



V Serve  Canada  
PRESENTS

Living  WITH  
Wellness  
FESTIVAL 2024

# LIVING WITH WELLNESS ARTS FESTIVAL





# V Serve Canada promotes Community Wellness through Holistic Living, Arts & Culture

- Not for Profit Organization totally volunteer driven.
- All programs are free and Inclusive particularly for new immigrants and lower income families.
- Connect communities and foster social connections through holistic living, wellness practices, arts and culture.



# 2024 Annual Glance

## 28K Rolling Audience

LWF welcomed over 28,000 adults, seniors and youth of rolling audience from diverse communities across Greater Toronto and Ontario.

## 100+ Volunteers

LWF was made possible with the help of over 100 volunteers. Special efforts were made to recruit volunteers who were newcomers, youth and international students to give them leadership and community development opportunities.

## 300+ Artistic Collaborators

LWF provided a platform for 300+ artists from a variety of cultural backgrounds, ages and artistic mediums to showcase their talents. Performances included folk dances, cultural martial arts demonstrations and live music from performers as diverse as our audience.

## 1 Million + Broadcast views

In addition to our in-person attendees, LWF was broadcast to over 1 million viewers across 20 media houses. This gave an opportunity to communities across Canada to stay connected and enjoy the event's festivities.



# Challenges – Celebration Square

- 1. ONE DAY INSTEAD OF TWO DAYS**
- 2. INCONSISTENT DATE ALLOCATION EACH YEAR FOR RETURNING FESTIVALS**
- 3. APPROVAL DATE IS GIVEN BY JANUARY WHICH IS LATE**

## Repercussions

- 1 day does not meet the criteria to get funding from Canadian Heritage and other grants which require 2 consecutive days of programming in one location**
- 1 day does not allow the 100+ local community/cultural to perform on stage**
- Issue with sound check being done same day for international celebrity**
- Inconsistent date/late approval makes it increasingly difficult to secure international talent**
- Community Reference Group provides recommendations of which organizations should get Celebration Square or not and whether it should be 1 or 2 days - likely the approvals should be made by staff based on strategic directions/plans of the City**
- Example LWAF request was June 21- 22 but got 1 day May 25. However when we went to Celebration Square to check what was happening on June 21-22 we saw nothing**

# Challenges - Funding through Cultural Festivals & Celebrations Grant

1. 2024 ZERO FUNDS FROM CITY
2. DECLINED THAT OUR MANDATE WAS NOT CLEAR
3. HOWEVER WE RECEIVED \$7,500 IN 2023

## Repercussions

- Could not support our local artists as well help maintain mental health and well-being
- Overall support local economy, promote and city profile
- Promote the local community/cultural orgs. to perform on stage
- Encourage people to access good arts music cultural programming as tools of well-being
- Help creative vision and create work that meaningfully impacts our community

# **Living with Wellness Arts Festival Vision**

- **LWAF is a unique festival bridging arts and culture with health and wellness**
- **Hosted annually in partnership with Trillium Health Partners**
- **Provide creative experiences at grass root level for art wellness to each and every community**
- **Engage local organizations and artists to bring immersive experiences and interactive activities to connect communities and attendees**
- **Provide an innovative programming experience with global celebrity and health professionals**
- **Enhance local economy and tourism and make Mississauga the destination choice festival of Ontario**

# Thank you

In a world which is ever changing and stressful, V Serve Canada's commitment is to connect healthy and vibrant communities through holistic living, arts and culture.

We hope you will join us in our journey in building a connected community for diverse populations, newcomers, immigrants and international students.

## More information:

Anu Srivastava  
Executive Director  
V Serve Canada  
Email: [vservecanada@gmail.com](mailto:vservecanada@gmail.com)  
Mobile: +1 (416) 523 3935



**V Serve  Canada**