



[surrey.muse@gmail.com](mailto:surrey.muse@gmail.com)

<https://surreymuse.wordpress.com/>

<https://surreymusecore.wordpress.com/>

## **Annual Report 2021**

Annual General Meeting (AGM) 2021

President's address

Coordinator's Report

Financial Statement

Minutes

## President's Address

Considering what we all have endured since Covid-19 hit, on top of so much more, I'm so proud of Surrey Muse and what we have accomplished, turning what could have been a lull in our activities into a blossoming effect. We ventured into a totally different medium, from in-person gatherings to virtual gatherings, using video format, as a result each gathering becomes a show we can revisit. I'm excited for Surrey Muse and its continuation into the New Year.

In 2021 We held 11 Virtual gatherings, with live chat, added 11 Program Videos to our YouTube channel, added 11 Beautiful posters, featuring art from seven visual artists. From March 2021 onwards we provided open captions for each show, increasing accessibility for hard of hearing as well as folks from around the world for whom English may not be a first language, in addition captioning provides for clarity on words from different ethnicities and indigenous communities. From September 2021 onwards we created animated adverts for each show to facilitate the outreach and promotion of each event, an advert that we can use to create traffic on our social media like Instagram, Twitter, YouTube and Facebook. In December we began splicing each presentation into its own video, creating an online archive navigated not only by date but also by presenter thereby stimulating interaction on all platforms with increasing posts exposing artists to viewers around the world.

We Celebrated our 10th Anniversary by researching & introducing five art and literature awards, covering fiction, nonfiction, music, art, and poetry... you will see that activity unfold through 2022.

And, to you our featured artists, we give our deep appreciation for supporting us to raise over \$4500 in 2021. To the City of Surrey's Cultural Grants, we give our sincere thanks to have received project funding.

Our family at Surrey Muse has grown, gaining one of our long-term volunteers as a Board Member, and a new volunteer joining us to manage our Instagram page as well as coordinate our fundraising activities.

In everything we did in 2021, we successfully implemented our mandate of inclusivity and equality by 'creating opportunities for everyone in the arts

communities regardless of race, ethnicity, social or economic status, gender, disability, sexuality, religion or any other similarly restrictive category.' And we continue to stand by Indigenous artists, informing our work by the reality of Canada's history of genocide, contextualizing colonization, holding firm that art is a catalyst for change

*Mariam Zohra D.*

## Coordinator's Report

Since our AGM last March, we have accomplished the following:

### Surrey Muse virtual gatherings

From January to November 2021, 11 Surrey Muse gatherings were held via pre-recorded program videos, each presenting four featured artists, and a host. Over 80 professional artists, emerging and established, were involved in the 11 gatherings including 7 renowned visual artists whose art was featured on each month's event poster. As well, 26 Open Mic presenters, and 5 authors who introduced their 'just released' books also participated. 29 new (to Surrey Muse) artist profiles were added to the 'People' page on Surrey Muse website.

**'Just Released'**, a new segment was added to Surrey Muse gatherings from July 2021 to introduce new books, presented by authors themselves.

**Artist honorarium was increased** from \$40 to \$50 for three out of four featured artists.

### Surrey Muse Program Videos

11 additional 1.5-hour Program Videos were added to our growing archive of art and literature on YouTube. At the initiation of Author Dorothy Ellen Palmer, **Closed Captioning/Subtitling** was added from March 2021 to make the videos accessible for Deaf and Hard of Hearing viewers and presenters. **Splicing of Program Videos** has begun from November 2021 where each individual segment of featured presenters is posted as an independent video.

### Surrey Muse Art & Literature Awards

The awards program was researched and proposed to celebrate our 10<sup>th</sup> Anniversary in November 2021. The program garnered an enthusiastic response from artists and the press. View SMAS Press Release:

<https://surreymuse.wordpress.com/2021/11/23/surrey-muse-art-and-literature-awards/>

## **Fundraising**

We, at Surrey Muse Arts Society (SMAS) are grateful to our featured artists for making our first fundraising campaign a success. We raised \$2,000 in 20 days that became over \$4,500 by the end of the year. Thank you to our 2021 Donors.

<https://surreymuse.wordpress.com/2021/01/30/a-surrey-muse-featured-artist-you-are-amazing/>

Our thanks to the following writers/artists for their donations.

**Donors:** Chloe Cocking, Malcolm van Delst, Rajnish Dhawan, Sukhy Dhillon, Sherry Duggal, Hafsah Durrani, Super Raptor, Keith Garebian, Enna de Guzman, Surjeet Kalsey, Yong Nan Kim, Chelene Knight, Jónína Kirton, Antonia Levi, Laifong Leung, David Macilwain, Tariq Malik, Kyle Mckillop, Metronomad, Shahid Mirza, Carol Neuman, Cecily Nicholson, Chimedum Ohaegbu, Oath Oracle, Helga Parekh, Jovian Radheshwar, Royal City Literary Arts Society (RCLAS), Naava Smolish, Celeste Snowber, Kevin Spent, Margaret Tomaszewski, Deborah Vieyra, Tamar Vokey, Liam Paul Wallinger, Kenneth Wayne Westdorp, Rita Wong, Julian Worker.

**Board Members:** Randeep, Fauzia Rafique, Mariam Zohra D

**Patrons (\$500 & Above):** Anonymous, Pamela J. Bentley, Susan Crean.

## **Funding**

We were happy to receive a project grant from the Cultural Grants at the City of Surrey. Our thanks to the Cultural Grants staff and decisionmakers.

## **Admin.**

We welcomed Jovian Radheshwar as a Director to the SMAS Board. From today, Jovian will take over the role of the Secretary of the Board for the next two years.

Michael Stark, a new volunteer joined us as Social Media Lead for Instagram. From this month, Michael will also work as the Fundraising Coordinator to reach out to

like-minded businesses, organizations, and relevant departments of educational institutions.

Mariam Zohra D, our Art Director/Media Producer, took online free courses to learn VEED, and Adobe Professional Suite's new and advanced features.

Annual General Meeting (AGM) 2020 was held in March 2021 via Zoom.  
(<https://surreymusecore.files.wordpress.com/2021/10/smas-agm-report-2020.pdf>).

## **Impact**

Over 1874 people viewed Surrey Muse Program Videos, and 80 Professional artists contributed their work to Surrey Muse gatherings. It has put Surrey's artists on the map while building a community of artists with Surrey at its core. As Surrey continues to grow, so too will Surrey Muse Arts Society by bringing together people from different backgrounds into a community that celebrates diversity and promotes unity through art that now includes not only Greater Vancouver, but Canada, the United States, India, Pakistan, and the United Kingdom.

The Society has formed supportive relationships with Sher Vancouver and Jewish Queer and Trans (JQT) as part of the initiative to increase the representation of LGBTQ+ POC artists. As well, we have connected with Disabled Writers on Twitter, and it will help increase the participation of disabled writers and artists in our projects and programs.

We are grateful to Children's Writers and Illustrators (CWILL) for their wonderful support on Twitter, and to Royal City Arts Society (RCLAS) in New Westminster for their donation and their ongoing support on Facebook and Twitter.

## **Numbers : 13565**

(January – November 2021)

Surrey Muse directly reached 13,565 people in the first 11 months of the year. View the numbers below.

### **Audience members/participants/viewers**

**1874**

Online participants, LIVE Watch Party, average 12-20      165

Video screenings, 11 videos, YouTube, average 100	1513
Video screenings, 13 splices, YouTube, Oct-Nov	196
<b>Surrey Muse web page</b>	<b>9309</b>
Followers	614
Page views, December 2020-November 2021	8695
<b>Social Media LIKERS, Followers &amp; Subscribers</b>	<b>2482</b>
Surrey Muse Facebook page	573 Followers
Surrey Muse Arts Society (SMAS) Facebook Group	325 Members
Surrey Muse At Large (SMAL) Facebook page	107 Followers
Surrey Muse Writers (SMW) Facebook page	141 Followers
Women Who Named the Unnamed Facebook page	513 Followers
Twitter (SMAS account)	103 Followers
Twitter (indirect account @RafiqueFauzia)	459 Followers
YouTube channel	108 Subscribers
InstaGram	158 Followers

## Reach

Though we only have accounts on Facebook, Twitter and InstaGram, the visitors to Surrey Muse web page shared our posts to LinkedIn (1015), Skype (568), Reddit (944), WhatsApp (394), Pinterest (901), Tumbler (787), Pocket (530), Telegram (504), and email (8), while 30 of our posts were re-blogged.

Similarly, some of our posts register 1800-2000 impressions on Twitter while our direct followers are only about a 100 so far.

Surrey Now-Leader published a feature on our 10<sup>th</sup> Anniversary:

<https://www.surreynowleader.com/entertainment/surrey-muse-celebrates-10th-year-with-arts-awards-honouring-5-canadian-miracle-makers/>

## **Board Members 2021**

**Mariam Zohra Durrani** (President, Surrey BC)

**Randeep** (Vice President/Treasurer, Surrey BC)

**Fauzia Rafique** (Secretary, Surrey BC)

**Sana Janjua** (Director, Surrey BC)

**Sundar-Jovian Radheshwar** (Director, New Westminster BC)

## **Surrey Muse Event Posters, Post Links, and Videos**

January-November 2021

January 22, 2021



<https://surreymuse.wordpress.com/2021/01/06/the-10<sup>th</sup>-virtual-gathering-of-surrey-muse-Friday-january-22-2021/>

<https://www.youtube.com/watch?v=bRICYQ8YI70&t=705s>

February 26, 2021





<https://surreymuse.wordpress.com/2021/02/05/the-11<sup>th</sup>-virtual-gathering-of-surrey-muse-Friday-february-26-2021/>

<https://www.youtube.com/watch?v=z6YPyFHg9Xg&t=43s>

March 26, 2021



<https://surreymuse.wordpress.com/2021/03/05/the-12<sup>th</sup>-virtual-gathering-of-surrey-muse-Friday-march-26-2021/>

<https://www.youtube.com/watch?v=VLc1MMQsM6Y&t=5552s>

April 23, 2021



<https://surreymuse.wordpress.com/2021/04/04/the-13<sup>th</sup>-virtual-gathering-of-surrey-muse-Friday-april-23-2021/>

<https://www.youtube.com/watch?v=fcGIOY-I2XE&t=917s>

May 28, 2021



<https://surreymuse.wordpress.com/2021/05/08/the-14<sup>th</sup>-virtual-gathering-of-surrey-muse-Friday-may-28-2021/>

<https://www.youtube.com/watch?v=t6EowIMLmho&t=740s>

June 25, 2021



<https://surreymuse.wordpress.com/2021/06/04/the-15<sup>th</sup>-virtual-gathering-of-surrey-muse-Friday-june-25-2021/>

<https://www.youtube.com/watch?v=R9KCmrKtarY&t=490s>

July 23, 2021



<https://surreymuse.wordpress.com/2021/07/06/the-16<sup>th</sup>-virtual-gathering-of-surrey-muse-Friday-july-23-2021/>

<https://www.youtube.com/watch?v=3PIYmRpKQAI&t=573s>

August 27, 2021



<https://surreymuse.wordpress.com/2021/08/06/the-17<sup>th</sup>-virtual-gathering-of-surrey-muse-Friday-august-27-2021/>

<https://www.youtube.com/watch?v=2hrlxS6DeeI&t=424s>

September 24, 2021



<https://surreymuse.wordpress.com/2021/09/08/the-18<sup>th</sup>-virtual-gathering-of-surrey-muse-Friday-september-24-2021/>

<https://www.youtube.com/watch?v=vqW3ptjX254&t=216s>

October 22, 2021



<https://surreymuse.wordpress.com/2021/10/02/the-19<sup>th</sup>-virtual-gathering-of-surrey-muse-Friday-october-22-2021/>

<https://www.youtube.com/watch?v=vzPVx2U31cY&t=128s>

November 26, 2021



<https://surreymuse.wordpress.com/2021/11/05/the-20<sup>th</sup>-virtual-gathering-of-surrey-muse-Friday-november-26-2021/>

<https://www.youtube.com/watch?v=ssw4z4Duj1E&t=446s>

*Fauzia Rafique*

# FINANCIAL STATEMENT 2020-2021

Surrey Muse Arts Society (SMAS)

December 1, 2020 – November 30, 2021 (Cash Only)

## Assets

Society Bank Account (TD)	1954
---------------------------	------

<b>Liabilities</b>	<b>35</b>
--------------------	-----------

## REVENUE

Donations	4229
-----------	------

City of Surrey (2020 Cultural Grants)	400
---------------------------------------	-----

City of Surrey (2021 Cultural Grants)	2400
---------------------------------------	------

Total Revenue	7029
---------------	------

## EXPENDITURE

Artist Fees	1838
-------------	------

Production Costs	2695
------------------	------

Fundraising Costs	360
-------------------	-----

Annual Report Filing Fee	40
--------------------------	----

Bank/PayPal Fees	142
------------------	-----

Total Expenditure	5075
-------------------	------

<b>BALANCE</b>	<b>1954</b>
----------------	-------------

December 5, 2021

# **AGM Meeting Minutes**

*Held February 19, 2022 via Zoom.*

*Attended by Mariam Zohra D, Sana Janjua, Alex Macilwain  
Helga Parekh, Jovian Radheshwar, Fauzia Rafique & Michael Stark*

President's address  
Coordinator's Report  
Financial Statement  
New Board Member's Introduction  
New Volunteer's Introduction  
Approval of the 2021 AGM Report  
AOB

Director Sana Janjua introduced the President and invited her to speak.

The President, Mariam Zohra, briefly described SMAS activities, and she affirmed that we were fulfilling our mandate of inclusivity and equality in all our activities to inculcate art and literature in Surrey and elsewhere. (attached)

The Coordinator of SMAS, Fauzia Rafique, presented her report detailing the activities of the Society. (attached)

Financial Statement for the year was distributed among the participants. (attached)

Jovian Radheshwar, the new Board Member, was introduced by the Host and was invited to speak. Jovian was happy and proud to be working with SMAS as a Director, and he was looking forward to serving as the Secretary of the Board.

Michael Stark, a new volunteer, has been managing the SMAS InstaGram account as its Social Media Lead, and he was ready to take the challenge of being the Fundraising Coordinator in 2022.

The long-time supporters and participants of Surrey Muse, Helga Parekh and Alex Macilwain, appreciated SMAS activities and wished SMAS to continue to be successful in its objectives.

The Annual Report 2021 was approved by the meeting.

...

## **Contact**

*Surrey Muse Arts Society (SMAS) is located  
on the unceded Coast Salish territories of  
the Semiahmoo, Katzie, Kwikwetlem, Kwantlen,  
Qayqayt, Tsawwassen, Musqueam,  
Squamish and Tsleil-Waututh First Nations.*

### **Contact Surrey Muse**

[surrey.muse@gmail.com](mailto:surrey.muse@gmail.com)

### **‘LIKE’ us on FB**

[facebook.com/pages/Surrey-Muse](https://facebook.com/pages/Surrey-Muse)

### **FOLLOW on Twitter**

[@SurreyMuse](https://twitter.com/SurreyMuse)

### **FOLLOW on Instagram**

[surreymuse.arts](https://www.instagram.com/surreymuse.arts)

### **Support SMAS Projects**

[Surrey Muse](#)

[Surrey Muse Art & Literature Awards](#)

[Surrey Muse At Large \(SMAL\)](#)

[Surrey Muse Writers](#)

[Women Who Named the Unnamed](#)

### **Join SMAS Group on Facebook**

[Surrey Muse Arts Society \(SMAS\)](#)

### **Donate**

[surreymuse.wordpress.com/donate](https://surreymuse.wordpress.com/donate)

..