



# Connected Communities

**Today, only one one-in-three North Americans feel connected to their community.\***

The reasons people feel disconnected are different for everyone and every community. They can be influenced by external factors, such as technology, urbanization and migration; and within a community, being able to access events and cultural institutions that are affordable and inclusive can impact how people feel - and participate.

We believe when people are included and empowered to participate in their community, good things happen. That's why we're committed to **helping increase access to the opportunities people need to participate and feel a sense of belonging in their community.**

This is how we are helping.

**THE  
READY  
COMMITMENT**

\* A TD commissioned survey led by Proof in 2018.

## Connected Communities

Increase access to the opportunities people need to participate and feel a sense of belonging in their community.

|                                          | Shared Experiences                                                                                                                                                                                                                                                                                                                                           | Arts and Culture                                                                                                                                                                                                                                                                                                                                            | Local Needs                                                                                                                                                                                                                                                                                                                                                                                                                            |
|------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Focus Area</b>                        | Increase access to events and activities that more people can participate in.                                                                                                                                                                                                                                                                                | Amplify all voices in arts and culture by supporting initiatives that reflect diverse voices and professional development opportunities for emerging artists and professionals facing barriers to the sector.                                                                                                                                               | Support initiatives that will help groups vulnerable to social isolation build connections in their community.                                                                                                                                                                                                                                                                                                                         |
| <b>Goal</b>                              | <ul style="list-style-type: none"> <li>• People participate in events and activities that bring diverse people together.</li> </ul>                                                                                                                                                                                                                          | <ul style="list-style-type: none"> <li>• An increase in art &amp; culture initiatives that reflect new, under-represented and diverse voices.</li> <li>• People facing barriers to working in the sector develop direct and relevant experience in it.</li> </ul>                                                                                           | <ul style="list-style-type: none"> <li>• People who may face social isolation are developing connections within their community.</li> </ul>                                                                                                                                                                                                                                                                                            |
| <b>Types of programs we will support</b> | <ul style="list-style-type: none"> <li>• Public-facing music, Pride and ethnocultural events and festivals that will help bring diverse groups of people together to build community cohesion and are free or low-cost to participate.</li> <li>• Ones that increase public access to cultural and public institutions for those facing barriers.</li> </ul> | <ul style="list-style-type: none"> <li>• Public facing art &amp; cultural events and exhibitions that reflect new, underrepresented and diverse voices</li> <li>• Ones that provide professional development opportunities for those facing barriers to work in the sector for artists and professionals in the space</li> </ul>                            | <ul style="list-style-type: none"> <li>• Those that work directly with socially isolated groups and demographics</li> <li>• Ones that aim to build meaningful relationships between participants and community members</li> <li>• Those that help build the capacity of participants to maintain community connections after the initiative ends</li> </ul>                                                                            |
| <b>Preference for those that</b>         | <ul style="list-style-type: none"> <li>• Have a clear evaluation and measurement process to track impact.</li> </ul>                                                                                                                                                                                                                                         | <ul style="list-style-type: none"> <li>• Have a clear evaluation and measurement process to track impact.</li> <li>• Support emerging artists that face barriers to the sector, which are those who self-identify as emerging, are within the first few years of building their career, and are likely to build a viable career with assistance.</li> </ul> | <ul style="list-style-type: none"> <li>• Have a clear evaluation and measurement process to track impact.</li> <li>• Support solitary seniors, veterans, newcomers, or isolated families due to intractable poverty.</li> <li>• Can demonstrate that new and strengthened relationships are formed with community members.</li> <li>• Can demonstrate positive change in one's sense of belonging to their local community.</li> </ul> |