



PAL Ottawa Annual Report to Members for 2020

REPORT FROM THE CHAIR: PETER HAWORTH

In 2020 PAL Ottawa worked with Ottawa Community Housing towards creating a Residence in the new Rochester Heights development. OCH provides mixed and affordable apartments, and has partnered with PAL Ottawa to help us realize our goal for affordable housing for art workers of the Ottawa region.

The following key activities of PAL Ottawa are in order of the way you may meet PAL Ottawa - at Events, through our core Supporting Cast and Affordable Housing activities, then the internal activities that keep us going and growing: Communications & Community Outreach, Fundraising & Membership, and Operations. Thank you for joining us!

EVENTS Report

Creating events to raise awareness and funds.

Due to COVID-19, we were unable to have any events, except through the activities of Supporting Cast.

SUPPORTING CAST Report

Providing a community of support for older, isolated and/or disabled members of the artistic community.

Supporting Cast provides a community of support for older, isolated and/or disabled members of the artistic community. Because of COVID 19, assistance to do shopping, provide transportation to appointments were suspended for the year. Social Circle activities were carried out through Zoom. During this time, Supporting Cast was occupied with scheduling and delivering on-line programming associated with three major grants as follows:

Ottawa Community Foundation Grant of 2019 (PAL Supporting Cast: Building Momentum) (\$7500)

Programming for this grant continued into 2020. Its focus included outreach to new clients and volunteers, training volunteers (VON Program "Neighbours Helping Neighbours", PAL Ottawa Supporting Cast Training Guide), and programming for the PAL Ottawa Social Circle.

New Horizons for Seniors Program (NHSP) COVID-19 (\$17,050)

The grant was intended to provide support to seniors isolated by COVID-19. To this end, a series of workshops and presentations by local artists was developed, for delivery via Zoom. (The program, entitled Spotlights 2021: A Free On-Line Arts Festival, was delivered January-March 2021, along with exercise sessions with a professional fitness trainer).

City of Ottawa Grant of 2020 (\$7,500)

Programming for this grant was delayed until June, 2021 and will be promoted through the Social Circle and branded as “Spring into Summer”.

HOUSING PROJECT

Working in partnership with OCH for a PAL Ottawa residence.

It has been an eventful year since our last AMM, with PAL Ottawa achieving significant milestones in developing a partnership with Ottawa Community Housing (OCH), Ottawa's largest builder of affordable housing. Through this partnership, PAL Ottawa plans to acquire via a Block Lease arrangement, 75 to 85 apartment units in a new, to be built mid-rise tower in Rochester Heights Phase 2 off Gladstone Avenue. In addition, there will be creative spaces where arts workers interact and create.

PAL Ottawa and OCH entered into serious discussions regarding our potential partnership in 2020. This also included working with local Councillors Catherine McKenney and Jeff Leiper and meeting with the OCH Board of Directors, all of whom were very excited and supportive of this proposed partnership. After securing the OCH Board's support at their meeting December 3, 2020, the Housing Committee worked with OCH Chief Development Officer Cliff Youdale to develop and execute a Memorandum of Understanding. The MOU states that PAL and OCH will work in good faith toward achieving a block lease for PAL Ottawa to occupy 80 new units which will be completed and ready for occupancy by late 2023 or early 2024.

The MOU was signed by both parties on January 7, 2021. It is anticipated that the 75 to 85 units will be a mix of 40% affordable rent and 60% near market rent units. Overseen by Catherine Lindquist, OCH and PAL Ottawa also worked together to create a media release/opportunities in early May of this year, which garnered positive media coverage (Ottawa Citizen and Ottawa Business Journal) and great enthusiasm and support from the public, notably arts workers. As noted in our release, we are also pleased that OCH retained Hobin Architecture (Barry Hobin) to lead the site planning and buildings design. We have also appreciated the opportunity to consult with Advisory Committee member Sandy Smallwood/Andrex Holdings on property management. PAL Ottawa and OCH are now embarking on formal negotiations to create a mutually agreeable Block Lease. There is still much work to be done.

COMMUNICATIONS AND COMMUNITY ENGAGEMENT

Informing and engaging the community on PAL Ottawa's mission and activities

During 2020, a year marked by pandemic and the shutdown of the live arts, PAL Ottawa's communications work was largely directed towards supporting those most affected by the pandemic within our circles – arts workers who were without regular employment. We began the year with a communications retreat to focus on strategic messaging, printed 2500 brochures to promote PAL Ottawa, and also played a key role in research and development of an Ottawa/Gatineau arts worker survey. The survey produced important results that assisted in strengthening our Case for Support and again provided the statistics needed to justify a PAL Place. Some of those results were shared at a February conference on ending homelessness at Ottawa City Hall. PAL

Ottawa members also stood in the freezing cold that month to support the call to declare homelessness an emergency. As the year progressed we worked with Supporting Cast on the development and promotion of online activities that were featured in the first half of 2021.

Throughout the year as the extent of the pandemic became clear, we kept members and supporters up to date both on practical advice to survive the pandemic as well as a number of programs that assisted them to survive financially. Eblasts and monthly newsletters played a key role in this outreach.

For example, a program initiated by a generous anonymous donor to provide \$50,000 worth of bursaries through PAL Ottawa and the Ottawa Arts Council generated significant coverage, with a feature piece in the Ottawa Citizen. A widely-read piece on OttawaMatters.com focused on our work, as did an interview on CFRA Radio.

Intensive work continued to update and upgrade the website, as well as promoting our social media platforms. We generated 60% growth in Facebook followers and likes during 2020. On Twitter our numbers almost doubled. We also worked on the communications piece of year-end fundraising through a series of December-long campaign messages.

In response to the concerns of sexual abuse involving an individual in the Ottawa theatre community, we drafted a statement of support with survivors that went through the Communications Committee and then to the wider board for approval before it was posted on our website and included in the August/September newsletter.

We ended the year with 114 paid up members.

FUNDRAISING AND MEMBERSHIP

Raising \$58,089 from individuals, private sector and government sources.

2020 was, of course, a very different year. Due to the pandemic, there were no in-person fundraising events. However, donations and grants totalling \$58,089 were received (some grants were deferred to 2021 due to Covid 19 program postponements).

A special thanks goes out to certain anonymous donors and to Jim and Meriel Beament Bradford who made generous donations throughout 2020. An End-of-Year online and social media appeal for donations and new members yielded \$ 9,407.00 including 41 first time donors.

Formal planning for the capital campaign for PAL Place got under way with the hiring of a professional fundraising advisor and development of a master plan to raise approximately \$2 million by late 2023.

TREASURER'S REPORT

Covid 19 played havoc with Treasury functions during 2020. We lost our bookkeeper due to family stay-at-home issues; our Audited Financials were delayed until November

2020; we lost our Auditor because of their senior personnel staffing problems; and Supporting Cast were forced to postpone their in-person programming and restructure.

However, the good news was: we found a new Bookkeeper and Auditor; and the granting agencies were generous in allowing spending extensions for Supporting Cast programming given the circumstances.

During 2020, PAL Ottawa's Treasury principal focus was on two areas:

- a) preparing and negotiating financial scenarios for the proposed PAL Place Block Lease which eventually were accepted by OCH in December; and,
- b) the start of a 3-year PAL Place major funding drive by preparing and applying for numerous grants and donations, resulting in an increase of operating cash of 35% to \$32,530 at year end. Additional donations were received in the first quarter of 2021.

ORGANIZATIONAL INFRASTRUCTURE

Establishing PAL Ottawa as an effective Not-for-Profit Organization

- Sought nominees to stand for election to the Board of Directors and began to refine needs for future years including for the Housing project.
- Through the efforts of Management Consultant, Nancy Oakley, many of our procedures and practices were thoroughly organized and prepared us for the work ahead.
- Oversaw PAL Ottawa's 2020 financial results with \$44,271 in revenue, \$66,503 in expenses and a deficit of \$22,232.
- Cash balances of \$79,026 and an accumulated surplus of \$33,107 were reported at December 31, 2020.
- A \$10,000 Grant was made to the Ottawa Community Foundation during 2020 for a 3 year term. The principal and interest thereon is expected to be returned to PAL Ottawa at maturity.

THANKS AND ACKNOWLEDGEMENTS

Working together to care for our own

- PAL Ottawa thanks its Founding Partners – ACTRA, Canadian Actors Equity Association, Ottawa Arts Council, IATSE Local 471, and the Ottawa University School of Music.
- PAL Ottawa thanks PAL Canada and its other chapters for sharing their experiences and materials.
- PAL Ottawa extends a special thanks Dan Soublière at TD Wealth Management and Ottawa Little Theatre for their continued support.
- Thank you to All of PAL Ottawa's volunteers and supporters for your support and generosity.
- And finally, we are very grateful to OCH for this great opportunity to bring the PAL Ottawa residence into realization.

Together we can, and will, build affordable housing and provide the services required to ensure local artists can live, not in isolation, need or fear, but in dignity within a caring community.

Together, we're building Art & Soul.