

# ANNUAL REPORT 2024

*LOUD ART SOCIETY*



Enhancing Mental Health Through Art

Executive Director  
Tara Vahab

## Our Mission

At LOUD Art Society, our mission is to enhance mental health and well-being through the transformative power of art. We provide therapeutic art programs to at-risk youth, vulnerable individuals, women, and newcomers, fostering emotional resilience, self-expression, and community connection. Our commitment to mental wellness extends to the broader public, offering inclusive programming that brings the healing benefits of art to all.

## Message from the Executive Director

Dear Board members, Staff, volunteers and members,

2023-2024 has been a year of growth, learning, and deepening impact for LOUD Art Society. Amid the challenges including lack of operational space, our programs have provided a lifeline to those in need, offering not only a creative outlet but also a path to emotional healing and mental well-being. With the support of our dedicated staff, volunteers, and partners, we have continued reaching individuals in various communities including newcomers and LGBTQ+ members. We expanded our services, and solidified our place as a trusted resource in the mental health and arts community.

Thank you for being part of this journey.

Sincerely,  
Tara Vahab

## 2023-2024 At a Glance

1. Number of workshops 74
2. Number of projects 4
3. Number of participants 614
4. Number of partnerships 10
5. Number of Volunteer hours 198

## PROGRAM HIGHLIGHTS

1. In 2023-2024, we expanded our outreach to at-risk youth through partnerships with Centre for Newcomers, Calgary Immigrant Women's Association, and community organizations such as Good Neighbours Market, Huntington Hills Community Association, Ups and Downs Calgary Down Syndrome Association and Spanic Arts. Our Corner of Creativity workshops helped participants build self-confidence, express emotions, and develop healthy coping mechanisms through art therapy and creative workshops.

2. **Outcomes:**90% of participants reported improved emotional expression and reduced anxiety.

### 3. **Public Programs**

Our public workshops and events continued to thrive, providing accessible art programming for individuals from all walks of life. Through partnerships with local galleries and cultural institutions such as Spanic Arts, Good Neighbour Community Market, Perline Foundation for Wellbeing, International Arts Avenue and Culture and Calgary Parks, we delivered 10+ public sessions, open to anyone seeking the mental health benefits of creative engagement.

4. **Outcomes:** 70% of attendees were first-time participants, demonstrating the growing demand for mental health through art initiatives.

### 5. **Client Success Stories**

Newcomer Clients at Centre for Newcomers had a very emotional response to our Mindful Landscape Painting session. Centre for Newcomers staff shared with us that some clients reported :

“Still missing home, I felt isolated and overwhelmed as a newcomer in Canada. Through painting and sharing with other newcomers, I not only rediscovered my passion for art but also found a supportive community. Today, I feel stronger, more confident, and hopeful for the future.”

Marnie Ellsworth attended our public workshops:

“Wonderful evening being creative. I appreciated the laid back and accepting environment. Very encouraging & fun. Thank you!”

## FINANCIAL OVERVIEW

|                                        |                    |
|----------------------------------------|--------------------|
| <b>INCOME</b>                          |                    |
| DONATIONS REVENUE                      | 317.77             |
| NON-PROFIT INCOME                      | 0.00               |
| DONATIONS                              | 1,142.66           |
| GOVERNMENT GRANTS                      | 63,678.00          |
| MEMBERSHIP INCOME                      | 53.10              |
| PROGRAM/OTHER CONTRIBUTED INCOME       | 5,006.73           |
| <b>Total NON-PROFIT INCOME</b>         | <b>69,880.49</b>   |
| <b>Total Income</b>                    | <b>70,198.26</b>   |
| <b>GROSS PROFIT</b>                    | <b>70,198.26</b>   |
| <b>EXPENSES</b>                        |                    |
| BANK FEES                              | 97.50              |
| BUILDING/VENUE SPACE RENTAL            | 485.81             |
| FUNDRAISING/ADVERTISING/ENTERTAINMENT  | 374.69             |
| INSURANCE                              | 1,150.36           |
| MEMBERSHIPS/SUBSCRIPTIONS              | 285.65             |
| OFFICE/GENERAL ADMINISTRATIVE EXPENSES | 3,521.21           |
| PROFESSIONAL & CONTRACT FEES           | 17,828.47          |
| PROGRAM/ART SUPPLIES                   | 2,035.08           |
| SALARIES & WAGES                       | 24,869.99          |
| SERVICES EXPENSE                       | 317.77             |
| TRAVEL/MEAL EXPENSES                   | 733.48             |
| <b>Total Expenses</b>                  | <b>51,700.01</b>   |
| <b>PROFIT</b>                          | <b>\$18,498.25</b> |

Loud Art Society

### 2024-2025 Allocated Funds

Operational grants are allocated to fiscal year 2024-2025

The remaining assets will be allocated to following expense categories in 2025:

- General Operational costs including: insurance, web and communications services, office rental, program space rental, promotional materials, bank fees ~ \$12674.78
- Staff and program facilitator fees including: Executive director fees, artist fees, Therapeutic arts practitioner fees, Mindfulness instructor fee, web admin fees, volunteer coordinator and administration fees ~ \$15173.82
- Program costs including: art supplies, refreshments, travel ~ \$2300.00
- Capacity building costs including: grant writer fees, marketing fees, advertisement ~ \$12560.27

Total of allocated funds: \$42708.87

## LOOKING AHEAD: 2025 GOALS

1. Expand Programming for Youth and Newcomers: We aim to reach an additional 100 at-risk youth and newcomers through art therapy workshops and current and new community partnerships.
2. Securing an operational space for LOUD Art Society
3. 10 Year anniversary Fundraising event and Advocate for Mental Health and Art Therapy: Increase our advocacy efforts to raise awareness of the critical role art can play in mental health care, influencing policy and expanding access to art-based interventions.
4. Research and Evaluation: complete our data evaluation project. This project will help us to better measure the long-term mental health benefits of our programs, ensuring continuous improvement and accountability.
5. Expand our public programming and services including small group art therapy sessions. We are aiming to 20 people for small groups and 250 for our group workshops and projects
6. Strengthen Partnerships: Collaborate with mental health organizations and art institutions to expand the reach and impact of our programs.
7. Digital Programs: Launch a series of online workshops to provide accessible mental health resources through art to those unable to attend in person.

## THANK YOU TO OUR SUPPORTERS

We extend our heartfelt gratitude to our donors, partners, volunteers, and staff who have made our mission possible. Your generosity and dedication enable us to provide life-changing programs to those most in need. [Together, we are making mental health more accessible and transforming lives through art.](#)

## HOW YOU CAN HELP

- Donate: Your contributions help us continue to offer free and low-cost programs to those in need.
- Volunteer: Join us in delivering programs, events, and outreach initiatives. We need to form a fundraising committee for our very first and the 10 year anniversary fundraising event.

- Partner with Us: Collaborate with us to expand the reach and impact of art-based mental health services.
- Spread the Word: Share our mission with your network and help raise awareness about the mental health benefits of art.

### **LOUD Art Society**

Enhancing Mental Health Through Art

Website: [www.loudartsociety.com](http://www.loudartsociety.com) | Email: [info@loudartsociety.com](mailto:info@loudartsociety.com)

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This report reflects our deep commitment to enhancing mental health through creativity, and we are excited to continue this journey with you in the years ahead. Thank you for your ongoing support!