

KSOA 2020-2021 AGM Report
Ontario Trillium Foundation grant--Recovery Leader

In late 2020, KSOA was awarded a “Resilient Communities” grant by Ontario Trillium Foundation. The grant awarded \$15,500 in funding from January 4, 2021-July 2, 2021 for a variety of projects to help KSOA bounce back from the impact of COVID 19 and better position ourselves to thrive in the months and years ahead. With grant funds, KSOA hired a 6-month, part-time Recovery Leader and allocated funding to 5 project focus areas: technology and related training; COVID health and safety; marketing strategy; fundraising; and strategic planning.

The OTF report will be completed and presented in August 2021, after the full project comes to a close in July. Some examples of completed work include:

- Purchase of video and communication equipment, including iPads, tripods, and lighting, for filming, marketing, and online/live broadcast programming;
- Upgrade of studio and gallery wifi, and purchase and installation of wifi extenders;
- Purchase of gallery and studio air purifiers and other COVID-related health and safety materials;
- Improvements to studio storage space;
- Updates to KSOA office space;
- Strategic planning for online course and workshop offerings;
- Development and launch of online PA days, online April Break Camp, and online children’s workshops;
- Development and launch of adult online workshops;
- New marketing strategies and procedures for Window Art Gallery and KSOA;
- New KSOA Website, including improved user interface with Amilia registration and gallery shop;
- Architecture for new WAG Website, including online gallery;
- Restructured internal communications and organization using G Suite for Nonprofits;
- New and updated HR and health and safety policies, including staff, instructor, and volunteer training;
- Free Zoom weekly class “chats” during lockdowns;
- New video assets and expanded YouTube channel;
- Additional grant funding awarded through Community Foundation of Kingston and Area;
- Infrastructure for future online workshops and courses; and
- Evaluation of KSOA and WAG

In addition to carrying out projects, the Recovery Leader managed the process of keeping KSOA connected to our community through four months of lockdown in 2021. This role provided support, updates, direction, training, communication, strategy and leadership for instructors, volunteers, staff, and students. The grant also provided funding for additional hours for our Office Manager, to allow extra time for many changes required to keep courses, registrations, and messaging current for the past 6 months.