

**ROZSA FOUNDATION**  
2018 ANNUAL REPORT

# IMPACT AT A GLANCE

OVER

**\$80,000**

IN CASH AND AWARDS BENEFITS  
THROUGH THE ROZSA AWARD

**\$378,070**

IN GRANTS AWARDED

**35** GRANTS  
SUPPORTED

**43** ARTS LEADERSHIP  
PROGRAM GRADUATES

**406** TWEETS RESULTING IN  
**267,900**  
IMPRESSIONS

## CONTENTS

- 1 Message from the Board Chair
- 2 Message from the Executive Director
- 3 Vision, Mission and Values
- 4 Our History
- 6 A Grant Story: GENERATION NEXT
- 7 Granting
- 9 Creative Calgary
- 10 An Arts Leadership Story:  
Building Foundations and Networks
- 12 Arts Leadership
- 14 Rozsa Award
- 16 Finances
- 16 Working Together

# A Message from the Board Chair



## **2018 was a year marked by strong teamwork and significant impact.**

Having coached the Board to adopt a new adjudication process, the Granting Program Simon introduced started to show results. A few arts organizations undertook program and funding experiments, while one company initiated work on a transformational model. Overall, the number of grant applications grew thanks to the hard work of our Executive Director and the many personal interactions all the staff and Board have with the arts community.

Similarly, our arts leadership programs were updated and new directions explored. One of our Board members, Katrina Ingram, facilitated the joint production of a MacEwan University/Rozsa Foundation podcast, a series of interviews about arts leadership including those who have occupied the CEO position. Our hallmark arts leadership initiative, the Rozsa Award, was particularly satisfying. At the celebration we were laughing and cheering as a number of school children introduced the nominees via clever movement patterns that are so characteristic of Trickster Theatre, the organization of our 2017 Rozsa Award recipient, David Chantler. The Foundation began working with Trickster over a decade ago, and now in part due to the Rozsa Award benefits David received, the company has

grown to the point that David can just work with the kids again as he first did when the company was founded, knowing the digital strategies, training of artists and scheduling of school programs are being competently addressed.

Foundation impact was also witnessed on a citywide scale. As leaders of the advocacy organization Creative Calgary, our collective efforts were rewarded by City Council who voted to double civic funding for the arts in the next four-year budget cycle. Such an achievement is not an every day occurrence, as noted by the Chair of the Canada Council in his annual address. Doubtless, the impact of this increase will bring a measure of sustainability to arts companies who have been hard hit by the economic downturn.

In conclusion, let me thank all the Foundation Board members, our Executive Director and staff, for a job well done.

A handwritten signature in black ink that reads "M. L. Rozsa de Coquet". The signature is written in a cursive, flowing style.

Mary Rozsa de Coquet  
Board Chair



# A Message from the Executive Director

Time flies when you're having fun, and 2018 certainly seemed to pass by in the blink of an eye.

**Looking back on my first full year as Executive Director of the Rozsa Foundation, it's thrilling to reflect on the work we've done over the past twelve months and realize the impact that work has had on the arts community in Alberta.**

A fair amount of that impact was generated through our new Granting Program, which we unveiled in January and was met with great enthusiasm and a record number of applications in 2018. Through our grants, which place a focus on innovation and new approaches to solving organizational challenges, we're now seeing the early development of a spirit of experimentation in the Calgary arts scene, with many organizations seeking to undertake small experiments in engagement, dissemination methods and audience outreach, which carry the potential for significant organizational learning and transformation. We'll look to build upon this spirit in 2019 and foster ways to allow organizations to share this newfound knowledge with each other to support a culture of innovation in the sector.

We continued to offer and evolve our trio of Arts Leadership programs, and saw numerous alumni take on new positions and challenges throughout the sector. We also introduced a Spring Social, which brings alumni of all three programs and previous Rozsa Award recipients together to network, build stronger connections, learn from one another and share in an arts event happening in the community.

Mary's work on behalf of the Rozsa Foundation as a leader of Creative Calgary carried tremendous impact

and was instrumental in attracting a significant increase in the city's investment in the arts over the next four years, and we worked alongside Canada Council, Calgary Arts Development, Philanthropic Foundations Canada and many other organizations to seek ways to increase investment in the arts and strengthen the sector in Alberta.

The incomparable Shelley Youngblut received the 2018 Rozsa Award for Excellence in Arts Management, and the impact of both the award, and the benefits delivered by our incredible Rozsa Award partners, has been tangible in further strengthening an already dynamic and exciting arts organization in Calgary. The Rozsa Award Celebration had a playful tone inspired by 2017 recipient David Candler of Trickster Theatre.

The adoption of a three year strategic plan last April has given us a road map as we steer towards a number of new initiatives aimed at continuing to strengthen arts organizations and the sector as a whole this coming year and beyond. We can't wait to share everything we have in the works!

A tremendous thank you to Mary and the rest of the Board for their support and work this past year, and their keenness to seize new opportunities in pursuit of our vision. Huge thanks are also due to the rest of the Rozsa Foundation staff for all of their incredible work, as well as to all of our partner organizations for their contributions – we couldn't do our work without them!

Cheers,

Simon Mallett  
Executive Director



# Our Vision, Mission, and Values

## OUR VISION

The Rozsa Foundation is a catalyst for transformational impact, invigorating a thriving arts sector.

## OUR MISSION

The Rozsa Foundation strengthens our community by developing, supporting, and celebrating arts organizations and leaders.

## OUR VALUES

Continuing the legacy of Drs. Ted and Lola Rozsa, the Rozsa Foundation values:

- Integrity and leading by example
- Personal interaction, relationship building, and working collaboratively
- Exploration, risk-taking and curiosity
- Having tangible impact on our community
- Encouraging excellence in arts management and artistic expression
- Diversity, inclusion and equity
- Examining and enhancing the relationship between business and the arts

## STRATEGIC GOALS

### Granting

We invest in initiatives that support a dynamic arts community through innovation, partnership and inclusion.

### Leadership Development

We develop arts leaders, fostering organizational resilience.

### Board Development

We support boards, equipping them for the work they do to guide and strengthen arts organizations.

### Rozsa Award

We celebrate arts managers who embody the Foundation's values and have demonstrated excellence in organizational leadership.

# Our History

Founded in 1990, the Rozsa Foundation is a philanthropic organization known for effective support and advocacy for the arts in Alberta. The Foundation builds on the legacy of Drs. Ted and Lola Rozsa, who were celebrated champions of the arts due to their support of not-for-profit arts organizations active in the City of Calgary. Now second and third generation family members oversee the work of the Foundation which includes regular funding of grant applications along with investments in arts leadership programs, research, advocacy and special projects that move the arts sector forward.

In 2003, the Rozsa Foundation wished to honor the philanthropy of Drs. Ted and Lola Rozsa who had combined their love of the arts with an insistence upon good business practice. This brought about the establishment of the Rozsa Award, designed to recognize, promote and celebrate excellence in arts management in order to make the field more attractive for future leaders. Leveraging funds Dr. Ted Rozsa received as part of the 2002 Edmund C. Bovey Award, the Rozsa Award has seen over one million dollars in prize money and benefits distributed to Award recipients and their arts organizations.

Starting in 2012, the Foundation introduced the Rozsa Arts Management Program in partnership with the University of Calgary's Haskayne School of Business, and the Foundation's Arts Leadership programs have since grown to a suite of three professional development offerings for arts managers of all levels. The Foundation has also commissioned applied research which links arts with business, wellness and education, supporting proposed changes in public policy in those areas, and advocates for increased arts funding and other conditions that strengthen artists, arts organizations and the arts sector as a whole in Alberta.

The Rozsa Foundation is constantly exploring new frontiers where support for the arts will impact communities locally, provincially and nationally.





# A Grant Story: GENERATION NEXT

by the Calgary International Film Festival



**GENERATION NEXT is a ground-breaking program – the first of its kind in Canada – to engage high school students directly in all aspects of the film festival experience.**

Local high school students previewed and selected the films for the GENERATION NEXT screenings, with some guidance from our Programming team. In a formal partnership with the Calgary Board of Education (CBE), GENERATION NEXT premiered at the 19th annual Calgary International Film Festival from September 19th-30th, 2018. The six films chosen by the student previewers played to over 1400 students from nearly 60 classes during the Festival, with additional screenings open to the public.

The CBE identified a need for increased visual literacy and critical thinking in an ever-evolving world of new media and digital-based communication. Specifically, CBE research shows that students in provincial Grade

12 diploma exams do not exhibit sophisticated visual literacy skills - the ability to critically understand and interpret images and messaging conveyed in a visual way. GENERATION NEXT directly emphasized and impacted the development of these skills by providing the opportunity for critical analysis both inside and outside the classroom. The CBE assisted in creating subject-specific reference documents used to guide discussions about the films the students viewed. The program provided the unique ability to remove barriers for students who struggle with written forms of literature, creating an alternate path to success with an educational experience based on a visual medium, and offered innovative ways of learning that appeal to technology- and screen-driven youth.

GENERATION NEXT also provided an introduction to the screen industries as a potential career path. Previewer participants were connected with international film professionals to learn about the growing screen industry in Southern Alberta.



Photos Courtesy of Calgary International Film Festival (CIFF).



GENERATION NEXT connects Calgary's youth to its established arts community. By including youth-specific films in our festival, and by ensuring their accessibility to students via bussing and subsidized pricing, the Calgary International Film Festival communicates that film and visual arts are for everyone. The program offers a unique experience for students to witness alternative perspectives and cultures, consequently fostering empathy and tolerance towards others. The hope is that these students will eventually grow into well-rounded adults who continue to enjoy, invest, and participate in the arts of our city – and will one day take over the leadership role in continuing to involve other generations into expanding their horizons culturally, creatively, and communally.

Calgary International Film Festival sincerely appreciates the funding the Rozsa Foundation provided through their Aspiration Grants to support students in expanding their knowledge, creating new experiences, and building new critical thinking skills while helping them create taste for arts and culture!

# Granting

by Simon Mallett

2018 was an exciting year at the Rozsa Foundation with the introduction of our redesigned Granting Program. Launched at a January event attended by over 70 arts organizations from Calgary and the surrounding area, the newly defined program saw a number of key changes. The ARIIVA internship grant, previously only open to visual arts organizations, was broadened to become the Artistic Internship Grant, providing early career artists in all disciplines the opportunity for meaningful career development with an established arts organization, while also providing that organization with critical added capacity. Aspiration Grants, which encapsulate the bulk of the type of activity the Rozsa Foundation had traditionally supported, sharpened its focus toward how the project will assist the organization in attaining its aspirational vision for the future.

The key new additions came in the form of Experimentation and Transformation Grants. Experimentation Grants support organizations by providing seed funding for a small-scale test of a new hypothesis, supporting high-learning processes that address a clearly identified challenge facing the organization. Transformation Grants build off of successful experimentation, supporting an organization through the expansion of an idea, including further prototyping and scaling up of the work accomplished in the experimentation phase. These new grants are intended to encourage organizational initiatives that harness the power of exploration, experimentation and innovation as a step toward fostering a culture of forward-looking business thinking and the development of new organizational models in the Alberta arts sector.

The uptake on these new grant streams was incredibly encouraging, with a high number of applications being received in every grant stream. Thirty-five grants were approved throughout the year for a total of \$378,070. Support was made in each of the Foundation's grant streams, supporting Action Learning Projects for Rozsa Arts Management Program graduates (\$6,500), Artistic Internships (\$45,000), and Aspiration

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1. *Ashes for Beauty* from Dancers Studio West's *Physic/Alchemy*, choreographed by Davida Monk, supported by an Aspiration Grant (photo by Citrus Photography). 2. A member of the Eya-Hey Nakoda drummers performs at artsPlace in Canmore, supported by an Aspiration Grant (photo by Burnett Photography). 3. Participants in the National Music Centre's Seniors' Jam, supported by an Experimentation Grant (photo by Brian Mills).

Grants towards Administration Capacity (\$142,600) and Programming (\$93,800). The Granting Program also supported \$40,170 in Experimentation Grants and awarded its first Transformation Grant for \$50,000.

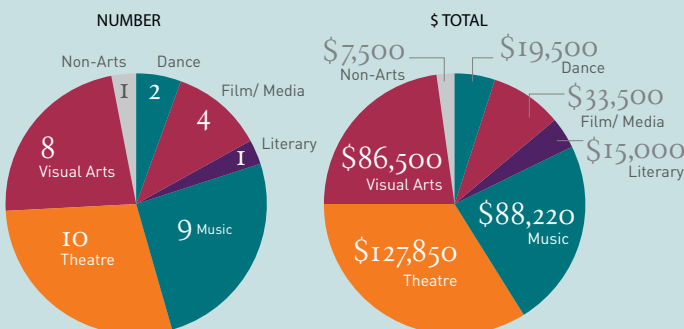
The Rozsa Foundation funded fifty percent of the applications we received, with the vast majority of successful applicants receiving the full requested amount. The grants were made across a number of different disciplines, with small, medium-sized and large organizations receiving a fairly equal number. Geographically, thirty-two of the thirty-five grants were to Calgary-based organizations, along with one provincial organization based in Edmonton, one in Canmore and one in Lethbridge.

We remain proud to provide funding in areas that most other funders do not. Respecting the legacy of Drs. Ted and Lola Rozsa, the Foundation has long been focused on providing resources to implement key business practices, such as strategic and fund development planning, and the programming initiatives we fund typically move organizations toward stronger business models by accessing new audiences, partnerships or revenue streams. We continue to prioritize inter-organizational collaboration, grants that have the ability to leverage funds and those that support equity, diversity and inclusion.

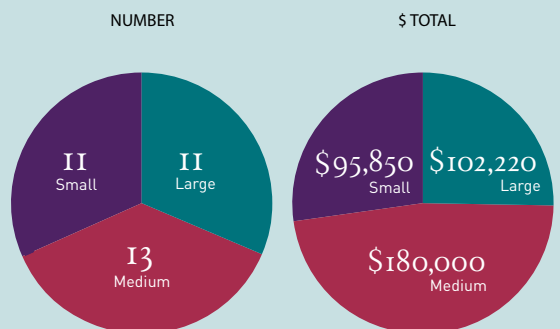
In keeping with our values, throughout all of our granting processes the Rozsa Foundation places an emphasis on the personal interaction we are able to provide potential grantees. We frequently speak to applicants prior to receiving their proposals in order to ensure fit with the Foundation's Granting Program and to provide guidance as they craft their submission. This approach is often specifically articulated as a positive element of the Rozsa Foundation's granting process in evaluations we receive. This level of conversation also allows us to learn about the new challenges facing arts organizations so that our grants and other programs can be adaptive to the changing environment.

We continue to work with other funders to address gaps and attempt to encourage our national partners to increase their investment in Alberta-based arts organizations. We constantly seek to develop relationships with new arts organizations while also maintaining those we've built with organizations we've previously funded. Through our Granting Program, the Rozsa Foundation remains committed to looking toward the future and working with arts organizations to pursue innovative possibilities while emboldening strong management and leadership models.

### Grants by Discipline



### Grants by Organizational Budget



Small (<\$200k) Medium (\$200k - \$750k) Large (>\$750k)

# Creative Calgary

by Mary Rozsa de Coquet



Aritha van Herk and Mary Rozsa de Coquet showing their support for Creative Calgary.

The Rozsa Foundation has long been an advocate for the arts in Calgary, and we realize that civic policy change is often an effective way to bolster the sector. Accordingly, when a municipal election loomed in 2017, we recognized the time was right to try to address the underfunding of arts organizations by the City. At the same time, ten of the largest arts organizations (the “Cornerstones”) were asking the City for additional sustainability support. As those companies rallied together, there was the opportunity to start to collaborate for a future and bolder request for increased civic investment, and so Creative Calgary was born. Encouraging these Cornerstones to devote a small percentage of their fund development dollars to Creative Calgary allowed this fledgling organization to hire some administrative support and really get to work. Soon Creative Calgary had attracted participation by a diversity of arts organizations, artists and board members.

Our first task was to raise public awareness of the negative impact of chronic underfunding on city vitality and talent attraction, and to petition candidates for City Council to sign a pledge to reverse the situation if they were elected. Fortunately, four or five newly elected Councillors had signed, so there was a starting point to build the case for the arts in light of the impending four-year budget decisions. However, Creative Calgary made a strategic choice before approaching Councillors directly.

Creative Calgary decided to speak with three of the downtown Civic Partners—Calgary Economic Development, Tourism Calgary and the Convention

Centre—as well as key civic stakeholders including the Stampede, the Genesis Centre and YMCA’s, and the large educational institutes. We asked if the arts made any difference in the achievement of their strategic plans. The answer was a resounding “yes”. We asked if they would provide a written statement of this fact. A personalized package for each Councillor was then compiled with these letters of support, and letters from many arts organizations active in the Councillor’s wards. Of course, we were constantly in touch with Calgary Arts Development as well to ensure consistent messaging.

Finally, Creative Calgary ensured we always were present in our t-shirts for relevant Council meetings, and many individuals spoke on behalf of the arts. At our final presentation, we even had a choir on the steps of City Hall, and a dancer who got the Councillors up and swaying to a pulsing beat.

The outcome, as mentioned in my Message from the Board Chair, was the doubling of arts funding over the next four years. In addition, our many recommendations to review the entire governance structure of the City’s arts and culture programs have also been heeded. Other circumstances contributed to their willingness to conduct such a review, but we know Creative Calgary played a significant part in this decision. In sum, our advocacy was effective and the outcome should have major impact on the arts sector and in our City.

This is why, and how, the Foundation is involved in the work of advocacy.

# An Arts Leadership Story: Building Foundations and Networks

by Kimberley Jev

**Our mission at the Rozsa Foundation is to strengthen the arts community by developing, supporting and celebrating arts organizations and leaders.**

For many emerging arts managers, one of their first interactions with the Foundation is through our Arts Leadership professional development programs, which provide both valuable foundations of knowledge and connections to other arts managers, which creates a support network they can lean on.

The Rozsa Arts Management Program (RAMP) is dedicated to developing and sharpening business skills for arts administrators, managers and leaders from all organization sizes and disciplines. A brand-new cohort of individuals began the program in the fall of 2017 and worked together until the spring of 2018.

Several months removed from their time in RAMP, we gathered five graduates of the program at the National Music Centre for a reflection of their experience. Nathaniel Schmidt of Kensington Sinfonia, Bethany Yon of Cowtown Opera, Simon MacLeod of CJSW, Col Cseke of Inside Out Theatre, and Owen Chan of The Kinkonauts, are emerging arts leaders in Calgary who came to their work from very different backgrounds, yet all agree with the notion they have found their way into arts administration and leadership without any previous training. "Taking the RAMP program made me realize that a majority of us do not come from a trained

arts administration perspective and I think as a group this really connected us" says Bethany, "realizing this is a common pathway to the arts sector for many of us highlighted the importance of the programs run by the Rozsa Foundation. Independent artists need this information too and this is something that is just not built into the traditional educational model." As the others nodded in agreement, she added that, while she and her colleagues all work for arts organizations, the training would also be valuable for individuals in the arts, "artists would be able to pursue their craft or divert to arts administration naturally with an arts focus."

Owen, who brings to his work a background as an improviser, expressed his journey and the valuable point at which his participation in RAMP was coming, "One of the first things I thought of was that before taking the program I was helping to run this bigger-than-we-thought-it-would-be organization and I didn't think about the fact that I could learn how to do it better. We were just struggling through and inventing stuff as we went along and it's always like that doing improv too, you invent it all the first time on your own, and then you look up for a second and oh wait other people are doing it already, and I just thought to myself we don't have to reinvent all of this."

The variety of participants in the program allows for individuals to seek out the network of peers that best support their learning processes. Simon, who took the program to develop his skills as Board President of New Works Calgary expressed, "In our cohort, we



L-R: Members of the 2018 RAMP cohort, Simon MacLeod, Nathaniel Schmidt, Bethany Yon, Owen Chan and Col Cseke.

had managers from organizations such as Calgary Folk Festival, Leighton Art Centre, Banff Centre for Creativity and the Arts, and Wordfest. There were so many fantastic organizations with very diverse arts roots, sizes and disciplines. Being in the room with such big organizations compared to the organization I work for, it was slightly comforting to hear we are all essentially having very similar struggles but on different scales.” On the other hand, Col expressed that his learning is better facilitated by hearing from organizations more similar to his own, “I don’t know how much an Executive Director of a large company can relate to what I am going through. I do think that on every kind of scale, within the tiers of sizes of companies, there are some companies that are thriving, so it was more about me finding comparable companies. I find it more helpful to talk to individuals with a little bit of a closer relationship to the day to day operation of our organization.”

According to Simon, RAMP has created collaborative opportunities amongst their cohort which has led to creative solutions. “My professional relationship with

Owen and the Kinkonauts was born out of this RAMP cohort and is a great example of this. With my role in CJSW, my goal is to reach and promote more arts and culture groups. Owen and I talked in the beginning and we had regular spots going up about their shows and classes and it’s been working! Individuals have been calling into the station to inquire about their classes.”

For Bethany, Nathaniel, Owen, Simon and Col, RAMP created a space for these dedicated arts managers to study, collaborate, discuss, problem solve and more. Their interaction as a group has not only strengthened each individual as an arts administrator but has had benefits beyond the program. Many in the cohort still come together on regular occasions to discuss a variety of topics, including their latest book selection for their arts leadership book club. “It was so helpful to have our peers in the room,” Nathaniel says, “the best part for me was, in this profession, you never really purposefully connect with anybody else that is doing the same thing and it was great for all of us to be in the same room and talk about our challenges together.”

# Arts Leadership

by Geraldine Ysselstein and Derek Stevenson

The Rozsa Foundation has been offering professional development in Alberta since 2012 beginning with the Rozsa Arts Management Program (RAMP). As the landscape of our arts and culture scene continued to grow and develop, we grew with it. In 2016, Geraldine Ysselstein joined the Foundation as Arts Leadership Director and took on the challenge of developing two brand new programs: the Rozsa Admin Fundamentals Training (RAFT) program and, in partnership with Wilma Slenders and Transcend Management Advisors Inc., the Rozsa Executive Arts Leadership (REAL) program. Both of these new programs were developed to establish a suite of programs that fit the needs of arts professionals at different stages of their careers.

As we look forward to the next three years of our Strategic Plan, we realize how unique and needed our Arts Leadership programs are for the arts sector and we are committed to finding ways to expand our reach by exploring digital learning and mobile offerings. We know that the relationship between arts leaders and their boards is critical to a healthy organization and we will be developing opportunities for board members to interact, be recognized, and do professional development as well. We also recognize that arts professionals do not reflect the diversity of the general population of Calgary and we will be investigating ways to encourage more equity, diversity, and inclusion in arts management.

Building on the Rozsa family legacy, we will continue to explore the intersection of business and the arts, promote collaboration, invest in community building, and encourage excellence in arts management in order to foster organizational resilience.



Participants of the Rozsa Admin Fundamentals Training (RAFT) program in session at the cSPACE King Edward.

## RAFT

**17 Graduates**

**5 currently enrolled in RAMP 18/19**

The Rozsa Admin Fundamentals Training (RAFT) Program is the first step in our suite of arts leadership programs. RAFT is for those who have recently started working (less than 3 years) in an arts organization and are looking to build their knowledge and skillset in arts management. Participants are invited to take part in a fictional case-study of an arts organization, allowing them to engage with topics including organizational structure, board and staff relations, strategic planning and project planning.



"I feel confident in my skills and knowledge after taking this training program. Taking the RAFT program has enabled me to reconnect to what makes non-profits so unique and challenging as well as given me ways to improve how I work. It was really great to meet others in the arts sector; we were able to connect, discuss ideas and share similarities in our work."

Amanda McKenzie



"The RAFT program provides an excellent introduction for anyone interested in Arts Administration. Not only will you be familiar with the fundamentals, you will also be confident going forward."

Niall Watson

## RAMP

16 Graduates

4 previously enrolled in RAFT

In partnership with the Haskayne School of Business at the University of Calgary, the Rozsa Arts Management Program (RAMP) was designed to support mid-level arts managers and administrators in strengthening their organizations by addressing new audience development, board succession planning, fund development, strategic planning, membership development, organizational sustainability, human resources, youth and community outreach, and many other challenges faced by the arts sector.



"Having come from a liberal arts background, I knew that RAMP would be a good way to learn more about the business side of working in the non-profit sector. Far from that, it was instrumental in putting into words so much of the workings of my organization that were happening around me, and provided me the skills and language to engage in all of the corners of my workplace."

Liam Prost – Calgary Folk Music Festival



"I drifted into arts administration through my passion for literature, but sensed that I needed some business tools to expand on the experiential learning I had done on the job. RAMP is exactly what I was looking for: a way to access up-to-date business education geared to administrators working in the not-for-profit arts sector, but with a concrete take-away in the form of an executable, organization-specific project. It's a terrific idea, and a valuable support for the arts."

Nikki Sheppy – Filing Station Magazine



## REAL

10 Graduates

6 previously enrolled in RAMP

The Rozsa Executive Arts Leadership (REAL) program, in partnership with Transcend Management Advisors Inc., provides a unique context for experienced arts leaders to take their skills to a higher level. The interactive learning environment – where participants learn from each other, the facilitators, and guest speakers – utilizes hands on experiential learning and peer-to-peer mentoring techniques to increase capacity and capability. Participants take turns hosting the meetings, allowing others a glimpse of the behind-the-scenes operations of each participants organization.



"REAL brings together leaders from across the arts spectrum to learn, share ideas, and develop and grow the arts community in Calgary."

Catherine Glaser-Climie – Cantare Children's Choir



"The REAL program is a great way to connect with and learn from peers, and takes a high-level look at the sector, while allowing participants to examine their leadership and communication styles."

Peita Luti – Quest Theatre



Above: The 2018 Rozsa Executive Arts Leadership (REAL) cohort tour Kapwani Kiwanga's *A wall is just a wall (and nothing more at all)* exhibit at the Esker Foundation.

Left: Rozsa Arts Management Program (RAMP) graduate Lily Sigie of Casa Mexico with Board Chair Mary Rozsa de Coquet at Haskayne School of Business – University of Calgary.



# The Rozsa Award for Excellence in Arts Management

by Ainsley Soutiere and Geraldine Ysselstein

The Rozsa Foundation hosted its 15th annual Rozsa Award Celebration on October 15th, 2018 at the Jack Singer Concert Hall in Arts Commons. The Rozsa Foundation family, board, and staff came together along with 180 guests to celebrate Excellence in Arts Management in Alberta. The evening's program was highlighted by presentations for each shortlisted nominee by local youth, created by the children along with choreographer Anita Miotti and Rozsa Foundation Executive Director Simon Mallett using the methodology of Trickster Theatre, as a nod to last year's recipient David Chantler. The three shortlisted arts leaders: Keri Mitchell, Executive Director of Theatre Alberta; JP Thibodeau, Artistic Director of Storybook Theatre; and Shelley Youngblut, CEO and Creative Ringleader of Wordfest were all commended for their transformational leadership in their organizations.

**The Rozsa Foundation was pleased to announce Shelley Youngblut of Wordfest as the recipient of the 2018 Rozsa Award for Excellence in Arts Management.**

Youngblut has breathed new life into an arts organization that only a short time ago was set to close its doors. Since taking over Wordfest in 2015, Youngblut has implemented pivotal changes and fostered powerful partnerships that have transformed the organization from a week-long literacy celebration to a celebrated purveyor of dynamic and profitable year-round programming that draws major talent and audiences from around the world.

Receiving the Rozsa Award and all of its benefits has been transformational for Wordfest too. Shelley shares that, "Being honoured with the 2018 Rozsa Award for Excellence in Arts Management came at the crucial "implementation" phase of Wordfest's ongoing Business Model Revitalization project, funded in part by a Rozsa Foundation grant. We can now work with the various Rozsa Award partners on opportunities that would have been unimaginable without the audience and branding research and operational upgrades that we began in 2018. We're so grateful at how well every aspect of the Foundation's support continues to align with our new strategic plan; it's given us essential tools to continue to innovate within the cultural sector."

The recipient has two years to meet with all the Rozsa Award partners and use their benefits. Over the 2018 year, David Chantler, Producing Director of Trickster Theatre and recipient of the 2017 Rozsa Award for Excellence in Arts Management explored several of his benefits including a marketing audit by business students from Haskayne School of Business at the University of Calgary; a week-long Reconciliation through Right Relation Training at Banff Centre for Arts and Creativity; and a consultation with Deloitte to identify and develop a plan to digitize their storytelling project.

Of the Deloitte benefit, David shares, "What a fantastic partnership! This project involved creating a plan to monetize web-based curriculum support for Trickster's new Story-writing through Theatre program. The staff at Deloitte embraced the challenge with great





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1. The Rozsa Award for Excellence in Arts Management.
2. Executive Director, Simon Mallett and Evan Sterns in character during opening of 2018 Rozsa Award celebration.
3. The Rozsa Award Trickster Troupe perform with Trickster pool noodles during the 2018 Rozsa Award.
4. His Worship Mayor Naheed Nenshi, Mayor of the City of Calgary enjoying the 2018 Rozsa Award celebration with Board Chair Mary Rozsa de Coquet and the family of 2018 recipient Shelley Youngblut.
5. Rozsa Award shortlist nominees J.P. Thibodeau of Storybook Theatre, Keri Mitchell of Theatre Alberta and Shelley Youngblut of Wordfest share a moment of celebration during the Rozsa Award ceremony.
6. Board Chair of Wordfest Andrew MacPherson and Rozsa Award recipient Shelly Youngblut with the 2018 Rozsa Award.

enthusiasm and enabled a path forward that will provide Trickster with a brand new revenue stream. This has been a wonderful experience for Trickster Theatre and we are extremely grateful to the Rozsa Foundation for making it possible.”

Rozsa Award partners are also impacted by the experience of working with the Rozsa Award recipient. Jessalyn Yeung, Senior Consultant for Strategy & Operations at Deloitte in Calgary shared, “It was a pleasure working with David. As we worked together, understanding what Trickster did was key to identifying and prioritizing potential opportunities. David not only talked about what he did, but often act out how some of the school sessions would be done. This allowed us to really understand the experience from the students’ and teachers’ perspective, and have fun at the same time.

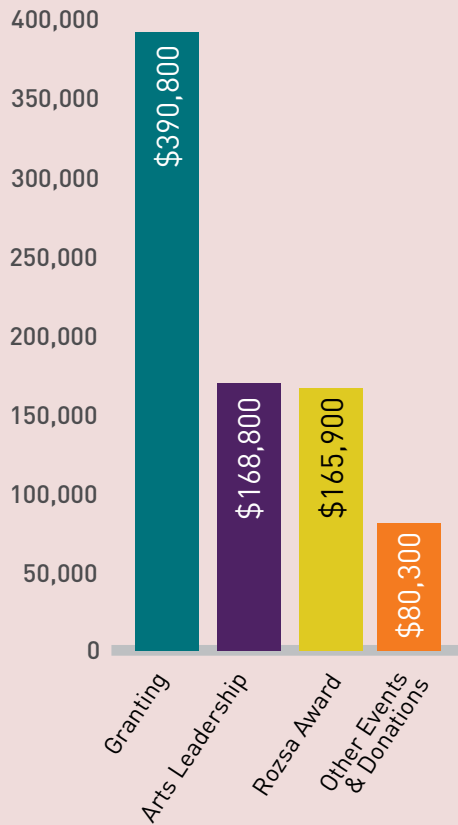
I learned how arts can play an impactful role to learning. Using physical movement not only provides another channel of learning, but engages students in a multi-faceted way traditional learning does not meet. This experience has made me want to be an even stronger advocate for the role arts plays in our community. It has also helped us re-think how we communicate and engage with clients and team members.”

As always, the entire Rozsa Award process, from nominations, to the adjudication, to the celebration and partner benefits was a tremendous success in bringing together the arts and business communities and promoting the value of excellence in Arts Management in Alberta.

# Finances

The Rozsa Foundation supports Transformational Leadership in the Arts in Alberta through the investment of funds towards each of our Strategic Goals. Our Granting Program directly support arts organizations to undertake a variety of innovative projects and processes. We heavily subsidize the cost of all of our Arts Leadership programs, ensuring low-cost access for arts administrators, managers and leaders to critical professional development opportunities. Recipients of the Rozsa Award for Excellence in Arts Management receive both an individual and an organizational cash prize, along with a suite of award benefits provided by our Rozsa Award Partners, and we invest in research activities, advocacy, special events and a series of other initiatives that have sector-wide impact. Rozsa family members also direct discretionary funds to other arts and non-arts initiatives from time to time.

2018 Spending



# Working Together

Personal interaction and working collaboratively have long been key values of the Rozsa Foundation. Our work is possible in no small part due to the critical contributions made by our generous and engaged Partner organizations and our incredible Board of Directors, with whom we work closely to fulfill our vision and mission.

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