



# 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>