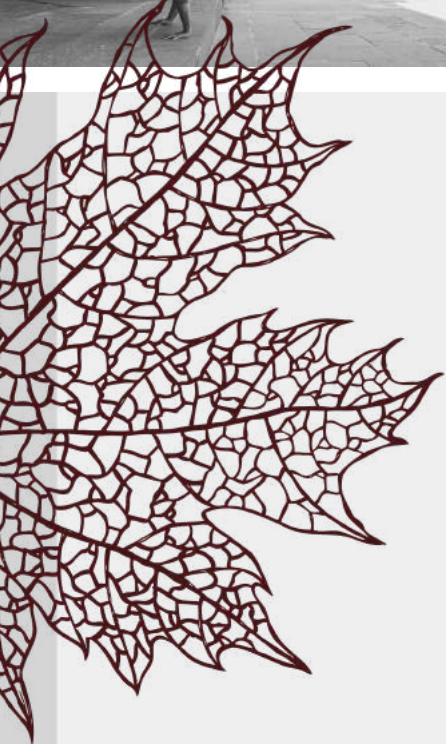
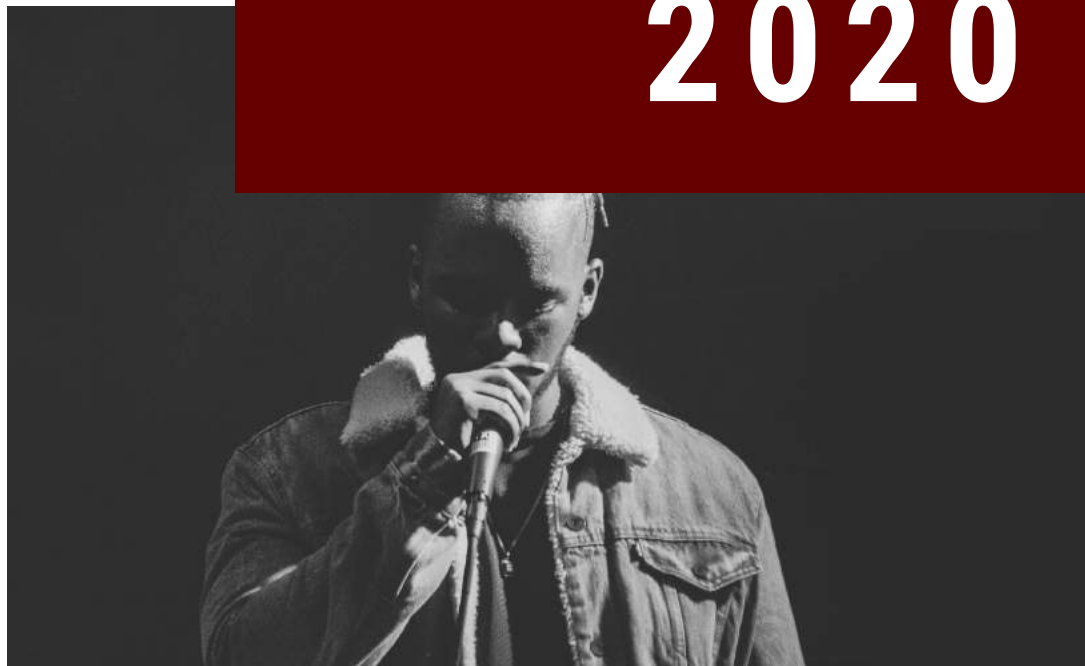
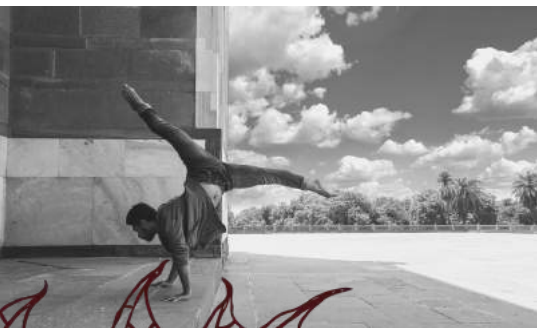


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OUR VP'S STATEMENT

Dear Friends,

It is with great pleasure and appreciation that I present the 3rd annual report of the Artists and Artisans Development and Network (AADN). In 2020, amid the COVID-19 pandemic, AADN with the help of our team and sponsors was able to overcome challenges of impacting social and economic development in a virtual world and through public health obstacles.

AADN is dedicated to supporting Artists and Artisans from visibly diverse, immigrant and newcomer communities, and equity-seeking groups. AADN aims to create opportunities and resources for our diversely talented Artists and Artisans in our various communities to tackle and overcome systemic barriers to resources or lack of opportunity many face in the Greater Toronto Area. With our ongoing programs, events, services, and resources, we at AADN are honoured to open gateways to opportunities and showcase the sheer talent of these Artists and Artisans to foster economic development and social mobility through a community development framework.

In 2020, COVID-19 changed the landscape of community initiatives for artistic economic, and social development. By finding creative ways to use social media to reach vast audiences, AADN took on the challenge in being a leader during precarious times in 2020. AADN importantly put a spotlight on seniors and women through our Break the Silence: COVID-19 Edition where we engaged partnerships and collaborations between renowned artists, performers, professors, and community leaders to highlight elder abuse

and violence against women in all forms. Sponsored by the Canadian Red Cross and the Government of Canada, and with the help of all the leaders and artists who gave their time and showcased their work, we successfully produced a 10-part virtual series.

AADN fostered support, recognition, and empowerment for women through our Her Voice: Expression of Equality and Interculturalism series of events with great support from our renowned participants, sponsorship partners, and funding from the Government of Canada. AADN proudly featured 45 women artists and entrepreneurs and we are committed to sustaining such events to create spaces for women of colour and various backgrounds to recognize their hard work and talents needed to build our communities.

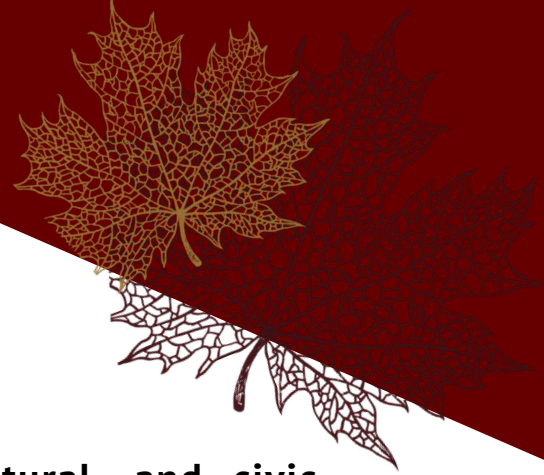
AADN and I sincerely extend our warmest regards and gratitude to our many funders, donors, hardworking volunteers, and all our partner organizations. AADN is growing rapidly in using new ways to positively carry out our mission and goals in supporting Artists and Artisans from immigrant, newcomer, and visible minority groups with the help of everyone involved. We are thrilled to continue building strong relations with our partners in making a difference for our communities.

AADN with the help of our partners, funders, and participants collectively navigated the online world due to COVID-19 and creatively maintained the quality of our events, workshops, and festivals while remaining inclusively accessible and following health precautions and regulations. Our work does not end here and with your continued support, we will sustain our creative ways of building economic and social development for Artists and Artisans and all stakeholders involved.

We would love for you to explore our website for details on all programs, contribute donations, volunteerism with AADN, and support our cause and mandate.

Sincerely,
Manaal Hussain, Vice President

Mission and Vision



01

VISION

To foster economic, social, cultural, and civic development of Artists and Artisans.

02

OUR MISSION

To provide support and opportunities for the economic and social development of Artists and Artisans from immigrant, newcomer, and visible minority groups through programs, events, and enterprises of arts, crafts, and performing arts.

03

OUR GOALS

To support newcomer Artists and Artisans through training and development, sharing information and opportunities, and community building initiatives. We bring members of the community together through the celebration of visual arts, crafts, music, and dance.

04

PROGRAMS AND SERVICES

Our programs and services provide a platform for collaboration where we organize workshops, exhibitions, and events in collaboration with social service organizations, businesses, and civil societies while educating the greater public through showcasing diverse talent

TRAINING AND COURSES

WeDART

AADN presents and administers the WeDART free online certificate course for women to learn graphic designing and digital art skills. WeDART is a 6-month program for beginners that provides participants with internship opportunities for graphic design, too.

WeDART is aimed at the economic empowerment of immigrant, newcomer, and visible minority women artists while promoting the work of female artists skilled at digital art forms.

The WeDART project helps women artists who may already be professionals in digital art build client bases and the program advertises their skills extending beyond and between networks. Women artists benefit from WeDART with free advertising and client-matching services while building their portfolios to enhance the foundation of their future employment and income-generating opportunities.

A promotional graphic for the WeDART program. At the top, the text "LEARN GRAPHIC DESIGN" is written in large, bold, orange letters. Below this, a dark red banner contains the text "LAST CHANCE TO REGISTER" in white, bold, uppercase letters. In the center, there is an illustration of three women of different ethnicities sitting at small tables and working on laptops. Below the illustration, a dark red banner contains the text "FREE ONLINE COURSE" in white, bold, uppercase letters. At the bottom, the text "Contact us for more info: wedart@artistsandartisans.ca" and "www.artistsandartisans.org" is displayed in a dark red font.

The truth is that women from immigrant and visible minority groups often face various barriers in the job market and systemic challenges. Intersectional women also face pressures from their personal life as well as a lack of access to imperative networks and resources that would hone their talents and transform those talents into tangible successes.

AADN continues to sustain and enrich WeDART as we connect women artists in digital photography, painting, video and web editing, and graphic design to professionals who offer their support, branding, visual marketing products, as well as mentorship and collaboration. AADN continues facilitating this free certificate program online throughout the COVID-19 pandemic, reaching further audiences and women.

2020 PROJECTS



AADN facilitates, supports, and encourages local Artists and Artisans in the Greater Toronto Area (GTA) to partake in our festivals, events, and expos to foster engagement and recognize the valuable talents and creativity of all participants.

AADN raises community awareness on the rich cultural diversity in arts, various crafts, and performing arts by organizing events, festivals, and expos that support our mandate and creates spaces and opportunities for artistic economic and social growth and mobility.

As our world witnessed the unprecedented contemporary impact of the COVID-19 pandemic, AADN strived to accommodate all our events to exceed our hopes of establishing connections and community, providing platforms for Artists and Artisans, and working with our partners with the help of our funders to administer events that excelled beyond the barriers and challenges of a virtual world overcoming public health issues.

AADN used the creativity of our team members and partners to execute various virtual events that were far more accessible to an array of audiences while maintaining the artistic integrity of all Artists and Artisans.



HER VOICE: Expression of Equality and Interculturalism

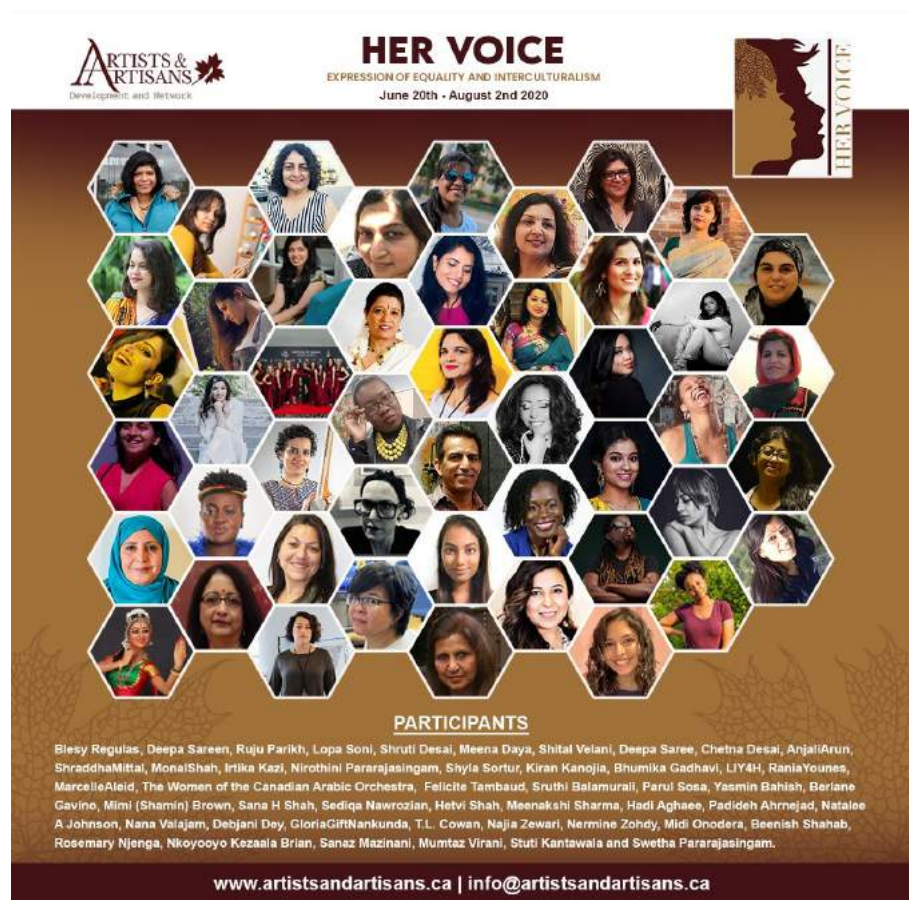
The goal of HER VOICE was to create a space for women of colour to virtually celebrate and promote artistic strengths, equality, gender equity, and empowerment through showcasing each artist and musician's talent - all aspects which are vital to community building and development.

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In 2020, our Her Voice event raised awareness of the importance of women in community development. Importantly, Her Voice opened the dialogue on Interculturalism and tools

to build a progressive society where women's voices are valued. Her Voice provided platforms to value lived experiences of racialized women and showcase how their integral voices are in building a safe and inclusive artistic community.

We navigated the virtual landscape in this event by having 6 days of showcasing talented women artists, artisans, and entrepreneurs of diverse backgrounds and various groups – from Dancers to Writers, to Professors, and Activists, and more, AADN successfully fostered the conversation and artistic display of equality and interculturalism necessary in our contemporary arts industry.



BREAK THE SILENCE: COVID-19 EDITION



AADN with the funding of the Government of Canada and Canadian Red Cross produced a 10-part series live on Facebook and YouTube during October and November to provide information on the prevention of elder abuse and violence against women while creating a space to share ways to improve mental wellness.

Using music, art, lectures, and poetry, each workshop educated, informed, and inspired women, elders, and the larger community on the importance of issues of abuse and violence against elders and women. In this series, AADN told the hidden stories and existing realities of elder abuse with leaders in the areas of research and community to bring our audiences closer to these issues while providing a platform and resources to aid those at risk or facing these abuses.

Through talented artists performing an array of their artistic passions - whether it be dance or poetry, or renowned Professors presenting current research on these community and safety issues - AADN highlighted the global increase in violence against women during the COVID-19 pandemic and ways to recognize and provide help, services, or resources in these situations.

Each episode of the 10-part series was administered online with live performances, keynote addresses, research presentations, and can be found on our website. This series was a successful virtual project necessary in this critical time of action needed against violence towards women and elder abuse. AADN helped address these issues through knowledge transfer and personal artistic expression for people of all kinds to engage on these topics and foster community.





INCLUSIVE ARTS FESTIVAL | AUGUST 22 & 23

REGISTER NOW

INCLUSIVE ARTS FESTIVAL

AADN excitedly brought cultures together through the 2020 Inclusive Arts Festival where we celebrated the art, music, dance, and culture of immigrant and newcomer communities. Through a diverse line-up of artists with our two-day free event, we brought hundreds of people the joy and talents of various cultural artistic displays.

Through embodying inclusivity and diversity mandates, we were able to shine a light on several talented artists from all disciplines and various backgrounds and communities to foster an environment of acceptance and mutual enjoyment of pure talent and art that exists through diversity in Canada.

This year we featured 50 Artists and Artisans in our virtual Inclusive Arts Festival which was a huge success. Governmental leaders and representatives supported the festival and our diverse artists which included: Painters, Sculptors, Singers, Musicians, talented child artists with diverse interests, Dancers, and Creatives with diverse commitments to social justice issues and globalization and collaboration between communities.

Artists from varying backgrounds, different ages, diverse fortes, and informative commitments showcased and supported the array of participants. Even in an online setting, we witnessed the community come together in acceptance and uplifting spirits to promote care and development within the artistic community.



DANCER: PAROMITA KAR

ARTISTS & ARTISANS
INCLUSIVE ARTS FESTIVAL
AUGUST 22 & 23



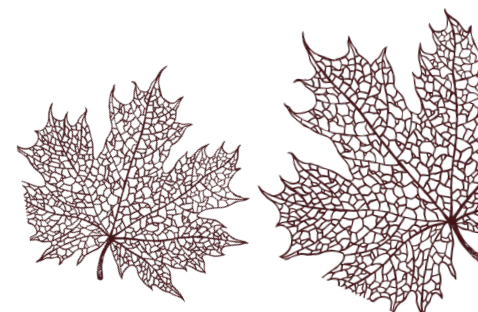
MUSICIAN: MEDUSSAH

ARTISTS & ARTISANS
INCLUSIVE ARTS FESTIVAL
AUGUST 22 & 23



ARTIST: NIDHI JOG

ARTISTS & ARTISANS
INCLUSIVE ARTS FESTIVAL
AUGUST 22 & 23



BEYOND THE LIMIT: SENIORS LEAD

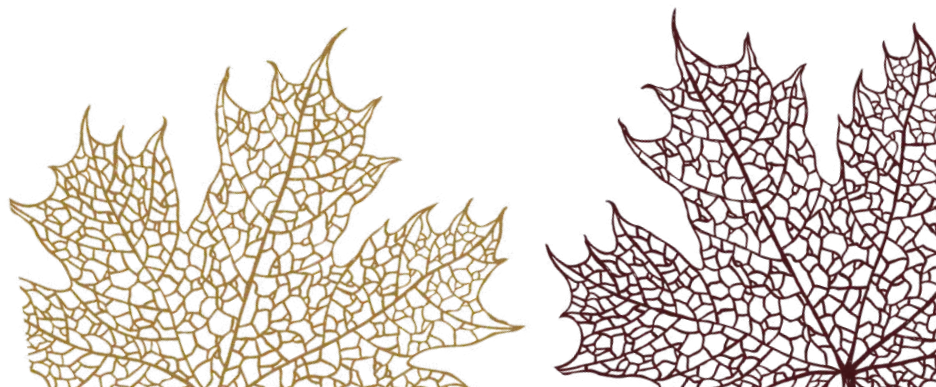


AADN successfully held 5 workshops to support, provide resources, educate, and empower seniors and discuss the very important and nuanced issues our senior's community faces.

With 10 workshop facilitators ranging from Musicians and Poets to Psychotherapists and Family Workers, Social Workers, and Religious Leaders, each workshop administered completely online and live on Facebook and YouTube gave a voice to the experiences and current issues our seniors face.

The workshops inspired seniors and the community at large on the importance of senior's safety and wellness, especially during a public health pandemic. We presented latent issues often dismissed faced by our seniors, such as overcoming barriers and challenges to autonomy and independence, long-term care experiences, elder abuse education and resources, and the senior immigrant and newcomer experience.

Through this workshop series, we equipped seniors and the larger community with awareness on elder abuse, engaged seniors and the community with mentoring on issues within the workshops, and empowered seniors by including their experiences and having various seniors inform and present at these workshops.



Qi2Tech

Qi2Tech is a Canadian Not-for-Profit organization established to build and transform communities by empowering marginalized members of the community and offering low-cost tech solutions to not-for-profit organizations. Qi2Tech was the brainchild of AADN, and was built under strategic leadership and supervision. Qi2Tech has since then worked with AADN to mobilize and significantly impact AADN's projects, goals, and mission to create resources and development for our community artists and entrepreneurs.

No matter what your background is, Qi2Tech will make the world of tech accessible and understandable for you. Qi2Tech believes in breaking down barriers that prevent marginalized youth from accessing professional training and help build meaningful connections with the labor market. Qi2Tech does this by providing training, and mentorship as they work with Qi2Tech on providing cutting-edge, low-cost web development services for not-for-profit organizations.



Q1 FINANCIAL SUMMARY

45

Women Artists, Artisans, and Entrepreneurs featured and given a platform in our HER VOICE event.

1

Student benefitted from Canada Summer Jobs in 2020 with AADN.

50

Artists participated in the Inclusive Arts Festival.

30

Artists, Researchers, Community Leaders, and Entrepreneurs contributed to our 10-part BREAK THE SILENCE: COVID-19 Edition series to express and educate on social issues.

12

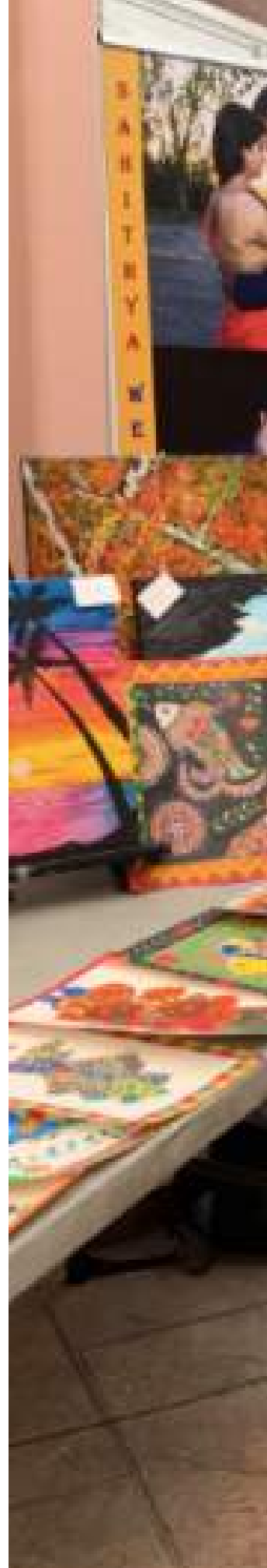
Artists featured on our website and social media in our Artist of the Month.

> 166,000

People reached through all our virtual events and festivals.

> 10,500

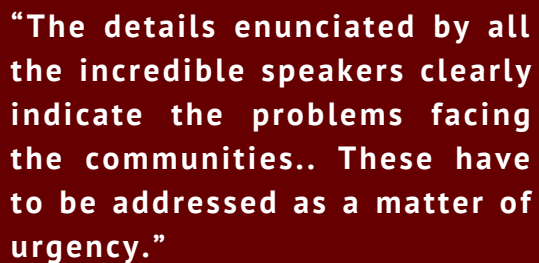
Views on our workshops and training programs.




Testimonials

SOCIAL MEDIA TESTIMONIALS

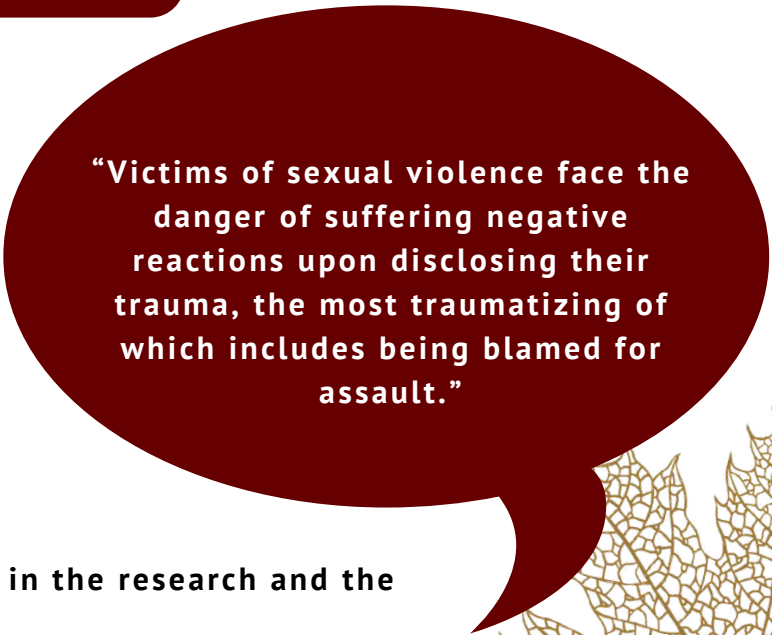
Below are comments on the impact on our audience as they attended and participated in our educational and empowering workshops, series, events, and festivals:



"The details enunciated by all the incredible speakers clearly indicate the problems facing the communities.. These have to be addressed as a matter of urgency."



"Creativity & the arts help us deal with problems in our world & in our local regions."



"Victims of sexual violence face the danger of suffering negative reactions upon disclosing their trauma, the most traumatizing of which includes being blamed for assault."



"Lot of hard work and thought put in the research and the literature!!! Great work."

"Great and informative presentation. Thank you."

"Excellent and empowering talk!"

"Wow what an important topic not always talked about."



FUNDERS

Federal

Canadian Red Cross
New Horizons for Seniors
Canadian Heritage
Canada Council for the Arts
Service Canada

Provincial

Ontario Trillium Foundation

Qi2Tech
Abilities Worldwide
Agincourt Community Services Association (ACSA)
Arab Community Center of Toronto
Cultural Hotspot
Diversity Cultural Association
Festivals and Events Ontario
GrantX Inc.
International Development and Relief Foundation (IDRF)
International Festivals & Events Association
Priority Wellness Canada

Municipal

Region of Peel
City of Brampton
City of Toronto

PARTNERS

POSITIVE Community Development
Recover Refresh Rejuvenate
Sheetal Sangeet
Swar Gunjan Music Academy
Trios College
VIA RAIL Canada
Volunteer Toronto
Welcome Home Toronto (WHTO)
Whitby Chamber of Commerce

TEAM / BOARD MEMBERS



SHIRIN MANDANI

Shirin has over 20 years of leadership experience in many not-for-profit agencies in Canada and internationally. She has a Master's degree in Public Policy Administration and Law from York University and a post-degree Diploma in Not-for-Profit Management from the University of Western Ontario. Trained in Governance and leadership from Kellogg Schulich School of Business, she has worked in world-renowned agencies serving ethnic and diverse groups in Toronto.

Shirin is the CEO of GrantX Inc and is a Member of the Board at Heritage Toronto. She also held a position as Member of McMichael Women's Council, Board Member of the Toronto Food Policy Council, Arab Community Centre of Toronto, and served two terms as a National Board of Director for Aga Khan Education Services in India.

MANAAL HUSSAIN

Manaal is a higher education professional based in Toronto with extensive experience in program development, management, and evaluation. Manaal completed her Bachelor's and Master's from the University of Toronto where she is currently employed.

Manaal values collaboration and strategic partnerships to create synergy wherever she participates. She advocates for inclusive spaces mindful of equity and accessibility, and she challenges stereotypes and norms. Manaal analyzes the intersectionality of power by identifying privilege and its impacts on minority groups and communities.

SAHAR RAHMAN

Sahar is a Finance and Operations management executive with over a decade of experience in corporate finance, accounting, strategy planning and execution, and managing large-scale business transformation projects. Sahar is known as a passionate leader who builds customer-centric solutions and strategic partnerships to create value for businesses.

Sahar holds an MBA from the Schulich School of Business and her CPA designation with CPA Ontario. She is also a guest lecturer at the Schulich School of Business and has taught at McMaster University. Sahar is eager to help those in need and has previously served on the board for not-for-profit organizations in areas of education and poverty.

TEAM / BOARD MEMBERS



NERMINE ZOHDY

Nermine Zohdy is a seasoned professional with expertise in non-profit development. Nermine holds a Bachelor's in International Relations and Economics, and a Master's in Professional Development. Nermine's skillset with donors, non-governmental organizations (NGO), and multi-stakeholders was fostered during her time with the Canadian International Development Agency (CIDA), Save-The-Children, and the Arab Community Centre of Toronto and NGOs overseas.

CAROLYN BRYANS

Carolyn is a versatile and experienced education leader with 15+ years of expertise in piloting numerous training and development programs and policy development solutions to government organizations, colleges, and in the not-for-profit sector. Carolyn holds a Master's degree in Public Policy, Administration, and Law from York University as well as a Bachelor's in International Relations from the University of West Indies and a post-graduate diploma in Human Resource Management from Humber College.

Carolyn is passionate about developing programs and instructional design tools that will help newcomers to Canada and she uses this passion in her various successful educational partnerships and pursuits.

ZATOON VANIA

Zatoon is a retired senior artist who previously worked with the North York Board of Education as a first teacher in Special Education. She further served as an adjunct professor at York University's Faculty of Education for 8 years. She also worked as a full-time professor in Math education at York University as well as a professor at McGill University for four years. Zatoon is an advocate for women's issues including workforce equity and empowering women in STEM.

TEAM / STAFF



NKOYOYO KEZAALA BRIAN

Kezaala Brian is the Head of Live Stream events coordination, video editing, and our tech support department.

Brian is a creative mind behind the design of event graphics and operation of live events and streams for AADN. His background in Art, Music, and Video Production inform his dedication to being an imperative member of AADN's productions.

Brian is also a singer-songwriter who composes music and songs for human rights campaigns and entertainment.

MILAD MONAVVARIAN

Milad is a media producer and creative director with expertise in motion design, animation, video production, and multi-media marketing. Milad holds a Master's degree in Media Production from Ryerson University and a Bachelor's degree in Integrated Media from OCAD University.

Milad is the founder and creative director of OrangeFly Studio based in Toronto specializing in motion graphics design and hybrid animation and video production.

MARICARMEN TAY LEE SANCHEZ

Maricarmen is a Latina content creator for digital platforms with a background in communications, digital marketing, and media production. She is currently working on a digital documentary about female newcomers to Saskatchewan entirely filmed on an iPhone which will consist of live-action and 2D animation. Her creative traits are also impactful for her interests in social media and global audiences.

DAYANA JOSE

Dayana is a human resources and administration professional with an MBA in human resources and a Diploma in accounting and payroll. She is a mother of two bright children and is a newcomer to Canada alongside being passionate about music and eager to explore Toronto's diverse arts landscape.

MAKE A CONTRIBUTION

AADN is a community-focused organization, and we depend on the support of our volunteers, members, and larger community. We are delighted to have your interest, participation, and contribution toward encouraging local artists and artisans from immigrant and visible minority backgrounds. We could not achieve such empowerment within community and fostering networks without the help we have received from you and our shared communities.

Your donation will support our programs and events to build communities from within. Please visit the link below to contribute through PayPal.

<https://www.artistsandartisans.org/donate/>

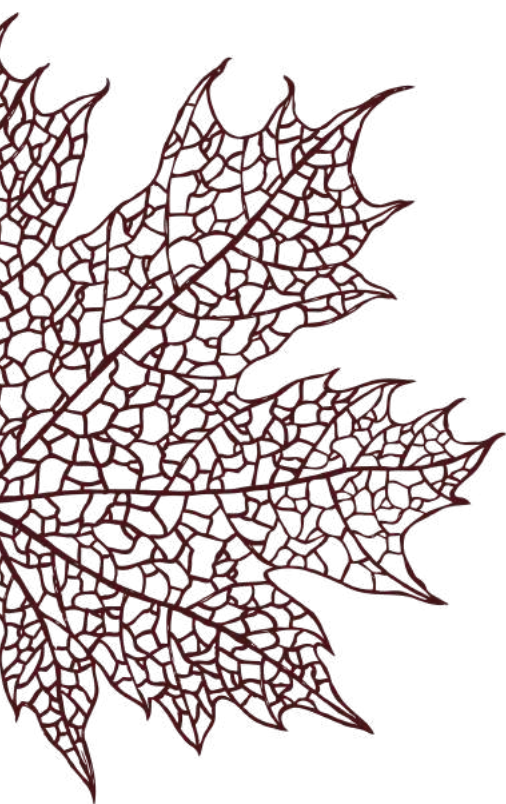
SPONSOR A PROJECT OR EVENT

If your mandate aligns with supporting community development through arts and culture, we ask and welcome you to partner with us. Our request is that you consider AADN for all your corporate donations, event-sponsorship, gift-matching, and corporate social responsibility programs.

VOLUNTEER

As we have seen the impact of our volunteers, you can also gift your time, talent, and energy to positively impact immigrant and visible minority's lives and local up-and-coming artists that build healthy networks within our communities. If you are interested in an internship with us, participate in our committees, or provide your expertise, please contact us.

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Development and Network