

MEDIA RELEASE

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Laying New Online Foundations Thanks to an \$81,300 OTF Grant

Toronto, ON – Earlier this year, ReDefine Arts (RDA) received the good news that it was receiving a one-year, \$81,300 Resilient Communities Fund grant from the Ontario Trillium Foundation (OTF). OTF developed this grant program to help non-profit groups in Ontario to rebuild and recover from the impacts of COVID-19. RDA put this grant to work by helping it to grow as an organization, strengthening its digital capabilities and its online presence in order to better navigate the growing online environments in the arts sector.

“The Ontario Trillium Foundation has made a good decision in providing funding for ReDefine Arts,” said Peter Tabuns, MPP for Toronto-Danforth. “We have a large artistic community in the east end who will make good use of these resources to expand their digital presence and their artistic impact.”

RDA engaged its communities by creating and hiring for positions focused on digital expansion and partnership engagement, providing staff training, and purchasing program delivery materials. It has also initiated a communications plan and communications audit, including a redesign of their website with support and consultation from The Public - a community-centred, social justice design studio that works alongside non-profits, grassroots organizations, and people trying to change the world for the better.

“As an arts organization that foregrounds community-engagement, our work is rooted in adaptation to meet the needs of our communities – however COVID brought us face-to-face with gaps in our operational capacity,” said Anna Camilleri, Artistic Co-Director, RDA. “The Resilient Communities grant has enabled us to bolster our work at the intersection of digital and analog practices and design tools and strategies that reflect our communities at a critical time.”

ReDefine Arts (established in 2005 as Red Dress Productions) is an interdisciplinary and community grounded arts organization, co-creating and presenting performance, installations, and public artworks that advance disability justice, collaborative processes, and artistic excellence. With the Resilient Communities Fund grant, RDA is committed to rebuilding in ways that center access and the needs of the communities in which they are embedded.

The Ontario Trillium Foundation (OTF) is an agency of the Government of Ontario, and one of Canada’s leading granting foundations. Last year, nearly \$112M was invested into 1,384 community projects and partnerships to build healthy and vibrant communities and strengthen the impact of Ontario’s non-profit sector. In 2020/21, OTF supported Ontario’s economic recovery by helping non-profit organizations rebuild and recover from the impacts of COVID-19.

In addition to OTF support, ReDefine Arts gratefully acknowledges operating funding from the Ontario Arts Council and Toronto Arts Council.

Media Contact:

Anna Camilleri & Tristan R. Whiston, Artistic Co-Directors

ReDefine Arts

[647-937-1470](tel:647-937-1470) info@reddressproductions.org