BMFA

BLUE MOUNTAIN FOUNDATION FOR THE ARTS

GALLERY SHOP WORKSHOPS

CELEBRATING

# 50 Years of Impact

## ANNUAL REPORT

July 2025 – June 2026

# Blue Mountain Foundation for the Arts

## MISSION

To serve as a dynamic creative hub where artists and the community come together to make, share, and experience art.

## VISION

We envision a thriving, member-led arts hub where creativity inspires collaboration and shared stewardship, empowering a sustainable future for the arts in our community.



# CONTENTS

Annual Report | July 2025 · June 2026


| | |
|---|---|
| Letter from the Chair | 4 |
| Celebrating 50 Years | 5 |
| Exhibitions & Events | 6 |
| BMFA Shop | 7 |
| Workshops | 9 |
| Community Programs & Plein Air | 13 |
| Collingwood Art Market | 16 |
| Brand & Communications | 18 |
| BMFA in the Community | 20 |
| Membership | 21 |
| Volunteer Impact | 23 |
| Board of Directors | 24 |
| The Power of Giving | 25 |
| Financial Overview | 26 |


*Financial statements provided separately.*

# LETTER FROM THE CHAIR



Karin Modotto and Carol Altilia mark the BMFA's 50th anniversary.

**Dear BMFA community,**

This report reflects a milestone year for the Blue Mountain Foundation for the Arts—50 years of fostering creativity, supporting artists, and enriching our community through the power of the arts. The same passion and energy that sustained the organization for half a century has fuelled celebration, renewal and growth. We are so pleased to share some of the highlights with the community.

For the Board, the year has been marked by a strong focus on deepening our impact, while securing the fiscal and operational health needed to sustain the next 50 years. We have activated our strategic plan with discipline, ensuring that each priority is systematically advanced. Much of the work has taken place behind the scenes. We've reviewed and evaluated practices, found budgetary and operational efficiencies, reorganized processes and have taken first steps to invest in the technologies required to carry us forward.

The impact of this work is visible in a strengthened brand presence, expanded educational and artist-to-artist programming, exhibitions and events that attract broader engagement, new fundraising approaches, and a revitalized physical space.

All of this has combined into a wildly successful year that includes improved financial footing. As we set goals for the second year of the strategic plan, we are very conscious that we need to increase membership value and keep finding new ways to connect with the community. Perhaps most important, we know that we need to deliver more to the lifeblood of the BMFA: our volunteers. Stay tuned!

This year also brought a transition in Board leadership. Karin Modotto concluded her tenure as Chair, and I was honoured to take on the role. I want to thank Karin for her thoughtful leadership and for the considerable time, care, and energy she has given to the BMFA. Her commitment to the organization and our community is deeply valued.

As Chair, I want to acknowledge our dedicated volunteer Board of Directors. Each and every member has delivered from the heart and with considerable expertise. It is a formidable team: energetic, creative, collaborative, always extending tremendous support and generosity toward one another through a tough year.

On behalf of the Board, I want to express our gratitude for the unwavering support of the entire BMFA community. As a wholly volunteer-driven organization, you are what makes the BMFA extraordinary.

Sincerely,

**Carol Altilia**

bmfa 50 years

# 50 YEARS

## CELEBRATING OUR LEGACY.
## INSPIRING OUR FUTURE.



**The 2025–2026 fiscal year was a milestone year as the BMFA proudly celebrated 50 years of championing the arts in our community.**

### IT ALL BEGAN WITH A NEW TRADITION.

The first-ever BMFA Collingwood Art Market kicked off our anniversary year, bringing artists, makers, and art lovers together in downtown Collingwood. It set the tone for a year of celebration, connection, and creative energy.

### HONOURING FIVE DECADES OF ART.

*Journeys:* A 50-Year Retrospective celebrated artists whose creative paths have intersected with the BMFA across generations.

### A COMMUNITY EFFORT.

A dedicated 50th Anniversary Committee, volunteers, members, and supporters worked tirelessly to plan a year of signature events, community initiatives, and meaningful connections.

### INVESTING IN THE FUTURE.

Our anniversary was also a fundraising effort—strengthening the BMFA's foundation so we can continue to support artists and enrich our community for the next 50 years and beyond.




> "Fifty years of creativity, connection and community.
> Here's to the next chapter—together."



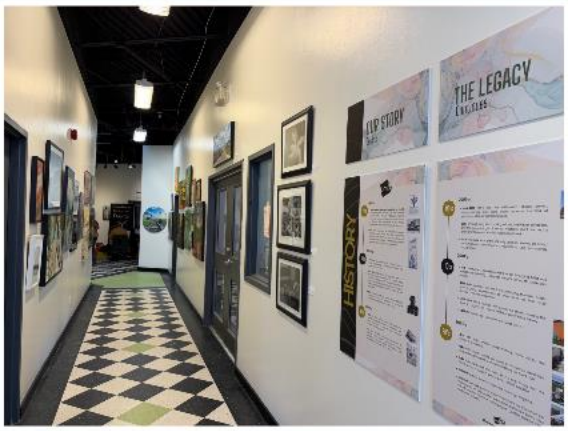

THANK YOU TO OUR

## 50TH ANNIVERSARY COMMITTEE

Debbie Bullock | Dave Saunders | Heather Smiley | Karin Modotto | Katie Jakobiec | Liz Rykert | Melanie North | Susan Cook

# BMFA EXHIBITIONS & EVENTS

Exhibitions, juried shows, award celebrations and community events



















## THIS YEAR'S EXHIBITIONS & EVENTS

- Collingwood Art Market (2025 & 2026)
- Winter's Gift
- Clerkson Award Show
- Harbour Reflections Auction
- Juried Photo Show
- BMFA at Art Crawl
- Summer Show
- Journey's Retrospective
- Threads of Imagination
- Juried Art Show
- BMFA at Sidelaunch Days

# BMFA Shop







Featuring original artwork, handcrafted items, jewellery, cards & more


WHICH SOUNDS MORE LIKE HER?

# WORKSHOPS

**67** WORKSHOPS OFFERED

**336** WORKSHOP PARTICIPANTS

**$9,424** PAID TO INSTRUCTORS

**$8,785.52** NET REVENUE TO BMFA

## THE IMPACT OF OUR WORKSHOPS

A



### EDUCATION MATTERS

Workshops build creativity, skills, and confidence—empowering artists at every stage.

B



### DIVERSE OFFERINGS. ENDLESS POSSIBILITIES.

A wide range of workshops explore different mediums, skills, and artistic disciplines—encouraging exploration, growth, and innovation.

C



### LOWERING BARRIERS. BUILDING FUTURES.

We work to remove financial barriers so young artists can access quality learning experiences and reach their creative potential. (Youth Initiative: 50% off workshop fees.)

D



### SUPPORTING ARTIST-TEACHERS. STRENGTHENING OUR COMMUNITY.

We invest in artist-teachers by paying fair fees for their expertise, sustaining their practice and enriching our creative community.
















BANFF


EXIT



“I nervously attended my first BMFA workshop in August and was immediately struck by the welcoming, encouraging environment. The workshops have provided me a safe space to try out various media, discover my interests and develop new skills.”

— Karen O’Connell

# COMMUNITY *Together*

Alongside its gallery, shop, and workshops, the BMFA offers a welcoming place for artists to gather and create. Regular groups such as the Textile Collective, Art Haven, and Life Drawing bring artists together to work on their practice, exchange ideas, and learn from one another. These gatherings nurture friendships and a sense of belonging within our arts community.



## TEXTILE COLLECTIVE

A community of fibre artists working in weaving, quilting, embroidery, knitting, crochet, felting, and more. Members share techniques, inspire one another, and celebrate the creativity of textile arts.





## ART HAVEN

Introduced this year, Art Haven offers artists a relaxed studio environment to work on personal projects alongside others. A space for creativity, experimentation, and encouraging conversation.

## LIFE DRAWING

Regular sessions with a live model provide artists of all levels the opportunity to develop observational skills, strengthen technique, and enjoy the discipline of drawing from life.

> ***"The strongest artistic communities are built not only through exhibitions, but through the simple act of creating together."***

BMFA's

# Plein Air

**68** members

Flexible drop-in participation

**20** local painting locations

Algonquin Park group trip in September









"A place to connect, collaborate, co-create with a community of artists and makers. I had not had artist friends when I lived in the city, creating art was a mostly solitary pursuit. But, my goodness, the arts community here is vibrant, welcoming, inspiring and so supportive. It has proved to be an environment where one can flourish, go beyond limitations and make great strides forward."

— Chantal Wolf

## BMFA COLLINGWOOD

# ART MARKET





The Collingwood Art Market transforms downtown into a vibrant open-air gallery, celebrating the creativity of our community. Artists and makers from across Ontario share their work with thousands of visitors, creating a dynamic space for connection, inspiration, and discovery.
This signature event supports local artists, strengthens community, and brings art to the heart of the city.





# BEHIND THE ART MARKET

A huge community event requires an extraordinary amount of work. Here's what it takes to bring the Collingwood Art Market to life.

- Months of planning
- Committee meetings
- Town meetings
- BIA coordination
- Road closures & permits
- Site logistics

- Volunteer recruitment
- Volunteer coordination
- Volunteer training
- Day-of volunteer management

- Artist recruitment
- Call for Artists
- Application management
- Jury process
- Artist communications

- Sponsor coordination
- Fundraising support
- Marketing campaign

- Website updates
- Email campaigns
- Social media promotion
- Media outreach

- Vendor coordination
- Equipment rentals
- Site map & wayfinding
- Children's activities
- Accessibility planning

- Day-of setup
- Artist check-in
- Information booth
- Problem solving
- Takedown & clean-up

- Post-event wrap up

## BY THE NUMBERS

**34** VOLUNTEERS

**90+** ARTISTS

**HUNDREDS** OF VISITORS

**DOZENS** OF PLANNING MEETINGS

**HUNDREDS** OF VOLUNTEER HOURS



# A RENEWED BRAND.

## Carrying our legacy forward.

Guided by our renewed strategic plan, mission, and vision, we refreshed BMFA's brand to reflect fifty years of championing the arts and the community shaping our future.

## ONE BMFA. A CLEARER IDENTITY.

Updated logos, colours, typography, and messaging came together in a shared brand guide. "Championing the Arts since 1975" connects our history with the work we do today. Across our gallery, shop, workshops, and events, the refreshed identity helps people recognize the many ways to participate in and support one community arts charity.




Our refreshed identity at the Collingwood Art Market.

## PUTTING THE BRAND INTO PRACTICE

We carried this identity through brochures, posters, newsletters, signage, and event displays, creating a consistent presence in our spaces, online, and out in the community.

# A YEAR OF ACTIVE COMMUNICATIONS

### Twice-monthly newsletters

Regular updates shared exhibitions, workshops, artist opportunities, BMFA news, and ways to get involved.

### Anniversary and history stories

Articles and stories highlighted fifty years of artists, volunteers, and supporters building our arts community.

### Press releases and media coverage

We shared news with local media to bring BMFA's programs, events, and opportunities to wider audiences.

### Photography, video, and social content

Images, video, and regular posts brought our activities to life and helped people discover what was happening at BMFA.

# REACHING MORE PEOPLE.

## Communications and audience growth | 2025–26

## A GROWING NEWSLETTER COMMUNITY

**850** in 2024–25 → **1,388** in 2025–26 **newsletter subscribers**

**63.3% growth**

**+538 subscribers**

Regular updates connect readers with exhibitions, workshops, opportunities, and ways to support the arts.

## SOCIAL MEDIA AT A GLANCE

**259,000**

**total views across Facebook and Instagram**

Views count content displays, not unique people.

### FACEBOOK

**97,000**

**views**

**+109% in views**

### INSTAGRAM

**162,000**

**views**

**+97% in reach**

**+300% in link clicks**

## MAKING OPPORTUNITIES VISIBLE

Our communications promoted exhibitions, workshops, community events, and fundraising campaigns, giving artists and audiences more ways to discover and take part in BMFA.

**We are here. Creativity is for everyone.**

# BMFA IN THE COMMUNITY

Beyond our gallery and shop, BMFA brings artists and neighbours together through local partnerships and events, including the Collingwood Art Market.




## COLLINGWOOD FARMERS' MARKET

BMFA offers artists a space at the market to show their work, meet shoppers, and introduce them to the gallery and its programs.



## ART ABOUT TOWN

Two volunteers coordinated displays at local venues for 20 artists. The program generated over $4,000 in revenue.



## PLEIN AIR AT DUNTROON

Our plein air artists paint in local parks, along the harbour, and at sites across the region. At Duntroon, they gathered to share their paintings of the landscape.

# BMFA Membership

BMFA holds a distinctive place in Collingwood's cultural life: a member-run nonprofit that supports local artists and welcomes the wider community to make, share, and experience art. Membership fees and member participation sustain this cultural hub and the work behind it.

## We believe that art and culture are integral to a healthy, thriving community.

BMFA supports local artists at every stage—from beginners and emerging artists to established professionals—with opportunities to exhibit and sell their work, teach, and connect with fellow artists and art lovers.

Exhibitions, artist talks and community events bring art to the entire community. Our workshops provide paid teaching opportunities for local artists, while students of all ages and skill levels learn from them, build skills, try new mediums and explore new possibilities in art.

Members help shape BMFA by attending and voting at the AGM, proposing ideas, serving on the board or committees, and volunteering in ways that fit their schedules. They also receive reduced rates across all BMFA programs and often enjoy first access.

## OUR MEMBERS MAKE ALL OF THIS POSSIBLE!

# 217 members and growing.

# Become a member today.

Together, we sustain a community arts centre in Collingwood guided by one shared belief: **art belongs to everyone.**

Scan to join BMFA

"The first piece I created after joining BMFA was quite different from what I had been developing – different insofar as it presented itself to me very clearly, and was more open, more lively, more bold. I attribute this change to my BMFA membership and its rewards: Encouragement, receptivity, location in the Arts District, multiple opportunities, a warm creative community, and good cheer!"

— Deb Murphy

# Volunteer Impact



**51** volunteers supported BMFA programs and events.



**34** volunteers helped deliver the Collingwood Art Market—more than double the previous year's 15.



**Approximately 10** regular volunteers kept the Gallery Shop operating throughout the year.



**Our volunteer board** contributed leadership and hands-on work across programming, communications, fundraising, finance, and daily operations.



Volunteers supported exhibitions, workshops, fundraising, community events, the Gallery Shop, and organizational leadership.

# BOARD OF DIRECTORS

BMFA is a member-run and volunteer-powered organization. Board members set direction and carry out the practical work of running it. During the 2025–26 staffing transition, they took on added day-to-day responsibilities to keep programs and operations moving. This demanding work reflects a shared belief that art belongs in community life and artists need places to create, show, learn, and connect.

## BOARD MEMBERS DURING JULY 2025–JUNE 2026

**Karin Modotto**
**Chair**
December 2022–December 2025

**Carol Altilia**
**Chair**
January 2026–ongoing
**Director of Strategy**
August 2024–ongoing

**Kathy Sutherland**
**Director of Membership and Treasurer**
December 2024–ongoing

**Katie Jakobiec**
**Director of Communications and Fund Development**
December 2024–ongoing

**Heather Smiley**
**Director of Programming and Secretary**
February 2025–ongoing

**Melanie North**
**Director of Marketing**
March 2025–ongoing

**Tom Reimer**
**Director of Community Engagement**
August 2025–ongoing

**Christine Fenech**
**Director of Visual Design**
January 2026–ongoing

**Donna Brazelton**
**Director of Volunteer Engagement**
August 2025–June 2026

## WITH GRATITUDE

**Thank you, Karin Modotto, for your dedicated service and leadership at the BMFA.**

Chair
December 2022–December 2025

Treasurer
March–November 2022

Board Member at Large
November 2021–February 2022

## WITH GRATITUDE

**Thank you, Donna Brazelton, for your service to the BMFA.**

Director of Volunteer Engagement
August 2025–June 2026

## JOIN US

Want to help at the BMFA? You could serve on the Board, join a committee, help with a one-time event, or take on a specific project or task. We welcome people with different skills, interests, and schedules. Whatever you can offer, we'd be glad to hear from you.

# THE POWER OF GIVING.

*Creating. Connecting. Community.*

## LIZ RYKERT
## SUPPORTING THE ARTS, STRENGTHENING COMMUNITY

**$50,000**
**OVER FIVE YEARS**

Liz Rykert has committed $50,000 to mark BMFA's 50 years of art in the community and honour her mother, Carol Rykert, a longtime BMFA board member and supporter.

Liz chooses to support BMFA because she believes arts and culture make communities stronger. She values the connections people form through making and sharing art, learning from one another, and coming together at cultural events. For Liz, these experiences give people a sense of purpose and belonging, offering a way to participate, contribute, and feel part of their community at every stage of life.

We are deeply grateful for Liz's generosity and her confidence in BMFA's work.

## COMMUNITY GIVING

**We are grateful for the generous support of our community of donors whose contributions help us inspire creativity, foster learning, and strengthen connections through the arts.**

**45**
**ONE-TIME DONATIONS**

**$10,886**
**TOTAL RAISED**

**6**
**MONTHLY DONORS**

**$2,975**
**TOTAL RAISED**

**TOTAL COMMUNITY GIVING**

**$13,861**

**THANK YOU FOR MAKING AN IMPACT!**

# FINANCIAL OVERVIEW

**July 1, 2025 to June 30, 2026**

## Revenue by source — $124,771

| | | |
|---|---|---|
| Entry fees | **$55,519** | 44.5% |
| Memberships, donations, sponsorships and auctions | **$36,712** | 29.4% |
| Grants | **$16,426** | 13.2% |
| Art sales commissions and rentals | **$7,270** | 5.8% |
| Kemp and Clerkson award funds | **$4,000** | 3.2% |
| Other revenue | **$4,844** | 3.9% |

## Operating expenses — $90,627

| | | |
|---|---|---|
| Juries, workshops, events, awards and scholarships | **$30,396** | 33.5% |
| Professional fees, office costs and amortization | **$23,414** | 25.8% |
| Building occupancy and insurance | **$21,085** | 23.3% |
| Wages and benefits | **$12,257** | 13.5% |
| Advertising and printing | **$2,167** | 2.4% |
| Fundraising | **$1,308** | 1.4% |

**$30,114**

### Year-end surplus

After a $4,030 loss on disposal of capital assets.

Source: BMFA reviewed financial statements, year ended June 30, 2026.

Figures are grouped for this overview. Percentages are rounded.


65 Simcoe Street
FOOD
ART
FORGE




Championing the Arts since 1975

65 Simcoe Street, Studio 1
Collingwood, ON L9Y 1H7

Wednesday–Saturday
11 am–3 pm

admin@bmfa.on.ca
bmfa.on.ca
Instagram: @bmfafoundationarts

Registered Canadian charity
Charity BN/Registration #119216281 RR0001