

# Fundraising big part of gallery's work

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With more competition for sponsorship dollars and more local businesses, such as the banks, requiring head office approval to dish out funds, financing a public gallery is not easy.

Since 1979, the Latcham Gallery has been able to operate thanks to donations from the public and organizations, as well as grants and fundraising events.

"We do find a lot of our time and concentration goes into fundraising compared to other institutions in Stouffville, so we would like to have more stable fundraising," said Roz Pritchard, director of Latcham Gallery.

The gallery's budget for this year is \$236,000.

Last year's Big Night Out (see story, opposite page) raised \$14,000. The town is providing \$69,250 in grant money this year, which in part, is via free rent at its Main Street home in downtown Stouffville. The gallery pays the building's utilities.

Other funding sources come from Ontario Arts Council grants, program participant fees,

the annual garage sale, as well as the Beyond Craft Show and Sale, membership fees and the donation box at the gallery entrance.

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"They're all important. There's no donation that's too small," Ms Pritchard said.


The gallery, according to its director, has no plans of becoming privatized in an effort to have more stable funding.

"We're an educational facility first," Ms Pritchard said.

"That would be like the library becoming a book store. We're here to educate people both in a hands-on way and through exhibitions," she said.

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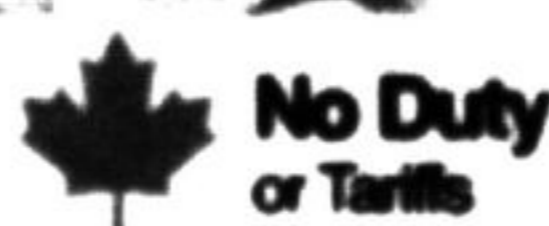
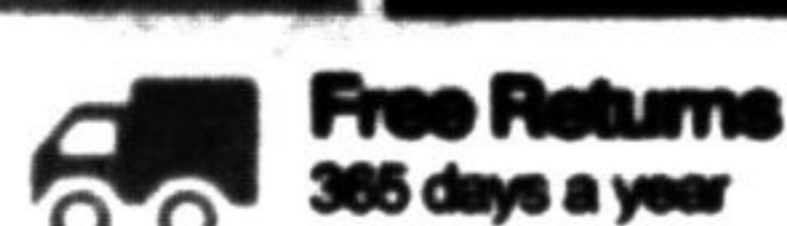
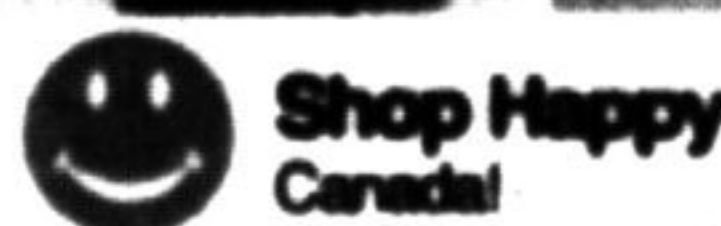
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