

AWE

Art
Windsor
Essex



2024
IMPACT
REPORT



2024 By the numbers

Membership & Engagement

Over **1,400**
Members

400+ member increase over 2023

Over **13,000**

**Fans and Followers
on social media**

Over **5,200,000**
Brand Impressions

Over **2,200**

**hours contributed by over
100 volunteers**

Nearly **4,000**

Weekly E-Blast subscribers
37% open rate

Programs

Exhibitions & Collection

Over **13,000**
Admissions

126% increase over 2019

26

Exhibitions

Over **14,000** people

attended our on-site
and off-site programs

50,000+
People

Engaged by artworks
presented by AWE across
Windsor-Essex

50+ **Community
Partnerships**

on over **420 +
programs**

93
artists

2
exhibited
artwork at AWE

34

Artworks
added to the
collection



TRANSFORMATION

Becoming an art gallery for the 21st century.

Reaching new audiences, offering captivating experiences

Advancing digital initiatives

Behind the scenes, AWE's digital capacity increased in 2024. Internal operations moved fully into 'the cloud'. A new customer relationship management database is strengthening our relationships with supporters. A new collections database will help better share, and care, for our art collection. AWE collaborated with St. Clair College to create an app that includes a mobile-friendly map of AWE's art displays at St. Clair College, and invites users to share their own art. A new position - Coordinator, Digital Initiatives and Partnerships - supports AWE's continued digital transformation.

Growing our online presence

AWE's 2024 social media efforts resulted in over 400 new or renewed memberships and 1,400 new social media followers. AWE also saw a 182% increase in website users in 2024 compared to the previous year.

Strengthening AWE's brand

Inside our building - walls were painted, signage was updated, and new seating was installed in galleries and event spaces. AWE also introduced branded merchandise, including t-shirts, mugs, and pins, available for sale at the gallery and community events.

AWE on the Street

Look Again! Outside in Downtown Windsor

AWE refreshed three artwork reproductions in downtown Windsor. Artworks by Pegi Nicol McLeod, Collete Urban, and Detroit artist Charles McGee were added to nearly fifty reproductions that are a part of 'Look Again! Outside' across Windsor and Essex County.

Artwork reproductions remain in excellent condition. AWE continues to receive positive feedback on the project from local businesses and community members.



Photo Credit: AWE Staff

"Being the (RBC Emerging Artist in Residence) at AWE was a deeply transformative experience...(AWE's) support created a space where I could explore and express my most vulnerable ideas. The encouragement and understanding I received allowed me to push my artistic boundaries in ways I hadn't imagined, and for that, I am truly grateful."

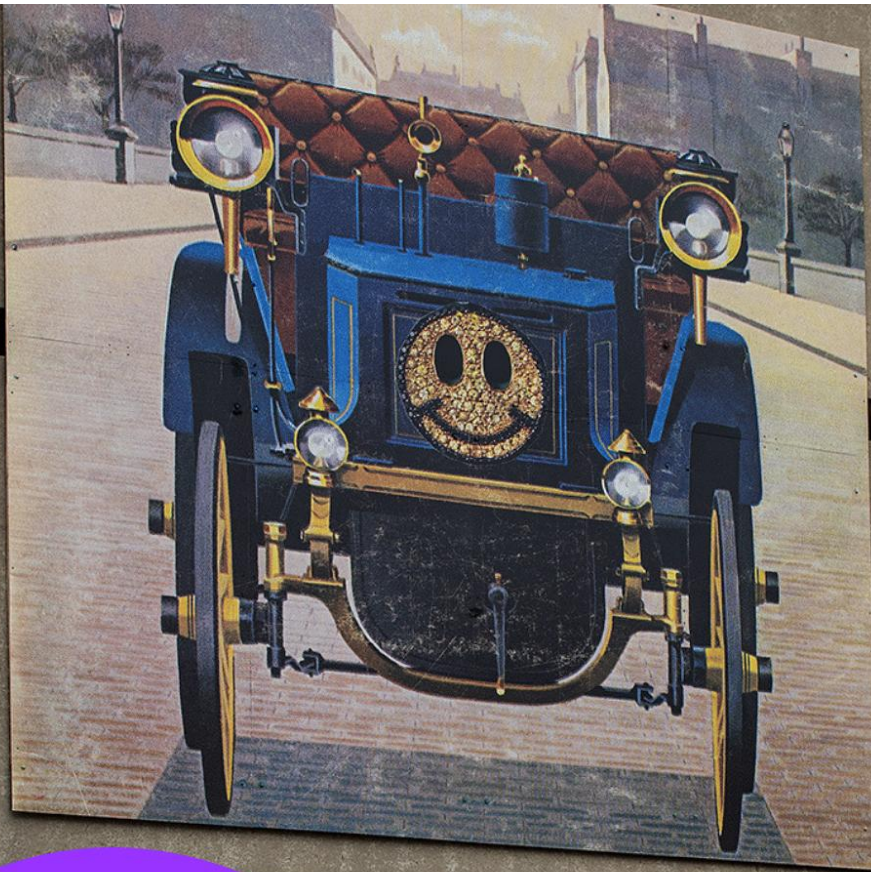
-Safa Youness,
RBC Emerging Artist in Residence, 2024

Emerging artist displays in Ford City's Dry Goods Gallery

AWE welcomed early career artists Hrista Stefanova and Safa Youness in 2024 with paid opportunities to develop their artistic practices and share their skills. Their residencies culminated in two solo, offsite exhibitions at the Dry Goods Gallery in Ford City.



This program was funded by RBC Foundation's Emerging Artist Project



Art Alley

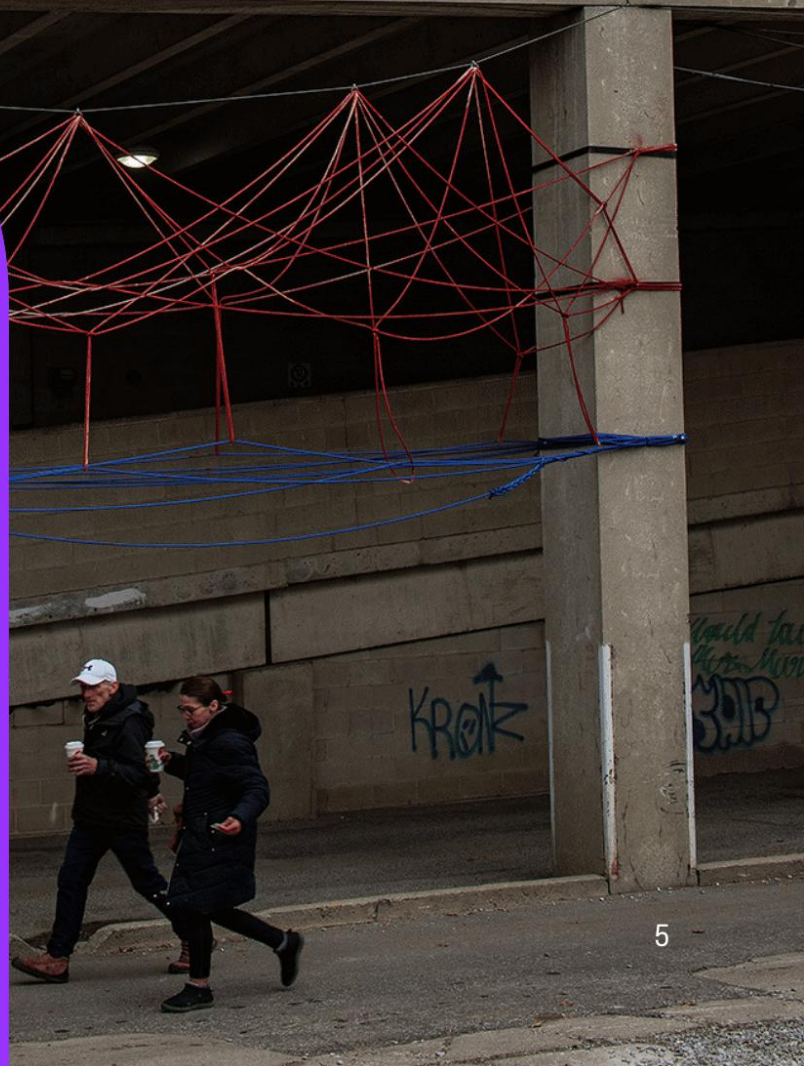
Since 2021, AWE worked with the City of Windsor and the Downtown Windsor BIA to activate a space downtown called 'Art Alley'.

In 2024, a work by artist Elizabeth Zvonar hung in Art Alley, concurrent to her solo show at Art Windsor-Essex.

Art Alley highlights the power of art to bring vibrancy and a sense of place to public spaces and communities.

Image: View of 'Art Alley' installation. A work called "Old Happy" by Elizabeth Zvonar.

Photo Credit: Frank Piccolo





Furthering truth and reconciliation, celebrating Indigenous cultures

In 2024, AWE used the power of art to further our commitment to Truth and Reconciliation.

AWE hosted 24 programs in partnership with Indigenous community members. Activities included a mini roundance and a community walk for 'Every Child Matters'.

Education programs included a sweet grass medallion workshop, and the "One Feather Project" - a display of student-created paper feathers, each symbolizing each survivor, each child lost and denotes that we are all connected.

The year closed with a youth fashion show. Indigenous youth designed, fabricated, and modelled their own outfit in a fashion show at AWE. Youth were celebrated surrounded by a crowd of family, friends and community members.

CREATING CONVERSATIONS



"I cannot express enough how thankful I am for this program. Over the past three days, I felt very connected to my grandmother who went to residential school. She would be very proud of the things I am doing today."

-Program Participant



Waawiiatanong Forever

Collaborative Project & Exhibition

In 2024, AWE hosted 'Waawiiatanong Forever', a collaborative photography and postcard project celebrating the representation of women and two-spirit folks within our vibrant community. Community members were invited to present themselves as they wanted to be represented alongside the street signs of Windsor that bear their nation's name or at locations that are significant to the community. The project received funding from the Fund for Gender Equality.



"I want the audience to be left with a feeling of pride in oneself. This exhibit showcases strong Indigenous individuals who proudly stand here after many thought they wouldn't have any longer. Individuals who are proud of themselves, their families, and their homes."

–Jace Pillon
Curatorial Mentee, Waawiiatanong Forever

8

Image [Top]: Guests of AWE at Night listen to a talk lead by the organizers and curators of Waawiiatanong Forever.
Image [Bottom]: Curatorial Mentee, Jace Pillon
Photo Credits: Justin Elliot

Artistic Excellence



Art Windsor- Essex took home three awards of eight shortlisted exhibitions and programs from the Galleries Ontario / Ontario Galleries 2024 GOG Awards.

With the creative studio Moment Factory, Art Windsor-Essex also received the prestigious interactive award from Communication Arts 2024 international competition.

The exhibition 'Nii Ndahlohke / I Work' was honoured with the 2024 Community Impact Award from the Association of Tribal Libraries, Archives and Museums.



Image: Exhibition 'Nii Ndahlohke / I work' which traced the exploitation of student labour at an Ontario residential school.
Curated by Mary Jane McAllum and Julie Rae Tucker.
Photo: Frank Piccolo



EDUCATION & ENGAGEMENT

Art for Every Generation

In 2024, AWE continued becoming a person-centred, community-driven place for art and culture through education and engagement programs. AWE public programs met record-high attendance and engaged more community partners than ever before.

Over 14,300 people participated in 426 programs, from tours, events, workshops, artist talks, camps and more. Over 3,000 students and 500 educators from 113 classrooms visited the gallery in 2024 with 40 schools engaged. Over 2000 students displayed their work in community displays.

Seniors Art Council & Teen Art Council

AWE is home to a teen art council (ages 14-17) and a senior art council (55+) who actively engage in art making, exploration and learning that is guided by their own interests and needs.

AWE's Seniors Council is generously supported by Ministry for Seniors and Accessibility through the Seniors Community Grant Program. AWE's Teen Council is generously supported by the Solcz Family Foundation.

School programs at AWE are supported by:



5K+ students reached **500+** educators engaged

"I like this place because it made me feel calm. The vibes were amazing. The art projects were also easy to follow and I was able to make it my own. I felt really included in the group."

-Youth Participant



Image: Teen participants in the program "Crafting Connections" get to work in the studio
Photo Credit: Sophie Hinch

Art is the best medicine

In 2024, AWE welcomed 1,230 participants at 51 art and wellness activities.

Programs run through AWE's Centre for Art and Wellness use art as a catalyst to support personal well-being, focusing on the needs of vulnerable groups in our community.

On Track for Success

With United Way/Centraide Windsor-Essex County, AWE enabled 41 Youth from 4 high schools in Windsor-Essex to participate in a series of 14 workshops. The program prioritized wellness, creativity, and community building through art activities, fostering self-expression and confidence. Participants showcased their work in a group display at AWE in December 2024.

Survey says...

- **95% of participants reported feeling confident making art**
- **90% would recommend the program to a friend after participating in the workshop.**

AWE's Centre for Art and Wellness is supported by the Solcz Family Foundation



SOLCZ FAMILY
FOUNDATION

STEWARDSHIP



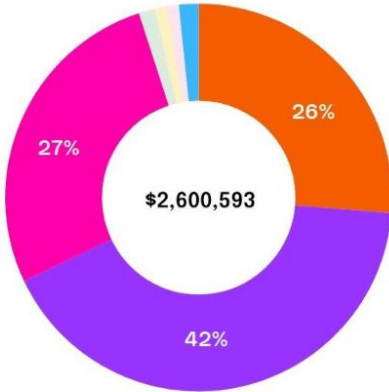
A Year of Growth and Transformation

In 2024, AWE appointed a new Investment Manager and revised our Investment Policy. This decision triggered one-time realized gains and laid the groundwork for sustained financial growth. Under the stewardship of our new Investment Manager, the positive gains produced by AWE's portfolio supported our operational needs in 2024, enabling us to deliver our mission.

Aligned with our vision to become an art gallery for the 21st Century, AWE created a new fund in 2024 dedicated to supporting the growth and care of our collection. The Schaeffer Family Fund, supported by funds from a deaccession project, will play a crucial role in both the future growth and care of our collection. The fund will allow AWE to collect new works created by artists who are underrepresented in our collection, and who reflect the diverse community of Windsor-Essex.



Revenues



Investment Income	\$1,083,107*	42%
Donations, Membership & Fundraising	\$704,185	27%
Grants	\$682,923	26%
Admissions	\$27,258	1%
Public Programs	\$34,794	1%
Facility Rental	\$25,265	1%
Other	\$42,701	2%
Total	\$2,600,593	100%

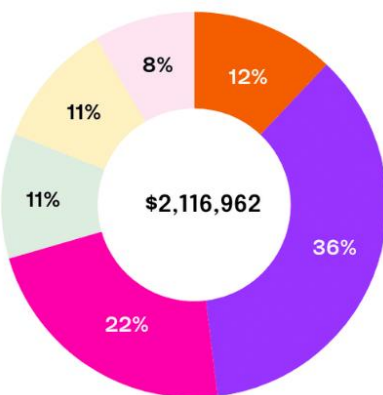
*Investment income includes unrealized gain on investments of -13%

The City of Windsor contributed additional in-kind facility services and capital investment of \$804,919 in 2024 as a part of the lease agreement.



The surplus in 2024, shown in the revenue and expense charts here, mainly come from AWE's investments, particularly the endowments. This increase is due to a new investment manager and policy, resulting in better returns. Additionally, the Schaeffer Family Fund endowment contributed to the growth in net assets and increased capacity for growth and care of the collection. This financial improvement has allowed us to expand programs and enhance exhibitions, demonstrating effective financial management. The surplus underscores our solid financial oversight by the Board and Internal Affairs Committee, ensuring continued stability and growth.

Expenses



Curatorial, Collection, & Exhibitions	\$762,665	36%
Public Programs & Outreach	\$475,107	22%
Visitor Welcome, Marketing, & Promotions	\$254,818	12%
Administration	\$223,691	11%
Membership & Fundraising	\$221,800	11%
Building, Facility, & Occupancy	\$178,881	8%
Total	\$2,116,962	100%

Change happens here. And it's not possible without you.

As AWE enters the 5th year of its 5-year strategic plan, it gives us great pride to see the impact we have made on our community in just a few short years. Change happened here. We see it in the feedback we receive from visitors, partners, and community leaders. AWE has become a person-centered, community driven gallery for the 21st Century. We are thrilled AWE has met, and exceeded, many of our ambitious strategic plan goals to date.

In 2024, AWE surpassed its annual membership goal to welcome nearly 500 new members. Over the course of the year, AWE hosted 420 programs, attended by over 14,500 participants. AWE saw increased visitation from youth, families, students, seniors, and artists in 2024. This success was made possible by our members, donors, partners, and funders.

We sincerely appreciate the contributions of donors who believed in our ability to deliver awe-inspiring experiences, and to change communities. We particularly thank the Canada Council for the Arts, Ontario Arts Council, Ontario Trillium Foundation, Government of Canada, and the City of Windsor for their significant support.



Scan to
view all
AWE
supporters
here!

We are excited for what the future holds. Thank you for continuing to support our mission to inspire growth through the power of art.



A handwritten signature in black ink, appearing to read 'J Matotek'.

Jennifer Matotek
Executive Director



A handwritten signature in black ink, appearing to read 'Munro'.

Melinda Munro
Board Chair

Mission

Art Windsor-Essex harnesses the power of art to open minds and hearts to new ideas, perspectives and ways of thinking that inspire people to grow emotionally and intellectually.

Strategic Pillars

Transformation

To transform Art Windsor-Essex into a community-driven art gallery for the 21st century.

Creating Conversations

To spark community conversations around ideas and issues, such as history, culture and society, leveraging the galleries, collection and exhibitions.

Education & Engagement

To serve and engage with the community as a key, unique hub for learning through art in Windsor-Essex.

Stewardship

To ensure AWE's long-term sustainability, manage our assets effectively, be accountable to our community, and maintain positive relationships with stakeholders.

2024/25 Board Members: Alex Baker (Past Chair), Melinda Munro (Chair), Phillip Olla (Vice Chair), Keith Henry (Treasurer), James Pineault, Wen Teoh, Evelina Baczewska, Wendy Furtado-Pressacco, Anastasia Adams, Nathalie Roy, Anthony Youssef, Zoja Holman, Selina Facca, Jhannel Young, and John Parent.



Land Acknowledgement

Art Windsor-Essex respectfully acknowledges that we are located on Anishinaabe Territory - the traditional territory of the Three Fires Confederacy of First Nations, comprised of the Ojibway, the Odawa, and the Potawatomi. Today the Anishinaabe of the Three Fires Confederacy are represented by Bkejwanong. We want to state our respect for the ancestral and ongoing authority of Walpole Island First Nation over its Territory.

About Art Windsor-Essex (AWE)

Art Windsor-Essex (AWE) is a non-profit public art gallery focused on presenting the visual arts of Canada. The Gallery was formed on October 1, 1943 and incorporated on June 8, 1944 with the mandate of serving the southwestern Ontario region and community of Windsor, Ontario. AWE is an award-winning organization known for its cutting-edge contemporary art program and Canadian art collections now approaching 4,000 works. The exhibition galleries (comprising about 15,000 square feet) include both changing exhibitions and ongoing displays of the acclaimed AWE Collection.

401 Riverside Dr W,
Windsor, ON N9A 7J1
artwindsor-essex.ca

Image: Visitors walk through 'Waawiiatanong Forever' in March 2024
Photo Credit: Justin Elliot

Art Windsor-Essex is proudly supported by:



An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario