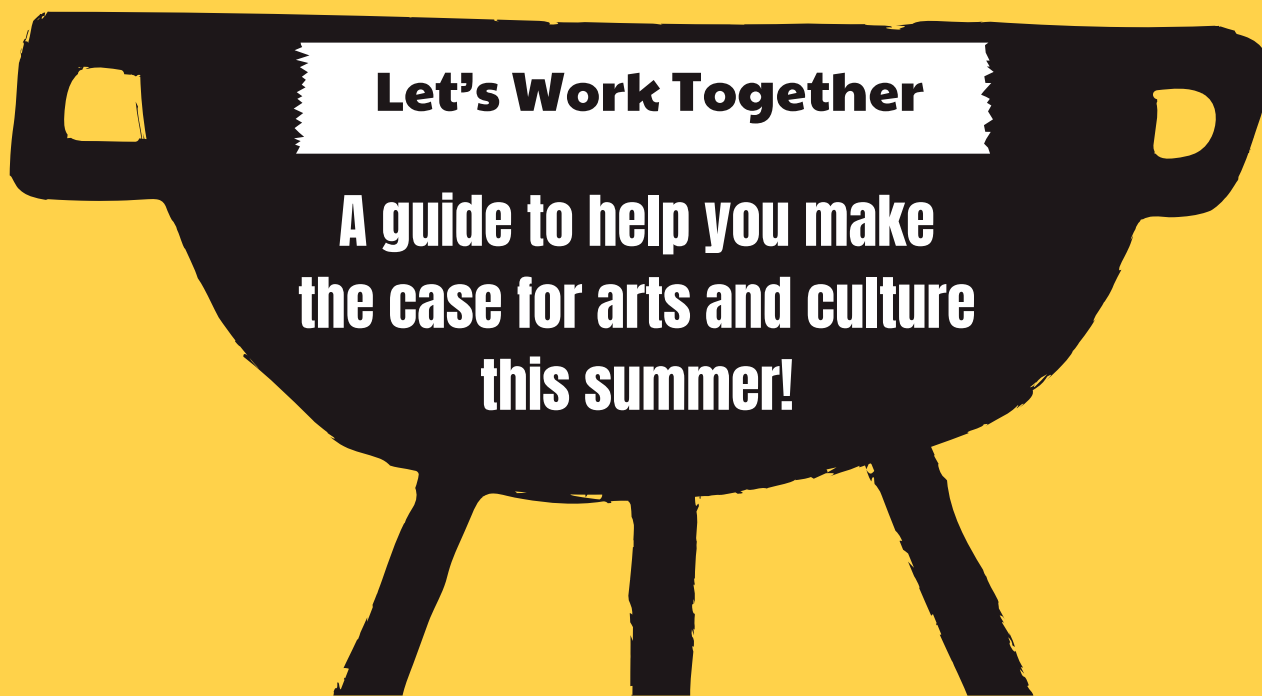




ADVOCACY

In the Summer



Let's Work Together

**A guide to help you make
the case for arts and culture
this summer!**



CANADIAN ARTS
COALITION

CANADIENNE DES ARTS

www.canadianartscoalition.com



This summer, artists and allies who care about culture in Canada need to spend time with both Members of Parliament and prospective candidates to enable them to get to know us and why what we do is vital to the economic, social, and cultural health of our communities.

The **Canadian Arts Coalition** has created this guide so you can easily welcome your local politicians to get to know you, learn why the arts matter nationally and to understand that **culture is a part of every constituency**. **If you find out about political teas or social events in your constituency, please attend, send board members or other advocates.**

If you run, govern, or work in an arts organisation, if you are an independent artist, or if you are part of a collective, you can be part of telling the story of the arts in Canada.

Together, we are the storytellers of our neighbourhoods and our nation. If we each speak with our candidates **as neighbours** this summer, we can help all the candidates from coast to coast to coast understand the role that artists and arts organisations play in every single community of Canada.

Let's make these moments matter.

Follow our five steps to make new neighbourhood allies!

step 1

Look up your MPs [here](http://www.ourcommons.ca/members/en) (www.ourcommons.ca/members/en) and candidates for all parties if you can. Not all parties will have candidates for every riding by this summer, but this work will continue in the fall.

step 2

Invite your candidates to your gallery, studio, facility, to your and your performances and events this summer.

If you have a facility, invite artists to come to events where your candidates will be so they can be part of this movement.

If you are an independent artist and you feel shy about doing this on your own, you can reach out to an arts venue (e.g. gallery, theatre, community centre where arts is a focus), and ask if you can do something together.

step 3

Tell the story of the arts in your community

Use the guide create by the Canadian Arts Coalition to give you some national perspective, but also tell **your** story - for example:

- how long have you lived in the riding,
- do your kids go to school there,
- how your make your work as an independent artist or how your organization operates - how many people are employed, what economic impact does it have on local businesses
- If you have Canada Summer Jobs youth, take a photo of them with your MP and have them tell the MP why working with you makes a difference to them.
- **Pick a couple of stories of *your* impact - something meaningful to you that you can share that connects culture to community in a local way.**
- Point out that your story is repeated in unique and powerful ways in every constituency across the country - that arts and culture matter and need meaningful federal investment

step 4

Thank them for coming out and talking with you and ask them to keep coming to cultural events.

step 5

Take a photo and post about their visit on Social Media and let the Canadian Arts Coalition know how it went here: <https://forms.gle/oVoorM8MptKYVpYS9>

Some facts about Arts and Culture in Canada

- Canadian Arts and Culture produce vibrant and meaningful ways of connecting Canadians to each other and to the world.
- With individual artists, craftspeople, musicians, writers, filmmakers and all the organizations that make arts and culture in every single community in Canada, we impact the lives of every Canadian.
- There are more workers in the arts, culture, and heritage than in hospitals, wholesale trade, farms, and real estate
- There were over 900,000 workers in arts, culture, and heritage occupations in Canada in 2021!
- We are central to our communities, also offering social outreach, cultural education, community integration, and reflect the diversity of Canada.
- We work with funders at all levels of government including (but not limited to) the Canada Council for the Arts, Canadian Heritage and others to create jobs, educate and engage our communities and this investment from Government is repaid many times over through meaningful employment, social engagement, tax dollars and community vibrancy.
- Canadian Artists are taxpayers and business people, and non profit arts and culture organizations bring tremendous value and employment to their communities.
- A majority of Canadians over 15 years old actively have participated both in consuming culture products, and in engaging directly in artistic activities (drawing, making music, etc) in the past year.
- What's YOUR story? Name the impact in your community. Not just a statistic but an impact story.

**WANT TO FIND OUT MORE ABOUT ARTS ACTION AND BUILDING A STRONGER
ARTS AND CULTURE COMMUNITY?**

DON'T FORGET TO BECOME A MEMBER OF THE COALITION!

WWW.CANADIANARTSCOALITION.COM/MEMBERSHIP-2024/