

To: Tom Thomson Art Gallery Advisory Committee

From: Kelsey Starr, Fundraising Team Chair

Date: August 20, 2026

Re: Fundraising Team Update

The 2027 fundraising calendar summer campaign has officially launched, with more than 30 retail and community locations across Grey, Bruce, Simcoe, and the Huntsville area now carrying this special edition. The 2027 calendar marks an especially significant year for the Gallery, celebrating 150 years since the birth of Tom Thomson and the 60th anniversary of the Tom Thomson Art Gallery. This milestone edition provides an important opportunity to bring Thomson's work beyond the Gallery and into communities throughout the region while supporting the Gallery's ongoing programming and operations.

The calendar features works by Tom Thomson from the Gallery's permanent collection, including three recently acquired works that have undergone conservation. The inclusion of these works provides the public with an opportunity to see them in print and learn more about the Gallery's collection. The calendar therefore serves both as a successful fundraising initiative and as an important tool for collection awareness, interpretation, and promotion of the Gallery's holdings.

The Fundraising Team and Gallery staff have also strengthened the calendar's regional distribution through new partnerships with Owen Sound Transportation Company (Chi-Cheemaun ferry), Brightshores Health System

– Owen Sound, and Algonquin Outfitters in Huntsville. These partnerships expand the calendar’s reach to visitors, residents, tourists, and regional audiences while creating new opportunities to connect the Gallery’s fundraising activities with the broader tourism and community networks that support the region.

Building on the success of previous campaigns, the 2027 strategy places greater emphasis on expanding retail distribution, developing bulk sales opportunities, and establishing wholesale relationships. The team is actively pursuing additional retail and tourism locations throughout the region, with a particular focus on high-traffic destinations and businesses that align with the Gallery’s audience and the Thomson legacy.

The campaign also provides an opportunity to leverage the significance of the 150th anniversary of Thomson’s birth and the Gallery’s 60th anniversary to generate increased awareness and demand for the calendar. Staff and volunteers will continue to promote the calendar through Gallery communications, community outreach, partner networks, and direct engagement with potential retail and bulk purchasers.

With its strong regional distribution network, significant collection content, new commercial and community partnerships, and expanded sales strategy, the 2027 calendar campaign represents an important opportunity to increase fundraising revenue while extending the Gallery’s visibility and strengthening connections with communities and visitors across the region.