

MY ARTIST'S CORNER SOCIETY - APPLICATION



www.myartistscorner.ca

myartistscorner.1@gmail.com

My Artist's Corner, 109-7355 Canada Way, Burnaby, BC V3N 4Z6

My Artist's Corner Society, BC

And the associated program; My Artist's Corner, MAC

Submit the following request for financial assistance.

'Creation of art can be deeply healing and is often a powerful force for recovery'

REQUEST: \$5,000 for launch of on-line marketing component.

A. Objectives & Aims of My Artist's Corner Society, BC

The MAC Program is a group of 35 artists (adults) living with ☐ mental health issues, and is associated with the ECHO Clubhouse (Education, Community, Health, Options), operated by Canadian Mental Health Association (CMHA). The purpose of the MAC Society is to support our artists on their journey of mental health recovery. ☐

The program has been running for nine years, funded largely from sales of art produced by MAC members (sales are \$20,000 to date). Seventy percent of sales are returned to the artist and 30% is retained to fund the program. We also receive significant levels of donations in kind, including for example rental of \$215/month through CMHA.

It is crucial that we expand our art sales to the on-line market, hence our request for funds to launch this part of our program.

B. Financial Information

Statement of Financial Position – 2017 March 31

Assets

Bank Deposits	4,405.37
Cash	400.00
TOTAL ASSETS	4,856.69

Liabilities

Accounts Payable	851.32
TOTAL LIABILITIES	851.32

Net Assets

TOTAL NET ASSETS	4,005.37
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C. Purpose of Grant

Increase our art sales by 15% and launch our on-line sales. ***Specifically, \$5,000 is requested to implement a marketing plan appropriate for our use in the next 3-5 years.*** Improved marketing will allow the Society to **offer the Program to a larger number of artists, multiplying our impact on wellness, reduction of symptoms and social isolation.**

D. Period for which Grant is Requested

July 1, 2017 – March 31, 2018

E. Anticipated outcomes

- A marketing plan for our next 3-5 years.
- Procedures for on-line sales & social media marketing.
- 15% increase in art sales.
- Implementation of the plan will:
- Lead to an increase in number of art sales, plus an increase in monetary value of art sold.
- With increased revenue, the Society can **improve the scope of the Program** for participating artists: more targeted instruction; wider range of artistic techniques; more support for participation in contests, juried processes or sales opportunities; mentoring by established artists.
- Richness of programming contributes to the level of creativity in individual artists, something that is demonstrated to improve wellness. Increased art sales, for example, can contribute to increased self-confidence for artists.

Submitted by

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My Artist's Corner

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