



Who We Are

Founded in 1974, Business for the Arts aims to strengthen arts and culture in Canada by connecting arts organizations to business patrons, volunteers and ambassadors, and by providing resources for arts and business leaders to establish and build successful partnerships.

Our Programs

artsVest™

artsVest™ is a matching incentive and sponsorship training program designed to stimulate private sector investment and engagement in arts and culture. artsVest™ currently operates at a local level in select communities in Ontario, Saskatchewan, British Columbia, Nova Scotia and Toronto with funding support from Canadian Heritage, provincial and city partners, including in-kind support from partner arts councils and cultural organizations in each province and city. For more information, visit www.artsVest.com.

Measuring the Impact of artsVest™

From building capacity in the cultural sector to creating cross-sectoral partnerships that work to strengthen local cultural assets, artsVest™ impacts every community it enters:

artsVest™ Ontario 2002-2013 Since the introduction of the program in Ontario in 2002 to 2013, 835 businesses have partnered with 275 cultural organizations through artsVest – 557 of these businesses were first-time sponsors of the arts. \$1.36 million in matching funds generated over \$2.71 million in private sector sponsorship and resulted in an influx of more than \$4.07 million to the cultural economy.

artsVest™ Saskatchewan 401 businesses have partnered with 84 cultural organizations, 259 of these businesses were first-time sponsors of the arts. \$700,000 in matching funds generated over \$1.72 million in private sector sponsorship and resulted in an influx of more than \$2.42 million to the cultural economy.

artsVest™ Calgary 93 businesses have partnered with 26 cultural organizations – 64 of these businesses were first-time sponsors of the arts. \$300,000 in matching funds generated over \$533,000 in private sector sponsorship and resulted in an influx of about \$833,000 to the cultural economy.

artsVest™ Winnipeg 131 businesses have partnered with 41 cultural organizations – 46 of these businesses were first-time sponsors of the arts. \$280,460 in matching funds generated about \$634,000 in private sector sponsorship and resulted in an influx of more than \$914,000 to the cultural economy.

artsVest™ Vancouver 118 businesses have partnered with 39 cultural organizations – 69 of these businesses were first-time sponsors of the arts. \$275,000 in matching funds generated about \$480,000 in private sector sponsorship and resulted in an influx of about \$756,000 to the cultural economy.

artsVest™ Nova Scotia Launched in October 2013 for 2013-2014. Results will be available next year.

artsVest™ British Columbia Launched in June 2013 for 2013-2014. Results will be available next year.

artsScene™

artsScene™ is an initiative of Business for the Arts with the goal of fostering the next generation of business leaders who support the arts through board service, patronage and volunteerism. artsScene cities include Halifax, Montreal, Ottawa-Gatineau, Toronto, Winnipeg, Calgary, Edmonton and Vancouver.

boardLink™

boardLink is a matching program that works to connect young business professionals with arts organizations looking for volunteer board and committee members. boardLink operates in two ways:

boardLink™ Online

A free 24/7 portal where young professionals can sign up to view available volunteer positions and where arts organizations can post available positions.

boardLink™ Live

Live matching events held by artsScene™ committees in eight cities across Canada, arts organizations and young professionals have the opportunity to meet face to face to discuss available positions and future volunteer opportunities.

Measuring the Impact of artsScene™ and boardLink™

In 2012, artsScene engaged more than 3,100 young professionals in the arts across the country. Up to 1,000 business professionals participated in over 30 signature events. The program worked with close to 70 young professional volunteers and impacted more than 200 arts organizations through events, programs, promotions and outreach.

Research and Advocacy

Business for the Arts works at a national level to communicate the value of investing in the arts and to address the concerns and interests of the arts sector. By providing research and resources on the economic and social benefits of the arts, by holding forums and workshops with business leaders who support the arts, and by giving arts organizations the tools to generate new revenue streams, Business for the Arts promotes and encourages private sector investment in the arts.

National Partnership Awards

Each year, the National Business for the Arts Partnership Awards recognize individuals and companies who have demonstrated outstanding support of arts and culture across Canada. The event brings together more than 400 arts and business leaders to celebrate innovative partnerships, philanthropy, volunteerism and lifetime achievement in the arts. The gala festivities include The Arnold Party, a celebration of volunteerism in the arts by Canada's young professionals.



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