



Wellsprings

Care Plan 2033

Preview Edition
Plain English



Preface

i. Credits

Edition

Preview Version 1.0 (Dec 2024)



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ii. Contents

Preface	2
1. Purposes	12
2. Promises.....	15
3. Priorities	19
4. Paths.....	24
5. Ponds	27

iii. Definition

Wellspring *noun*

1. The head or source of a spring, stream, river;
fountainhead.
2. A source or supply of anything, especially when
considered inexhaustible: *a wellspring of affection.*

iv. Welcome

Make change. Give care.

Hiya. Bonjour. Aaniin. Atelihai.

Welcome to Wellsprings, ArtsPond's first-ever Care Plan for our second decade until 2033. This plan introduces 20 connected ideas and goals that we will work on together with caring and creative people from all walks of life.

For us, wellsprings are powerful symbols of the benefits of big social changes and real community care. In these challenging times, wellsprings remind us of the importance of lasting change and the need to support one another. Like streams that slowly shape stones, or pools that sustain life through the seasons, we believe that creativity and care in arts and culture can break down barriers and support wellbeing in different communities.

This plan is both a guide and a creative vision for a caring and thriving future. Right now, this version of the plan focuses on our dreams. In the coming days, we will share more details about the steps we are taking, including plans for programming, funding, staffing, and more.

This plan is designed to stay flexible and grow with the changing needs of our communities. As a living document, we welcome your ideas to help us strengthen our connections and stay responsible to the needs of the people we serve.

Together, we can create a world full of opportunities and possibilities.

Jessa Agilo

Founder and CEO

ArtsPond / Étang d'Arts

v. Accessibility

Over time, we will provide this plan in different languages and formats. Each format will use either Fluent English or Plain English, depending on what is suitable. Other languages will be offered in specific formats as needed.

They include:

Languages

- Fluent English
- Plain English
- Français courant
- Français simple
- American Sign Language (ASL)
- Langue des signes Québécoise (LSQ)
- Cree
- Inuktitut
- Ojibwe

Formats

- Full text with images (EPUB, PDF, HTML)
- Full text without images (EPUB, DOCX, DAISY)
- Summary with images (EPUB, PDF, HTML)
- Summary without images (EPUB, DOCX, DAISY)
- Audio (MP3)
- Video (YouTube)
- Described video (YouTube)
- Braille (BRF, BRL)

You are currently reviewing the Plain English edition, full text with images (PDF).

vi. Acknowledgements

Indigenous land acknowledgement

We respect the traditional lands of Indigenous peoples who have cared for what is now called Canada for many generations.

From our office in Tkaronto (Toronto), we are thankful to live and work on the ancestral lands of the Anishinaabeg, Chippewa, Haudenosaunee, Huron-Wendat, and Mississaugas of the Credit. These lands are part of Treaty 13 and the Dish with One Spoon Wampum Covenant. Today, they are also home to many Indigenous peoples, including First Nations, Inuit, and Métis communities.

We recognize Indigenous peoples as the caretakers of Turtle Island (North and Central America) and honour their traditions, cultures, and histories in all areas of life, including online. We also recognize the harm caused by colonialism, including the loss of lands, languages, and traditions.

Arts and culture can help with healing and undoing the harm of colonialism. We promise to support Indigenous independence, decision-making, and self-governance. We will follow the recommendations of the Truth and Reconciliation Commission and stand with Indigenous-led efforts like Land Back and financial support for residential school survivors.

We will work for a future where Indigenous and non-Indigenous communities grow and succeed together. We also promise to respect Indigenous rules and practices in our work online.

African ancestral acknowledgement

We honour African ancestors, including those who came by choice and those forced here through slavery. Their strength and contributions have shaped our communities and culture in important ways.

We know that anti-Black racism, unfair treatment, and violence still affect Black communities today. These problems come from colonialism, capitalism, and white supremacy. They show up in schools, healthcare, and the justice system, where Black people often face more harm.

Arts and culture can help fix these problems, lift up Black voices, and celebrate Black achievements. We promise to support Black-led efforts like Black Lives Matter and create spaces where Black people and communities can grow and succeed.

Deaf and disability acknowledgement

We honour the contributions of D/deaf and Disabled communities, whose creativity, traditions, and perspectives make our culture and society stronger. Their leadership in building care, connection, and accessibility inspires us all.

We recognize the harm caused by ableism, audism, and other types of discrimination that have excluded D/deaf and Disabled people from public life and decision-making. These systems have created barriers to education, jobs, healthcare, and being fully included in society.

Arts and culture have the power to amplify D/deaf and Disabled voices, build connections, and fight stigma. We are committed to making these spaces accessible and fair for all. We will follow the principles of Disability Justice, Deafhood, and Deaf Gain to help everyone thrive. We also promise to take an intersectional approach to equity and justice. This means understanding how race, gender, and other identities overlap with D/deaf and Disabled experiences, including how harm can be greater for those at these intersections.

2SLGBTQIA+ acknowledgement

We honour the contributions of 2SLGBTQIA+ people, including Two-Spirit, Lesbian, Gay, Bisexual, Transgender, Queer, Questioning, Intersex, Asexual, and other gender and sexually diverse communities. Their strength, creativity, and leadership have enriched our culture and helped build greater inclusion, fairness, and justice for everyone.

We recognize the harm caused by systemic discrimination, homophobia, transphobia, and the erasure of 2SLGBTQIA+ identities and histories. These injustices continue in many areas, such as healthcare, education, jobs, and public safety. They often affect people more deeply at the intersections of race, ability, class, and Indigeneity.

Arts and culture can celebrate 2SLGBTQIA+ voices, keep histories alive, and build understanding and connection. We are committed to creating safer and welcoming spaces, supporting 2SLGBTQIA+ leadership, and advocating for a world where everyone can freely express who they are and thrive.

Women, trans, and non-binary acknowledgement

We honour the vital contributions of Women, Trans, and Non-binary people in shaping Canada's arts and culture. Their creativity and leadership challenge the barriers created by sexism, transmisogyny, and colonial ideas about gender. These barriers often have the greatest impact on people who also face racism, Indigeneity-based discrimination, classism, or ableism.

Movements like #MeToo, Trans Day of Visibility, and Gender Equity in the Arts have been important for advancing fairness and amplifying voices that have long been silenced. We are committed to supporting these and similar efforts by creating inclusive spaces, addressing unfair systems in leadership and funding, and celebrating the work of Women, Trans, and Non-binary people in all areas of arts and culture. Together, we aim to build a cultural landscape that is fair, diverse, and thriving, where everyone can create and succeed freely.

Youth acknowledgement

We believe that young people play a crucial role in leading and supporting positive change and care in their communities. We are constantly inspired by youth who are working to create healthy, fair, and sustainable environments in their neighbourhoods, online, and in the world around them.

We are committed to supporting the dreams of young Canadian changemakers, including artists, creators, designers, entrepreneurs, technologists, leaders, planners, environmentalists, economists, politicians, educators, and many others.

To do this, we promise to hire more young people in our organization to help amplify their voices and ideas. We will support youth-led projects that focus on innovation and fairness, and offer professional development opportunities that meet the unique needs and goals of young people. We also promise to create spaces for youth to lead discussions and influence decisions, while celebrating the creative contributions of youth in all areas of society.

We pledge to listen closely to young people and let their insights guide us toward positive change, every day.

vii. Plan summary



PURPOSES

We guide positive change and provide care with creative people of all kinds.



PROMISES

We commit to work with diverse groups at every opportunity to ensure fairness for all.



1 Deepen belonging



2 Strengthen inclusion



3 Celebrate diversity



4 Boost equity



5 Enable access



PRIORITIES

We aim to reduce instability, boost prosperity, and protect the environment.



6 Increase service



7 Expand support



8 Energize care



9 Empower change



10 Promote justice



PATHS

We bring together changemakers and caregivers to work towards shared goals.



11 Encourage creativity



12 Boost learning



13 Connect communities



14 Build platforms



15 Amplify stories



PONDS

We cultivate creative wisdom and wellbeing in all realms of life.



16 Sustain authenticity



17 Empower innovation



18 Preserve vitality



19 Realize hope



20 Honour legacy

1. Purposes



**We guide positive
change and provide
care with creative
people of all kinds.**

Goal

Our goal is to support and grow thriving ecosystems of care in every part of life by using the wisdom and creativity of arts and culture.

Dream

Our dream is to empower artists and other creatives from the margins to lead deep social change and real community care, both within and beyond their usual spaces.

We bring this vision to life by helping creatives of all kinds overcome the challenges and crises that hold them back. By doing this, we aim to increase their ability to create springs for wellbeing with everyone.

Approach

Our approach is to build stronger communities and support wellbeing by sharing knowledge, creating systems, and providing spaces for creativity and care in both human and natural life.

We work with artists, curators, educators, producers, and other creative people from across Canada and beyond. Together, we respond to the challenges that make individuals and communities more vulnerable.

We focus on understanding and solving the root causes of instability. These include problems related to space, society, the environment, the economy, digital access, disability, and more. Our goal is to promote fairness and support caring, thriving cultural systems, working alongside other social impact movements.

For example, following the United Nations' Sustainable Development Goals for 2030, we have used arts and culture to address urgent issues like gentrification, digital access, unfair treatment at work, the effects of the pandemic, and social injustices such as racism, colonialism, and ableism. In the future, we also aim to support creative solutions to environmental problems, including the climate crisis and protecting freshwater.

Seeds for change

We focus on four values, attitudes, beliefs, and actions that help creatives make positive social change. These are:



Create

Using the power of art to bring people together and make life better for everyone.



Engage

Making sure everyone has fair access to creative opportunities and success.



Share

Believing in the importance of sharing cultures to build strong and healthy communities.



Care

Supporting actions that create caring and supportive spaces in all areas of life.

Theory of care

We believe four steps can help build vibrant cultures of care in and beyond the arts. These steps are:



If

We build strong, trust-based relationships between people working for change and those providing care.



And

Support cooperative efforts that promote fairness, prosperity, and wellbeing for people and communities who deserve justice.



Then

Healthy communities and sustainable ecosystems can grow and improve in all areas of life.



Where

Creatives of all kinds are valued as essential leaders who connect and strengthen all living things through deep social change and real community care.

2. Promises



**We commit to work
with diverse groups at
every opportunity to
ensure fairness for all.**

Promises

We commit to strengthen fairness at every opportunity in allyship with justice-deserving communities. We will do this by empowering Belonging, Inclusion, Diversity, Equity, and Access (BIDEA) in everything we do. This includes:



Deepen belonging

We promise to strengthen human connections and acceptance, especially with 2SLGBTQIA+ and Women, Trans, Non-binary people. This will improve personal wellbeing and collective spirit.

We promise to strengthen belonging by building connections and acceptance with justice-deserving groups from diverse backgrounds. We believe belonging is essential and aim to create spaces where everyone feels valued and supported. This helps improve individual wellbeing and strengthens the community as a whole.

This commitment is especially important in our work with 2SLGBTQIA+ people and Women, Trans, and Non-binary individuals, who have often faced barriers to acceptance. By focusing on their experiences, we work to address inequities and create spaces where people can be themselves without fear of discrimination.

As an organization founded and led by Trans, Queer, and Women leaders, we are deeply committed to fulfilling our promises to these groups in real and meaningful ways. Through this work, we honour our beginnings and help build a fair and more caring society.



Strengthen inclusion

We promise to strengthen inclusion by welcoming and embracing different perspectives, particularly from Youth, Newcomers, Francophones, Sign language, and other language minorities. This will enhance empathy and create more opportunities for storytelling and shared understanding.

We promise to strengthen inclusion by welcoming and valuing different perspectives from justice-deserving groups of all kinds. We recognize that inclusion enriches communities and are committed to cultivating collaboration and understanding while removing barriers to build stronger, more connected communities.

This commitment is especially important in our work with Youth, Newcomers, Francophones, Sign Language (D/deaf) users, and other language minorities who are often underrepresented in arts and culture spaces. By

prioritizing the voices of these groups and others, we aim to amplify their contributions, create fair opportunities for involvement, and build a more caring and understanding society.

As our Founder approaches retirement, we are focused on addressing gaps and ensuring a smooth leadership transition. We are building stronger connections with the next generation, especially those from non-English backgrounds, including Francophones and Sign Language users. By doing this, we aim to create a more inclusive culture where everyone can succeed and feel valued, no matter their background.



Celebrate diversity

We promise to celebrate diversity in human identities, experiences, and cultures, especially with Indigenous, Black, and other racialized people of color. This will increase unity, solidarity, safety, and healing.

We promise to honour and celebrate the diversity of human identities, experiences, and cultures with justice-deserving groups of all kinds. We believe authentic representation is important and strive to build solidarity and allyship where diversity is embraced as a source of pride and strength.

This commitment is especially important to our work with Indigenous, Black, and other racialized people of colour who have faced oppression and erasure in many areas, including arts and culture. By focusing on their stories, we aim to challenge harmful stereotypes, address injustices, and support solidarity, safety, and healing.

As a white settler-founded organization, we recognize our colonial power and privilege. We are committed to using this power to help dismantle the systems of oppression it is built on. We work to build a diverse team and support movements like Black Lives Matter, while advancing the Truth and Reconciliation Commission's calls to action. This approach will strengthen our organization and ensure our work aligns with our values, helping to create a more fair and caring society.



Boost equity

We promise to boost equity by ensuring justice, fairness, and equality, particularly for Outside the Core and Low-income communities. This will improve representation and participation.

We promise to promote equity by ensuring fairness and inclusion for justice-deserving communities in our society. We see equity as a fundamental human right and strive to create spaces where everyone, no matter their background, identity, or income level, can fully participate in and benefit from arts and culture.

This commitment is central to our work with groups such as Outside the Core and Low-income communities across artistic, creative, and cultural industries. Outside the Core includes people living and working in suburban, rural, and remote areas. Low-income groups include families, gig workers, and small to mid-sized organizations. Recognizing the challenges they face, we are dedicated to breaking down barriers and building pathways for greater inclusion through stronger representation, social justice, and economic opportunities.

With several staff members who have lived or currently live in rural areas, we deeply value and remain committed to supporting the cultural and economic vitality of communities outside urban centres. This commitment drives our efforts to ensure that all communities can thrive, regardless of their location or financial situation. We also stand firmly in support of improving the livelihoods and cultural contributions of gig workers and other low-income groups.



Enable access

We promise to enable access by providing ample resources and opportunities, especially with D/deaf and Disabled people. This will increase innovation and care.

We promise to improve access by providing resources and opportunities for everyone. We believe access is essential and affirm the worth and dignity of all people, regardless of ability, disability, or access needs.

This commitment is especially important in our work with D/deaf and Disabled individuals, who often face barriers such as physical, communication, financial, and informational challenges, as well as issues with representation and attitudes. We aim to overcome these barriers by improving accessibility, cultivating inclusivity, and supporting the needs of D/deaf and Disabled people. By doing this, we believe we can strengthen creativity and innovation, ensuring everyone can fully participate and share their unique talents and ideas.

As a disability-founded and led organization, we are dedicated to embedding accessibility and disability-centred thinking in everything we do, including our hiring practices. This involves engaging directly with D/deaf and Blind people and expanding our support for those with physical, developmental, mental health, neurodiverse, chronic pain, or other disabilities. Our goal is to create a space where everyone feels valued and empowered, building a truly accessible, inclusive, and creative community.

3. Priorities



**We aim to reduce
instability, boost
prosperity, and protect
the environment.**

Priorities

Our goals are to solve personal and global problems in all areas of life in ways that are inclusive, fair, and respectful to communities that deserve care and justice. We want to improve well-being and protect the environment by using arts and culture to create positive social change. We also aim to create meaningful care for communities in both human and natural environments, including:



Increase service

We want to make it easier for people who need care to access important services by making sure they are safe and secure. We will do this by working together to create resources that are easy to use and offering affordable services. This will help strengthen creativity and economic stability.

As service providers with lived experience needing care or support, we want to make it easier for creatives to access essential services, especially those struggling to meet basic needs in an uncertain world. This includes helping low-income families, gig workers, and small to mid-sized groups in the arts, creative, and cultural fields. Our work focuses on solving immediate problems and supporting long-term growth and strength.

In the short term, we will work together to create affordable, easy-to-use services like free digital tools for managing money, finding knowledge and resources, and connecting creatives to basic services such as food, healthcare, and education. These actions will help meet urgent needs and provide a sense of security.

In the long term, we will offer workshops, training, and mentorship programs to support mental health, creativity, and financial independence. We will also create free learning tools to help people lower their impact on the environment and reduce the harm caused by creating and producing goods.

Overall, our goal is to help creatives become independent, earn a living, and grow their creativity. This will allow them to move from needing care themselves to supporting their communities. In doing so, they will build stronger, lasting economic and environmental stability.



Grow support

We want to increase the availability of community support by protecting important free resources and volunteer networks. This will lead to greater shared strength and participation.

As caretakers or protectors of care, we want to broaden the impact of community support, making it available to everyone involved in arts and culture across Canada and beyond. This includes protecting essential resources like free or donated goods, services, and volunteer networks that enable fair and inclusive participation for groups deserving equity and justice.

In the short term, we will support creative activities, strengthen cultural ecosystems, and build open platforms where people needing care and those providing care can connect and share. Our key goals include increasing access to peer support, maintaining fair partnerships, and ensuring that the benefits of creative care last for future generations.

In the long term, we will improve access to resources driven by volunteers and address broader issues such as managing abundance and scarcity in the arts and culture sectors. We will also focus on urgent matters like the climate crisis. By using technology, we will make processes easier, expand access to care, and create networks of mutual support for gig workers and small businesses. Additionally, we will help communities produce and share free educational materials through the Creative Commons, making important knowledge widely available.

Overall, our goal aim is to create fair and supportive systems that encourage new ideas, strengthen community ties, and ensure well-being while protecting the environment.



Energize care

We want to increase the value and benefits of care by supporting caregivers with ongoing contributions and improved opportunities for professional growth. This will lead to a greater sense of purpose and meaning in life.

As caregivers or providers of care, we want to restore and highlight the importance and benefits of caregiving in arts and culture. We focus on making the social value of care central to all our efforts with, by, and for communities that deserve fairness and justice.

In the short term, we will support caregivers through professional development and capacity-building initiatives such as paid fellowships, residencies, and mentorship programs. By creating accessible spaces for caregivers to share ideas and practices, we will build supportive networks that celebrate diverse caregiving methods. These efforts will enhance well-being, inclusivity, and a sense of connection, helping caregivers feel appreciated and supported.

In the long term, we will make caregiving a core part of cultural growth by working with communities to design systems that sustain and expand caregiving contributions. This will include funding opportunities, community awards, and educational programs to preserve caregiving traditions while fostering creativity and innovation. Collaborations with policymakers and community leaders will ensure caregiving is recognised as an essential societal value. We will also broaden caregiving practices to include care for the environment, supporting artists and creative workers in addressing environmental challenges.

Overall, our goal is to provide creative caregivers with the resources, recognition, and opportunities they need. By doing this, we will enrich the role of care, promote fairness, and build communities where life has greater meaning while advancing both social and environmental sustainability.



Empower change

We want to unlock the potential for social change by addressing injustice, encouraging understanding, and bringing people together to take action. This will lead to greater wellbeing and care for both human and natural life.

As caremakers or builders of care, we want to enhance the power of arts and culture to drive meaningful social change by making care the foundation of all we do with, by, and for communities that deserve fairness and justice. By empowering creatives to lead in care, we seek to confront injustice, foster understanding, and unite communities in collective action.

In the short term, we will equip caremakers with the tools, training, and opportunities they need to address social issues. This includes building solidarity, amplifying voices that are often overlooked, and designing inclusive solutions to combat inequities. Collaborating with community leaders will ensure these efforts are equitable and impactful.

In the long term, we will strengthen ties between care-focused social movements, both within and beyond arts and culture. Artists and other creatives will be supported to lead transformative solutions to personal and global challenges. They will be acknowledged as innovators who bring fresh, powerful ideas. Their efforts will inspire creativity, fortify communities, and spark meaningful change for both people and the planet.

Overall, our goal is to empower creative caremakers to lead social progress, create shared wellbeing, and nurture a culture of care that promotes the health of both people and the environment.



Illuminate justice

We want to advance systemic justice by creating policies and practices that support fairness, diversity, and sustainability. This will lead to greater justice and increased innovation.

As careshapers or architects of care, we want to harness the creativity and insight of arts and culture as powerful tools to advance justice and foster innovation with, by, and for communities deserving fairness and equity. Through partnerships with creative leaders and advocates, we work to redesign policies and practices to promote fairness, diversity, and sustainability.

In the short term, we will concentrate on dismantling unjust systems and opening new paths for positive transformation. This includes amplifying voices that are often unheard, learning from historical injustices, and prioritising sustainability in urban, digital, and natural spaces. Our efforts will enhance access to opportunities and strengthen solidarity, creativity, and well-being in diverse communities.

In the long term, we will establish a flexible and enduring framework to support an expanding network of careshapers in Canada and beyond. This will involve moving beyond a traditional not-for-profit structure to include affiliated organizations such as charities, social enterprises, and cooperatives. These models will help secure varied funding sources, expand justice-centred initiatives, and ensure lasting impact.

Overall, our goal is to empower careshapers to transform systems, advance equity, and broaden access to justice and opportunities. By achieving this, we seek to inspire meaningful innovation and drive progress across human and natural ecosystems.

4. Paths



**We bring together
changemakers and
caregivers to work
towards shared goals.**

Paths

Our plan is to build a society where artists and creators in arts and culture are valued and supported as leaders and partners in creating positive change and care. We focus on working with, by, and for groups that deserve fairness and justice. Here are the paths we are following:



Encourage creativity

We plan to encourage creativity by working with artists, makers, and creators through activities that help people work together and share ideas. This will lead to new ways of creating and experimenting in arts and culture.

Our plan is to develop and host co-creation labs, residencies, creative projects, community workshops, and training programs. These activities will help artists and creators build strong careers while working on projects that make life better for their communities.

We also want to guide creators toward earning fair incomes and making positive changes in their communities. Our focus is on helping them learn, experiment, and design new opportunities that allow them to lead local and global social impact projects.



Boost learning

We plan to help teachers, curators, and caretakers in arts and culture build their skills and share knowledge. This will help strengthen connections and learning across the creative community.

Our plan is to develop and host fellowships, internships, mentorships, skill-building workshops, and creative research projects. These activities will create learning opportunities that support teachers, curators, and other caretakers in arts and culture in finding better ways to solve community problems.

We will also provide tools and resources to encourage new and thoughtful approaches to care within arts and culture and beyond. Our aim is to help both creators and caretakers become leaders in creating positive change in their communities.



Connect communities

We plan to connect people who manage and organize creative projects so they can share resources across different places, cultures, and types of work. This will create a more connected and active arts and culture sector.

Our plan is to build collective resource-sharing programs, mutual aid networks, and maps that show where help and innovation are happening. These efforts will connect people working in arts and culture to each other and to justice-focused groups in other areas.

We will focus on supporting sustainable growth and deep collaboration to create balance between innovation and care. This will help the arts and culture community make a positive difference in the world.



Build platforms

We plan to build tools and systems that help solve problems like instability and unfairness in people's lives. This will make it easier for everyone in the creative community to have their voices heard and access resources.

Our plan is to create platform cooperatives, open-source tools, cultural land trusts, and accessibility tools that are based on care. These systems will support collaboration, fairness, and opportunities for all members of the creative community.

By building these tools, we will create systems that are fair, sustainable, and inclusive, allowing more people to succeed and thrive in the creative world.



Amplify stories

We plan to help people and communities share their stories and experiences in ways that encourage understanding and positive change.

Our plan is to provide opportunities for underrepresented groups to share their perspectives on what fairness and care mean to them. We will create storytelling platforms, host discussions, and support projects that highlight the voices of impacted groups.

These stories will help build a culture of understanding and inclusion. By amplifying these voices, we hope to inspire meaningful change and action in arts and culture and beyond.

5. Ponds



**We cultivate creative
wisdom and wellbeing
in all realms of life.**

Ponds

We are committed to using arts and culture to create spaces that support well-being in five interconnected areas of life. These areas reflect our dedication to creating environments that uplift diverse perspectives and experiences in meaningful ways:



Sustain authenticity (in real life)

We work to build real, authentic connections between people by creating spaces that nurture trust among diverse groups across Canada.

Trust is essential for strong communities, but it only forms when people feel safe, valued, and respected. Without trust, it is difficult to address social inequities or create inclusive environments.

Our goal is to create spaces that build trust between diverse groups in Canada, helping authentic connections grow. Using wisdom from arts and culture, we support trust-building activities at local, regional, and national levels.

We will begin with small storytelling circles that promote safety and healing within local groups. As trust grows, we will co-create larger regional gatherings that foster understanding, collaboration, and empathy. We also encourage casual, unplanned interactions that connect diverse communities in meaningful ways. This gradual process will lead to national exchanges that strengthen respect and mutual understanding across different communities.

Through these efforts, we aim to create environments where genuine connections thrive, promoting inclusivity and understanding throughout Canada.



Empower innovation (in virtual life)

We work to support creativity and innovation in virtual spaces by promoting the responsible use of digital tools and infrastructure for gig workers and low-income groups locally and globally.

Virtual spaces offer new opportunities for breaking barriers in arts and culture, but they also come with challenges such as privacy concerns and the misuse of technology. By addressing these challenges, digital tools can help strengthen economic independence, improve social inclusion, and spark innovative thinking.

Our goal is to create environments where digital technology is used ethically and responsibly. Guided by arts and culture, we will work with gig workers and low-income groups in Canada and beyond to build digital tools, close skill gaps, and expand access to technology.

We will advocate for digital practices that protect privacy, ensure fairness, and benefit everyone. By creating inclusive digital spaces, we aim to celebrate diversity and promote equitable opportunities for all.



Preserve vitality (in natural life)

We work to protect the natural world by using arts and culture to inspire actions that safeguard all living things from environmental threats.

Nature provides the air we breathe, the water we drink, and the food we eat. It also offers inspiration and connection. Protecting biodiversity is essential for maintaining healthy ecosystems that regulate the climate and support life.

Our goal is to use arts and culture to encourage environmental care and action. We will highlight environmental themes in creative projects, helping communities engage in meaningful conversations about their relationship with nature.

We also recognise the environmental impact of arts and culture, such as resource consumption and pollution. To address this, we will promote sustainable practices like using renewable energy and water-saving technologies. Through education and creative initiatives, we will inspire people to live sustainably and ensure the vitality of natural life for future generations.



Realize hope (in dream life)

We work to inspire hope by empowering communities to imagine and create better futures where care is at the centre of life.

Hope fuels creativity and purpose. Free from daily pressures, dreams offer a space to imagine new possibilities, make sense of difficulties, and focus on positive values.

Our goal is to work with justice-deserving communities to create aspirational futures through the power of imagination. We will support creative conversations, provide platforms for sharing artistic and cultural stories, and develop projects that inspire hope and positive action.



Honour legacy (in ancestral life)

We work to honour those who preserve and share the wisdom, traditions, languages, and cultures of our ancestors, ensuring they remain vibrant for future generations.

Ancestral wisdom shapes our identities and connects us to generations before and after us. Caring for these legacies strengthens continuity and pride over time.

Our goal is to support communities in preserving and sharing their cultural heritage. We will ensure that representations of legacy are accurate and respectful, avoiding cultural appropriation and seeking consent for using cultural symbols or stories.

We will implement sustainable practices to protect cultural heritage and educate the public about diverse histories and traditions. This includes compensating community members fairly, supporting language preservation, promoting intergenerational learning, and addressing past harms through reparative actions.

