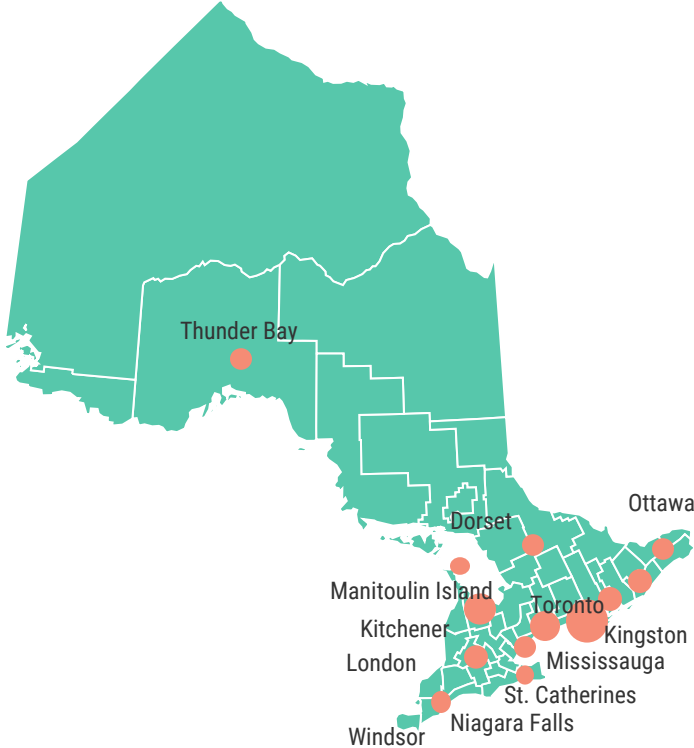


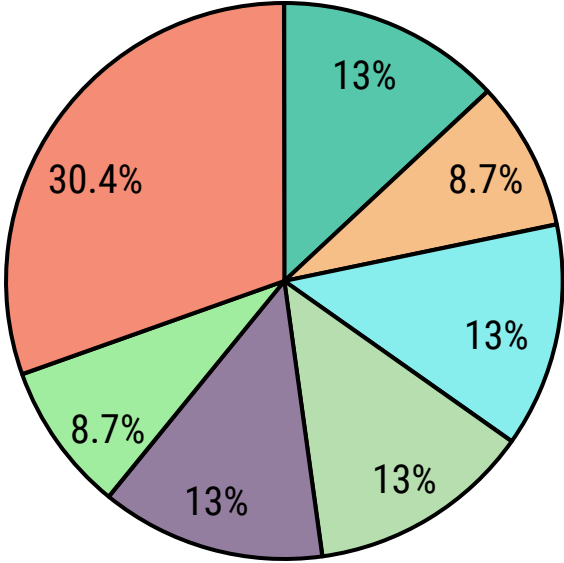
GROWING EARNED REVENUE MENTORING PROGRAM

- 1 year mentorship program focused on earned revenue
- 33 applicants from arts & heritage organizations in Ontario applied to participate and receive mentorship
- 21 organizations were accepted into the program

PARTICIPANTS FROM 12 CITIES

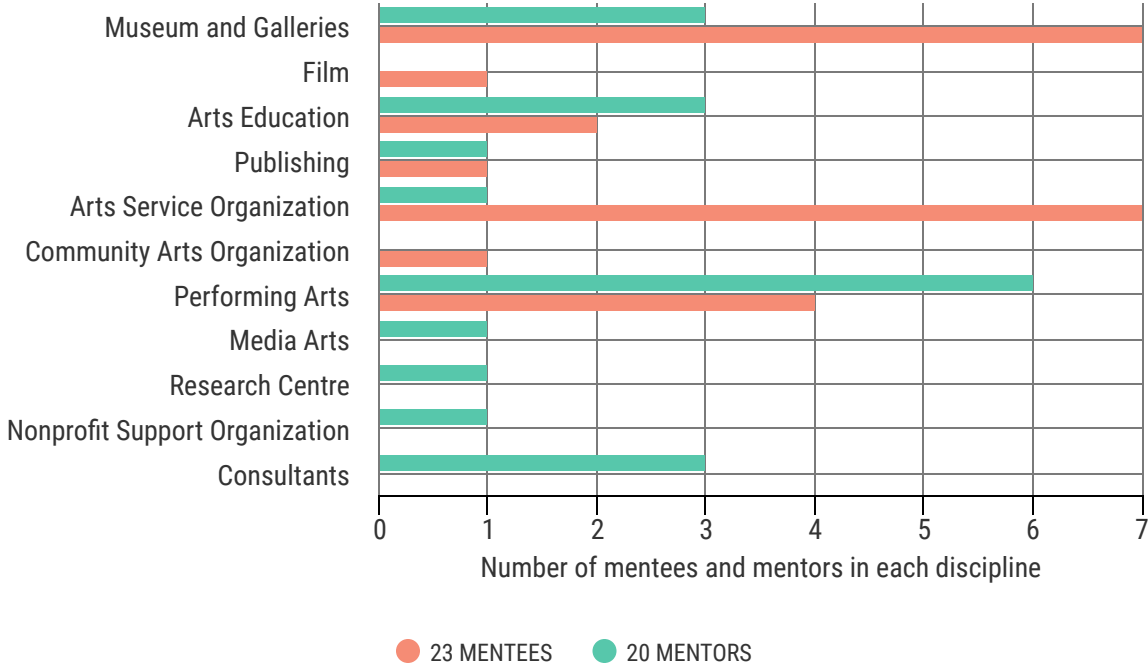


EARNED REVENUE AREAS



- Ticket Sales
- Merchandise Sales
- Membership sales
- Rental space Sales
- Fee-for-Service
- Retail Sales
- Other

PARTICIPANTS' DISCIPLINES

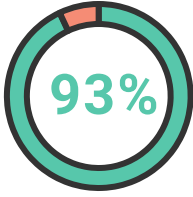


- Mentors and mentees met up to **3 hours** a month either in-person, over the phone, or online
- All participants networked at the **kick-off workshop** and the **wrap-up event** in Toronto

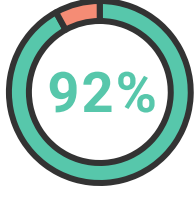


Participants found the mentoring process to be:

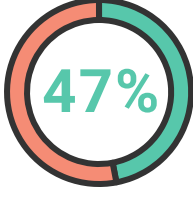
- A positive experience
- An effective learning tool



Mentors said program helped build their leadership skills



Mentees indicated that they were able to address their proposed learning objectives during the mentoring period



Mentees reported an increase to their earned revenue activities over the course of the program