

VISION

To inspire communities where the creative voice of every citizen is recognized and valued through its unique contribution in making our city great.

MISSION

To foster "art activism" that creates a common ground for marginalized Calgarians to bridge the gap between socio/economic boundaries by using creative endeavours to promote dialogue, awareness and advocacy.

History and Mandate of TMC

A unique 'arts as the social media' platform, the "This Is My City Society" (TMC) provides Calgary's marginalized citizens with opportunities for creative expression that engage all Calgarians in the dialogue surrounding the issues of homelessness and poverty and the role of art and culture to create more inclusive and vibrant communities.

TMC as a Society was founded upon the foundational work undertaken by the City of Calgary Arts and Culture Division over 2009 to 2010. The one year pilot project of *This is My City* used the arts to connect homeless Calgarians, the agencies working to alleviate homelessness in their lives, and artists looking to mentor with marginalized citizens with the broader community. The year long program focused on creating an inclusive environment where every voice had value that could be expressed through a broad range of medium, from sewing to mask-making, found object art creation to performance arts including singing, theatre and digital story-telling. Wonderfully captured here.....

A primary focus of the City of Calgary's TMC program was to ensure sustainability of the 'arts as a social media' concept as separate and distinct from City activities. The Society was formed through a collaborative undertaking of the artists and the agencies involved in the year long pilot program.

To foster awareness and to create dynamic conversations between all parties, TMC will continue to:

- Use the arts to educate and engage the public about the experience of homelessness and poverty;

- Engage art makers from the homeless community and to provide them with an opportunity for creative expression – increasing self-confidence and esteem;
- Provide opportunities for artist mentorship; and
- Encourage collaboration with a broad range of social service agencies (based in community cultural development);

TMC will continue to provide artistic tools and mentorship to enable homeless art makers to find their creative voices while encouraging marginalized citizens to use their art-making as a conduit for public advocacy and dialogue. It will offer professional development opportunities for artists within the community to participate as artist-mentors as well as opportunities to engage in social enterprise activities that create sustainability options for both the Society and the artists.

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