

Agenda

Tom Thomson Art Gallery Advisory Committee

September 24, 2025, 2:00 p.m.

City Hall - 808 2nd Avenue East - Council Chambers

The public can attend meetings in person. Meetings will also be livestreamed on the [City's Council and Committee webpage](#). If there are technical issues with the livestream that can't be fixed within 15 minutes, the meeting will continue, and a recording will be available later, on the webpage or by contacting the [City Clerk](#). People who can't attend the meeting in person for Public Forum, should send their comments to the [Recording Secretary](#) one business day before the meeting. These comments will be shared with members and included in the updated agenda.

	Pages
1. CALL TO ORDER	
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There are no correspondence items being presented for consideration.	
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9.b Update Report from the Art Collection Team	
There is no update from the Art Collection Team.	

- 9.c Update Report from the Expansion Planning Team
There is no update report from the Expansion Planning Team.

10. MATTERS POSTPONED

There are no matters postponed.

11. MOTIONS FOR WHICH NOTICE WAS PREVIOUSLY GIVEN

There are no motions for which notice was previously given.

12. CORRESPONDENCE PROVIDED FOR INFORMATION

There are no correspondence items being presented for information.

13. DISCUSSION OF ADDITIONAL BUSINESS

14. NOTICES OF MOTION

15. ADJOURNMENT



Minutes

Tom Thomson Art Gallery Advisory Committee

May 7, 2025, 2:00 p.m.

City Hall - 808 2nd Avenue East - Council Chambers

MEMBERS PRESENT: Chair Deputy Mayor Scott Greig
Vice Chair Peter Tovell
Member Tyler Hopkins (via video)
Councillor Marion Koepke
Member Jane McKerroll
Member Lynda Montgomery
Member Kelsey Starr

MEMBERS

ABSENT/REGRETS: Member Laurie Coish

STAFF PRESENT: Pam Coulter, Director of Community Services
Aidan Ware, Director and Chief Curator - Art Gallery, Culture,
Tourism
Kim Skene, Operations Coordinator

1. CALL TO ORDER

Chair Deputy Mayor Greig called the meeting to order at 2:00 p.m.

2. CALL FOR ADDITIONAL BUSINESS

There was no additional business.

3. DECLARATIONS OF INTEREST

There were no declarations of interest.

4. CONFIRMATION OF MINUTES

4.a Minutes of the Tom Thomson Art Gallery Advisory Committee meeting held on
February 5, 2025

"THAT the Tom Thomson Art Gallery Advisory Committee approves the minutes of the meeting held on February 5, 2025."

Carried.

5. DEPUTATIONS AND PRESENTATIONS

5.a Presentation from the Director and Chief Curator Re: Spring Highlights

The Director and Chief Curator gave a presentation highlighting the Gallery's new spring exhibitions, programs and events.

Regarding how staff tour primary grades through the Gallery, the Director and Chief Curator responded that staff focus on the themes and concepts of the exhibitions. Depending on what the students are studying in their classroom, and in conversation with their teacher, staff will also cater the tour to the curriculum. Staff work on engaging students with the artworks by asking them questions and making the tour interactive.

In terms of the restoration project for the recently donated Thomson artworks, the Director and Chief Curator clarified that the Gallery has received a pledge of \$5000, a donation of \$1000, and a donation \$500 towards the project. The estimated cost of the necessary conservation work is between \$8000 and \$9000.

6. PUBLIC FORUM

There were no questions or comments from the public.

7. CORRESPONDENCE RECEIVED FOR WHICH DIRECTION IS REQUIRED

There was no correspondence presented for consideration.

8. REPORTS OF CITY STAFF

8.a Report AG-25-004 from the Director and Chief Curator Re: May Update

The Director and Chief Curator provided an overview of the report.

While reviewing the Gallery's upcoming programming, the Director and Chief Curator added that summer camp classes are filling up well:

- Week 1 is full;
- Week 2 has 10/18 spots sold;
- Week 3 is full;
- Week 4 had 8/15 filled;
- Week 5 has 6/15 filled; and

- Week 6 has 13/15 filled.

The Director and Chief Curator added an update to the Gallery Night at the Movies program as the season wrapped up on April 28:

- there were 26 screenings of 9 different films this past season, facilitated by a team of 11 volunteers;
- there were 227 season passes, 45% of those were Supporter Circle Members; and
- passes for the 28th Season of Gallery Night at the Movies will go on sale in August.

While there would be an update from the Fundraising Team later in the meeting, the Gallery Director did add that the new Fundraising Coordinator was onboarded last week, and she already has creative ideas to elevate events already in planning, along with suggestions for new events that have potential to engage the community.

Regarding the TOM's involvement in the upcoming Art Walk in June, the Director clarified that the Gallery is a site on the program and will be promoting summer exhibitions. Tourism staff will be on hand to promote City sites of interest.

Discussing expectations of funding from operational granting bodies, the Gallery Director shared that during an online session with the Canada Council for the Arts, there was an acknowledgement of the challenging financial climate, and the Council indicated that its priorities would remain with those organizations with core grants, which suggested that the Council is still aiming to provide stable funding across the sector. The Director sees this as a positive sign for continued levels of funding. There has not been an update from the Ontario Arts Council.

When asked what funders refer to as 'stable funding', the Director replied that the Canada Council for the Arts did not speak to indexing or inflationary increases. She did note that maintaining static funding amounts creates challenges due to continually increasing costs. She hopes this will be a topic of discussion at the annual meeting of the Canadian Art Museum Directors Organization later this year.

When asked about the City's funding allocation to the Gallery, the Director of Community Services responded that \$431,000 is allocated to the Gallery; \$352,000 is allocated to operational expenses, and \$79,000 is related to building costs. Councillor Koepke noted that this amount is a small budget with which to operate a facility such as the Gallery and congratulated the Director of the Gallery in efforts to seek out grants.

The Director of Community Services suggested that staff work with the Director of Corporate Services to provide a summary for the new Committee including total budget and revenue sources, particularly sponsorship, donations,

fundraising and grants. The information could also be included with the next meeting's agenda.

Regarding how the Gallery responds to large granting bodies, donors and sponsors, the Gallery Director explained that there are often terms within funding and sponsorship agreements that include funding acknowledgement protocols such as placement and sizing of logos, verbal acknowledgement at openings and receptions, and how support is communicated on websites or social media. In the case of the Bruce Power support for the OPEN Team's Pollinator Gardens, she indicated that as the lead organization of that application, the Library would ensure that acknowledgement would meet the criteria set out in the funding agreement. Standardizing funding acknowledgement across the Gallery's communications, as well as the development of standardized benefit packages for sponsors, will be an important part of the new Fundraising Coordinator's role in the coming months.

AG-250507-002

Moved by Member Starr

"THAT in consideration of Staff Report AG-25-004 respecting May Update Report the Tom Thomson Art Gallery Advisory Committee recommends that City Council receive the report as the Director and Chief Curator's update on the Gallery's Programming and Operations for information purposes."

Carried.

8.b Report AG-25-005 from the Director and Chief Curator Re: Standard Operating Procedure for Attendance Tracking

The Director and Chief Curator provided an overview of the report.

When asked, the Gallery Director indicated that while there is reporting methodology for online visits to the website, she said that this data would be treated as engagement and separate from attendance but will be included in an annual report to the Committee.

It was noted that the Standard Operating Procedure was fantastic and provided clear and supportive direction for staff and acknowledged the importance of tracking this kind of data.

AG-250507-003

Moved by Member Montgomery

"THAT in consideration of Staff Report AG-25-005 respecting the Standard Operating Procedure for Attendance Tracking, the Tom Thomson Art Gallery Advisory Committee recommends that City Council receive the report for information purposes."

Carried.

9. REPORTS OF WORKING GROUPS

9.a Update Report from the Fundraising Team

Vice Chair Tovell provided an update from the Fundraising Team as attached to the agenda.

Expanding on the partnership with Algonquin Outfitters' Paddle Art Contest, the Gallery Director said that Algonquin Outfitters provides blank paddles that the Gallery offers for a fee that people carve, paint and decorate. The paddles are then auctioned off as a fundraising project, with the proceeds shared between several organizations. There is also potential for a commemorative event in 2027 with Algonquin Outfitters that would mark 150 years since Thomson's birth, and 110 years since his death, building on this positive partnership.

AG-250507-004

Moved by Councillor Koepke

"THAT in consideration of the Update Report provided May 7, 2025, from the Fundraising Team, the Tom Thomson Art Gallery Advisory Committee recommends that City Council receive the report for information purposes."

Carried.

9.b Update Report from the Art Collection Team

There was no report from the Art Collection Team.

9.c Update Report from the Expansion Planning Team

There was no report from the Expansion Planning Team.

10. MATTERS POSTPONED

There were no matters postponed.

11. MOTIONS FOR WHICH NOTICE WAS PREVIOUSLY GIVEN

There were no motions for which notice was previously given.

12. CORRESPONDENCE PROVIDED FOR INFORMATION

There was no correspondence presented for information.

13. DISCUSSION OF ADDITIONAL BUSINESS

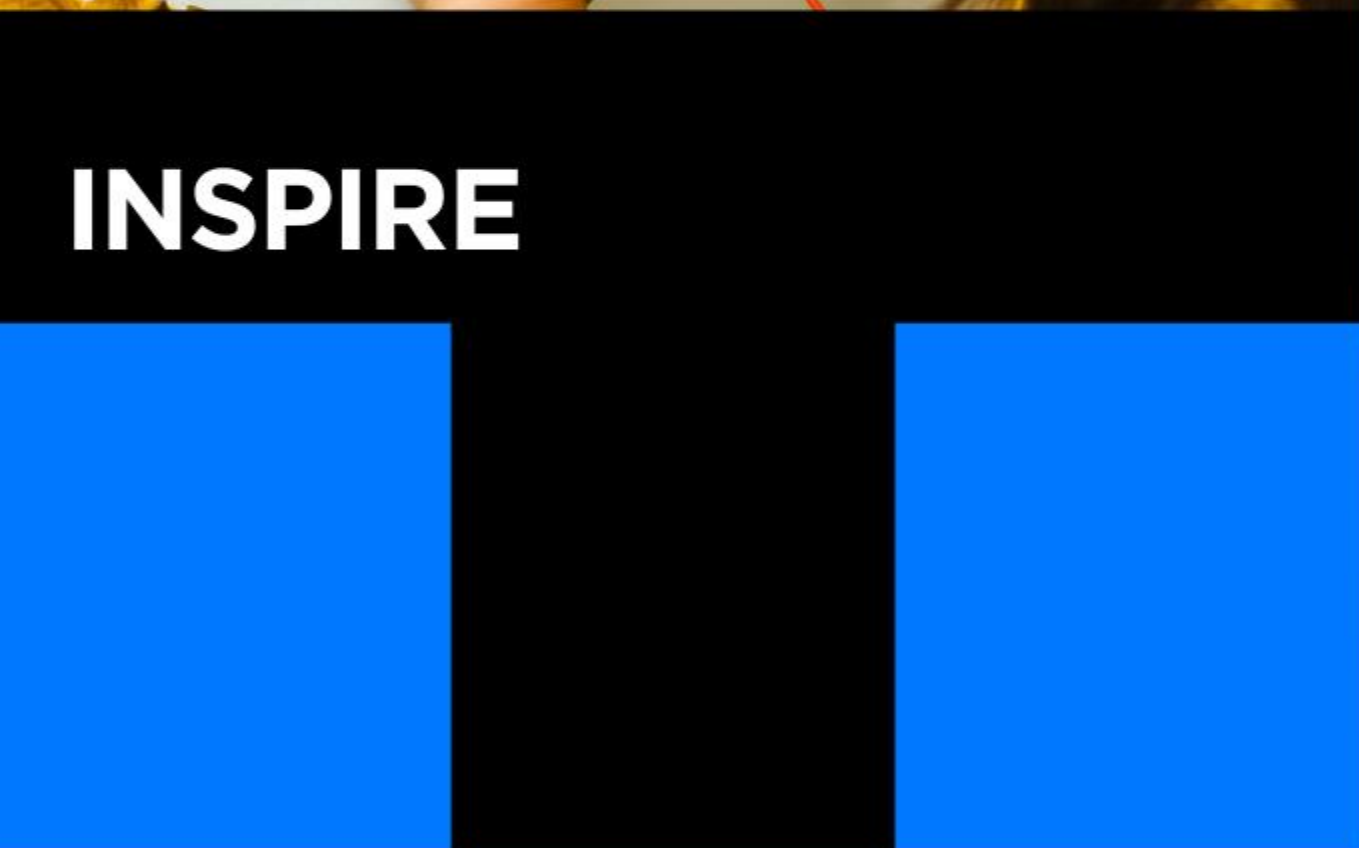
There was no additional business.

14. NOTICES OF MOTION

There were no notices of motion.

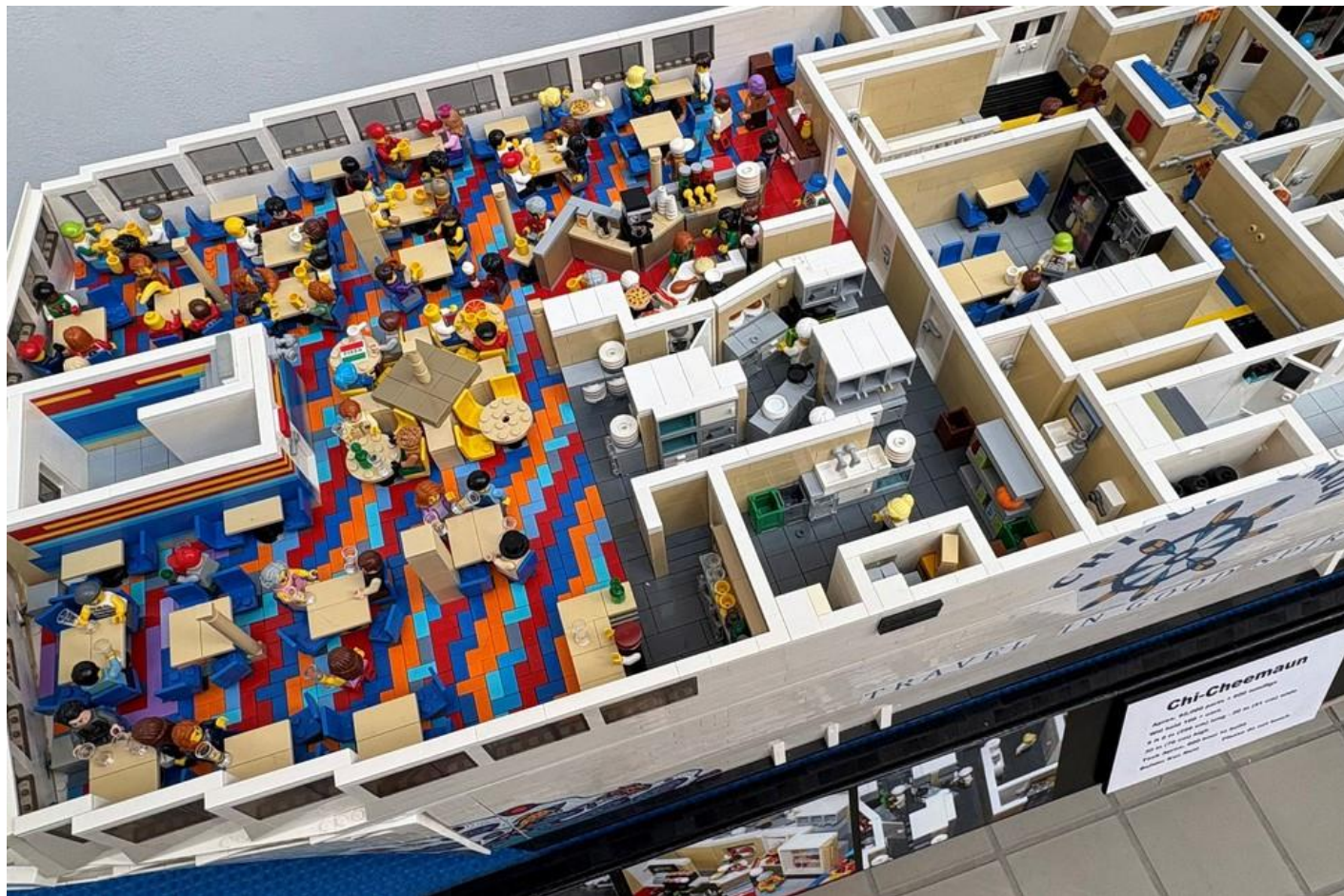
15. ADJOURNMENT

The business contained on the agenda having been completed, Chair Deputy Mayor Greig adjourned the meeting at 2:52 p.m.



AN OPEN LANDSCAPE FOR EXPLORING ART





Chi-Cheemaun LEGO display at the TOM

June 12 - September 30, 2025

| **TOM** |



LAURA MOORE & GEOFFREY
PUGEN

ARTIST PANEL DISCUSSION
& OPENING RECEPTION

JUNE 28, 2025

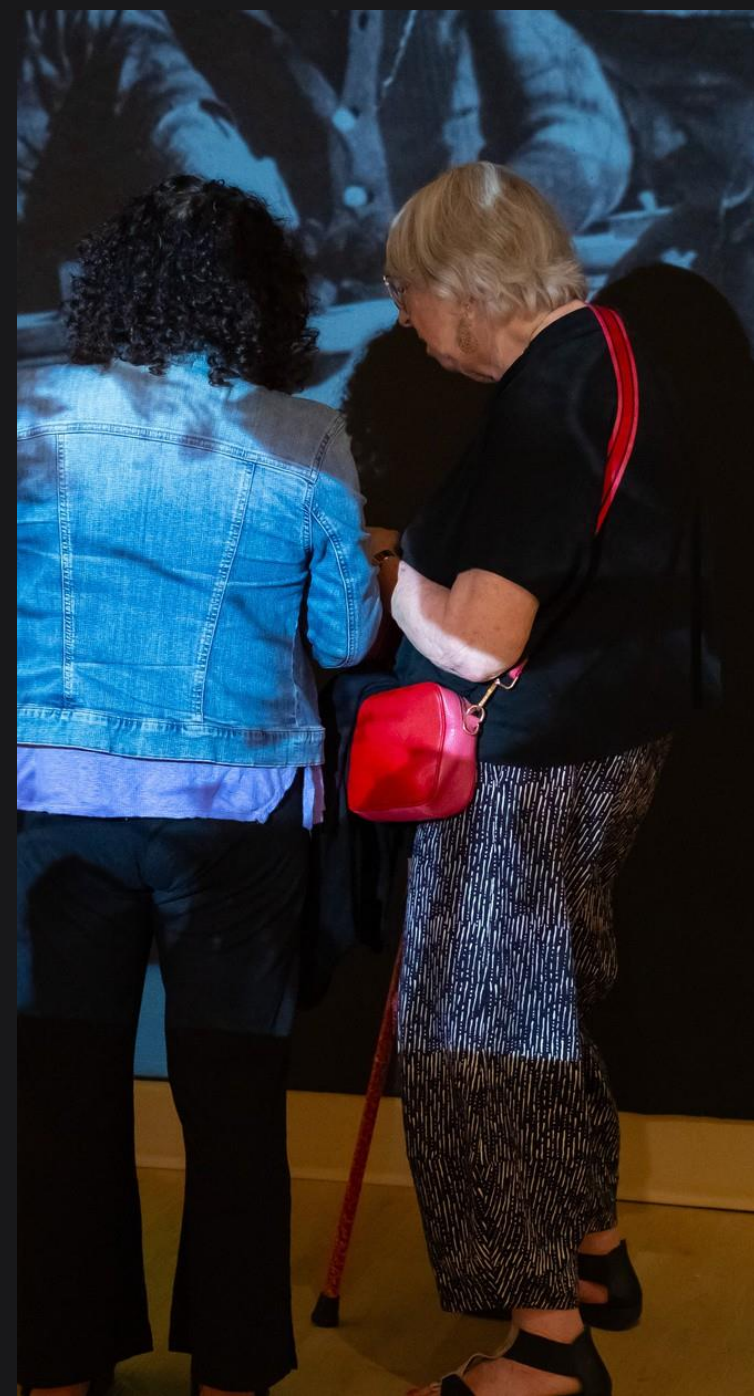
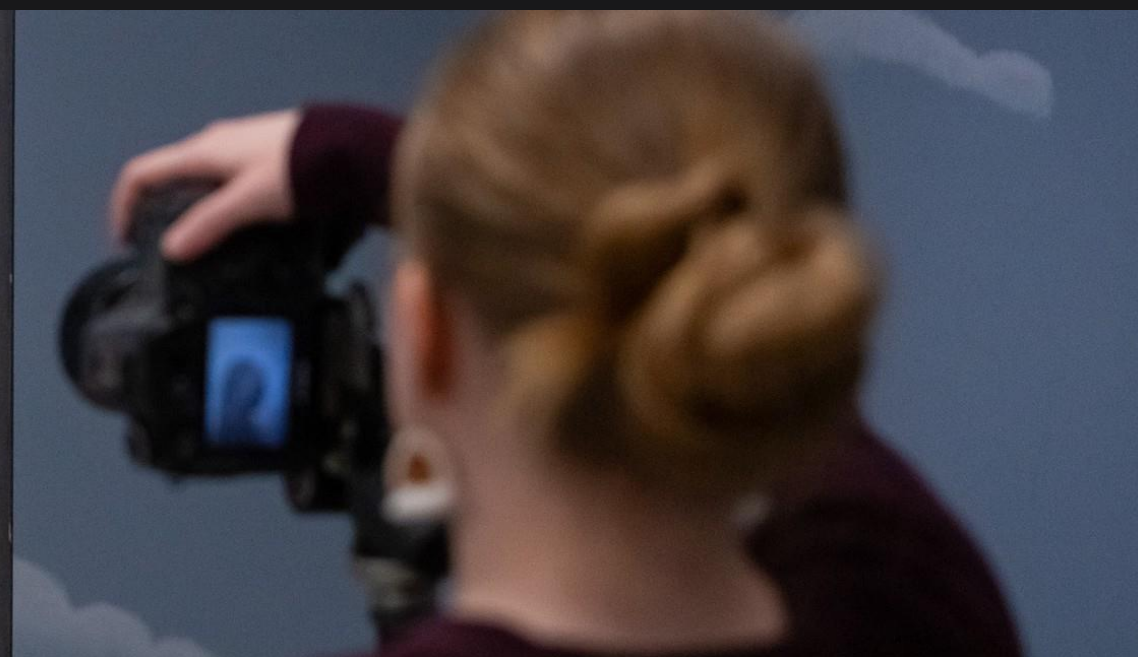


| TOM |

OPENING RECEPTION

A fantastic turnout for TOM's summer exhibition opening reception with many local and regional visitors.



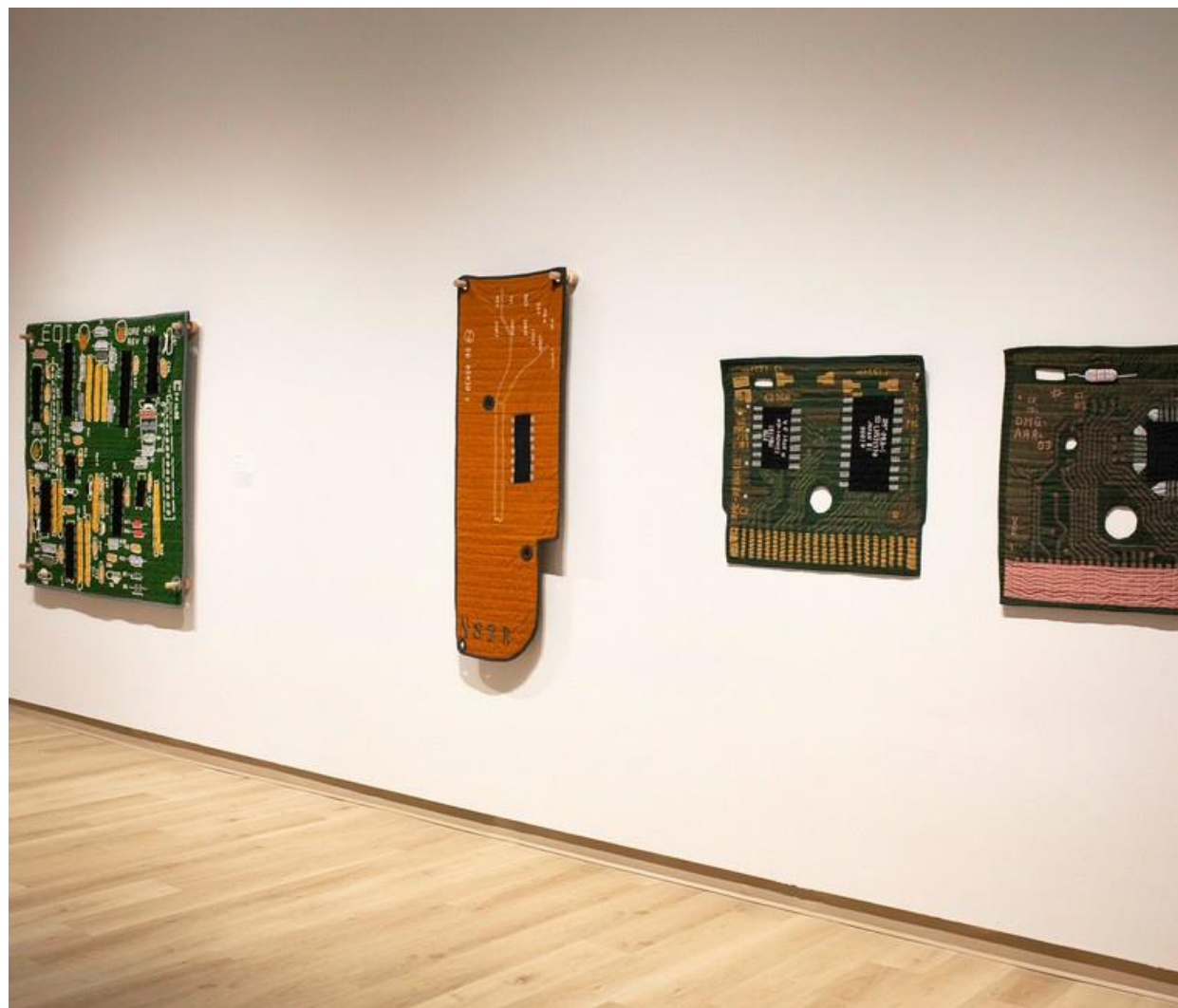




| TOM |



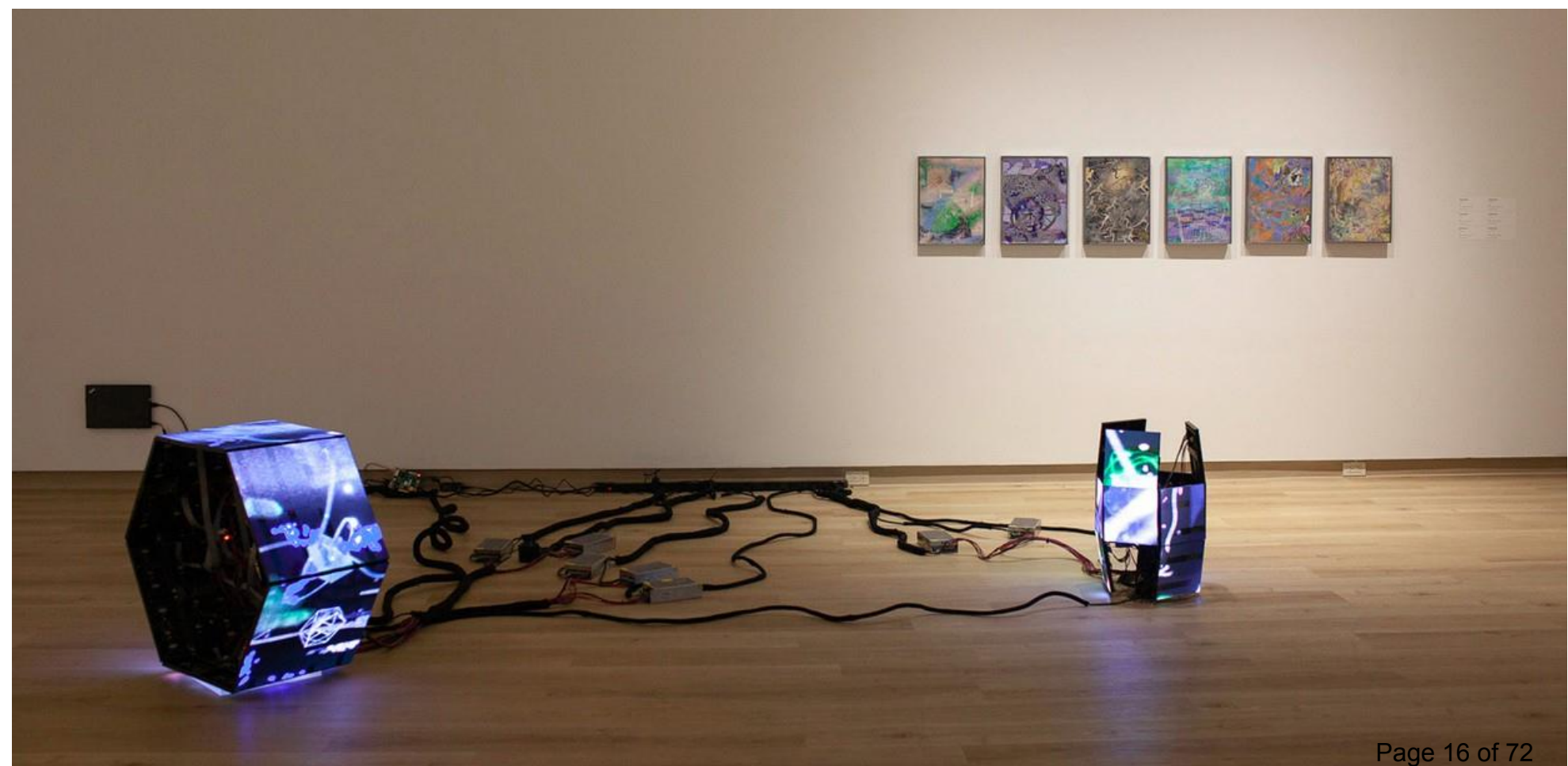
Inspiring remarks and a warm welcome from the Curators at the TOM greeting visitors, community members and guest artists for the opening reception.

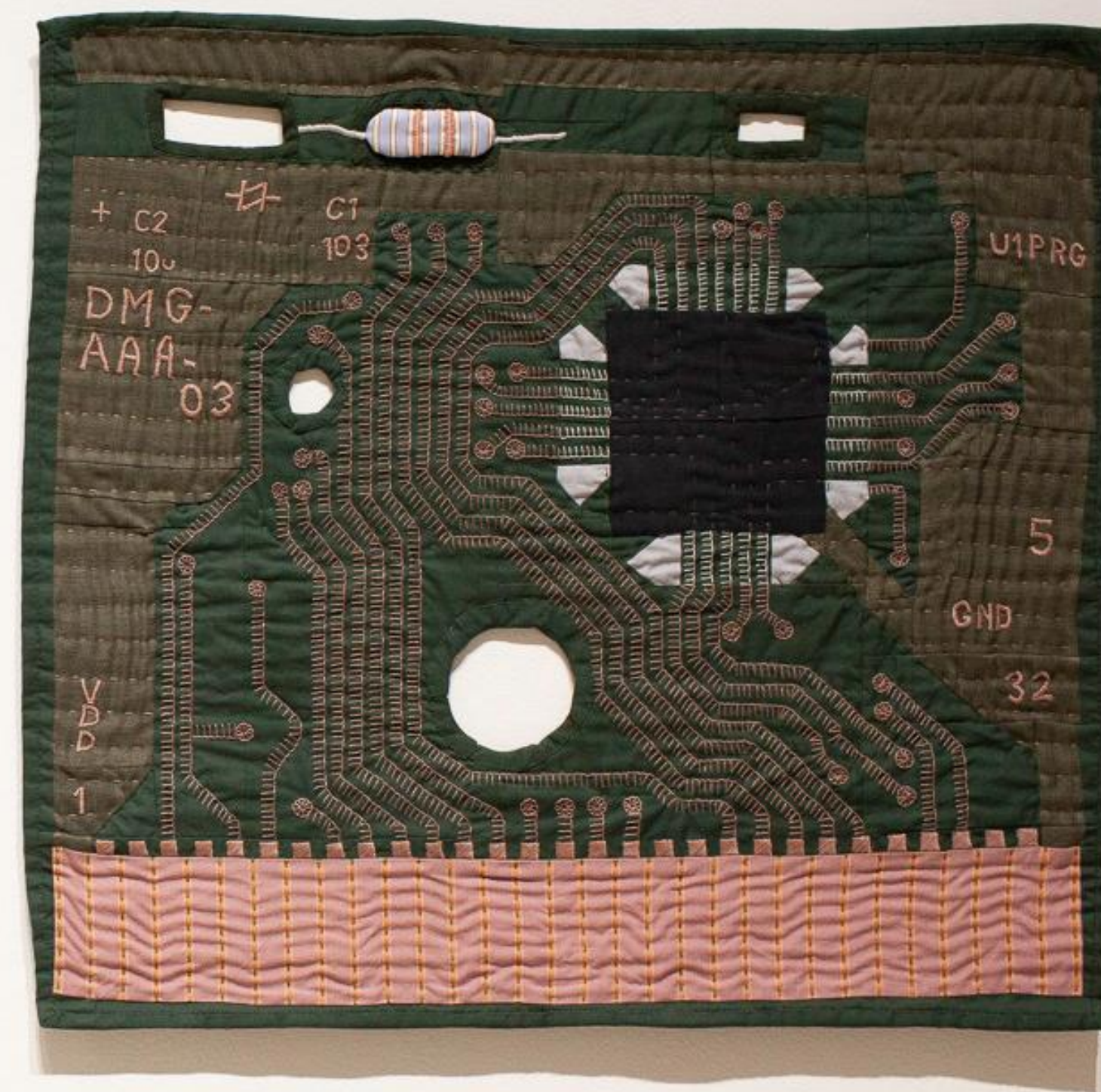
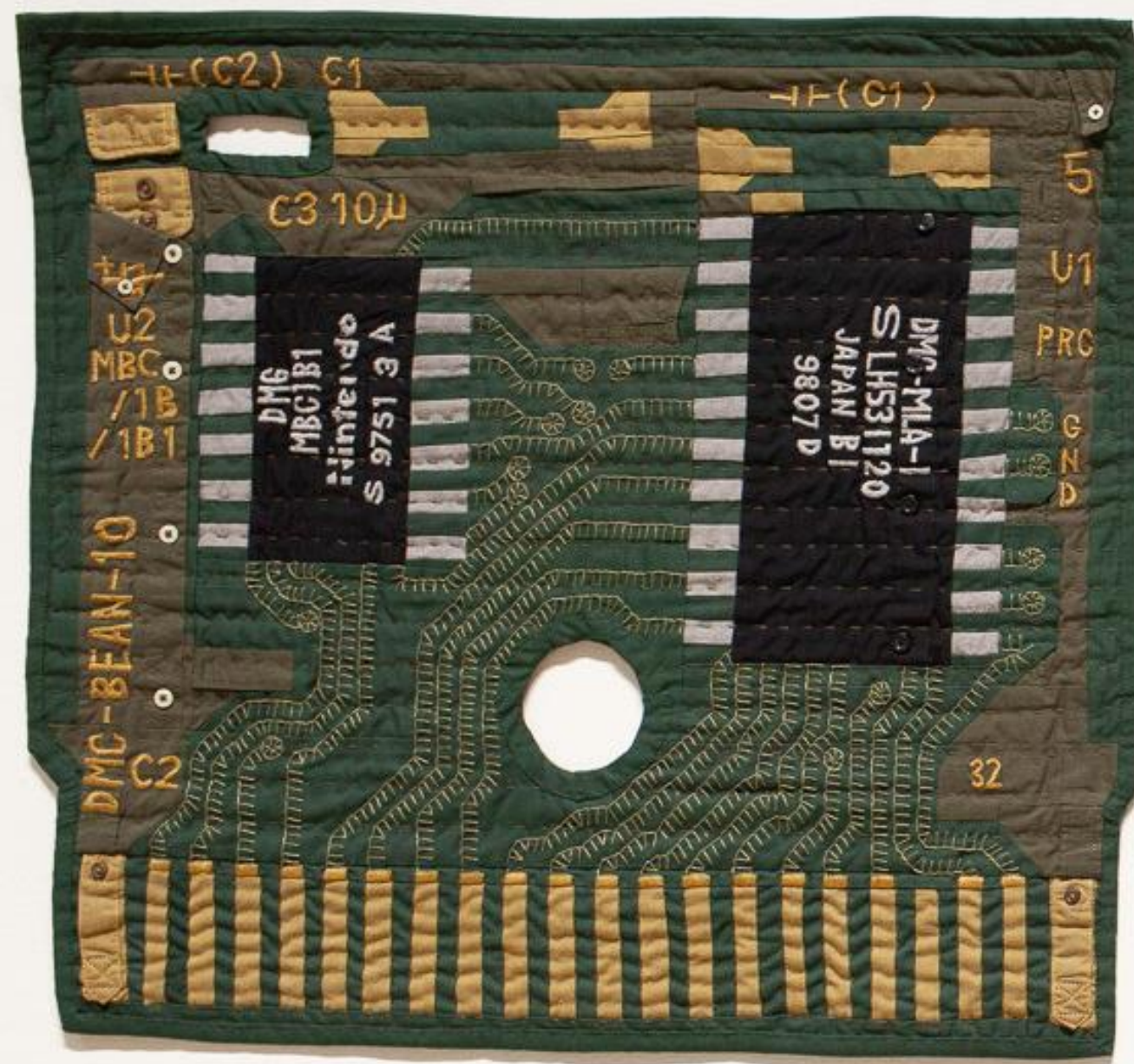


C t r l + A l t + D e l e t e

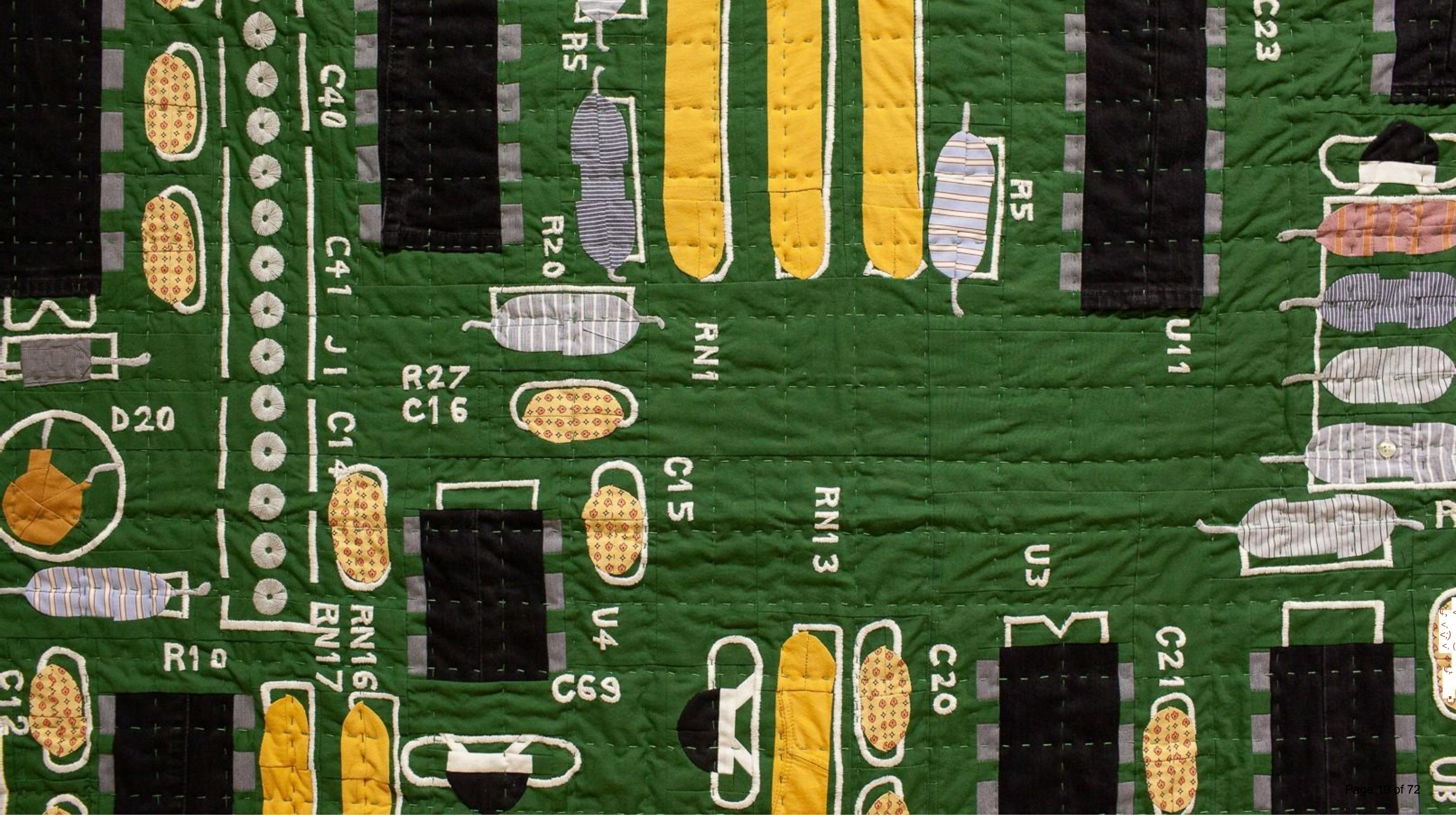
T w o p e r s o n s h o w b y
Laura Morre and
Geoffrey Pugen

J u n e 2 8 t o O c t o b e r 4 , 2 0 2 5









C23

U11

R5

RN1

R20

R5

R27
C16

C15

RN13

U3

C21

C20

U4

C6

RN16
RN17

R1

D20

C40

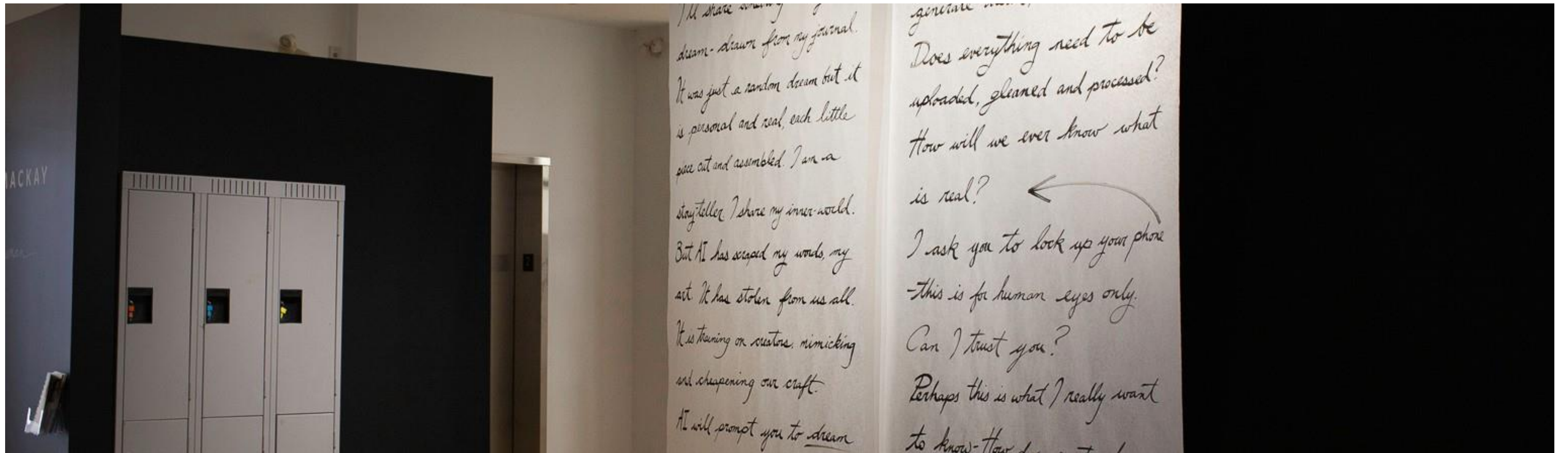
C41

J1

C1







ELLY MACKAY: ONLY HUMAN

June 21 to October 4, 2025

| **TOM** |

ELLY MACKAY

only human



I'll share something with you, a
dream - drawn from my journal.
It was just a random dream but it
is personal and real, each little
piece cut and assembled. I am a
storyteller. I share my inner-world.
But AI has scraped my words, my
art. It has stolen from us all.
It is training on creators, mimicking
and cheapening our craft.
AI will prompt you to dream
and imagine but it will put

words in your mouth and
generate dead, soulless art.
Does everything need to be
uploaded, gleaned and processed?
How will we ever know what
is real? ←
I ask you to look up your phone
-this is for human eyes only.
Can I trust you?
Perhaps this is what I really want
to know - How do we stay human
in this changing world?





ALL THE CALM & CALAMITY

June 21, 2025 to January 17,
2026

| **TOM** |



Paul Thoreau
The Flower
1900
Oil on canvas
The painting depicts a single red flower, possibly a rose, in full bloom. The flower is the central focus, with its vibrant red petals and green leaves. The background is a soft, light blue, suggesting a sky or a distant landscape. The overall composition is simple and elegant, with a focus on the natural beauty of the flower.





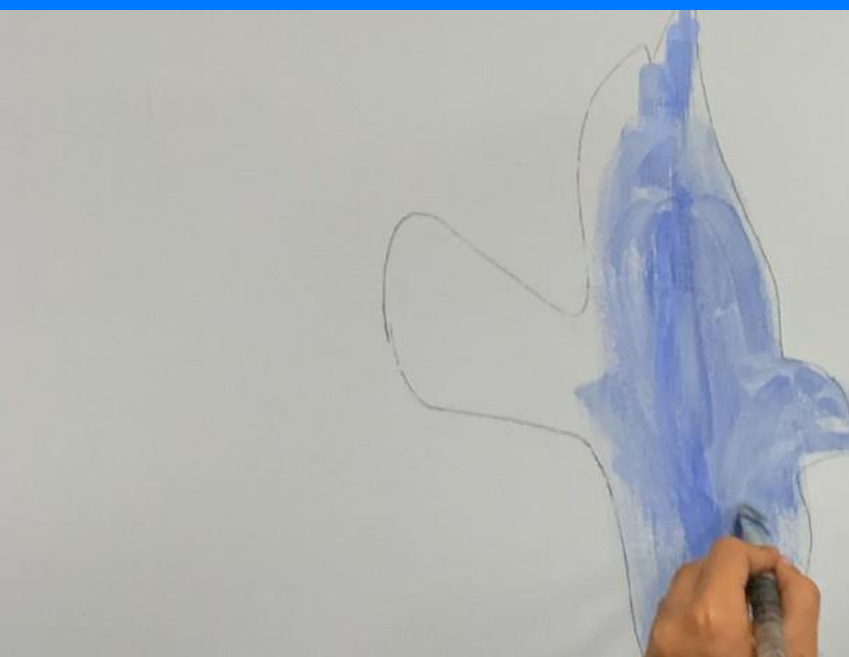
Camp TOM booth at Canada Day Festivities

July 1, 2025

Kelso Beach, Owen Sound, ON









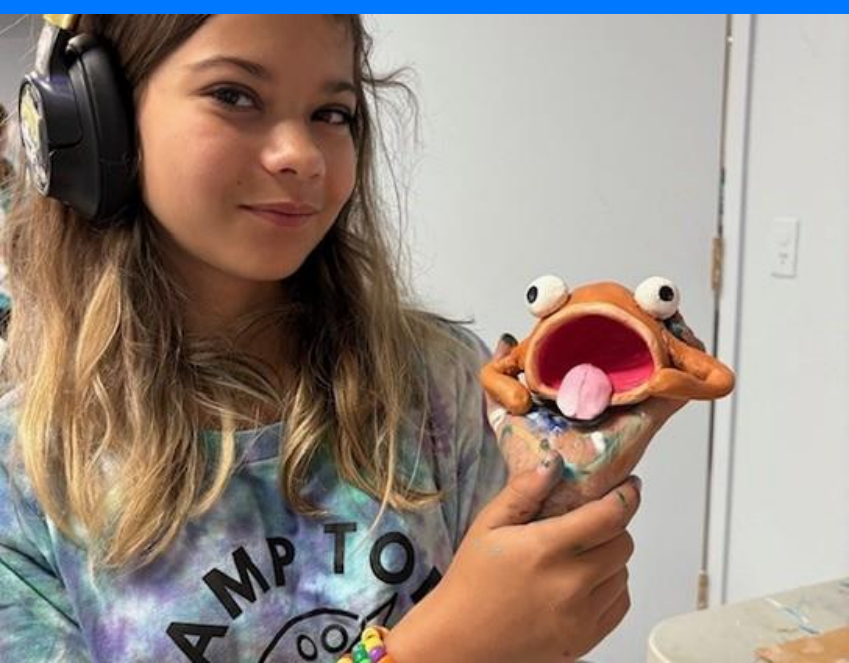
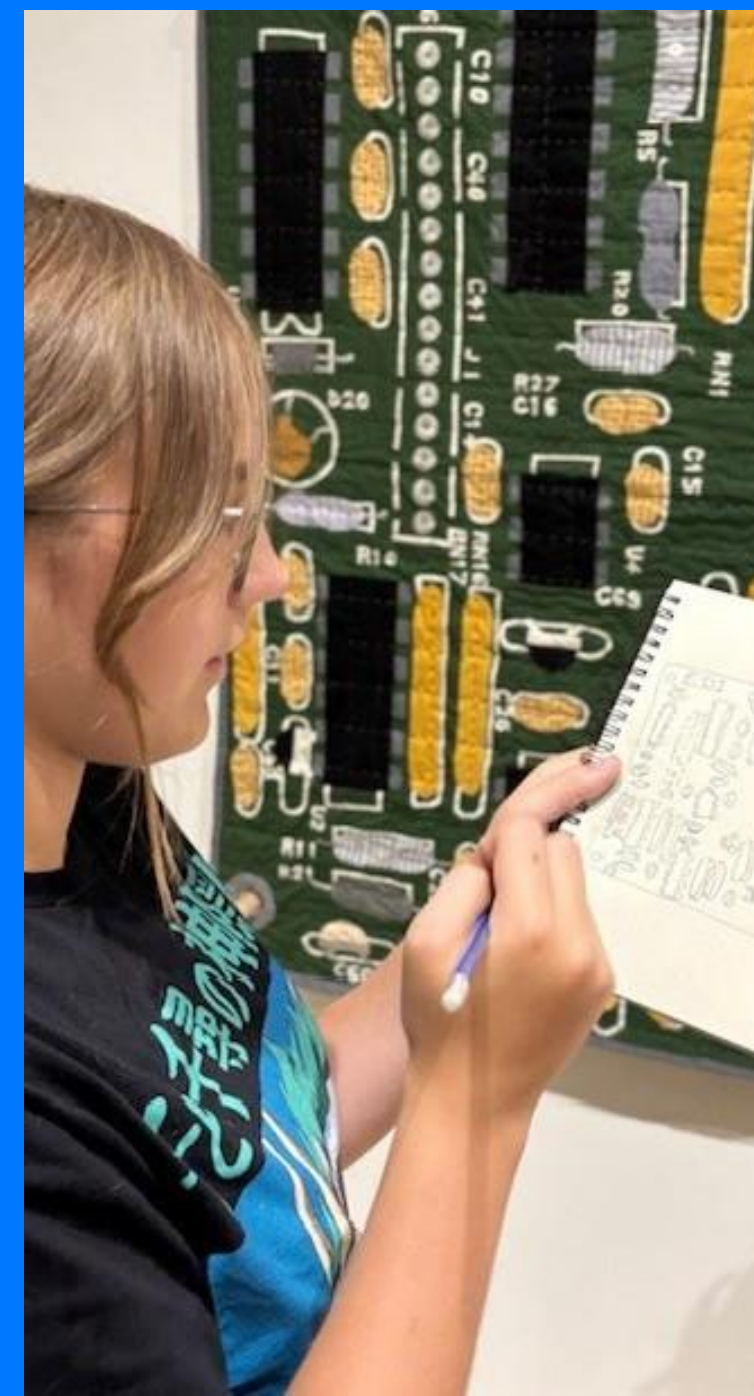


| TOM |

Camp TOM: Summer Art Adventure

Camp TOM's Summer Art Adventures brought together nearly 90 kids aged 8-12 for 6 weeks of creativity, exploration, and unforgettable fun.





SATURDAY
SEPTEMBER 20, 2025

Appraisal Day at the | TOM |

Curious about the value of the art in your own collection?

Join Perry Tung, Senior International Art Specialist, and Patrick Staheli, Canadian Art Specialist from Cowley Abbott, for a personal art appraisal at the TOM:

\$15 per person (maximum 3 items)

Book Your Appointment Today

✉ info@cowleyabbott.ca

☎ 1-866-931-8415

All proceeds support the Tom Thomson Art Gallery.



convergence



**juried art
exhibition**



**OPENING RECEPTION
FALL EXHIBITIONS**

October 18, 2025
2 - 4 pm

| TOM |



**Tom Thomson Art
Gallery Presents**



TRIVIA



NIGHT
AT BOSTON PIZZA

Hosted by: Anthony Robinson

Call us today to reserve your team of four! 519 370 2003

Thursday, September 18

7:30 PM - 9:30 PM

**1606 16th Street East, Owen
Sound, ON N4K 5N3**



**The Thomson Canoe
Fishbowl Cocktail**

**Cheers to TOM! With every
drink you buy, \$1.00 helps
fund TOM**



TOM



2025 PADDLE ART & CANOE MURAL AUCTION



FUNDS RAISED TO DATE: \$104,600

PROCEEDS GO TO SUPPORTING OUR ART & CULTURAL PARTNERS

| TOM

TOM THOMSON
ART GALLERY



HUNTSVILLE
festival of the arts



Gallery Night at the Movies

returns

Sept 22: The Life of Chuck

Oct 20: DJ Ahmet

Nov 10: Eleanor the Great

Dec 8: Blue Moon

2025-2026 Passes on sale now, online or at the TOM

PALETTE TO PALATE

CELEBRATING CANADIAN ART, FOOD, AND DRINKS
IN SUPPORT OF THE TOM THOMSON ART GALLERY

- ✦ Group of Seven food stations by Chef Jason Merton
- ✦ Music by JD Crosstown & Alison MacGregor
- ✦ Art Sale & Silent Auction
- ✦ Vault Tours
- ✦ Northern Lights Toast to TOM
- ✦ Canoe Clue Mystery
- ✦ Cash Bar

NOVEMBER 1
7:00PM -10PM

Tickets
\$75.00



840 1ST AVENUE WEST, OWEN SOUND
FOR MORE INFORMATION VISIT WWW.TOMTHOMSON.ORG OR
CALL 519-376-1932 EXT 5008

TOM

TOM THOMSON
ART GALLERY



Canada Council
for the Arts

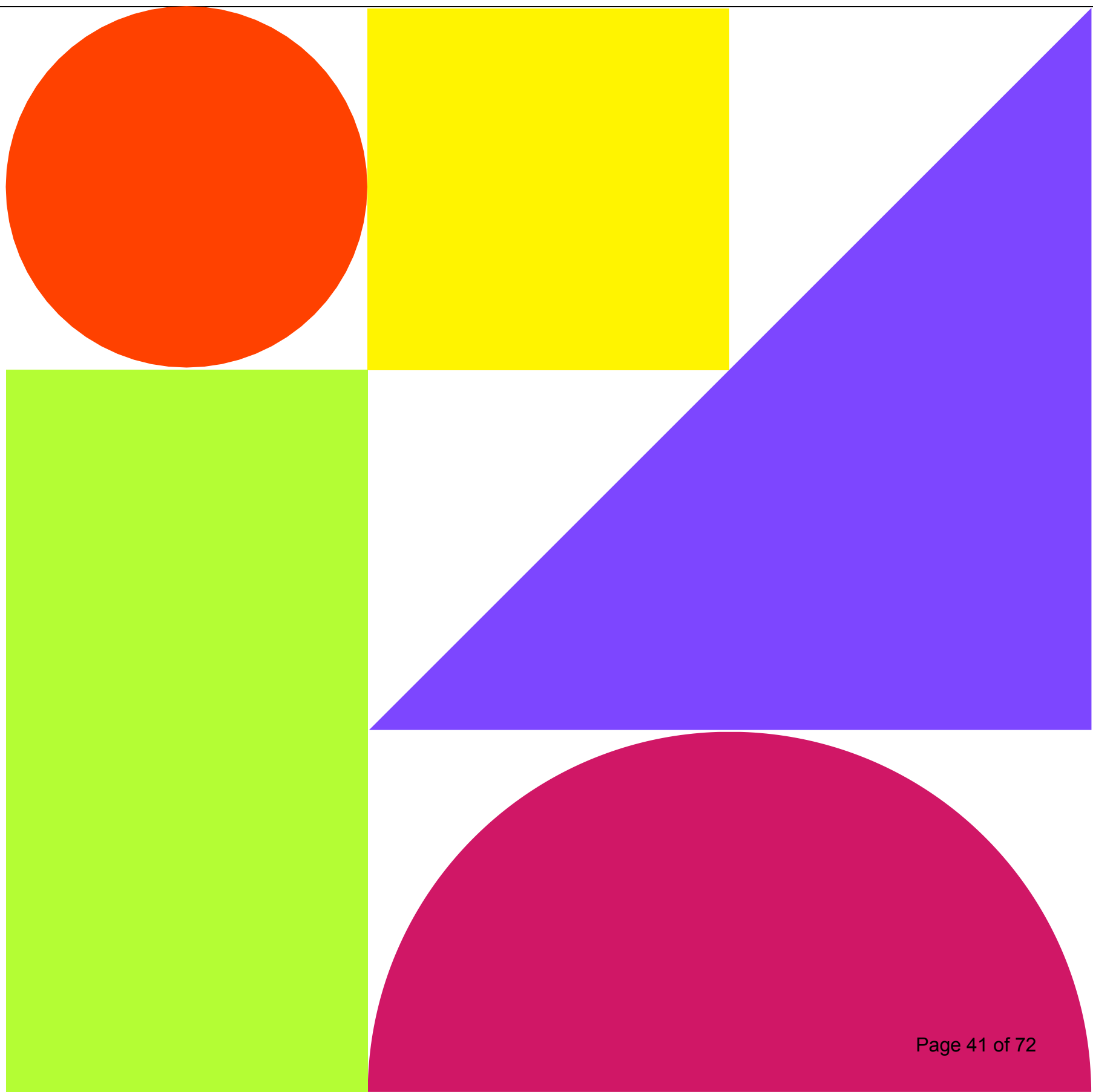
Conseil des Arts
du Canada

owen
sound



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO

Thank you!



TOM THOMSON ART GALLERY

Fundraising Initiatives: Events, Campaigns, and Donor Relations



EMILY COLMAN

FUNDRAISING COORDINATOR

FUNDRAISING & EVENTS



PALETTE TO PALATE

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CALL 519-376-1932 EXT 5008

TOM | TOM THOMSON ART GALLERY

Canada Council
for the Arts
Conseil des Arts
du Canada

owen sound
OWEN SOUND

ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO



**Tom Thomson Art
Gallery Presents**

TRIVIA NIGHT
AT BOSTON PIZZA

Hosted by: Anthony Robinson

Call us today to reserve your team of four! 519 370 2003

Thursday, September 18
7:30 PM - 9:30 PM
**1606 16th Street East, Owen
Sound, ON N4K 5N3**

TOM | Canada Council
for the Arts
Conseil des Arts
du Canada | owen sound
OWEN SOUND | **BP**

SPONSORSHIP OPPORTUNITIES



Join us at the iconic Tom Thomson Art Gallery

Join us on Saturday, November 1st, 2025, at iconic the Thomson Art Gallery for an unforgettable evening of art, live music, and local tastes and sips. The evening will showcase a curated selection of Tom Thomson's pieces alongside contemporary works by Ontario artist in the highly popular juried art exhibition convergence!

Enjoy a Canadiana themed evening including:

Group of Seven tasting stations of Canadian-inspired cuisine, catered by Chef Jason Merton of Heat & Eat Meal Co.
Suggested pairings with local wine, cider, and craft beer
Live music performances by JD Crosstown & Alison McGregor
Silent auction featuring unique items and experiences



Title Sponsor: \$1,500

As the Title Sponsor, your business will receive premier visibility and recognition before, during, and after the event. Your name or logo will be featured prominently in the event title, printed on all event tickets, and displayed on event signage. You will also receive four complimentary tickets. In addition, your logo will be highlighted in all social media promotions, e-newsletter Artefacts, and showcased on the official event webpage. During the event, your sponsorship will be acknowledged through announcements and included in any media coverage. This is a valuable opportunity to elevate your business and demonstrate your strong commitment to the community.

Table Sponsorship: \$500

As a Table Sponsor, your business will receive valuable exposure through multiple promotional channels. Your logo will be featured in the Art Gallery's social media posts and included in the e-newsletter Artefacts, reaching a wide audience of engaged supporters. At the event, your sponsorship will be recognized at one of the ten designated tables, providing on-site visibility to attendees. Additionally, your business will be acknowledged on the Gallery's official event webpage. This package includes one complimentary ticket, offering both promotional benefits and the opportunity to attend and connect directly with the community.

Individual Donor

As an individual donor, you will receive a tax receipt for your generous contribution. Your support will be acknowledged in several ways: your name will be displayed on a sponsored table, featured in the Artefacts e-newsletter, and recognized on the Gallery's Event Page at www.tomthomson.org.

Why Sponsor or Donate? By sponsoring or donating, you contribute to the Art Gallery's Vision "To be an open landscape for exploring art", while gaining visibility and recognition in the community.

Next Steps to become a sponsor or donor, please contact Emily Collier (Sponsorship Coordinator) Emily@tomthomson.org | 519-376-9832 or 5007

2026 CALENDAR CAMPAIGN







About Us

The Tom Thomson Art Gallery creates exhibitions and programs that enrich the region and engage with national visual arts conversations. It supports artists at all stages, advocates for the arts, preserves and researches its collection, and fosters inclusive, inspiring experiences for diverse audiences.

Corporate Membership

\$250

Visiting galleries during business trips offers cultural insight, networking opportunities, and a creative boost. Exhibitions featuring artists like Tom Thomson connect us to local heritage and inspire fresh thinking. As part of our TOM Corporate Membership, we encourage you to explore and engage with the arts wherever you go. For more information about our Corporate Membership level, please give us a call today!

More Information

519-376-1932
ttag@tomthomson.org
 840 1st Ave W
 Owen Sound, ON
 N4K 4K4

Follow us on

An open landscape for exploring art.

Become a TOM member today!

Supporter Circle Membership Program

The Tom Thomson Art Gallery Supporters Circle is a meaningful way to support the Gallery while being recognized for your contribution. We've created four unique membership tiers to suit a variety of giving levels—all designed to deepen your connection to the TOM and help sustain our exhibitions, programs, and community initiatives.

Become a Supporter Circle Member Today!

If you have any questions, please contact ttag@tomthomson.org

Supporter Circle Levels

Individual \$40.00	Student/Senior \$30.00
Family \$60.00	Explore and Connect \$75.00

Supporter Circle Perks

- Discounts and exclusive pre-sales on Gallery Programming
- Discounts in the Gallery Shop, including special Members' Shopping Days
- Public recognition of support
- GOG Reception Admission Program free access to galleries across Ontario
- ROAM Reciprocal Admission Program - free admission to over 300 galleries across North America (\$75 contribution required)

Tom Thomson Mid-February c. 1910. Oil on composite wood pulp board

A heartfelt thank you to our dedicated operational supporters

SUPPORTER CIRCLE MEMBERSHIP



DONOR STEWARDSHIP PROGRAM



DONOR BASE SOFTWARE

THANK YOU!

ANY QUESTIONS?

Staff Report

Report To: Tom Thomson Art Gallery Advisory Committee
Report From: Aidan Ware, Director and Chief Curator
Meeting Date: September 24, 2025
Report Code: AG-25-006
Subject: September Update Report

Recommendations:

THAT in consideration of Staff Report AG-25-006 respecting September Update Report the Tom Thomson Art Gallery Advisory Committee recommends that City Council receive the report as the Director and Chief Curator's update on the Gallery's Programming and Operations for information purposes.

Highlights:

- Year to date attendance numbers show strong engagement and visitation despite the three-month exhibition space closure for the double HVAC replacement at the start of the year. The Gallery and Tourism services were open 7 days a week throughout the summer and continue to be open in tandem Tuesday to Saturday, 10am – 5pm.
- Camp TOM wrapped up in August after six incredible weeks of creativity and adventure. A total of 87 campers attended. Several spaces were held for youth to attend at no cost thanks to sponsorship of the Kiwanis Club of Owen Sound.
- The upcoming juried exhibition Convergence attracted just under 300 submissions of art from 194 artists. The exhibition historically features a compelling cross-section of contemporary works by artists in this region.

Strategic Plan Alignment:

[Strategic Plan](#) Priority: This report supports the delivery of Core Service

Climate and Environmental Implications:

This supports the objectives of the City's Corporate Climate Change Adaptation Plan by increasing awareness and knowledge of corporate climate change adaptation.

Previous Report/Authority:

[AG-25-004](#)

[AG-25-005](#)

Background:

As previously noted, the exhibition spaces at the Gallery were closed January 6, 2025 – April 4, 2025 for the replacement of two HVAC systems. The Gallery's exhibition spaces re-opened on April 5. The Gallery and Tourism Services opened 7-days per week starting on the May long weekend.

So far in 2025, the Gallery has seen strong attendance and engagement, even with the early-year 3-month closure for HVAC renovations. Visitors have been avidly attending exhibitions and programs, with a healthy balance of local residents and out-of-town guests, reflecting the Gallery's growing role as both a community hub and a cultural destination. Tours and workshops have drawn enthusiastic participation from schools, families, and community groups, while special events and partnerships have brought new audiences into the Gallery. Receptions, artist talks, and the Gallery Night at the Movies series continue to be well-loved, contributing to lively community involvement throughout the year. Demographic trends show a broad mix of ages and an increase in visitors from beyond the immediate region, highlighting the Gallery's expanding reach and impact. Overall, attendance patterns point to a positive trajectory of growth, engagement, and relevance within both the local and wider cultural landscape.

Year-to-Date Attendance Summary Report – August 31, 2025

Facility Data

Visitors Counted Manually and Engaged by Gallery Staff: 6416

Exhibition Visitors via Laser Door Counters: 6978

Facility Visitors via Laser Door Counters: 11,574

Data was collected and reported in accordance with the Standard Operating Procedure for attendance tracking.

Visitors counted manually are those that entered the facility and had direct engagement with staff at the front desk. The Exhibition visitor data was collected from the laser door counter at the entrance to the Gallery's exhibition spaces. During busy periods, staff are frequently unable to connect with each person entering the facility, so the laser counters are helpful especially when comparing year-to-year trends.

Tours

13 total tours with 301 participants

- 8 school tours with 214 students (who also participated in an art activity).
- 5 tours with 87 participants, community groups, and cultural partners for participants of all ages.

Workshops

March Break offsite at Harrison Park: 5 days of youth workshops with 9 participants each day.

Camp TOM Summer Classes: 30 days/6 weeks of youth workshops with a total of 87 children.

Special Projects and Community Partner Engagement

- 198 patrons participated in two opening receptions for Spring and Summer Exhibitions.
- 127 visitors came to the Gallery as part of Earth Day celebrations.

- 241 visitors celebrated Upcycle TOM Project '25 with OS Waste Watchers.
- 321 visitors came to the Gallery as part of ArtWalk and Doors Open.
- 87 visitors attended two artists' talks in conjunction with spring and summer exhibitions.
- 1221 patrons attended Winter 2025 Gallery Night at the Movies' presentations at Galaxy Cineplex Cinemas.

Gallery Visitor Demographics

(of those visitors* who shared their information):

- 47% were from Owen Sound
- 10% were from Grey-Bruce-Simcoe
- 3% were from Barrie
- 15% were from GTA
- 3% were from Kitchener-Waterloo/Guelph/Cambridge
- 3% were from London-Southwest ON
- 4% were from Hamilton-Niagara
- 3% were from Eastern Ontario
- 7% were from outside of the province
- 5% were from outside of the country
- 38% were seniors
- 56% were adults
- 14% were under 18

*does not include specialized programming

NOTES:

Exhibition and programming spaces were closed January 6 to April 4, 2025 to accommodate the HVAC Renovation/Upgrade Project.

2025 was the 2nd Year of Tourism at the TOM Pilot Project which commenced in May 2024.

Tourism /Owen Sound Visitor Centre records their own data.

Comparative Attendance Summary	YTD 2025	YTD 2024	YTD 2023	YTD 2022		Final 2024	Final 2023	Final 2022	Notes:	
Facility Visitors Counted Manually by Staff	6413	7465	3826	2208		9408	5792	3817		
Exhibition Visitors by Laser Counters	6978	6579	n/a	n/a		9490	n/a	n/a	*installed May 2024	
Facility Visitors by Laser Counters	11574	13749	7591	6491		17529	11849	10161		
Total Tours/Participants	13/301	29/556	20/566	15/235		34/621	26/533	21/342		
School Tours/Students	8/214	14/296	18/369	7/149		15/312	21/421	9/190		
Lectures/Attendees	2/87	5/225	4/197	2/61		5/255	5/212	4/169		
Engagement -Outreach	566	1268	500	215		1475	779	435		
Gallery Night at the Movies	1221	1403	1434	0		2460	2943	973		
% Visitors from Owen Sound	47%	49%	n/a	n/a		48%	n/a	n/a		
% Visitors from Grey-Bruce-Simco	10%	12%	n/a	n/a		13%	n/a	n/a		
% seniors	38%	29%	30%	30%		32%	34%	34%		
% adults	56%	46%	59%	57%		46%	55%	56%		
% <18	14%	25%	11%	13%		22%	11%	10%		

*Engagement and Outreach activities include: partnered programming and community events such as Baby Time, Doors Open, Earth Day, ArtWalk, Hottest Yard Sale, Concours D’Lemons, Concours d’Elegance, One World Festival, etc.

Exhibitions: Continuing to October 4

Elly MacKay: *Only Human*

This is a solo exhibition of new work by Owen Sound artist Elly MacKay that grapples with mounting ethical questions surrounding the rise of artificial intelligence and the complications of preserving artistic autonomy in the digital age. Visitors are asked to lock their cellphones away before engaging with MacKay’s intricate dreamlike diorama — a protective and perhaps futile tactic to push back against technologies invasive gaze.

Ctrl + Alt + Delete

Ctrl + Alt + Delete brings together works by Laura Moore and Geoffrey Pugen to explore how digital systems and ecological networks are increasingly mirroring one another in their complexity and precarity. Each artist navigates the porous terrain between the organic and the synthetic, revealing how digital environments—like ecosystems—are inhabited,

interconnected, and deeply susceptible to collapse.

Continuing to January 10

All the Calm and Calamity

Although war and peace are diametrically opposed, they exist simultaneously. This exhibition explores this dichotomy by examining the work Tom Thomson created in Algonquin Park between 1914 and his death in 1917, within the context of the collective anxieties and uncertainties that pervaded daily life at that time during the First World War. The exhibition will also include works by Thomson's contemporaries drawn from the Collection, in addition to works borrowed from the Canadian War Museum and the McMichael Canadian Art Collection.

Exhibitions Opening October 18

Bianca Artemida Nam: *Where the Willows Weep and Orchids Dream*

Emerging artist Bianca Artemida Nam presents an immersive installation that explores image rebirth and transformation through her mixed-media practice. Drawing from both analogue and digital media, Nam combines collage, installation, and painting to illustrate the metamorphosis of synthetic and organic elements—focusing on orchids native to her new home in Grey County—to create a contemplative space where ideas evolve, intertwine, and take root.

Convergence 2025

We are thrilled to announce the return of *Convergence*, the TOM's juried exhibition dedicated to contemporary artwork with a renewed focus on environmental themes. These may include ecology, climate change, sustainability, natural landscapes, and our evolving relationship with the planet. Running from October 18, 2025, to January 17, 2026, this dynamic exhibition will showcase the work of both emerging and established artists from across Ontario.

Presented every two years, *Convergence* offers artists the opportunity to exhibit in a professional gallery setting and connect with diverse audiences.

Celebrating artistic innovation and excellence, the exhibition will embrace a wide range of mediums and practices that reflect the depth and vitality of environmentally engaged contemporary art in the province. All submitted artwork must relate to the environment in some capacity, underscoring the Gallery's commitment to fostering creative dialogue around one of the most urgent issues of our time.

The Gallery received just under 300 submissions from 194 artists this year.

The Jurors include Owen Sound artist Kristine Moran, Jennifer Norman, Executive Director at the Durham Art Gallery, and Martin Pearce, Associate Professor, Studio Art at the University of Guelph.

Summer Programming Highlights

Summer Art Camps

The Gallery successfully re-launched children's summer art camps with the support of two Education and Engagement Assistants hired through the Young Canada Works grant program. The camps, which were for ages 8-12, combined hands-on artmaking, outdoor exploration, and creative adventure, inspired by the legacy of Tom Thomson. A total of 87 campers had the opportunity to learn about art and develop their skills through weekly themes based on Tom Thomson's life and work. In addition, each week included creative day trips to Harrison Park, where Tom Thomson first painted, providing campers with the chance to connect with nature and the landscapes that inspired some of his early works. Some campers were treated to a special workshop with Elly MacKay where they made paper dioramas and learned about storytelling through shadow puppets. Special thanks to the Kiwanis Club of Owen Sound for their sponsorship of this program, which enabled youth to attend at no cost.

Exhibition Opening and Panel Discussion

On June 28, the Gallery celebrated the opening of three new exhibitions and welcomed Laura Moore and Geoffery Pugen for an inspiring conversation about their compelling exhibition, *Ctrl + Alt + Delete*. From the collision of nature and technology to the questions we should be asking about the future, the panel proposed bold ideas and offered fresh perspectives.

LEGO Chi-Cheemaun Docked at the TOM!

A must-see summer attraction arrived at the TOM just in time for the tourist season - a massive LEGO replica of the iconic Chi-Cheemaun ferry was on display in the Gallery lobby. This partnership with Tourism/Owen Sound Visitor Centre was a huge hit, attracting many visitors and lots of pictures. Created by local LEGO enthusiast Ken Reid, this incredible model is over 9 feet long and built from more than 92,000 LEGO bricks. It features moving parts, over 50 vehicles, 620 mini-figures, and a stunning full interior that includes the vehicle deck, gift shop, cafeteria, captain's bridge, passenger areas, and more. Every detail - right down to the ferry's signature artwork - has been recreated brick by brick, using custom designed vinyl replicating the distinctive colourful artwork on the ferry's hull, bow, and stern. Ken started this project in February 2025 and spent over 600 hours recreating the "Big Canoe." Building the hull was especially challenging, but a special invitation onboard the Chi-Cheemaun allowed him to capture every detail with hundreds of photographs. This incredible replica will remain on display until September 30.

Doors Open

The popular Doors Open event returned to Owen Sound on June 21. The Gallery was one of several sites featured on this year's tour which offered people the chance to discover Owen Sound's rich history and explore heritage sites.

ArtWalk! 2025

Also on June 21, the Gallery participated in the annual ArtWalk Event as one of the 13 sites in Owen Sound that provided people the chance to meet local artists, visit exhibitions, and partake in workshops.

TOM @ Canada Day Booth

For Canada Day this year, the Gallery was able to have a booth with activities for youth and information about the Gallery's camps, exhibitions, and programs.

Tourism at the TOM

The second year of the pilot project to incorporate tourism services at the Gallery was undertaken with 5 tourism and events students rotating through the visitor services desk and events support throughout the summer. The students were an incredible asset and worked with Gallery staff to create a great visitor experience for everyone coming to visit the TOM and Owen Sound.

Escarpment Magazine: Feature Article

The TOM was featured in the summer edition of Escarpment Magazine! You can check out the article by Director and Chief Curator Aidan Ware on page 115 [HERE](#) (or grab a copy of the summer magazine from a nearby location).

Current and Upcoming Programming

Gallery Night at the Movies

The 28th season of Gallery Night at the Movies kicked off on September 22 with last year's Audience Award Winner from the Toronto International Film Festival – THE LIFE OF CHUCK.

The remaining four fall dates and films have been confirmed: October 20 – DJ AHMET; November 10 – ELEANOR THE GREAT; December 8 – BLUE MOON. Five dates for winter/spring 2026 will be confirmed shortly.

Three long-term sponsors returned to support Gallery Night at the Movies, with one new sponsor.

In conjunction with the Toronto International Film Festival, The TOM's Gallery Night at the Movies film series is one of the Gallery's most successful and long-running programs. As an Official Film Circuit Centre, Gallery Night at the Movies provides local filmgoers an opportunity to see films that may not otherwise be available in our region, and supports the Canadian film industry, by providing filmmakers and distributors the opportunities to extend the reach and theatrical runs of their releases into the smaller communities across the country.

With a season running September to April, Gallery Night at the Movies brings the best of Canadian, foreign and independent film to the area, featuring highlights from TIFF and the Film Festival Circuit. Our films are screened at

our local Cineplex Theatre, Galaxy Cinemas in Owen Sound, offering a true cinematic experience with all the amenities.

Cobble Beach Concours Welcome Reception

On Friday, September 12, the Gallery hosted this special welcoming reception which includes guests of the Concours event, participants, and the esteemed judges who return to Owen Sound each year for this world-class celebration of automotive excellence. This year over 130 people attended the event.

TTAG Trivia Night

On Thursday, September 18, the TOM will host Trivia Night at Boston Pizza, Owen Sound. From 7:30 pm – 9:30 pm, participants will enjoy a lively evening of fun hosted by Anthony Robinson. Teams of four can reserve in advance, and entry is free, encouraging broad community participation.

Appraisal Day

On Saturday, September 20, the Gallery will host Appraisal Day, an opportunity for community members to learn the value of their personal art collections. Perry Tung, Senior International Art Specialist, and Patrick Staheli, Canadian Art Specialist from Cowley Abbott, will provide individual appraisals from 11:00 am – 4:00 pm. Admission is \$15, with up to three items appraised per person. Proceeds support the Tom Thomson Art Gallery.

Paddle Art Contest

The much-anticipated Paddle Art Contest has returned, once again in partnership with Algonquin Outfitters. This initiative celebrates Tom Thomson's love of the outdoors while encouraging community creativity. Paddles are available for purchase at the Gallery, with submissions due by October 14, 2025. The auction, launching in November, supports the TOM, the Huntsville Festival of the Arts, and the Huntsville Art Society. Since its inception, the project has raised more than \$104,600 for arts and culture, with this year promising record participation. The Gallery is receiving \$6000 from the proceeds of this initiative which are directed towards the juried exhibition *Convergence*.

Local Author Book Fair

The Gallery, in partnership with the Owen Sound & North Grey Union Public Library, is co-hosting the Local Author Book Fair on October 24–25 from 1:00 pm – 4:00 pm each day. Events will take place at both the Library and TTAG. New this year is *An Evening with the Authors* event on Friday, October 24, offering the public an opportunity to connect with local writers in an informal social setting. This program highlights and celebrates the wealth of literary talent across Grey and Bruce counties, continuing a proud tradition of local storytelling.

Community and School Tours

Several tours are already booked for September and October. This fall, the Gallery will strengthen its school engagement initiatives by actively promoting guided tours to local and regional educators. Outreach efforts will include direct communication with teachers and school boards, distribution of updated educational program materials, and the development of curriculum-linked tours that connect to both current exhibitions and Tom Thomson's legacy. By offering interactive, inquiry-based experiences that encourage creativity and critical thinking, the Gallery aims to inspire students of all ages while supporting classroom learning outcomes. These efforts not only enhance student engagement with art and culture but also foster long-term connections between schools and the Gallery.

Collection

Staff continue to work on the relocation of the collection back into the vault following the completion of the HVAC replacement project in April which required staff to move it to temporary storage. As part of this project, staff reconfigured areas of the vault to create efficiencies by re-utilizing the temporary art storage shelves and units with an overall objective of having the collection better stored. The work on this project had to be paused during the summer to accommodate the summer art camps.

The three Tom Thomson paintings bequeathed by Gloria M. and James E. Smith of Toronto to the Gallery in 2025, were on display as part of the *Safekeeping* exhibition. Following this initial presentation, the paintings are

slated to undergo professional conservation work, including careful cleaning and re-framing using archival materials, ensuring their preservation for future generations. This essential work will protect these rare pieces and allow audiences to appreciate Thomson's legacy for years to come. Georgian Bay Art Conservation has generously agreed to support this work through contributing some of the costs in-kind and the Gallery has raised \$6600 towards the total cost of this project which is estimated to be \$8150 including reframing.

Operations

Loading Dock Door Replacement

The Gallery's overhead loading dock door was replaced the week of August 25. This project was part of the City of Owen Sound's capital projects as the door had reached an age when it has not operating properly and needed to be replaced for safety and security reasons.

The TOM is grateful to artist Nyle Johnston whose mural *Miigwetch Animikii Bineeyhnshi (Thank You Thunderbird Spirit)* was displayed on the door. The mural was originally created for the Canadian Spirit Festival (2012-2017) as a temporary installation, but the Gallery was thrilled to extend it for so many years beyond the Festival during which it was created. Staff communicated with Johnston prior to this replacement project, and he graciously offered the following:

"With the loading bay door mural at The TOM came an opportunity to showcase traditional Great Lakes Anishinaabek artistry. Utilizing contemporary mediums, I was provided the space to explore Saukiing Anishinaabekiing themes and stories like that of a Thunderbird. I want to say miigwetch to the staff and community at The TOM for helping bring this vision of reclamation on such an impactful scale to life. Miigwetch for providing the opportunity to keep pushing Anishinaabek woodland art into the future."

~ Nyle Miigizi Johnston, Neyaashiinigmiiing Unceded Territory

The Art Gallery and the Library have been working with the Pollinate Owen Sound team to establish a pollinator garden on that side of the building, starting this fall, through funding from Bruce Power and TD Canada Trust

Friends of the Environment. Long range plans include the establishment of native plants to encourage the development of a pollinator corridor in Owen Sound. As part of this project, the team is considering an opportunity to create a pollinator themed mural to activate that location and to promote awareness about native plants and their importance to the environment.

Tourism at the TOM

Gallery staff have supported the provision of Tourism services to the public at the front desk with new public hours 10am – 5pm Tuesday to Saturday. Two Tourism students will continue to support Saturday service delivery until Thanksgiving weekend.

Fundraising

A report from the Chair of the Fundraising Team is attached to the agenda for this meeting.

The Gallery welcomed Fundraising Coordinator (P/T) Emily Colman to the team at the start of May. Since that time, she has been busy learning about the Gallery and reviewing the TOM's fundraising events and programs. She brought forward a proposal to host a fundraising event at the Gallery in 2025 to mitigate some of the extra costs associated with hosting an event offsite. The goal she outlined was to create an event that was more accessible during economically stressed times and one that brought people to the Gallery to celebrate our regional and national Canadian artists. *Palette to Palate* will take place on November 1 from 7pm – 10pm featuring a uniquely Canadian evening where art, cuisine, and culture come together in celebration of the Gallery. This exciting evening will be a celebration of Canadian art, highlighting many local and Ontario-based artists in our juried exhibition, *Convergence*. Guests will have a chance to purchase artworks from that show, enjoy the Group of Seven Canadian-inspired food stations, live music, silent auction, local sips, a mystery game, and the opportunity to mingle in the exhibitions.

Event Highlights include: Group of Seven All-Canadian Tasting Stations created by Chef Jason Merton, Live music by JD Crosstown & Alison MacGregor, Art Sale & Silent Auction, Exclusive Vault Tours, Special Northern Lights Toast to Tom, and a cash bar featuring local wines and brews.

Tickets are \$75 and went on sale September 16.

The Fundraising Coordinator has undertaken a revision of the Gallery's Supporters Circle Membership program and is reaching out to current and past members to re-engage them in this opportunity, which includes benefits such as discounts and reciprocal admission to other galleries. She is also working on launching an annual giving campaign later this year, which will promote donations to the TOM for a tax receipt.

In tandem with these projects, she is exploring implementing a donor software program. Acquiring this software would be an important step in strengthening the Gallery's fundraising capacity and long-term sustainability. A dedicated system would allow the Gallery to better track and manage donor relationships, streamline communications, and provide accurate reporting to support strategic decision-making. With improved organization, staff can focus more time on cultivating meaningful connections with supporters, identifying new funding opportunities, and recognizing donor contributions in a timely and personalized way. The software would also help the Gallery demonstrate impact to funders and community partners.

In addition to these items, the Fundraising Coordinator is also supporting the Fundraising Team with the 2026 calendar campaign, spearheading a donation-driven Trivia Night, exploring a fundraising lecture series, and supporting project grant applications.

Grants

The Gallery submitted the 2025 annual update report to the Canada Council for the Arts and has received payment of the \$70,000 grant for this year. Staff have also submitted the multi-year operating grant (4-year grant, 2026 - 2029) to the Canada Council for the Arts and is awaiting determination.

The Gallery received Year 2 of its Ontario Arts Council Operating Grant (for 2025) and submitted the Year 3 annual update on June 4. The amount of this grant is \$51,106 and is on budget.

The Gallery received grant funding from Young Canada Works for two summer students to support the development and delivery of summer art camps. The amount of that grant is \$12,600.

The OPEN Team was successful in securing \$15,000 from Bruce Power to support the implementation of pollinator gardens at the Library and Gallery in 2025.

The Gallery is applying to the Community Foundation for funding to support an expansion of the Upcycling Tom project into schools for 2026.

Analysis:

In 2025, the Tom Thomson Art Gallery demonstrated resilience and growth despite a first-quarter closure for critical HVAC upgrades. Since reopening, the Gallery has seen strong attendance across exhibitions, programs, and events, drawing a healthy mix of local residents, regional visitors, and tourists from across Ontario, Canada, and beyond. Tours, workshops, and summer art camps engaged schools, families, and children, while partnerships and community events such as ArtWalk, Doors Open, and Earth Day expanded the Gallery's reach. Signature programs like Gallery Night at the Movies, exhibition openings, and artist talks continued to attract enthusiastic audiences, reinforcing the Gallery's role as both a cultural hub and a destination for meaningful engagement with the arts. Visitor demographics further highlight an expanding regional and international audience, reflecting the Gallery's growing impact.

Alongside these successes, the Gallery launched dynamic exhibitions exploring themes from artificial intelligence and ecology to Tom Thomson's legacy and contemporary environmental art. Summer programming highlights included the relaunch of children's art camps, the installation of a large-scale LEGO Chi-Cheemaun ferry that delighted visitors and expanded tourism services through the second year of the TOM's pilot project. Operational improvements, including a new loading dock door and ongoing collection care, supported long-term sustainability. On the fundraising front, the Gallery welcomed a new part-time coordinator who is spearheading initiatives such as Palette to Palate, enhancing membership engagement, and exploring donor management software to strengthen future capacity.

Financial Implications:

A year-to-date revenue/fundraising summary is attached to this report.

Operating grant applications were successful, and the TOM received funding for two summer student positions to support art camps. Summer art camp registration profits exceeded expectations as did the proceeds from the submissions for *Convergence* – both of which will help the Gallery towards its ambitious revenue targets this year.

Despite the first quarter closure, general donations remain on target for the end of August. Revenue from the sale of merchandise is also up with the addition of some new TOM-themed t-shirts, ball caps, and jackets. The Gallery also received approximately \$4000 more than anticipated from the annual allocation of its endowment fund with the Community Foundation. Exhibition and movie targets remain on track at this point in the year.

We continue to monitor the economic landscape of similar organizations in Ontario and recognize that those dependant on fundraising continue facing significant challenges in today's economic climate. Rising costs for operations, staffing, and programming add increased pressure while many traditional funding sources are shrinking or becoming more competitive. Donors and sponsors, navigating their own financial constraints, may be giving less or prioritizing essential services. At the same time, audience expectations for accessibility, inclusivity, and innovation continue to grow, requiring organizations to do more with fewer resources. This environment demands adaptability, creativity, and strong relationship-building as we strive to serve our communities and demonstrate the vital role we play in cultural and civic life.

Given the climate, staff have sought ways to mitigate fundraising costs by initiating a new fundraising event at the Gallery which will eliminate expenses incurred by being at an offsite location (ex. tents, staffing, washrooms) and which aims to reconnect people with the Gallery through a more accessible price point for the tickets. The Fundraising Coordinator is seeking table and title sponsorships for this event; however, it remains a challenge when budgets for many businesses were set at the start of the year (the Fundraising Coordinator did not assume the role until halfway through the year). We anticipate, based on the outcome of this year's event, being more successful with sponsorships in 2026 when the Fundraising Coordinator has had time to build relationships and establish sponsorship asks early in the year.

Communication Strategy:

The Director continues to work with the staff to ensure that public communication of programming and exhibitions is broadly transmitted and easily accessed.

The Gallery publishes a weekly Artefacts newsletter and is active on Facebook and Instagram accounts. Media releases and advisories are sent out ahead of major events and exhibitions.

Consultation:

Pamela Coulter, Director of Community Services

Attachments:

TTAG Year-to-Date Revenue Summary

Recommended by:

Aidan Ware, Director and Chief Curator

Pamela Coulter, Director of Community Services

Submission approved by:

Tim Simmonds, City Manager

For more information on this report, please contact Aidan Ware, Director and Chief Curator at aware@tomthomson.org or 519-376-1932 ext. 5001.

Fundraising and Revenue for the Tom Thomson Art Gallery - Year-to-Date, August 31, 2025

Grants	Budget YTD		Current YTD	Notes
Ontario Arts Council	\$	51,106.00	\$ 51,249.00	
Canada Council for the Arts	\$	70,000.00	\$ 70,000.00	
Young Canada Works			\$ 9,450.00	This represents the initial payment, final payment not yet received.
Donations	\$	20,000.00	\$ 21,271.30	
Sales Desk	\$	1,433.36	\$ 4,885.44	
Movies	\$	14,525.00	\$ 7,995.05	This is timing - passes for the 2025/26 season just went on sale. The Gallery's fundraising event takes place Nov 1. The 2026 fall calendar campaign is just getting underway.
Special Events Fundraising	\$	38,666.64	\$ 13,110.91	Varies from year to year.
Endowment Funds	\$	8,000.00	\$ 12,298.00	We are rolling out our new membership program and donor giving program this fall.
Membership	\$	5,000.00	\$ 1,546.85	
Collection Donations	\$	6,666.64	\$ 21,100.00	
Studio Classes	\$	3,666.72	\$ 22,371.15	Summer art camps were almost completely sold out.
Exhibition Revenue - Convergence	\$	-	\$ 9,543.04	Revenue from Convergence submissions
TOTAL YTD	\$	219,064.36	\$ 244,820.74	

To: Tom Thomson Art Gallery Advisory Committee

From: Mary Anne Alton, Fundraising Team Chair

Date: September 5, 2025

Re: Fundraising Team Update

2025 has been a year of strategic adaptation in response to the challenges faced by community organizations and charities in sustaining sponsor, donor, and participant engagement. In light of the difficult economic climate, the Fundraising Coordinator—supported by the Fundraising Team and the Director & Chief Curator—focused on adapting existing initiatives and creating new opportunities to strengthen community relationships and ensure financial sustainability.

To reduce costs while deepening community engagement, the Fundraising Team endorsed the Coordinator's proposal to host a fundraising event at the Gallery. This decision not only optimizes event expenses but also invites individuals into the Gallery's spaces, fostering stronger connections between the community and the TOM. The upcoming fall *Palette to Palate* fundraising event will reflect this approach, featuring an all-Canadian theme that celebrates both the nation's artistic legacy and Tom Thomson's enduring influence.

The annual calendar campaign remains a cornerstone of TOM's fundraising strategy. This successful initiative continues to generate essential revenue while building partnerships with local businesses across the Grey Bruce Simcoe and beyond, where calendars are distributed. It also serves as a powerful outreach tool, raising public awareness and interest in TOM.

This year, TOM's fundraising efforts emphasized innovative, relationship-focused events. Trivia Night at Boston Pizza exemplifies this direction, strengthening ties with local businesses, offering fresh community-oriented programming, and engaging new audiences in supporting TOM's mission.

In addition to these initiatives, the Fundraising Coordinator is researching fundraising software, an important tool that will enhance the Gallery's capacity to grow community support and sustain its programs. By streamlining donations, improving donor engagement, and providing valuable insights into giving patterns, this technology will help the Gallery build deeper relationships with current supporters and attract new ones.

The contributions of volunteer members on the Fundraising Team remain invaluable to the planning and delivery of activities. However, the dedicated Fundraising Coordinator position provides the expertise and continuity needed to ensure TOM can adapt, innovate, and thrive in a changing environment.