

## **OTF Grant Helps Local Artists Go Virtual**

**Mississauga, ON** - In April 2021, Arts on the Credit (AOTC) received a \$7,500 Resilient Communities Fund grant from the Ontario Trillium Foundation to help the organization rebuild and recover from the impacts of COVID-19. With this support, AOTC upgraded its online communications to continue meeting the needs of its artists and clients.

“Since 2011, Arts on the Credit (AOTC) has strived to foster the continued growth of local artisans in Port Credit,” said Rudy Cuzzetto, MPP for Mississauga-Lakeshore. “While COVID-19 has posed a great barrier to this important mission, our government is committed to ensuring that all vulnerable sectors continue to thrive. This grant allowed AOTC to continue to do their fantastic work throughout the pandemic, and well beyond.”

Following the onset of COVID-19, all the usual in-person avenues were abruptly closed to AOTC. The organization needed alternate ways to reach out to artists and clients and establish new, innovative methods to promote artists and interact with the public.

With support from OTF, AOTC found a virtual gallery platform to replace its usual ‘live’ events, and engaged a professional web designer to set up this platform on its website. The organization hosted monthly exhibits in this virtual gallery, including opening night events the public could attend. The artist(s) involved in these exhibits guided guests through the show and interacted virtually with the attendees. Each exhibit tour was recorded and shared on YouTube and AOTC’s website.

This grant also enabled AOTC to hire a social media promoter to grow the organization’s social media presence and promote its artists. As well, AOTC contracted a web designer to upgrade its artist directory and replace it with a more visual, interactive listing, including several direct links for each artist.

“The OTF grant allowed for all these measures to retain and enhance communication with the artists and our audience,” said Marie Payne, founder/president of Arts on the Credit. “AOTC has been able to reach out to a new audience since working online, but also retain our audience from pre-COVID times.”

Arts on the Credit is a nonprofit organization committed to supporting local artists with opportunities to show and sell their work. AOTC is celebrating its tenth anniversary in 2022 and is excited to be able to host an in person fine art show in April 2022. More information is available on our website: [www.artsonthecredit.ca](http://www.artsonthecredit.ca)

The Ontario Trillium Foundation (OTF) is an agency of the Government of Ontario, and one of Canada’s leading granting foundations. Last year, nearly \$112M was invested into 1,384 community projects and partnerships to build healthy and vibrant communities and strengthen the impact of Ontario’s non-profit sector. In 2020/21, OTF supported Ontario’s economic recovery by helping non-profit organizations rebuild and recover from the impacts of COVID-19. Visit [otf.ca](http://otf.ca) to learn more.

**-30-**

**Media Contact:**

Marie Payne, President

Arts on the Credit

416-333-2185 | [contact@artsonthecredit.ca](mailto:contact@artsonthecredit.ca)