

**FOR IMMEDIATE RELEASE**

**Business for the Arts granted four-year investment by Ontario Trillium Foundation to expand artsVest™ program**

*Ontario-wide program to run 2014-2018, building relationships between business and the arts and connecting artsVest™ participants with board governance and sponsorship mentors*

(TORONTO, ON – April 2, 2014) Business for the Arts announced today that it has been awarded an \$864,000 grant from the Ontario Trillium Foundation to develop a mentorship training program over four years (2014-2018). The new program will be an additional training component to Business for the Arts' flagship artsVest™ program, a unique, multimillion dollar matching incentive and sponsorship training program that provides small to mid-sized arts and culture organizations with the resources and tools to develop sponsorship opportunities with local business. artsVest is funded in Ontario by Canadian Heritage, the Government of Ontario and the Ontario Trillium Foundation.

“After four successful years of partnering with the Ontario Trillium Foundation on artsVest Ontario, Business for the Arts is delighted to grow the program and its impact while continuing to build capacity in the cultural sector and forge mutually beneficial, cross-sectoral partnerships across Ontario,” said Nichole Anderson, President and CEO, Business for the Arts. “Our new mentorship program will further develop the relationships between the corporate sector and arts and cultural organizations, which Business for the Arts has fostered through the artsVest program.”

“The artsVest program fosters partnerships between local artists and local businesses, building strong community ties while increasing the cultural vibrancy of our province,” said Andrea Cohen Barrack, CEO of the Ontario Trillium Foundation.

Business for the Arts will implement the mentoring program in Ontario from April 2014 to March 2018, which will connect participating artsVest organizations with expert mentors who will provide support and guidance on board governance and corporate sponsorship.

The mentorship program will employ a combination of mentorship methods, including group, peer, one-to-one and e-mentoring. Approximately 20 mentors and 50 arts organization representatives will participate in the program in Ontario each year or 200 organizations in 20 municipalities across the province between 2014 and 2018. Program mentors will be thoroughly screened experts in the fields of corporate sponsorship and board governance.



### **About Business for the Arts**

Founded in 1974, Business for the Arts is Canada's only national charitable organization of business members who support the arts. Our vision is to inspire Canada's business community to partner with the arts to ensure a thriving cultural sector. We connect, educate and invest to bridge the gap between business and the arts. Visit [www.businessforthearts.org](http://www.businessforthearts.org). For more information about artsVest, visit [www.artsvest.com](http://www.artsvest.com).

### **About the Ontario Trillium Foundation**

A leading grantmaker in Canada, the Ontario Trillium Foundation strengthens the capacity of the voluntary sector through investments in community-based initiatives. An agency of the Government of Ontario, OTF builds healthy and vibrant communities. For more information on the Foundation, please visit the website at: [www.otf.ca](http://www.otf.ca)

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