

Arts Umbrella South Surrey and Central Surrey

“Inspiring creativity. For good.”



Why We Do What We Do

Children are our most important assets; a quality arts education ensures they develop their potential.

Arts Umbrella is a not-for-profit, charitable organization that is committed to making arts education accessible to children from all cultures and social circumstances.



Why We Do What We Do

Arts Umbrella was founded on the principle that high-quality arts education can positively and profoundly impact a person's life, especially when received early in childhood.



Not Just for Art's Sake

Skills Development

- Increased academic success in literacy and numeracy.
- Arts education increases employment rates by raising high-school graduation rates.
- In 2013, high school graduates had a 3.5 percent lower unemployment rate than those without.
- When exposed to arts education, students of all backgrounds are more likely to graduate.
- Low-income students with a high participation in the arts have a dropout rate of 4 percent; their peers with a low participation in the arts have a dropout rate of 22 percent.**

**Source: "Arts Education Transforms Societies". Robert L. Lynch. *Americans for the Arts*. 2014.



Not Just for Art's Sake

Personal Growth & Well-Being

- Gaining a wider view of themselves & their opportunities in the world
- Developing self-confidence & self-worth
- Decreased stress, anxiety and anti-social behaviour
- Developing an ability to make decisions independently
- Learning how to work with others
- Young people in the arts use up to 50% fewer social, justice and health services. When programming is subsidized, that percentage increases.



**Source: "Culture and Recreation: Links to Well-Being". Sherri Torjman. Caledon Institute of Social Policy. 2004.*

Not Just for Art's Sake

Cohesive Communities

- Promote social connectedness in communities
- Shape civic behaviour later in life*
- Participants demonstrate more tolerance toward different racial groups.
- A higher propensity of participating in the democratic process by voting

**Source: "Culture and Recreation: Links to Well-Being". Sherri Torjman. Caledon Institute of Social Policy. 2004.*



Not Just for Art's Sake

Economic Vibrancy

Arts and culture can help in attracting and retaining skilled workers and ultimately in establishing a strong, viable and globally competitive economy.*

- A higher likelihood of pursuing post-secondary education
- More likely to hold jobs contributing to the economy
- Those in creative jobs more resilient to technology advancement
- 72% of business leaders say that creativity is the number one skill they look for when hiring/required for business success.

*Source: "Culture and Recreation: Links to Well-Being". Sherri Torjman. Caledon Institute of Social Policy. 2004.



Foundation for Success

- More than 35 years of operation
- Over 785 art-based classes offered weekly across four locations
- Nearly 22,000 children and youth served
- Over 14,219 children reached through 100% donor-funded outreach programs delivered to inner city schools and disadvantaged communities
- Bursary Fund of \$148,757
- 122 qualified artist instructors
- Excellent board governance
- Clearly articulated strategic plan
- Long-standing donor base (corporations, foundations and individuals)
- Proven history of collaborating with like-minded community partners



Why Surrey?

The Future Lives Here

- Economic and demographic growth
- Children at-risk
- Commitment to arts & culture
- Commitment to children & youth



How we began:

- Endorsement from the Mayor and City Council
- Endorsement of key cultural groups (Surrey Arts Centre, Arts Council of Surrey)
- On-going working relationship with the school board
- Interest of community leaders
- Evidence of community interest (Mustel Market Research)
- Detailed business plan
- Two identified locations
 - The Shops at Morgan Crossing (Partner – Larco)
 - Park Place (Partner – Concord Pacific)



South Surrey

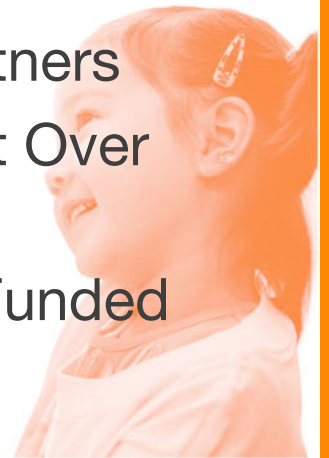
- Opened Jan 2012
- 5400sf; 3 Studios
- 2200 Children to Date
- Program offerings in visual arts, digital arts, theatre, music, and recreational dance
- Spring Break for 125
- \$13,000 in Bursaries
- Annual Budget \$600,000
- 75% Donor Funded





Central Surrey




















- Opened Sept 2012
- 1300sf; 1 Studio
- < 700 Children to Date
- Free After-School Program
- Weekend Tuition Program
- 19 School Partners
- Annual Budget Over \$150,000
- 100% Donor Funded



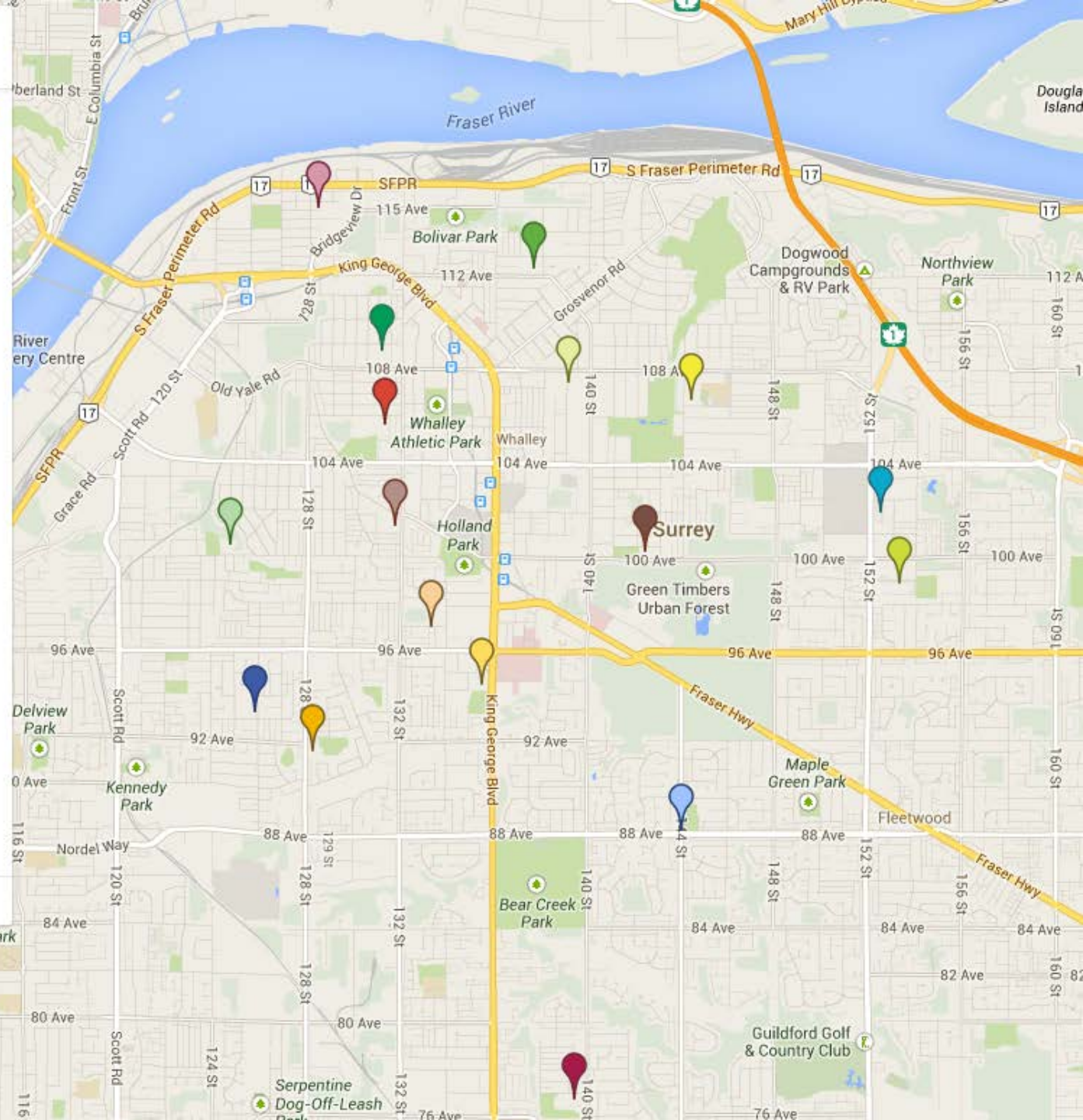
2012/13 Surrey Outreach Partici...



Styled by name

-  AHP Matthew Elementary (1)
-  Bridgeview Elementary (1)
-  City Central Learning Centre (1)
-  David Brankin Elementary School (1)
-  Forsyth Road Elementary (1)
-  Frank Hurt Secondary (1)
-  Green Timbers Elementary (1)
-  Guildford Learning Centre (1)
-  James Ardiel Elementary (1)
-  Johnston Heights Secondary (1)
-  K B Woodward Elementary (1)
-  Lena Shaw Elementary (1)
-  Mary Jane Shannon Elementary (1)
-  Old Yale Road Elementary (1)
-  Panorama Ridge Secondary (1)
-  Prince Charles Elementary (1)
-  Queen Elizabeth Adult Education (1)
-  Senator Reid Elementary (1)
-  White Rock Elementary (1)

Base map



Achievements – 3 Years

- South Surrey Programs 4 Days a Week
- 1 Free Space for every 2 Tuition Spaces
- Expanded Bursary & Scholarships
- Established Transportation Service

Supporters

NexGen Technologies, Inc.

BMW Langley

Arpeg Holdings Ltd.

Concord Pacific Development
Inc.

BMO Financial Group

Deloitte

Cressey

Art Reitmayer Family

Dick's Lumber & Building
Supplies

Lakewood Group Development
Ltd.

Carresi Foundation

The Edith Lando Charitable
Foundation

Westminster Savings

Port Metro Vancouver

James Barron

Surrey Foundation

TELUS

Great-West Life

City of Surrey

James A. Burton – Accessibility
Program

Pitblado Foundation

The Steve Nash Foundation



Thank you

“I’m very glad you made
this school come true.”

- Catherine, outreach student



“We cannot always build the
future for our youth, but we can
build our youth for the future.”

- Franklin D. Roosevelt

