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# ExpressArte by Mujeres Omega Foundation (MOF)

2024+

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**Mujeres Omega Foundation** is a non-profit organization dedicated to empowering Hispanic/Latin women through education, leadership, and community-building initiatives. Founded in 2023, the foundation aims to create a supportive and inclusive environment where women can thrive both personally and professionally.

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With a focus on mental wellness, cultural celebration, and social development, Mujeres Omega Foundation offers a variety of programs that address the unique needs and challenges faced by Latina women in Canada. **From mentorship and educational initiatives to creative expression and community-building events**, the foundation works tirelessly to uplift women, strengthen communities, and foster lifelong connections.

The foundation is committed to reducing stigma around mental health, promoting mindfulness, and supporting women as they navigate both personal and professional growth. Through programs like **Mindful Connections, ExpressArte, and Building Bridges**, Mujeres Omega Foundation provides spaces for women to learn, grow, and share their experiences, all while celebrating their rich cultural heritage.

# EXPRESSARTE PROGRAM OVERVIEW:

ExpressArte 2024 was a two-day event aimed at exploring the psychology behind shapes and colors through art, combining canvas painting with Latin music. The event was designed to engage participants in creative expression while promoting mental wellness, mindfulness, and community connection. Sponsored by Alberta Culture Days, this event brought together people from diverse backgrounds to explore artistic expression in a supportive and culturally rich environment.

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The main goal of ExpressArte 2024 was to offer a creative outlet for individuals to explore their inner artist while connecting with the community. Additionally, the event aimed to raise awareness about the benefits of creative expression for mental wellness, reduce the stigma surrounding mental health, and provide an opportunity to celebrate Latin culture through music and art.



The event  
fostered an  
inclusive, supportive  
space for attendees  
to reflect, express,  
and connect.

# KEY HIGHLIGHTS:

01

## Live Performances:

Latin music was provided by Colombian singer Diana Diaz and Mexican violinist Melissa Garcia, enhancing the creative atmosphere.



02

## Canvas Painting Sessions:

Participants engaged in guided painting sessions, exploring colors and shapes in a therapeutic environment.



03

## Community Engagement:

The event fostered an inclusive, supportive space for attendees to reflect, express, and connect.



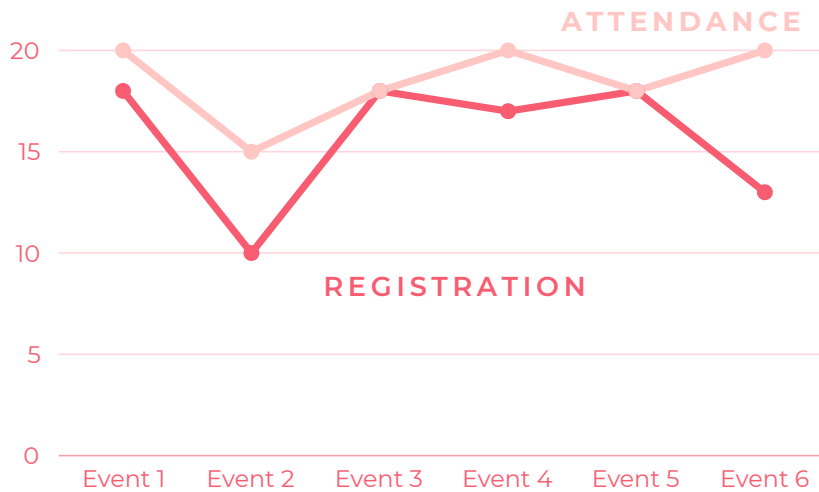
# Attendance and Participation

## Total Number of Participants:

We are pleased to report that we had **96 people register across the six ExpressArte events**, surpassing our original goal of 18 attendees per session. This demonstrates the strong interest and engagement from the community.

## Demographic Breakdown:

- **Age Range:**
  - 16 and older for five of the sessions
  - Kids and their moms for one session, where families joined to explore creativity together.
- **Primary Audience:** Adults interested in mindfulness, creativity, and cultural expression
- **Diversity:** Participants from Edmonton and surrounding areas. The event attracted a diverse group of participants, including women, men, Indigenous individuals, and immigrants from different cultural backgrounds, reflecting the multicultural makeup of the local community and beyond.



- ExpressArte - An Alberta Culture Days Event - Sep 21 at 4:00 PM  
Sep 21, 2024 • 4:00 pm
- ExpressArte - An Alberta Culture Days Event - Sep 21 at 6:00 PM  
Sep 21, 2024 • 6:00 pm
- ExpressArte - An Alberta Culture Days Event - Sep 21 at 8:00 PM  
Sep 21, 2024 • 8:00 pm
- ExpressArte - An Alberta Culture Days Event - Sep 22 at 12:00 PM  
Sep 22, 2024 • 12:00 pm
- ExpressArte - An Alberta Culture Days Event - Sep 22 at 2:00 PM  
Sep 22, 2024 • 2:00 pm
- ExpressArte - An Alberta Culture Days Event - Sep 22 at 4:00 PM  
Sep 22, 2024 • 4:00 pm

105%

An average attendance rate of approximately 105.4% suggests that, on average, each event had more attendees than registrations, indicating strong community interest and engagement.

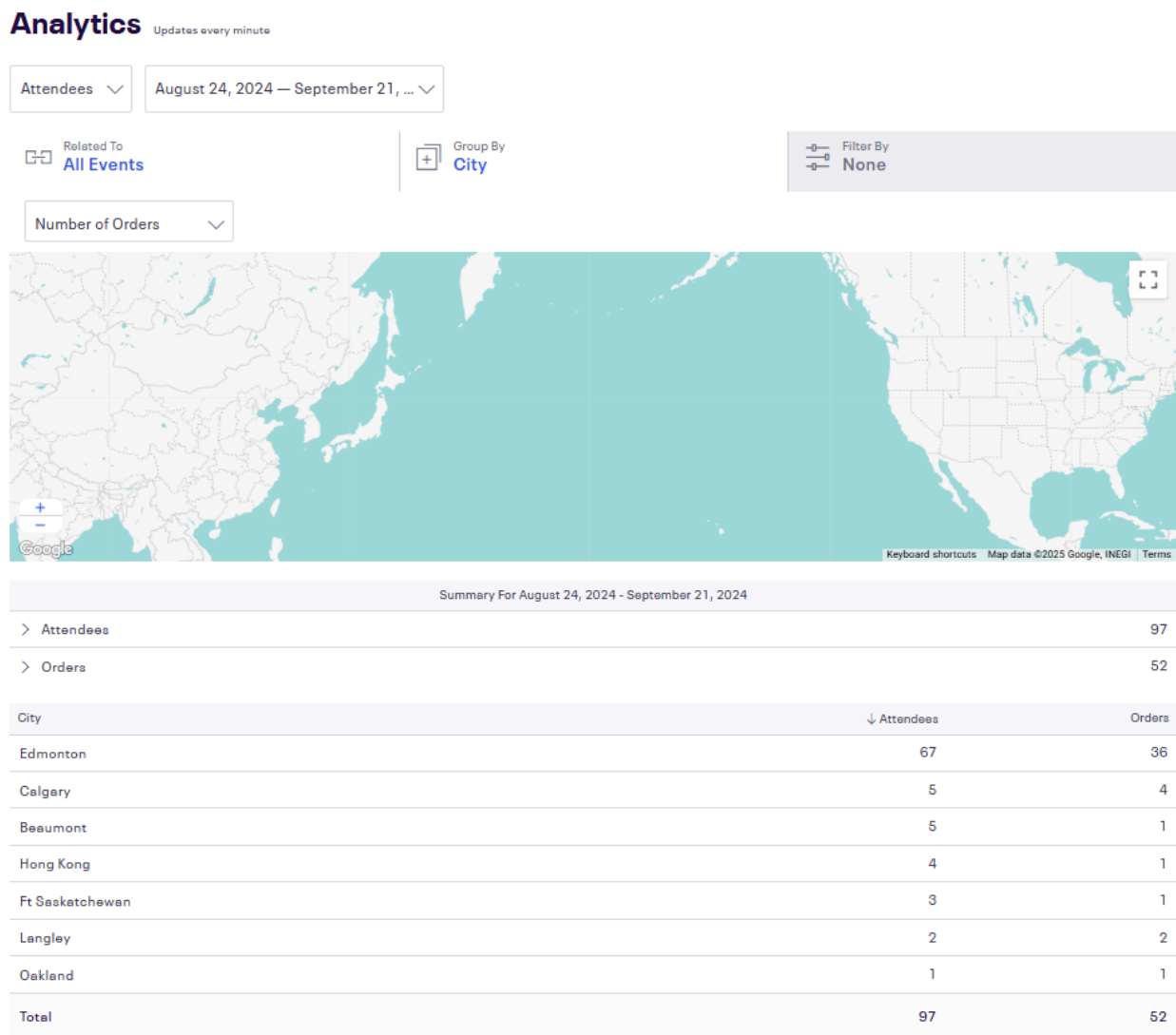


# Registration Process

Participants were required to register online through our **Eventbrite** platform. The registration process was smooth, and each session was almost fully booked. Due to the venue's intimate size, we maintained a strict limit of 18 attendees per session, ensuring a more personal and immersive experience for everyone.

## Attendance Rate:

We successfully met our attendance goals, with full attendance at each event. The following chart, sourced from Eventbrite's analytics, shows that we achieved 97 registrations for the event.



# EVENT ACTIVITIES

ExpressArte 2024 was a vibrant two-day event that seamlessly blended artistic expression with Latin music, offering participants a unique and immersive experience. The event featured a series of engaging activities designed to foster creativity and community connection.

01

## Canvas Painting Sessions:

Participants were guided through painting exercises focusing on shapes and colors, exploring the psychological impact of different artistic elements. These sessions provided a therapeutic outlet for self-expression and mindfulness.

02

## Live Music Performances:

The event featured live performances by Colombian singer Diana Diaz and Mexican violinist Melissa Garcia, who played genres such as salsa, reggaeton, and cumbia. The music enhanced the creative atmosphere, immersing attendees in a culturally rich environment.

03

## Creative Exploration Workshops:

Facilitators led discussions and activities connecting creativity with mental wellness, encouraging participants to explore their artistic abilities in a supportive setting.



# EVENT ACTIVITIES

These activities were thoughtfully designed to promote mindfulness, celebrate Latin culture, and provide a platform for creative expression, contributing to the overall success of ExpressArte 2024.

## 04 Community Art Projects:

Attendees collaborated on community paintings, fostering a sense of unity and shared purpose.

## 05 Interactive Stations:

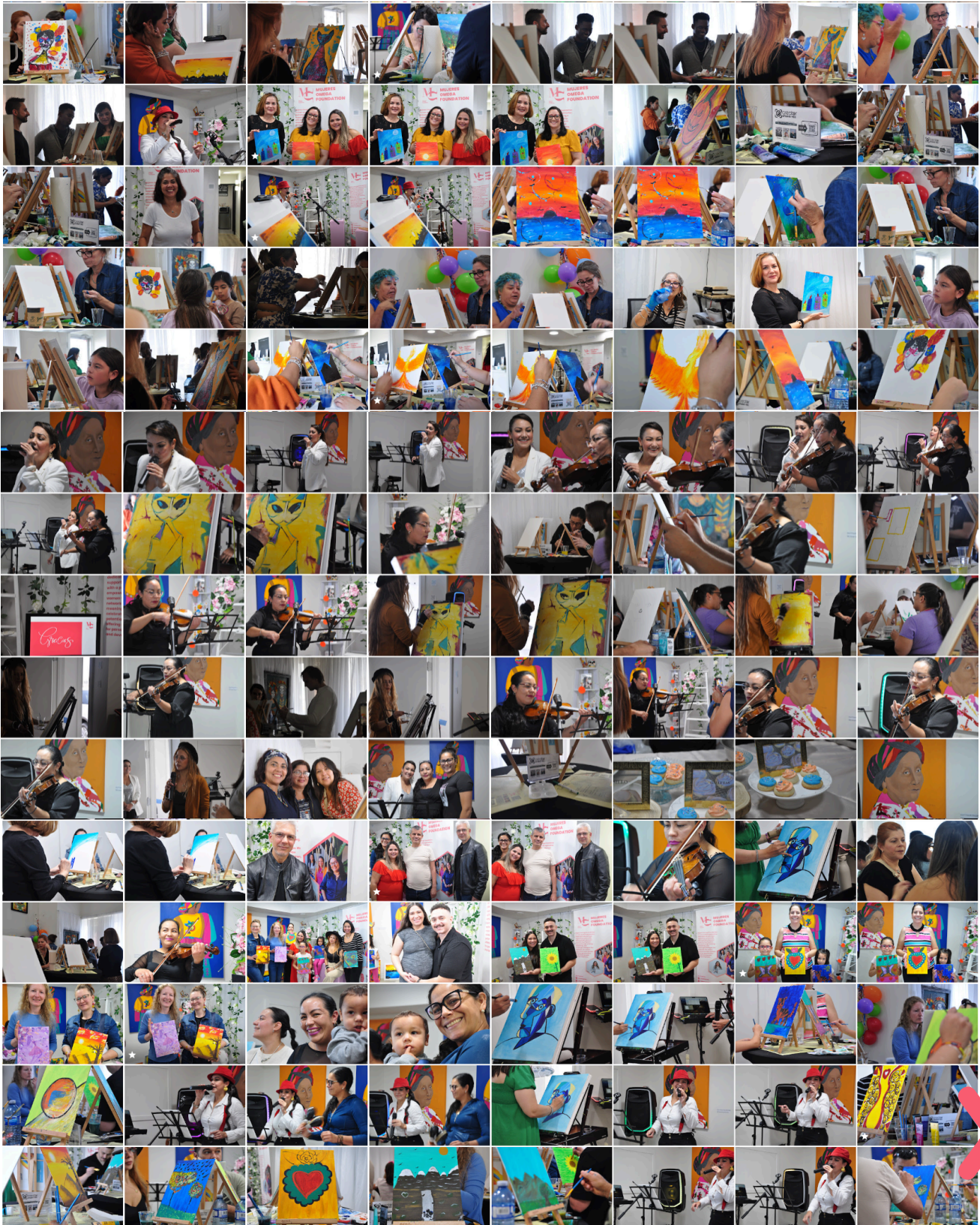
Various stations offered hands-on activities such as jewelry making, tie-dye, and personalized keychains, allowing participants to create tangible mementos of their experience.



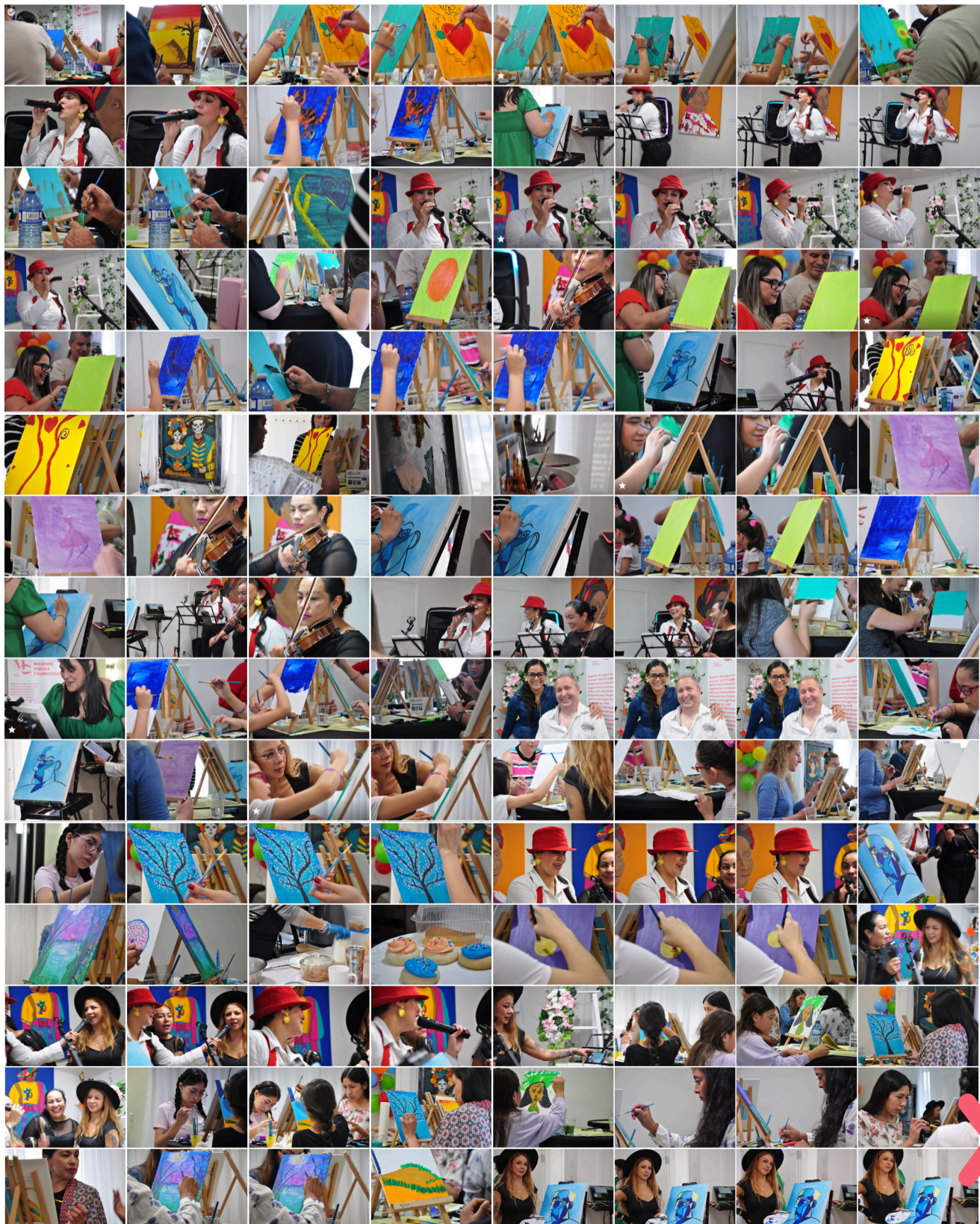
# EVENT PHOTOS



# EVENT PHOTOS



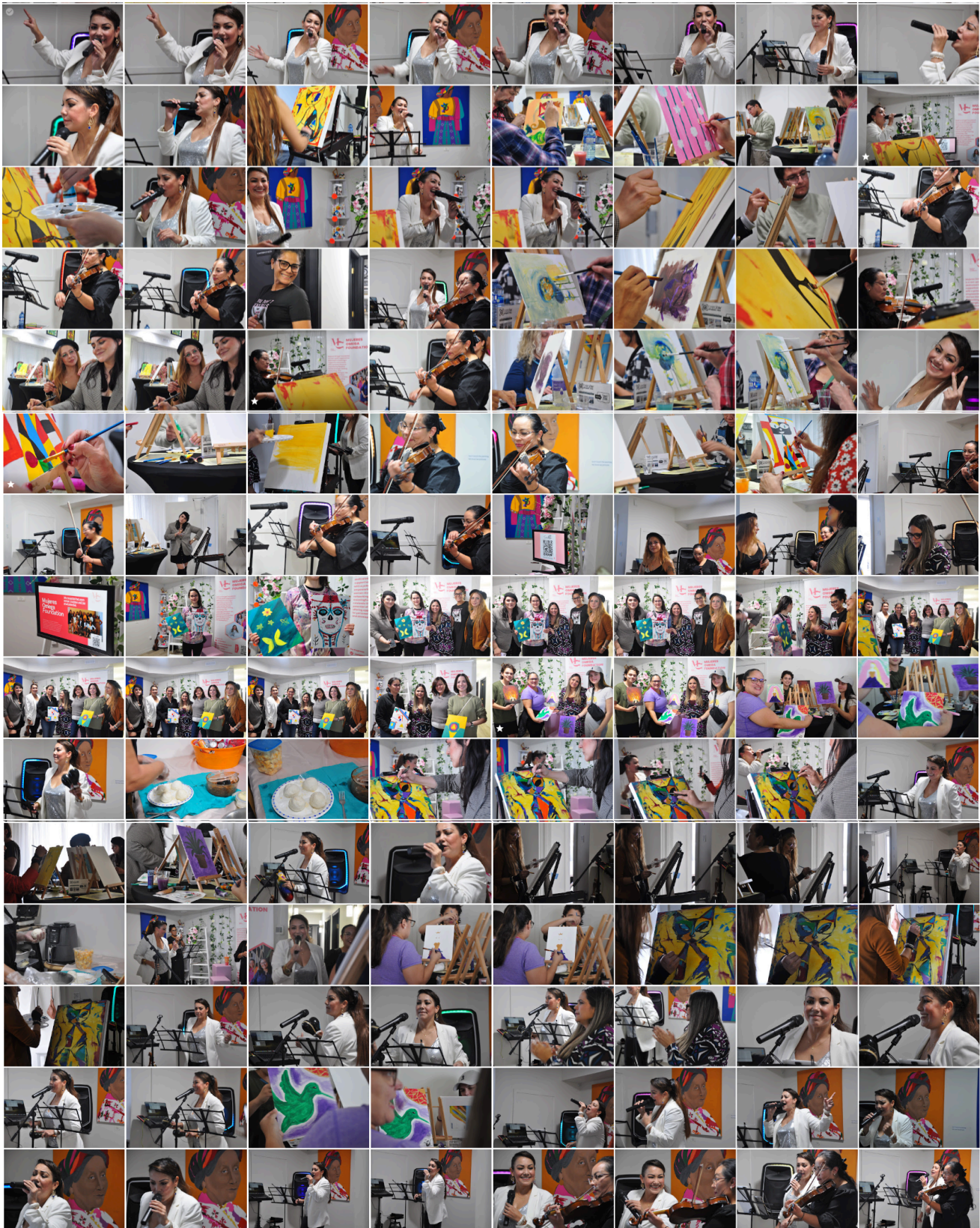
# EVENT PHOTOS



# EVENT PHOTOS



# EVENT PHOTOS



# OUTCOMES AND IMPACT

ExpressArte 2024 achieved significant outcomes and impacts, aligning with our mission to empower Hispanic/Latin women through education, leadership, and community-building initiatives.

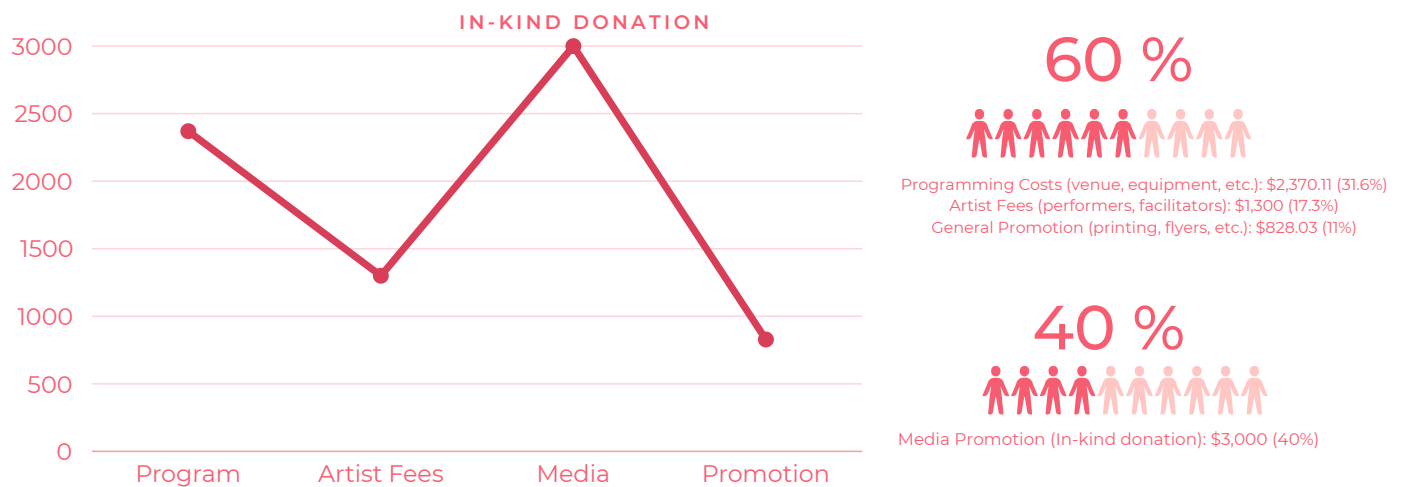
Achievements and Outcomes	Participant Feedback	Key Learnings and Insights
<p><b>Creative Expression:</b> Participants engaged in therapeutic painting sessions, exploring shapes and colors to enhance mindfulness and self-expression.</p>	<p><b>Positive Experiences:</b> Attendees expressed enjoyment of the relaxed, supportive atmosphere, appreciating the combination of art, music, and mindfulness.</p>	<p><b>Effective Engagement:</b> The integration of live music with creative activities effectively engaged participants, enhancing the overall experience.</p>
<p><b>Cultural Celebration:</b> Live performances by Colombian singer Diana Diaz and Mexican violinist Melissa Garcia immersed attendees in Latin music, fostering cultural appreciation.</p>	<p><b>Artistic Confidence:</b> Participants reported gaining confidence in their artistic abilities and found the event to be a therapeutic outlet.</p>	<p><b>Structured Activities:</b> Providing structured art activities with opportunities for personal reflection was an effective way to engage attendees.</p>
<p><b>Community Building:</b> Collaborative art projects and interactive stations facilitated connections among attendees, strengthening community bonds.</p>	<p><b>Cultural Appreciation:</b> Many noted that the event helped them connect with their cultural roots through music and art.</p>	<p><b>Community Impact:</b> The event successfully fostered a sense of community and belonging among participants, highlighting the importance of inclusive and culturally relevant programming.</p>

These outcomes underscore the success of ExpressArte 2024 in promoting mental wellness, cultural expression, and community engagement.

# Financial Summary

**Event Cost and Funding:** The ExpressArte 2024 event was free for the public, and we were fortunate to receive \$4,500 in grant funding from Alberta Culture Days. This financial support helped us organize a high-quality event with full attendance and meaningful cultural engagement. The overall cost for the event amounted to \$7,498.50, with a portion covered by in-kind contributions.

- Total Event Cost: \$7,498.50
- Grant Received: \$4,500 (from Alberta Culture Days)
- In-kind Contributions (Marketing Support): \$3,000 (from BalanceFEM for promotional support and social media marketing)



## Sponsorship and In-Kind Contributions:

- Sponsorship Dollars: We received \$4,500 in grant funding from Alberta Culture Days, which was crucial for covering event expenses.
- In-Kind Contributions:
  - BalanceFEM: Contributed approximately \$3,000 worth of promotional support, including social media marketing, which significantly boosted our event visibility and outreach.

100 %

*The support from Alberta Culture Days and BalanceFEM played a key role in the event's success, and the careful allocation of funds ensured that all aspects of the event, from artist fees to promotions, were covered.*

# CHALLENGES AND AREAS FOR IMPROVEMENT

## **Challenges Encountered:**

- **Venue Size Limitations:**

Despite the intimate and engaging environment, the venue size restricted the number of participants we could accommodate per session (20 participants per session). We had a strong demand for the event, and we had to turn away potential attendees due to space constraints.

- **Timing Coordination:**

Coordinating the live performances alongside the painting sessions proved challenging at times, as there were moments when performances slightly overlapped with the painting activities. Ensuring smoother transitions between the performances and the creative sessions would enhance the overall experience for attendees.

- **Under-Registration for Event 2:**

While most of the sessions had full attendance, Event 2 had fewer registrations and attendees than expected. This highlighted the need for additional promotional efforts and possibly reaching out to potential participants more proactively.

## **Proposed Solutions for Future Events:**

- **Venue Expansion or Multiple Sessions:**

For future events, it would be beneficial to either secure a larger venue or consider hosting multiple sessions to accommodate a wider audience. This would allow us to engage more people while maintaining the quality of the event.

- **Improved Scheduling for Performances and Activities:**

Ensuring a more structured schedule for performances and painting sessions would help avoid overlap and maintain the flow of the event. This would allow participants to fully enjoy both aspects of the event.

- **Proactive Registration Campaigns:**

Consider implementing a more targeted registration campaign for events that traditionally experience lower turnout. Providing additional reminders or offering incentives (e.g., early bird perks) could help increase attendance for all sessions.

# FUTURE CONSIDERATIONS

## Follow-Up Actions:



### Thank-You Notes:

Send personalized thank-you notes to all participants, performers, and volunteers to express our appreciation for their involvement in making ExpressArte 2024 a success.

### Post-Event Social Media Campaign:

Showcase highlights from the event, including photos of participants' artwork and testimonials, on our social media channels. This will help keep the momentum alive and engage with the community long after the event.



### Participant Surveys:

Distribute a post-event survey to gather insights from attendees regarding their experiences. This feedback will help refine future events and better meet the needs of our audience.

## Plans for Similar Programs or Events in the Future:

### • ExpressArte 2025:

For ExpressArte 2025, we plan to find a larger venue, potentially outdoor, to accommodate more participants and create a unique setting for the event. Hosting the event in an outdoor space would allow for an immersive environment where attendees can engage with art, music, and nature in a more expansive way. The venue will ideally have ample space for both art activities and live music performances, creating a harmonious setting for creative expression. The goal is to increase participation, expand the event's reach, and provide an unforgettable experience for all attendees.

### • Partnerships with Cultural Organizations:

Explore potential collaborations with other cultural organizations to further enrich the event, expanding its scope and cultural diversity. By partnering with other groups, we can increase participation and share resources to make the event even more impactful.

# CONCLUSION

ExpressArte 2024 was a resounding success, achieving our goals of fostering creative expression, promoting mental wellness, and celebrating Latin culture. The event engaged a diverse group of participants, provided a platform for cultural exchange, and created a meaningful space for artistic expression.

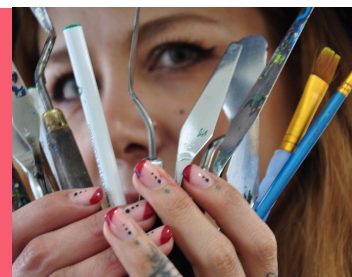
The support from Alberta Culture Days was instrumental in making this event possible, and we are grateful for their continued partnership. The community's response to the event was overwhelmingly positive, and we are excited to continue providing creative, mindfulness-based experiences to support mental wellness and community building.

## Next Steps/Recommendations:



Expand the event for ExpressArte 2025 by securing a larger venue, possibly outdoor, to accommodate growing demand. The goal is to create a more immersive and vibrant setting for attendees.

Continue collaborating with cultural organizations and artists to enhance the diversity and impact of the program.



Leverage participant feedback to refine future ExpressArte events and ensure that we continue to meet the needs of the community.

# CONTACT INFORMATION

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*Date of Report: 02/01/2025*

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