

With much love and appreciation

Gratitude Report 2020

Orchestras Canada helps orchestras achieve together what they cannot accomplish alone, serving Canadian orchestras in both official languages, through research, knowledge-sharing, convening and advocacy. Orchestras Canada proudly serves and represents orchestras in every Canadian province, including youth and training orchestras, volunteer-driven and community-based smaller budget orchestras, as well as regional and major professional orchestras.

With your help, OC connected with more orchestras in 2020 than ever before. When our members needed us, we could respond.

Thank you!

“In a time of great need Orchestras Canada brought the sector together to learn from each other. This is at the very core of why we support OC.”

Our National Conference was scheduled for May 2020 in Hamilton, ON. When public health measures made it clear that we could not proceed, we got creative and presented **Re-Launch**, a series of online learning events open to all. We asked our keynote speakers to adapt their presentations to the emerging realities of COVID, and programmed additional sessions designed to help orchestras adapt to the “new normal”. Participants told us that they appreciated the price (free!), calibre, and pertinence of the programs we offered; and we reached five times more people through these events than we do at a typical national conference. What’s more, over half of this year’s participants were first-time attendees at any OC event.



In September, the inaugural cohort of the **ArtsBoost** Digital Marketing & Fundraising course kicked off. This pilot program, hosted by OC and led by Tim Dolan of Kickframe with the support of Halifax's The Arts Firm, is running for eight weeks. It is truly a program for the times: it's a live-instructor-led, on-line training program specifically designed to build the digital marketing and fundraising skills needed to keep orchestras visible, audible, and relevant at a time when they can't perform together for full audiences. We had 130 applications for only 16 spots in this pilot cohort, and our first class represents the geographic and artistic range of the sector. We're now seeking funding to expand the program and respond to the evident need! Anchor funding came from the Canada Council for the Arts' Digital Strategy Fund, but 15% of the funding needed to get the program started was provided by OC with the help of you, our wonderful donors.

Thanks to your generosity, we were able to create and subsidize interesting, career-related **summer jobs** for 3 outstanding summer workers in 2020: Lauren Drew held the position of Meeting & Learning Planner, Nina Jetic worked as Equity Coordinator and Roydon Tse took care of Research. Anchor funding for these positions came from the Canada Summer Jobs program and the Canada Emergency Wage Subsidy; and we were able to raise hourly rate from minimum wage to a living wage with your support!



The largest share of OC's annual revenues comes in the form of multi-year core grants from Canada Council for the Arts and the Ontario Arts Council. We also generate significant funds from membership fees, event registrations, and our job board. Individual donors are at the heart of our fundraising efforts: in 2019-20, **your gifts made up over 61% of our fundraising revenue**. Every dollar you contribute to Orchestras Canada is meaningful and helps us to deliver quality services to orchestras across Canada.

“I always felt connected. However, OC has become a lifeline now.”