



Aurora
Cultural
Centre

2024 IMPACT REPORT



Inspiring a
community through
arts & culture



YOU ARE THE REASON.

Every note played, every brushstroke painted, every story told—you helped make it happen.

This 2024 Impact Report is a celebration of what we have accomplished together. It is proof that your generosity is not just a donation—it's an investment in the arts, in our community, and in the cultural vibrancy of Aurora and beyond. Because of you, we have brought world-class performances, gallery exhibitions, and creative educational experiences to audiences across southern and central Ontario, ensuring that arts and culture remain accessible and inspiring for all.

Your support fuels innovation. Your commitment makes an impact. And this report is here to show you exactly how.

Thank you for believing in the power of the arts and for making every moment possible.



Suzanne Haines
Executive Director



Glenn Coulson
Development Officer

PROGRAM HIGHLIGHTS

GALLERY/VISUAL ARTS

180,000+ VISITORS

Includes Public Art Installations at Aurora Leisure Complex and Online engagement

11 MAJOR EXHIBITIONS

PERFORMING ARTS

+3,700 ATTENDED

28 EVENTS PERFORMED

Including family shows

EDUCATION

73 CLASSES **18 SUMMER VISUAL ART CAMPS**

KALEIDOSCOPE IN THE SCHOOLS

10,000+ STUDENTS REACHED

40+ SCHOOLS ENGAGED **52 WORKSHOPS DELIVERED**



COMMUNITY IMPACT

VOLUNTEER IMPACT

2,650
HOURS DONATED,
= **\$45,723**
IN VALUE.



ECONOMIC IMPACT

Estimated

\$13,400,585
INJECTED INTO THE ECONOMY

Events | Partnerships



*Economic Impact is based on a multiplier of \$11.64 identified in a 2022 economic impact study for the Aurora Cultural Centre. Calculation includes donations, sponsorships and government grants with earned revenue excluded.

TOTAL COMMUNITY REACH

200,000+ PEOPLE
ENGAGED

Exhibitions | Performances | Workshops

GOALS FOR 2025

Increase sustainability of the Kaleidoscope in the Schools program by diversifying funding sources.

Launch new Emerging Artist Residency programs in performing and visual arts.

Continue featuring diverse artists and genres across programming, sustaining lasting partnerships.

SUCCESS STORIES & TESTIMONIALS

*"I loved meeting new peers
and learn about others
while seeing my own art
have a moment to shine
and be seen by others"*

**Mayor's Celebration of
Youth Arts 2024**



GALLERY/VISUAL ARTS



PERFORMING ARTS/CONCERT SERIES

*"Fantastic performance!
Wonderful to find such
amazing quality at a
local show"*

ACC Patron

*"Our students' creativity
flourished thanks to
the workshops. We saw
their confidence soar."*

Educator



KALEIDOSCOPE IN THE SCHOOLS

2024 FINANCIALS AT A GLANCE

Individual Donors

\$114,616

Corporate Support

\$264,985

Government Grants

\$771,652

Federal Government **\$70,068**

Provincial Government **\$37,571**

Municipal Government **\$664,013**

Earned Revenue

\$425,545

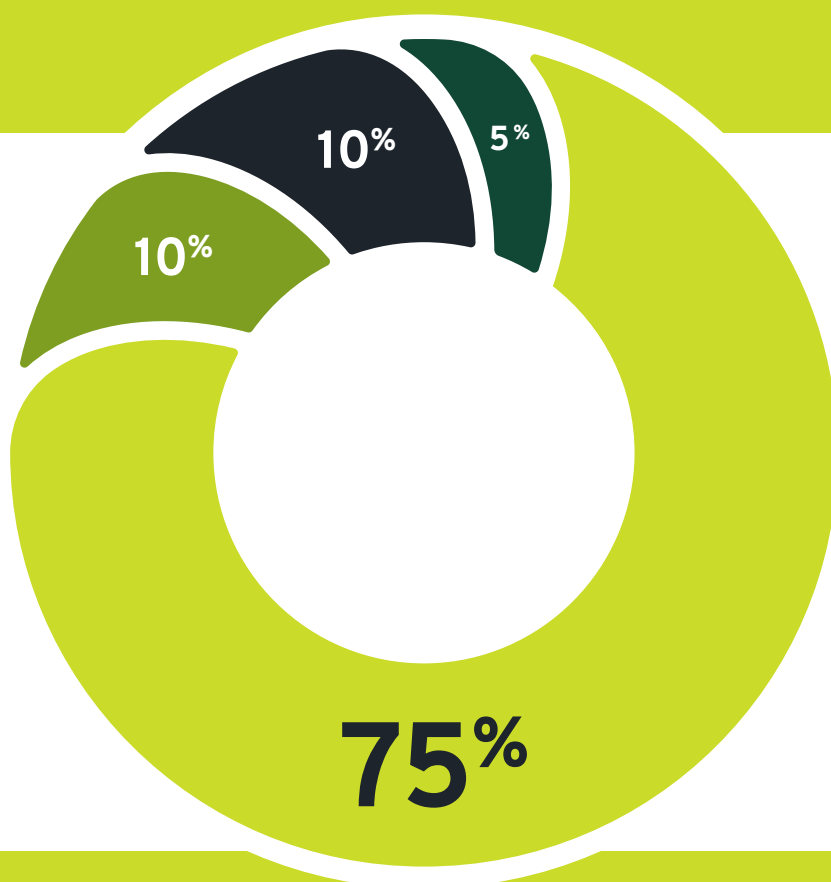
EXPENSE ALLOCATION

Program Delivery

Marketing & Outreach

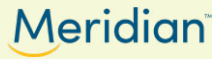
Administration

Fundraising



THANK YOU TO OUR SUPPORTERS

Presenting Sponsors



Media Partners



Lead Sponsors



Sustaining Partner



Hospitality Partners



Funders



Program Supporters





**Your generosity makes all this possible.
Together, we can reach even greater heights in 2025.**

Join us on this journey—your support fuels our community's
creativity and inspiration.



Donate



Volunteer

General Inquiries Line: 905-713-1818 | Email: info@auroraculturalcentre.ca

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