

OTF Grant Helps Sustain AOTC During the COVID Recovery Process

Mississauga, ON – In October 2021, Arts on the Credit (AOTC) received a \$10,000 Community Building Fund – Operating stream grant from the Ontario Trillium Foundation to help sustain and stabilize the organization. This grant will then help AOTC to rebuild and recover from the impacts of COVID-19.

“Since the beginning of the COVID-19 pandemic, our government has been committed to supporting those struggling the most,” said Rudy Cuzzetto, MPP for Mississauga-Lakeshore. “That is why we are focused to helping organizations like the Arts on the Credit by providing those hit the hardest with a fast and seamless recovery. By providing organizations the supports they need, we are ensuring that people across Mississauga will have the opportunity to reconnect with the many things that make this community special.”

AOTC was able to stage our first indoor art show since the start of the pandemic and offer free admission in November 2021. The grant provided funds to hire a temporary administrative assistant to help with all the Covid protocols necessary at that time. AOTC was able to hold down the costs to the artists as they continued to struggle to find ways to show and sell their artwork. Planning is being done to hold an Arts Drive in September 2022 and this grant has allowed us to engage a drive coordinator and purchase new signage to make this event more visible and to expand the number of locations and artists that can participate.

This grant enabled AOTC to retain a social media promoter to grow the organization’s social media presence and promote its artists. Enhancements were made to our website and our virtual gallery.

The monthly meet up sessions for the artists continues to be held virtually. This grant allowed AOTC to hire speakers to present topics of interest to the artists.

“The OTF grant allowed for the safe return to in person shows while keeping costs reasonable for our artists. The virtual measures have allowed us 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.

The Ontario Trillium Foundation (OTF) mission is to build healthy and vibrant communities across Ontario. As an agency of the Government of Ontario, and one of Canada’s leading granting foundations, last year, OTF invested nearly \$209M into 2,042 community projects and partnerships, which included funding for the Government of Ontario’s Community Building Fund. Since 2020, OTF has supported Ontario’s economic recovery by helping non-profit organizations rebuild and recover from the impacts of COVID-19. Visit otf.ca to learn more.

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