



Folklorama

# Annual Report 2022



Folklorama



## Land Acknowledgement

Folklorama gratefully acknowledges that we create, connect, and celebrate on Treaty One territory – original land of the Anishinaabe, Cree, Ojibway, Dene, and Dakota peoples, and homeland of the Métis Nation. We are committed to building relationships and sharing knowledge, and cultural understanding of all communities. Understanding our diversity fosters pride and mutual respect.

# Table of Contents

<b>Message from President and Executive Director</b>	<b>3</b>
<b>Ethno-Cultural Arts</b>	<b>4</b>
Indigenous Accord	5
Folklorama "at" Programs	6
CIOFF	8
<b>Ethno-Cultural Arts Marketing Highlights</b>	<b>10</b>
<b>Folklorama Youth Council</b>	<b>12</b>
<b>Folklorama Festival</b>	<b>15</b>
Festival Design	16
Folklorama Festival Kick-Off	17
Festival Marketing Highlights	18
Group Tours	20
<b>Team Folklorama</b>	<b>22</b>
Coordinators	24
Ambassadors' General	26
Pavilion Ambassadors	29
Tour Program Volunteers	31
<b>Mark &amp; Dorothy Danzker Scholarships</b>	<b>33</b>
<b>Folklorama Cultural Preservation Fund</b>	<b>37</b>
Donor List	38
<b>Partners &amp; Funders</b>	<b>40</b>
<b>Financials</b>	<b>42</b>
<b>Members, Board of Directors, Staff &amp; Committees</b>	<b>56</b>
Members	57
Board of Directors	59
Committees	60
Folklorama Operations Team	61
<b>Mission, Vision, Values</b>	<b>62</b>

# A Message from the President and Executive Director

Finally! The past few years have been difficult for all of us but having the support of our members and the community behind us has been motivating. As you read through this annual report, we know you will feel the excitement of our collective accomplishments pour off the pages as we reflect on 2022.

After a two-year absence, Folklorama was thrilled to be able to open our doors for the 51<sup>st</sup> Festival. Over the course of the 14-day Festival, all 24 participating Pavilions saw an average increase of 14% attendance over 2019 with 168,515 total visits. To be able to celebrate again was emotional and inspiring for all.

Our Ethno-Cultural Arts division came back in full force, providing our artists 251 moments of education and sharing of culture throughout the year including new partnerships with the Canadian Museum for Human Rights, The Leaf at Assiniboine Park, weekly events at Portage Place, CF Polo Park, and many more.

This year, Folklorama became a member of the Winnipeg Chamber of Commerce's Commitment to Opportunity, Diversity & Equity (CODE) Coalition. As a CODE Coalition Member, along with our partnership with the City of Winnipeg's Indigenous accord, Folklorama will come together with other Winnipeg organizations to collectively work to further diversity, inclusion, and equality in the workplace and across our organization.

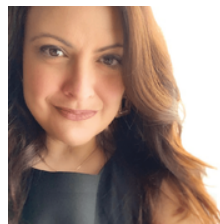
In the fall, Folklorama was honoured by the International Festival & Events Association with two awards, winning silver for the Best Virtual Festival/Event for the 2021 Folklorama Safe at Home: The Virtual Experience as well as a bronze for Best Sponsor Activation for the 2021 Folklorama One Unified Virtual Experience; One Multi-Cultural Fusion Event. It was heartwarming to see that all the hard work of our members and operations team truly paid off during the pandemic.

As we complete the final year in our strategic plan, Folklorama looks forward to creating our next steps with all stakeholders and members. We have no doubt that Folklorama is in a solid position to move forward into a post-pandemic world that demands new accountabilities and a myriad of opportunities as we continue to promote, celebrate, preserve and educate on culture and diversity.



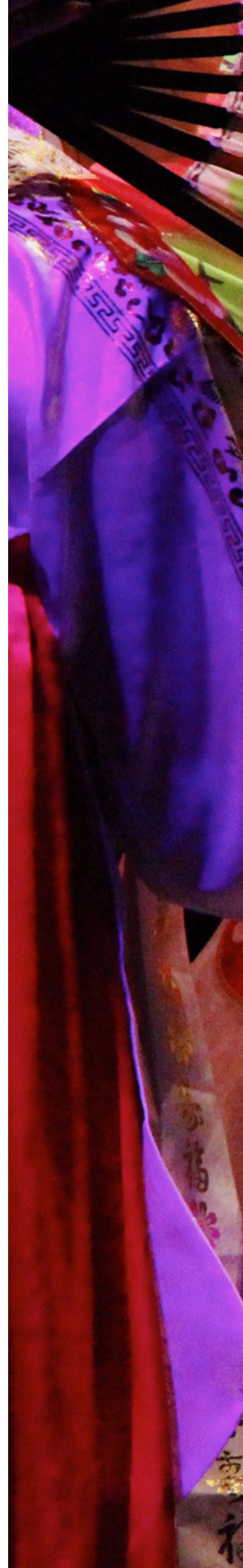
A handwritten signature in black ink, appearing to be 'RR'.

Richard Reif,  
President  
Folklorama Board of Directors



A handwritten signature in black ink, appearing to be 'Teresa'.

Teresa Cotroneo,  
Executive Director  
Folklorama



# Ethno-Cultural Arts



# The City of Winnipeg Indigenous Accord

Proud members since 2017.

The following statistics were reported in 2022.

- Currently, Folklorama has 1 Indigenous Board member and 1 Indigenous staff member
- For over three years Folklorama has been using a land acknowledgement before each meeting and event, as well as including this in all Pavilion opening sponsor liners
- Over 36 posts and counting have been made on Folklorama's social media sites including a feature in June for Indigenous month
- During the 2022 Folklorama Festival, the Métis Pavilion was featured
- Within Folklorama's Ethno-Cultural Arts division, over 65 shows featured Indigenous performers

21 Folklorama at School Events





## Ethno-Cultural Arts Folklorama "at" Programs - Celebrating 365 days a year!

20 at Home Events

84 at School Events

27 at Work Events

119 at Play Events

2022 truly saw an explosion of corporate events as companies returned to the workplace. From employee recognition events, to conferences, acknowledging and embracing diversity was at the forefront.

Folklorama at School program has become a fan favourite for daycare and day camp summer programming.

# Ethno-Cultural Arts Profile: Chile Lucha y Canta Inc.

When you are watching a colourful performance from Chile Lucha y Canta Inc. (CLC), a local folklore group, you'll be welcomed into Chilean culture with open arms.

The group was formed in Winnipeg, Manitoba in 1976 by Chilean refugees with the goal of preserving the rich Chilean history, folklore, and culture. Today, CLC is comprised of both adults and children, and a live orchestra, which uses many of the traditional Chilean folk instruments.

"Our group has been able to promote and maintain Chilean culture and folklore through dance and song throughout the generations," states Patricia Miller, President of CLC.

Chile Lucha y Canta joined the Folklorama family as a member to connect with a larger network of people who wanted to do the same thing they did – preserve and share culture.



**"I wanted to thank you (Folklorama) again for bringing us world class entertainment, creating a really special moment in the HUB and for all your insight and organization."**

- Christine Natrass, Director, Events, Royal LePage Real Estate Services / Bridgemarq Real Estate Services





# CIOFF

Folklorama continues to be proud of our partnership with the International Council of Organizations of Folklore Festivals and Folk Arts (CIOFF).



- Folklorama’s own Christian Hidalgo-Mazzei, Director, Ethno-Cultural Arts continued to serve as President, Folklore Canada International / CIOFF Canada and sector representative for North America, and council member at CIOFF International.
- In November at the CIOFF World Congress in Puerto Vallarta, Mexico, Hidalgo-Mazzei was elected by CIOFF International as Vice President of Cultural Affairs. In this volunteer role, he will serve a three-year term in developing the platform for Folkloriada 2025.
- Adding to this exciting news was the appointment of Marina Lamontagne, Coordinator, Folklorama Ethno-Cultural Arts, as Youth Representative for CIOFF Canada. In this role, Marina will assist CIOFF Canada in developing ideas to reach and inspire youth across Canada and around the world.



## Members Participation in CIOFF 2022

With travel restrictions still looming and constraints put on event organizing budgets, CIOFF International hosted their Cultural Marathon Folklore from a Distance event on August 8, 2022. This featured the replay of two Folklorama Safe at Home videos of Ray “Coco” Stevenson and Julie Desrochers. In these videos, Stevenson shared his story and introduced the audience to the history of Indigenous music, while Desrochers took viewers through her Métis heritage and the artwork of beading.

CIOFF Canada also featured a virtual event. The Fusion 2021 taped performances of Folklorama members La Troupe Jeunesse and Shanley Spence were enjoyed by all who tuned in.



# Ethno-Cultural Arts Marketing Highlights





## Celebrating Culture 365

This year the Folklorama Marketing, Communications & Engagement department created two new ways to amplify our members' voices. Cultural Conversations is a blog series that was shot during Fusion in 2021 and during the Kick-Off in 2022. Cultural Conversations is a platform to ask questions, get to know the passion behind the performance, and educate along the way.

Word of the day Wednesday are quick reels/Tik Toks that allow members to share their culture through education. Each Wednesday, a new word is taught to the social media audience. Thank you to everyone who has participated to date.

### Cultural Conversations: 11 Episodes



**1,523**  
Views



**2,419**  
Views



**479**  
Views

### Word of the day Wednesday



**3,454**  
Views



**44,016**  
Views



**7,023**  
Views



**352**  
Views

# Youth Council





## Folklorama Youth Council

The Folklorama Youth Council was active this year, involved with FolkTales with Folklorama, International Dance Day, World Day for Cultural Diversity, Winnipeg Pride Parade, Walk with Bear Clan Patrol, and the Casinos of Winnipeg Kick-Off. They also had a Cultural Connections session where they took a Steel Drum Workshop together with the Winnipeg Steel Orchestra.

## Youth Council Members

**Sudan Parke**, Co-Chair,

2022 Youth Ambassador General

**Nicholas Tamayo**, Co-Chair,

2022 Youth Ambassador General

**Marcelo Aiello**, 2016 Youth Ambassador General

**Vina Dimayuga**, 2018 Youth Ambassador General

**MacKinley Hall**, Member at Large

**Gurleene Kaur Bhatthal**, 2019 Youth Ambassador General

**Peirce Kushnir-Dickson**, Member at Large

**Donovan Martin**, 2020-2021 Youth Ambassador General

**Vivian Shen**, 2020-2021 Youth Ambassador General

**Aayush Vij**, 2019 Youth Ambassador General

**Gabriel Zabaleguisaitman**, Member at Large



# Folktales

Folktales was created in 2021 as a way for youth to be involved with Folklorama during the pandemic, Folktales allows youth to connect with a live social media audience during *I Love to Read* month. Thank you to Nicholas, Sudan, Isabela, Donovan, and MackKinley for sharing a cultural moment with us.

962 Views live on Facebook

## Profile: MacKinley Hall – Folklorama Youth Council

I first got involved with Folklorama as a dancer for the Ireland-Irish Pavilion when I was four years old. I fell in love with the crowd and positive energy at my Pavilion. When I was 14, I became the Youth Ambassador for the United Kingdom Pavilion. I had the privilege of being a three-time ambassador and two-time finalist of the Ambassadors' General competition. Since then, I have continued to represent Folklorama and multiculturalism within Winnipeg and Canada with Youth Council.

I believe that everyone has a story to share and being on Team Folklorama and the Youth Council gives me the opportunity to learn and appreciate other people's stories. It also gives me the opportunity to promote cultural diversity and to continue to celebrate our differences.



# Folklorama Festival

July 31-August 13, 2022







## Festival

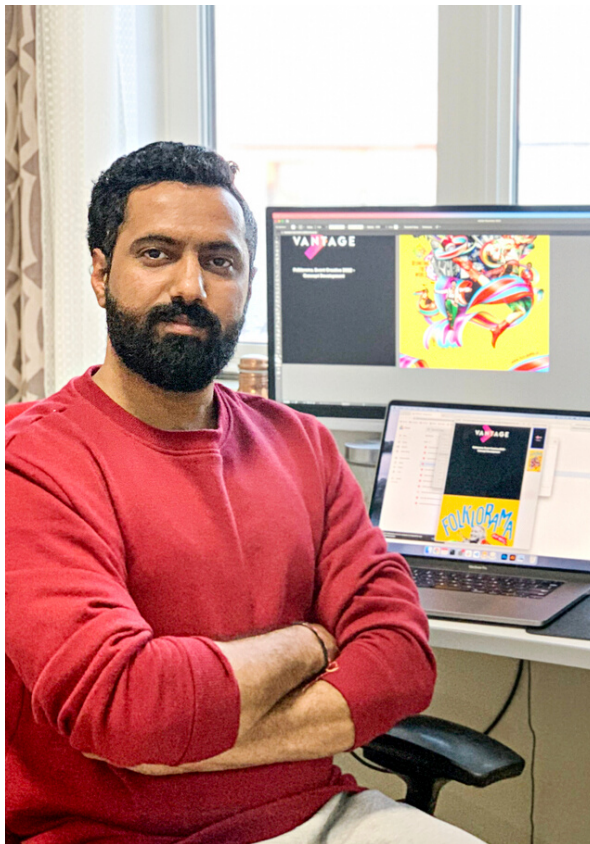
Over the course of the 14-day Festival, Pavilions saw an average increase in attendance of 14% over the previous Festival in 2019. A total of 168,515 visits took place across 24 participating Pavilions.

**"Partaking in Folklorama again means that I get to celebrate Romanian culture with my favourite people, my favourite foods, and through dances that I love performing. I am so happy to be back and doing what I love!"**

- Nicole S, Romanian Pavilion

**168,516** Visits

**14%** Overall Attendance Increase



## Festival Design

The artwork for the 2022 Folklorama Festival was created by Deepak Malhotra and Vantage Studios. The idea for the artwork was to celebrate the return of the Festival with actual Folklorama members the public would see at the Festival. The passion from their faces and the energy from their movements brought the design to life.

**"Colours are something that entwines everyone. A brushstroke that holds each colour inside and the way it binds each culture is my inspiration for the design."**

- Deepak Malhotra, 2022 Festival Creative Designer



# Folklorama Festival Kick-Off

Presented by:



## Performing Groups:

- Island Breeze Manitoba
- Casa Do Minho Portuguese Dancers- Aldeias de Portugal
- Polish Dance Ensemble SPK Iskry
- McDonnell Irish Dancers
- Tamil Pavilion Performers
- Drum Cafe
- Troyanda Ukrainian Dance Ensemble
- Balada Dance Team
- Italian Pavilion Performers
- Splendore D'Italia Folk Dancers
- Hinode Taiko
- Trio Bembe

The sun was shining on Saturday July 23<sup>rd</sup> at Assiniboine Park when the Casinos of Winnipeg Folklorama Kick-Off took place. With 12 performing groups, 10 tents in the Pavilion expo, children’s activities, and a beautiful traditional blessing performed by Elder, Barb Nepinak, Folklorama fans filled the Park as everyone was excited to see Folklorama return.

Thank you to hosts Bounce 99.9’s Caroline Hunter, CTV’s Colleen Bready, and Virgin 103.1’s Ace Burpee as well as everyone involved for making the Kick-Off return such a success.

One of the highlights was watching connections happen not only between the Pavilion Ambassadors, but between newcomers and our communities.



## Festival Marketing Highlights

The Folklorama Travel Guide is key to planning peoples' Pavilion hopping during the Festival. In 2022, print copies were given out at over 174 businesses across Manitoba, handed out at 21 events, and the digital version was viewed over 1.2 million times. The Guide came out digitally at the end of May and stayed live until the end of August. Thank you to all of the 2022 advertisers.

## Llama Tales

**40%** Average Open Rate

Over 8,000 people are subscribed to our Monthly E-Newsletter, Llama Tales. Llama Tales holds an average open rate of 40% while the industry average remains at 21.5%.

## Media Coverage

**200+** Stories filed

Our marketing campaign saw a fantastic collaboration with Bell Media's Bounce 99.9, Virgin 103.1, CTV Winnipeg, Pattison, and the Winnipeg Free Press print and digital teams. CTV featured 10 Pavilion Ambassadors in specially produced promotional spots, and 18 Pavilions were featured in live coverage during CTV's Morning and Evening shows.

The Folklorama Operations team took a different approach to social media attending every Pavilion to create Reels. Reels gave the viewers at home a glimpse into what each Pavilion was showcasing, encouraging them to come and join in the fun.



# Social Media Stats

 +1,268 Followers

 19,735 Likes

 84,445 Reel Views

 48,337 Profile Views

 +160 Followers

 +168\* Followers

 +22 Subscribers

 1.3 Million Website Views

\*New for 2022



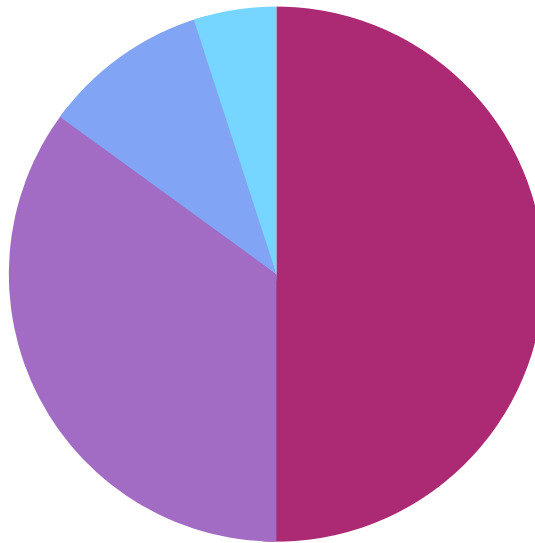


# Group Tour Program

The Group Tour Program was brought back with new and returning guests excited to be able to travel again. Over the two weeks, 108 group tours took place entertaining 3,723 guests.

Our thanks to all of our fantastic Tour Guides and registration volunteers for their incredible dedication and warmth.

Where attendees came from:



Winnipeg Area 50%

Across Manitoba 35%

Outside Manitoba 10%

United States 5%

**108** Group Tours

**2,641** Appetizers Served

**3,723** Guests

**3,620** Meals Enjoyed

# Kick-Off Profile: Manitoba Hydro

There are so many things that happen behind the scenes at Folklorama that are quite special. From entire families that help coordinate Pavilions to generations that are a part of the entertainment. Community is truly at the heart of it all.

In 2019, a program was developed to help newcomers get to know our Folklorama family. Manitoba Hydro was the first to raise its hand and be involved.

With the assistance of the Immigrant and Refugee Community Organization of Manitoba and N.E.E.D.S. (Newcomer Employment Education Development Services), the Manitoba Hydro – Folklorama Newcomer Welcome Initiative provides newcomers to Manitoba passes to attend Folklorama events.



**“As a Crown corporation, our support of Folklorama helps Manitoba Hydro meet its foundational principles of safety, environmental leadership, and respect for each other,” states Britton. “We’re also committed to achieving and maintaining a workforce that reflects the demographics of the communities we serve. For us, it not only creates a more open work environment that goes beyond employment equity but a workplace where differences are accepted and celebrated.”**

**- Jackie Britton, Manitoba Hydro Community Investment Representative**

# Team Folklorama

The backbone of Folklorama



# Team Folklorama

From not only volunteering within the community but throughout the Festival, these volunteers were excited to be involved with Folklorama.



"Two years is a long time to not see our special friends and our Folklorama Family. We go forward to celebrate, cautiously, but so very happy to see you all again. We have missed our friends and sadly many of our friends are no longer with us. We take a moment to honour the memory of our volunteers who have passed on over the past two years. May they each and everyone of them Rest in Peace."

– Cella Lao Rousseau, Italian Pavilion

2,231 Applications Received

"The heart of a volunteer is never measured in size, but in the depth of the commitment to make a difference in the lives of others."

- DeAnn Hollis, Author

8,000 Volunteers

300,000 Volunteer Hours







# 2022 Pavilion Coordinators

## **Africa Pavilion**

Gibril Koroma, Pavilion Coordinator  
Florence Okwudili, Pavilion Coordinator  
Gibril Koroma, Jr. Pavilion Coordinator

## **Belgian Pavilion**

Leanne Allard, Pavilion Coordinator  
Suzanne Armstrong, Pavilion Coordinator

## **Casa do Minho Portuguese Pavilion**

Irene Costa, Pavilion Coordinator  
Samuel Sousa, Pavilion Coordinator  
Isabella Dias, Jr. Pavilion Coordinator

## **Celtic Ireland Pavilion**

Angie Baran, Pavilion Coordinator  
Philip Brady, Pavilion Coordinator

## **Egyptian Pavilion**

Omneya Khalifa, Pavilion Coordinator  
Dr. Hala Salama, Pavilion Coordinator  
Nahla Abdelwahab, Assistant Pavilion Coordinator  
Diana Hanna, Jr. Pavilion Coordinator

## **Ethiopian Pavilion**

Winta Lakew, Pavilion Coordinator

## **German Pavilion**

Jasmine Duesterdiek, Pavilion Coordinator  
Anneliese Hartfiel, Pavilion Coordinator  
Chantal Thibert, Assistant Pavilion Coordinator

## **Hungary-Pannonia Pavilion**

Laura Benesocky, Pavilion Coordinator  
Liz Kovach, Pavilion Coordinator  
Sydney Jozsa, Jr. Pavilion Coordinator

## **Irish Pavilion**

Jan Ivey, Pavilion Coordinator  
Tara Martin, Pavilion Coordinator

### **Israel Pavilion - Shalom Square**

Natali Halberthal, Pavilion Coordinator  
Laura Marjovsky, Pavilion Coordinator

### **Italian Pavilion**

Angie Boehm, Pavilion Coordinator  
Steffy Pereira, Pavilion Coordinator  
Tabitha Pinder, Assistant Pavilion Coordinator

### **Japanese Pavilion**

Les Kojima, Pavilion Coordinator

### **Métis Pavilion**

Arnold Asham, Pavilion Coordinator  
Terry Gibb, Pavilion Coordinator

### **Pavilion of Scotland**

David Carey, Pavilion Coordinator  
Bart Omand, Pavilion Coordinator

### **Pavillon canadien-français**

Julie Desrochers, Pavilion Coordinator  
Carmene Fiola Magian, Pavilion Coordinator  
Liliane Lavack, Assistant Pavilion Coordinator

### **Polish Pavilion**

Lucy Greniuk, Pavilion Coordinator  
Tom Malkiewicz, Assistant Pavilion Coordinator

### **Punjab Pavilion**

Delvinder Kaur, Pavilion Coordinator  
Sunny Singh, Pavilion Coordinator  
Preeya Chahal, Jr. Pavilion Coordinator  
Jasleen Kaur Ghuman, Jr. Pavilion Coordinator

### **Romanian Pavilion**

Sheryl Lupu, Pavilion Coordinator  
Adrian Solomon, Pavilion Coordinator  
Salina Lupu, Jr. Pavilion Coordinator

### **Scandinavian Pavilion**

Carla Lamoureux, Pavilion Coordinator  
Carol Simonson-Gunvaldsen, Pavilion Coordinator

**"We built a Folklorama family over the years and it means so much to be back together. We have volunteers young and more senior and generations of families working together. I am personally experiencing that this year, having my Oma volunteering and bringing my brand new baby along to the show, that four generations working together simply because we love it. I am one of many volunteers who have family members participate which again points to how much fun we have, everyone wants to get involved. We also are always looking for new volunteers and would love to welcome anyone who wants to join our Folklorama family."**

– Chantal Thibert, German Pavilion

### **Slovenija Pavilion**

Marc Schuster, Pavilion Coordinator  
Olivia Schuster, Pavilion Coordinator  
Rayna Schuster, Jr. Pavilion Coordinator

### **South Sudanese Pavilion**

Martino Laku, Pavilion Coordinator  
Regina Ding, Pavilion Co-Coordinator

### **Spirit of Ukraine Pavilion**

Scott Gordon, Pavilion Coordinator  
Keris Matskiw, Pavilion Coordinator

### **Tamil Pavilion**

Swathi Palanivelu Saravanan, Pavilion Coordinator  
Shobana Sivananthan, Assistant Pavilion Coordinator  
Mayuri Swathi Saravanan, Jr. Pavilion Coordinator

### **Ukraine-Kyiv Pavilion**

Adam Hluszok, Pavilion Coordinator  
Yury Kruk, Pavilion Coordinator



# 2022 Folklorama Ambassadors' General

Presented by:  Cambrian  
CREDIT UNION

In 2021, when Folklorama announced the return of the Ambassadors' General competition, it had to be done differently to meet with the pandemic protocols in place. With the final night broadcast live on Folklorama's social channels and hosted by MacKinley Hall (Youth Council), everyone knew it was the start of what was going to be a great year.

Our thanks to Sarahdelle Galera, 2022 Adult Ambassador General (Pearl of the Orient Philippine Pavilion), Sudan Parke, 2022 Youth Ambassador General (Pearl of the Orient Philippine Pavilion) Nicolas Tamayo, 2022 Youth Ambassador General (Pearl of the Orient Philippine Pavilion), and Karman Sidhu, 2022 Adult Ambassador General (Punjab Pavilion) for their incredible work, passion, and enthusiasm this year.



**Sarahdelle Galera**  
2022 Adult Ambassador  
General



**Karman Sidhu**  
2022 Adult Ambassador  
General



**Nicolas Tamayo**  
2022 Youth Ambassador  
General



**Sudan Parke**  
2022 Youth Ambassador  
General

Thank you to the 2021/2022  
Ambassadors' General Jury!

## Youth Jury

- Rosy Infantino, Folklorama Member (Le Ragazze Italiane Con "Niamo Raga")
- Jeff Lieberman, Past President
- Calvin Loi, 2020-2021 Adult Ambassador General
- Jennifer MacKenzie, Cambrian Credit Union

## Adult Jury

- Lisa Grywinski, Canad Inns
- Jan Reyes, 2020-2021 Adult Ambassador General
- Zaleena Salaam, Past President
- Susan Shortill, Folklorama Member (Individual)

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## Ambassador General Profile: Sarahdelle's story

When I was a little girl, new to Canada, I remember the overwhelming feeling I had visiting pavilions and how it opened my eyes to so many beautiful cultures right here in what was my new city! After the experience of being one of Folklorama's Ambassadors' General, I again witnessed that profound and overwhelming feeling of joy to have met so many individuals from different backgrounds. I am amazed at how our cultures have brought us in one place together, celebrating our diversity and appreciating what makes each of us unique.

Thank you to Folklorama for continuing to raise awareness and for providing a platform for our communities to grow together. With Folklorama fostering the spirit of inclusivity, the future is bright for the upcoming generations.





## 2022 Pavilion Ambassadors

Congratulations to the 96 individuals who represented their Pavilions so proudly! Not only were they heavily involved with their Pavilions, they also took part in events throughout the year including the Winnipeg Pride Parade, Sun Life Walk to Cure Diabetes, Art City Annual Parade, Canada Day Celebration at Assiniboine Park, Assiniboine Park Summer Concert Series – A Tribute to Ukraine, and so much more!

## Folklorama Ambassador Appearance Award

This year, the Folklorama Operations team held a Folklorama Ambassador Appearance Competition for all the 2022 Pavilion Ambassadors. The competition was based on the number of events that an Ambassador attends throughout the year. Points were awarded based on participation.

Tied for third place with seven points each was Jessica Deminco, Youth Ambassador, Egyptian Pavilion; Abigail Ferencz, Youth Ambassador, Polish Pavilion; and Lovepreet Singh Viridi, Adult Ambassador, Punjab Pavilion.

Second place with nine points was Samantha Luczenczyn-Lane, Adult Ambassador, Ukraine-Kyiv Pavilion.

The winner of the 2022 Folklorama Ambassador Appearance Competition with eleven points was Cassandra Kunzler, Adult Ambassador, German Pavilion. Congratulations, Cassandra!



# 2022 Pavilion Ambassadors

## Africa Pavilion

Caleb Mikael Mustapha, Adult Ambassador  
Semira Eva Mustapha, Adult Ambassador  
Rose Fonkou, Youth Ambassador  
Immaculata Nwadike, Youth Ambassador

## Belgian Pavilion

Sharon Brick, Adult Ambassador  
Hannah Wolchock, Adult Ambassador  
Bella Litman, Youth Ambassador  
Arianna Plante, Youth Ambassador

## Casa do Minho Portuguese Pavilion

Maesha Costa, Adult Ambassador  
Filipe Rodrigues, Adult Ambassador  
Kayla Faria, Youth Ambassador  
Joshua Sousa, Youth Ambassador

## Celtic Ireland Pavilion

Eve Baran, Adult Ambassador  
Devlin Brady, Adult Ambassador  
Rylee Baran, Youth Ambassador  
Jasmine MacFarlane, Youth Ambassador

## Egyptian Pavilion

Rita Khalil, Adult Ambassador  
Mirna Ragheb, Adult Ambassador  
Jessica Deminco, Youth Ambassador  
Malak (Mimi) Zohni, Youth Ambassador

## Ethiopian Pavilion

Amira Harun, Youth Ambassador  
Yetenayet Negatu, Adult Ambassador  
Chakisae Hildebrand, Youth Ambassador  
Mihret Zewude, Adult Ambassador

## German Pavilion

Cassandra Kunzler, Adult Ambassador  
Rebecca Pidsadny, Adult Ambassador  
Tyra Anderson-Trnka, Youth Ambassador  
Deanna Pelletier, Youth Ambassador



## Hungary-Pannonia Pavilion

Michelle Koncz, Adult Ambassador  
Dorothy Miller, Adult Ambassador  
Shea Miller, Youth Ambassador  
Sophie Robidoux, Youth Ambassador

## Irish Pavilion

Amanda Berezowski, Adult Ambassador  
Emma Braun, Adult Ambassador  
Bridget Martin, Youth Ambassador  
Caoimhe Riggs, Youth Ambassador

### **Israel Pavilion – Shalom Square**

Diandra Etkin, Adult Ambassador  
Svetlana Finkelshtein, Adult Ambassador  
Kevin Griner, Youth Ambassador  
Roi Suharenko, Youth Ambassador

### **Italian Pavilion**

Antonio Chilelli, Adult Ambassador  
Arianna Vance-Moraca, Adult Ambassador  
Julia Amato, Youth Ambassador  
Chanel Das, Youth Ambassador

### **Japanese Pavilion**

Lisa Anundee, Adult Ambassador  
Miyuki Igarashi Cumming, Adult Ambassador  
Lisa Igarashi, Youth Ambassador  
Anju Nishikiori, Youth Ambassador

### **Métis Pavilion**

Dean Davis, Adult Ambassador  
Dawn Flett, Adult Ambassador  
Ethan Campbell, Youth Ambassador  
Peyton Habinski-Anderson, Youth Ambassador

### **Pavilion of Scotland**

Alanna Dawson, Adult Ambassador  
Evan Maydaniuk, Adult Ambassador  
Ainsley Bosak, Youth Ambassador  
Katherine Omand, Youth Ambassador

### **Pavillon canadien-français**

Alexie Marion, Adult Ambassador  
Kathy Marion, Adult Ambassador  
Janica Marion, Youth Ambassador

### **Polish Pavilion**

Jack Klamer, Adult Ambassador  
Renata Lelliott, Adult Ambassador  
Abigail Ferencz, Youth Ambassador  
Heleyna Moniz, Youth Ambassador

### **Punjab Pavilion**

Gagan Mangat, Adult Ambassador  
Lovepreet Singh Viridi, Adult Ambassador  
Sage Johar, Youth Ambassador  
Maheep Rehsia, Youth Ambassador

### **Romanian Pavilion**

Nikki Slywchuk, Adult Ambassador  
Carolina Ximena Vasilica, Adult Ambassador  
Ava Balas, Youth Ambassador  
Bennett Nohavicka, Youth Ambassador

### **Scandinavian Pavilion**

Harald Larsen, Adult Ambassador  
Devon Tam, Adult Ambassador  
Linnea Anderson, Youth Ambassador  
Leah Romu, Youth Ambassador

### **Slovenija Pavilion**

Morgan Tutkaluke, Adult Ambassador  
Taylor Tutkaluke, Adult Ambassador  
Rozalia Casar, Youth Ambassador  
Emilie Thiessen-Jagodnik, Youth Ambassador

### **South Sudanese Pavilion**

Igale Faragalla, Adult Ambassador  
Akandu Lado, Adult Ambassador  
Arike Lasuba, Youth Ambassador  
Oliver Lotio, Youth Ambassador

### **Spirit of Ukraine Pavilion**

Tia Lafond, Adult Ambassador  
Doug Tkach, Adult Ambassador  
Reece Boughen, Youth Ambassador  
Bethany Shtykalo, Youth Ambassador

### **Tamil Pavilion**

Devendrakumar (Deva) Murugesan, Adult Ambassador  
Narmatha (Nammy) Nadarajah, Adult Ambassador  
Mayuri Swathi Saravanan, Youth Ambassador  
Yasmitha (Yara) Sureshkumar, Youth Ambassador

### **Ukraine-Kyiv Pavilion**

Myles Burdeniuk, Adult Ambassador  
Samantha Luczenczyn-Lane, Adult Ambassador  
Danylo Kruk, Youth Ambassador  
Emily Leskiw, Youth Ambassador

# 2022 Group Tour Program Volunteers

Thank you to the following Volunteers:

Dan Bielak  
Kim Boss  
Leslie Bourns  
Megan Brisco  
Avrom Charach  
Cynthia Claeys  
Christine Conway  
Frank Conway  
Melanie Davlut  
James Douglas  
Gina Falserella  
Dara Ghani

Jane Golovenko  
Murray Greenfield  
Rebecca Halliday  
Michelle Henning  
Linda Joyce  
Linda Langtry  
Crystal Lloyd  
Jennifer Maczuga  
Phillipe Mailhot  
Kyle McLean  
Grace Melnyk  
Alex Nicholls

Kelly Opitz  
Sergio Pardini  
Ruth Parnetta  
Chris Peterson  
Donna Rawluk  
Judith Roe  
Kim Rothney  
Cecile Roziere  
Greg Sametz  
Celina Thater  
Denise Williams  
Nicholas Zawadski





# Group Tour Program Profile: Marcie's Mob

When it comes to putting events together for your friends, Marcie Van de Vorst could be trendsetting when she put together her own Folklorama tour with the help of the Folklorama Group Tours program.

"Marcie's Mob", a name her husband invented fitting to her eclectic group of friends, started a few years ago when they heard about a new way to see Folklorama.

Now entering their third year, Marcie's Mob is counting down until their tour this summer.

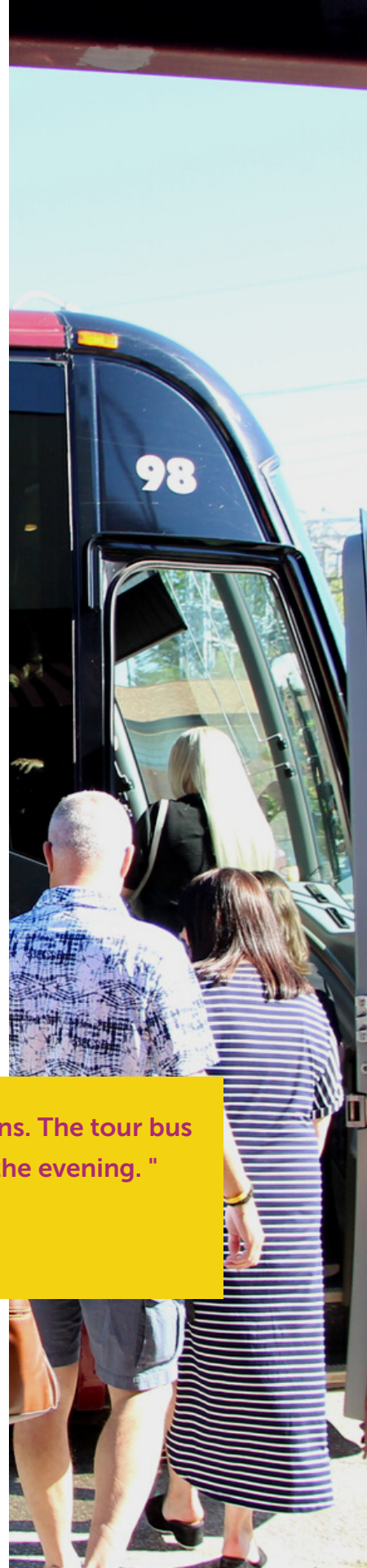
"I cannot stress enough how easy it is to book a tour," states Van de Vorst. "The (Folklorama) folks just make it so uncomplicated. I sent an email and a few days later we were booked. You get escorted to your table (no waiting in long lines). You get served your food and beverage (the decision is made for you, so no time is wasted trying to figure out what to have), and we have never been disappointed in the Pavilion's food or beverage choices. And, when the evening is done, you are returned to your pickup spot so you can head home. Food and beverages at each Pavilion are included with the tour price, which is amazingly affordable."

**"We all love the 'no fuss, no muss, no bother' part of touring the Pavilions. The tour bus picks you up and drives the group to all the Pavilions so you can enjoy the evening. "**

**- Marcie's Mob**

Thank you to Marcie and her "mob" for their ongoing support of Folklorama. We love this tradition and look forward to you traveling with us again next year!

For more information on booking a Group Tour 365 days a year, visit [Folklorama.ca](http://Folklorama.ca)



# Mark & Dorothy Danzker Scholarship





## Scholarships

Working alongside the Jewish Foundation of Manitoba, Folklorama is proud to announce the eight recipients of the 2022 Mark & Dorothy Danzker Scholarships. These scholarships honour the memory of Mark Danzker and his wife, Dorothy. As an immigrant, Danzker spent his life working and giving back to his community. His memory lives on through these \$1,000 scholarships.

Our thanks to Lawrence Cohen and the Jewish Foundation of Manitoba for their ongoing support of this important project.

Congratulations to the following scholarship winners who have demonstrated active involvement and passion in preserving their cultural heritage.

### Jasper Bain

Jasper Bain graduated in 2022 and is now studying Health Sciences at McMaster University. She continues to be active in celebrating her Scottish heritage.

### Danielle Marie Borbajo

Danielle Marie Borbajo is a second-generation Filipino immigrant entering her second year of studies in the Faculty of Science at the University of Manitoba. She is a proud Bisaya and Batanganian and aims to constantly learn and share her Philippine heritage, with a focus of growing and uplifting others in the community.

### Norah Eldridge

Norah Eldridge is an athletic and optimistic young woman. As a highland dancer since she was five years old, a bagpiper since age nine, she has performed at Folklorama's Pavilion of Scotland since 2013. Norah is taking health studies at the University of Regina. Ultimately, she hopes to return to Manitoba to attend Emergency Services College and become a firefighter.

## Alexandra Finnbogason

Since the age of three, Alexandra Finnbogason has been highland dancing and has competed with the Ena Sutton Highland Dancers. Alexandra is currently pursuing her Bachelor of Science at the University of Manitoba.

## Marysa Frosty

Marysa Frosty's commitment to maintaining and preserving Ukrainian heritage influences everything she does. While continuing post-secondary studies at the University of Winnipeg, she became active in the local Ukrainian Students' Association and is currently serving as President. Marysa was instrumental in the club's Ribbon Drive that raised almost \$9,000 for the Canada-Ukraine Foundation. In addition, Marysa serves as the Vice-President for the National Ukrainian Canadian Students' Union.

## Vivian Shen

Vivian Shen is a performer and musician born in Winnipeg and raised in the city's Chinese community. In 2019, Vivian was a Youth Ambassador in Folklorama's Chinese Pavilion and was selected as a Youth Ambassadors' General for Folklorama in 2020 and 2021. Vivian continues to connect to her cultural communities by tutoring high school students and newcomers who are learning English. She's also a proud member of the Folklorama Youth Council. Shen is enrolled in the Faculty of Social Science and is working on her Bachelor of Arts degree at Western University in London, Ontario.

## Divya Sharma

Divya Sharma is a determined and driven young leader with a passion for "seva" - giving back to her community. She is the youngest member of the Manitoba Council for International Cooperation's Board, Asian Women of Winnipeg's Board, Winnipeg Women's Conference Committee, and the Model UN Winnipeg Organizing Committee. Divya is enrolled in the Bachelor of Arts (General Program) at the University of Manitoba.

## Sehgeet Kaur Thind

Sehgeet Kaur Thind has had an active role in the Punjabi community for many years. She believes that Folklorama became a support system she never realized she needed. At the age of 14, she opened a dance academy and began to coach its first all-girls competitive Bhangra team. Sehgeet is studying at the University of Manitoba in the Faculty of Sciences and is planning to major in Biological Sciences.

## Scholarship Profile: Kadie Nykvist

Kadie Nykvist has always been fueled by learning and paying it forward; whether she was studying different countries in school, taking language and dance classes at the Scandinavian Cultural Centre, volunteering with newcomers, tutoring students in after school programs, or experiencing the role of Youth Ambassador for the Scandinavian Pavilion during Folklorama 2017. It was important for Folklorama to help her continue her lifelong enthusiasm for knowledge.

**“Receiving this scholarship provided me with the necessary motivation and encouragement to continue working hard in school as well as to continue connecting with my culture on a deeper level. I truly appreciate being acknowledged for the interest I take in my own and other cultures, as well as how encouraging it was to feel the support of the Folklorama community behind my academic endeavors.”**

- Kadie Nykvist, 2018 Mark & Dorothy Danzker Scholarship Winner

With the help of the Mark & Dorothy Danzker Scholarship for Excellence, Nykvist was able to pursue her passions through her studies. After winning the scholarship in 2018, Nykvist went on to obtain a degree in Geography and is currently working towards completing her Bachelor of Education.

For more information on how to apply for the Mark & Dorothy Danzker Scholarship, visit [Foklorama.ca](http://Foklorama.ca)





# Folklorama

CULTURAL ● ● ● ●  
PRESERVATION FUND



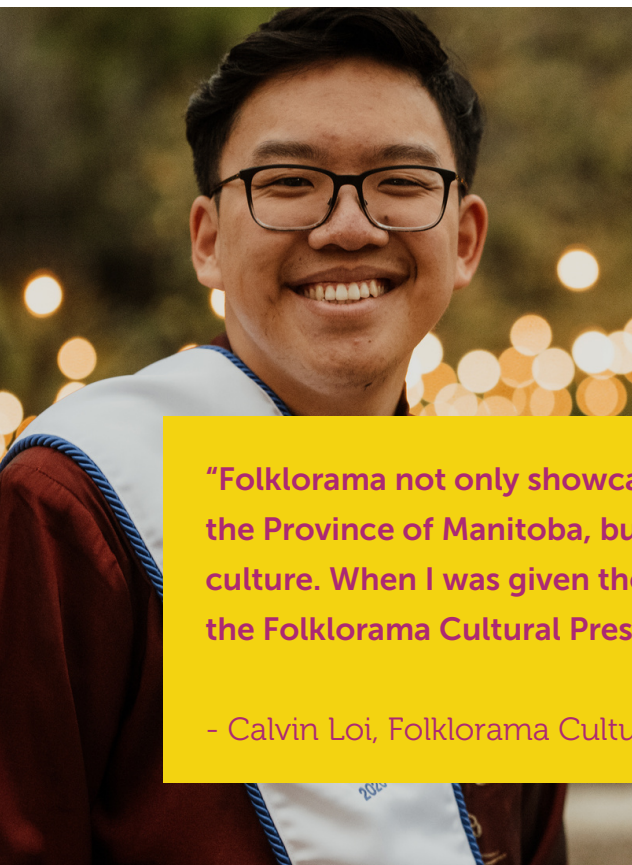


## Folklorama Cultural Preservation Fund

The Folklorama Cultural Preservation Fund aligns with Folklorama's mission of celebrating diversity and promoting cultural understanding. To those who have supported over the past two years, **thank you!**

Behind the scenes, our Folklorama Operations team has been working hard to fundraise and develop the plan to award funding for youth initiatives. In evolving the plans to ensure continuity for the future, Folklorama is pleased to announce the creation of its first endowment fund at The Winnipeg Foundation. The Folklorama Cultural Preservation Endowment Fund was created with \$20,000 that Folklorama has raised for the Fund (to date) and matched with a 75% contribution by The Winnipeg Foundation.

Based on the annual return informed by The Winnipeg Foundation, Folklorama will determine an amount to be awarded to youth initiatives through a structured application and award process. More information is coming soon.



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### Donor Profile: Calvin Loi

**"Folklorama not only showcases the beautiful cultural mosaic interwoven throughout the Province of Manitoba, but has also allowed me to embrace and learn about my own culture. When I was given the opportunity to make a charitable donation to a non-profit, the Folklorama Cultural Preservation Fund was the clear choice!"**

- Calvin Loi, Folklorama Cultural Preservation Fund Donor

Thank you Calvin! Because of your support, future generations will have access to funding to help keep culture thriving and surviving.

# Donor List

Thank you to our 2022 donors who supported not only during our Giving Tuesday campaign, but throughout the year.

---

## Cultural Preservation Fund

Althea Gederon

Anonymous

Avrom Charach

Avrom Charach (In Memory of Aron Lieberman)

Avrom Charach (In Memory of Duong So Truong)

Avrom Charach (In Memory of Dr. Rayleen

De Luca, C.M., O.M.)

Benevity Community Fund (In Honour of Tes Aiello)

Brenda Van Raes (In Memory of Ruth Charach)

Christine Freeman

Deborah Bowers

Donald Anderson (In Memory of Neil & Isabel Macdonald)

Dora Rosenbaum (In Memory of Ruth Charach)

Employees of Online Business Systems

Erin McMullan

Guenter J. Bormann (In Memory of Ruth Charach)

Ivan & Krista Magdic

Jackie Rosner (In Memory of Ruth Charach)

James Court

Kristyna Thompson (In Memory of Ruth Charach)

Lorraine Daiter (In Memory of Ruth Charach)

Richard Reif

Roberta Nazo (In Memory of Ruth Charach)

Ron & Deb Margolis (In Memory of Ruth Charach)

Ronald & Monica Storozuk (In Memory of their daughter, Andrea)

Sheldon & Mara Zipursky (In Memory of Ruth Charach)

Susan Shortill (In Honour of The Dojack Family)

Tamara Domenco (In Memory of Gerald (Gerry) Sankar)

Tanya Williams

Teresa Cotroneo (In Honor of Folklorama Volunteers)

The Grosberg Family Fund (At the Jewish Foundation of Manitoba)

Thomas Sill Foundation Inc. (In recognition of Calvin Loi's passion for leadership through volunteering)

Diane Zack (In Honour of Esperanza Gonzalez)

## Folklorama General Fund

Betty Ann Searle (In Memory of Ruth Charach)

Canada Life (In recognition of Calvin Loi's volunteerism in the community)

Deloitte Canada (In Honour of Kim Ly)

Dorothy Penner

Enterprise Holdings Foundation (In Honour of L. Wood)

Gail Fehr

Kieran Hall

Manitoba 150 Host Committee

Pat Porter Active Living Centre

Sandra Popham



# 2022 Partners & Funders

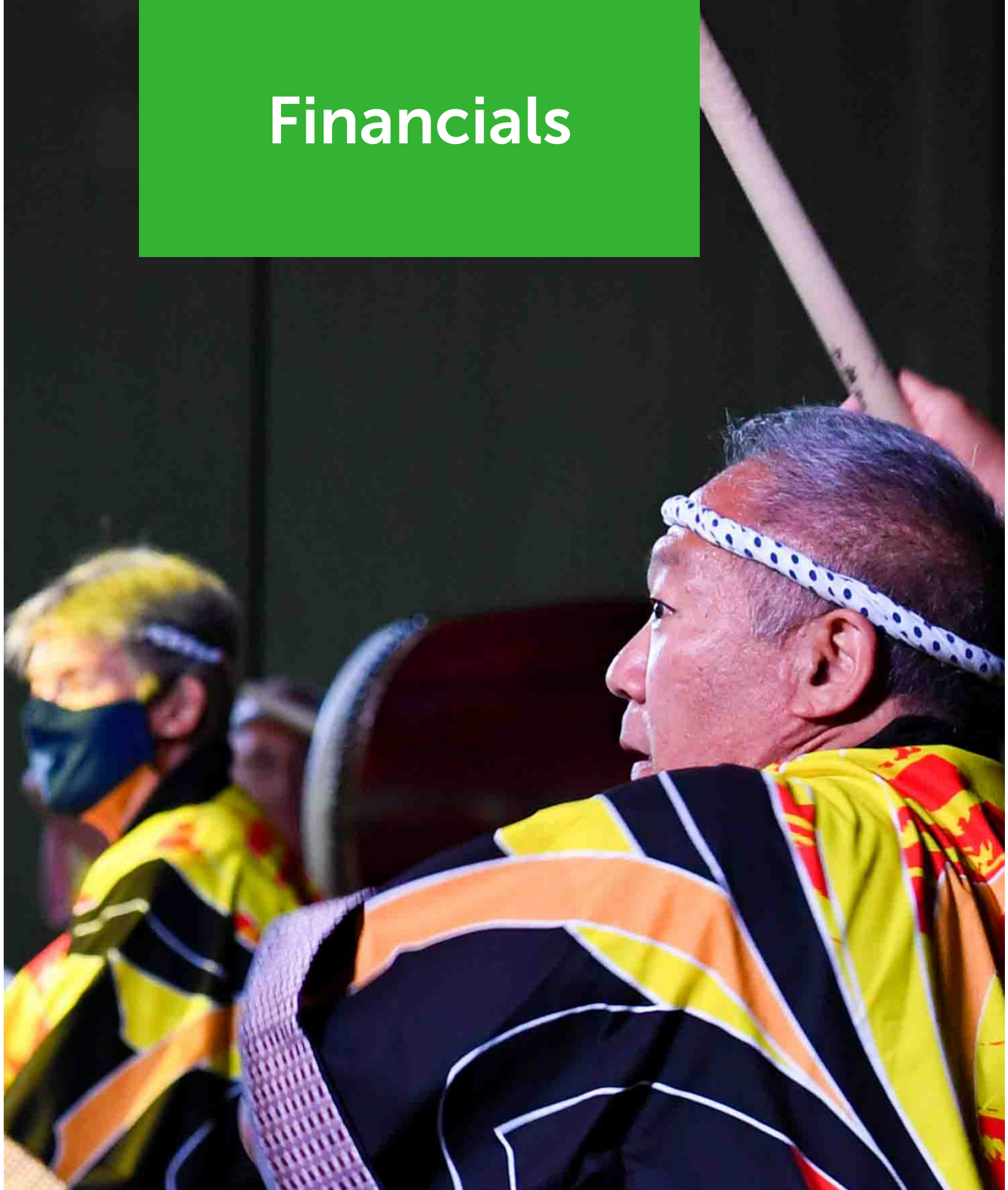


# Partners & Funders

On behalf of the Folklorama family, thank you to the following organizations and government assistance programs for allowing Folklorama to continue its mission of celebrating diversity and promoting cultural understanding.



# Financials



## Management's Responsibility

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To the Members of the Folk Arts Council of Winnipeg Inc. and Folklorama Inc.:

Management is responsible for the preparation and presentation of the accompanying consolidated financial statements, including responsibility for significant accounting judgments and estimates in accordance with Canadian accounting standards for not-for-profit organizations. This responsibility includes selecting appropriate accounting principles and methods, and making decisions affecting the measurement of transactions in which objective judgment is required.

In discharging its responsibilities for the integrity and fairness of the consolidated financial statements, management designs and maintains the necessary accounting systems and related internal controls to provide reasonable assurance that transactions are authorized, assets are safeguarded and financial records are properly maintained to provide reliable information for the preparation of consolidated financial statements.

The Board of Directors and Finance and Audit Committee are composed primarily of Directors who are neither management nor employees of the Organization. The Board is responsible for overseeing management in the performance of its financial reporting responsibilities, and for approving the financial information included in the annual report. The Board fulfils these responsibilities by reviewing the financial information prepared by management and discussing relevant matters with management and external auditors. The Committee is also responsible for recommending the appointment of the Organization's external auditors.

MNP LLP is appointed by the members to audit the consolidated financial statements and report directly to them; their report follows. The external auditors have full and free access to, and meet periodically and separately with, both the Finance and Audit Committee and management to discuss their audit findings.



Executive Director



Manager of Finance and Administration

### MNP LLP

True North Square

242 Hargrave Street, Suite 1200, Winnipeg MB, R3C 0T8

1.877.500.0795 T: 204.775.4531 F: 204.783.8329



MNP.ca

## Independent Auditor's Report

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To the Members of the Folk Arts Council of Winnipeg Inc. and Folklorama Inc.:

### Opinion

We have audited the consolidated financial statements of Folklorama (the "Organization"), which comprise the consolidated statement of financial position as at December 31, 2022, and the consolidated statements of operations, changes in net assets and cash flows for the year then ended, and notes to the consolidated financial statements, including a summary of significant accounting policies.

In our opinion, the accompanying consolidated financial statements present fairly, in all material respects, the consolidated financial position of the Organization as at December 31, 2022, and the results of its consolidated operations and its consolidated cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

### Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Consolidated Financial Statements section of our report. We are independent of the Organization in accordance with the ethical requirements that are relevant to our audit of the consolidated financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

### Other Information

Management is responsible for the other information. The other information comprises the information included in the annual report, but does not include the consolidated financial statements and our auditor's report thereon. The annual report is expected to be made available to us after the date of this auditor's report.

Our opinion on the consolidated financial statements does not cover the other information and we will not express any form of assurance conclusion thereon.

In connection with our audit of the consolidated financial statements, our responsibility is to read the other information identified above when it becomes available and, in doing so, consider whether the other information is materially inconsistent with the consolidated financial statements or our knowledge obtained in the audit or otherwise appears to be materially misstated.

When we read the annual report, if we conclude that there is a material misstatement therein, we are required to communicate the matter to those charged with governance.

### Responsibilities of Management and Those Charged with Governance for the Consolidated Financial Statements

Management is responsible for the preparation and fair presentation of the consolidated financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of consolidated financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the consolidated financial statements, management is responsible for assessing the Organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Organization's financial reporting process.

#### MNP LLP

True North Square

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## Auditor's Responsibilities for the Audit of the Consolidated Financial Statements

Our objectives are to obtain reasonable assurance about whether the consolidated financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these consolidated financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the consolidated financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the consolidated financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the consolidated financial statements, including the disclosures, and whether the consolidated financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Winnipeg, Manitoba

March 1, 2023

*MNP* LLP

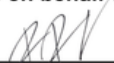
Chartered Professional Accountants


**MNP** LLP

**Folklorama**  
**Consolidated Statement of Financial Position**  
*As at December 31, 2022*

	<b>2022</b>	<b>2021</b>
<b>Assets</b>		
<b>Current</b>		
Cash and cash equivalents	474,896	110,549
Marketable securities (Note 3)	519,259	514,956
Accounts receivable (Note 4)	11,775	114,186
Inventory	46,418	48,387
Prepaid expenses	7,304	24,055
	<b>1,059,652</b>	<b>812,133</b>
<b>Capital assets (Note 5)</b>	<b>44,908</b>	<b>48,873</b>
	<b>1,104,560</b>	<b>861,006</b>
<b>Liabilities</b>		
<b>Current</b>		
Accounts payable and accruals	41,962	10,003
Deferred cultural arts and membership revenues (Note 8)	251,197	74,702
Deferred cultural preservation fund (Note 9)	-	10,821
Deferred portion of Canada Emergency Business Account loan (Note 10)	20,000	20,000
	<b>313,159</b>	<b>115,526</b>
<b>Canada Emergency Business Account Loan (Note 10)</b>	<b>22,000</b>	<b>40,000</b>
	<b>335,159</b>	<b>155,526</b>
<b>Net Assets</b>		
Invested in capital assets	44,908	48,873
Internally restricted (Note 3), (Note 7)	288,036	288,036
Unrestricted	436,457	368,571
	<b>769,401</b>	<b>705,480</b>
	<b>1,104,560</b>	<b>861,006</b>

Approved on behalf of the Board

  
 \_\_\_\_\_  
 Director

  
 \_\_\_\_\_  
 Director

The accompanying notes are an integral part of these consolidated financial statements

**Folklorama**  
**Consolidated Statement of Operations**  
*For the year ended December 31, 2022*

	2022	2021
<b>Revenue</b>		
Pavilion admission	866,413	-
Grants <i>(Note 11)</i>	625,365	936,811
Corporate sponsor-partners	235,994	91,198
Ethnocultural arts	226,129	50,238
Group tour program	214,793	267
Advertising	36,893	-
Investment	17,066	116
Pavilion licensing	12,037	-
Memberships	5,160	5,860
Miscellaneous	1,118	26,839
Donations	3,077	1,577
	<b>2,244,045</b>	<b>1,112,906</b>
<b>Expenses</b>		
Ethnocultural arts	153,386	93,108
Group tour program	149,954	-
Insurance (recovery)	13,018	(5,418)
Marketing and communications	168,993	98,742
Membership services	12,737	-
Office	97,682	102,061
Pavilion admission services fees	136,834	-
Pavilion admission sharing	371,941	-
Pavilion coordination and development	43,763	2,056
Postage	795	847
Professional fees	65,316	25,816
Rent	122,092	118,904
Salaries and benefits	776,318	561,160
Special events	42,726	-
Telephone	9,448	11,967
	<b>2,165,003</b>	<b>1,009,243</b>
<b>Excess of revenue over expenses before other items</b>	<b>79,042</b>	<b>103,663</b>
<b>Other items</b>		
Unrealized loss on fair value of marketable securities	(8,792)	(6,273)
Loss on disposal of capital assets	(1,251)	-
Amortization	(5,078)	(13,576)
	<b>(15,121)</b>	<b>(19,849)</b>
<b>Excess of revenue over expenses</b>	<b>63,921</b>	<b>83,814</b>

The accompanying notes are an integral part of these consolidated financial statements



**Folklorama**  
**Consolidated Statement of Changes in Net Assets**  
*For the year ended December 31, 2022*

	<i>Invested in capital assets</i>	<i>Internally restricted</i>	<i>Unrestricted</i>	<b>2022</b>	<i>2021</i>
Net assets, beginning of year	48,873	288,036	368,571	705,480	621,666
Excess (deficiency) of revenue over expenses	(5,078)	-	68,999	63,921	83,814
Disposal of capital assets	(1,251)	-	1,251	-	-
Investment in capital assets	2,364	-	(2,364)	-	-
Net assets, end of year	44,908	288,036	436,457	769,401	705,480

The accompanying notes are an integral part of these consolidated financial statements

**Folklorama**  
**Consolidated Statement of Cash Flows**  
*For the year ended December 31, 2022*

	2022	2021
<b>Cash provided by (used for) the following activities</b>		
<b>Operating</b>		
Excess of revenue over expenses	63,921	83,814
Amortization	5,078	13,576
Fair value adjustment related to marketable securities	8,792	6,273
Loss on disposal of assets	1,251	-
	<b>79,042</b>	<b>103,663</b>
Changes in working capital accounts		
Accounts receivable	102,411	(62,084)
Inventory	1,969	-
Prepaid expenses	16,751	1,168
Accounts payable and accruals	31,959	2,727
Deferred cultural arts and membership revenues	176,495	(64,495)
Deferred cultural preservation fund	(10,821)	6,741
Deferred portion of Canada Emergency Business Account loan	-	10,000
	<b>397,806</b>	<b>(2,280)</b>
<b>Financing</b>		
Advance (repayment of) Canada Emergency Business Account Loan	(18,000)	10,000
<b>Investing</b>		
Purchase of capital assets	(2,365)	(11,065)
Interest income from marketable securities	(13,094)	-
Purchase of investments	-	(54,618)
	<b>(15,459)</b>	<b>(65,683)</b>
<b>Increase (decrease) in cash resources</b>	<b>364,347</b>	<b>(57,963)</b>
<b>Cash resources, beginning of year</b>	<b>110,549</b>	<b>168,512</b>
<b>Cash resources, end of year</b>	<b>474,896</b>	<b>110,549</b>

The accompanying notes are an integral part of these consolidated financial statements

**1. Incorporation and nature of the organization**

These consolidated financial statements described as "Folklorama" include the accounts of the legal entities Folk Arts Council of Winnipeg Inc. and Folklorama Inc.

Folk Arts Council of Winnipeg Inc. and Folklorama Inc. (together "the Organization") were established as not-for-profit organizations incorporated under the laws of the Province of Manitoba. Both organizations operate in unison, sharing a common membership, Board of Directors, management and mission statement. As such, the Organization is under common control.

The Organization is committed to its mission of celebrating diversity and promoting cultural understanding.

The Organization is a registered charity under the Income Tax Act (Canada) and is therefore exempt from income taxes.

**2. Significant accounting policies**

The consolidated financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations as issued by the Accounting Standards Board in Canada and include the following significant accounting policies:

***Cash and cash equivalents***

Cash and cash equivalents consist of funds on deposit and cash balances held at brokers.

***Inventory***

Inventory consists of finished goods and is valued at the lower of average cost and net realizable value. Net realizable value is the estimated replacement cost.

***Capital assets***

Capital assets are recorded at cost. The cost for contributed capital assets is considered to be fair value at the date of contribution. Amortization is provided at rates intended to amortize the cost of assets over their estimated useful lives as follows:

	<b>Method</b>	<b>Rate</b>
Automotive	declining balance	30 %
Office equipment	declining balance	10 %
Leasehold improvements	straight-line	10 years

***Long-lived assets***

Long-lived assets consists of capital assets. Long-lived assets held for use are measured and amortized as described in the applicable accounting policies.

The Organization writes down long-lived assets held for use when conditions indicate that the asset no longer contributes to the Organization's ability to provide goods and services. The assets are also written-down when the value of future economic benefits or service potential associated with the asset is less than its net carrying amount. When the Organization determines that a long-lived asset is impaired, its carrying amount is written down to the asset's fair value.

***Revenue recognition***

The Organization follows the deferral method of accounting for contributions. Restricted contributions are recognized as revenue in the year in which the related expenses are incurred. Unrestricted contributions are recognized as revenue when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. All investment income is unrestricted and is recognized when earned.

2. **Significant accounting policies** *(Continued from previous page)*

**Pavilion admission**

Pavilion admission revenue is based on the sale of admission tickets made directly by the Organization, as well as such sales as reported by the pavilions to the Organization. Pavilion admission sharing expenses represent the pavilions' share of the admission revenue pursuant to revenue-sharing agreements. Pavilion admission revenue is recognized in the statement of operations gross of applicable pavilion admission services fees. Pavilion admission service fees include TixiT service fees and other merchant processing fees.

**Government assistance**

Government assistance includes all funding received from the federal and provincial government. The Organization recognizes government assistance received as earned revenue in the period for which all obligations in relation to the assistance have been satisfied.

**Donated materials and services**

In the normal course of business, the Organization receives certain donated materials and services. To the extent that the fair value of the donated materials and services can be reasonably estimated, they are recognized as revenue and expenses in the consolidated financial statements. When the fair values of the donated materials and services cannot be reasonably estimated, they are not recognized in the consolidated financial statements.

**Deferred contributions**

Deferred cultural arts and membership revenue and deferred sponsorship and pavilion licensing revenues represent amounts received in the current year relating to the subsequent year. All deferred revenues are recognized when the related expenses are incurred.

**Leases**

Leases are classified as either capital or operating. A lease that transfers substantially all of the benefits and risks of ownership is classified as a capital lease. At the inception of a capital lease, an asset and a payment obligation are recorded at an amount equal to the lesser of the present value of the minimum lease payments and the property's fair market value. Assets under capital leases are amortized on a straight-line basis, over their estimated useful lives. All other leases are accounted for as operating leases and rental payments are expensed as incurred.

**Use of estimates**

The preparation of these consolidated financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosure of contingent assets and liabilities at the date of the consolidated financial statements, and the reported amounts of revenues and expenses during the reporting period.

Accounts receivable are stated after evaluation as to their collectability and an appropriate allowance for doubtful accounts is provided where considered necessary. Provisions are made for slow moving and obsolete inventory. Amortization is based on the estimated useful lives of capital assets.

These estimates and assumptions are reviewed periodically and, as adjustments become necessary they are reported in excess of revenues and expenses in the periods in which they become known.

2. **Significant accounting policies** *(Continued from previous page)*

**Financial instruments**

The Organization recognizes financial instruments when the Organization becomes party to the contractual provisions of the financial instrument.

**Arm's length financial instruments**

Financial instruments originated/acquired or issued/assumed in an arm's length transaction ("arm's length financial instruments") are initially recorded at their fair value.

At initial recognition, the Organization may irrevocably elect to subsequently measure any arm's length financial instrument at fair value. The Organization has not made such an election during the year.

Transaction costs and financing fees directly attributable to the origination, acquisition, issuance or assumption of financial instruments subsequently measured at fair value are immediately recognized in excess of revenue over expenses. Conversely, transaction costs and financing fees are added to the carrying amount for those financial instruments subsequently measured at cost or amortized cost.

**Financial asset impairment**

The Organization assesses impairment of all its financial assets measured at cost or amortized cost. The Organization groups assets for impairment testing when available information is not sufficient to permit identification of each individually impaired financial asset in the group; there are numerous assets affected by the same factors; no asset is individually significant. Management considers whether the issuer is having significant financial difficulty; whether there has been a breach in contract, such as a default or delinquency in interest or principal payments in determining whether objective evidence of impairment exists. When there is an indication of impairment, the Organization determines whether it has resulted in a significant adverse change in the expected timing or amount of future cash flows during the year.

Any impairment, which is not considered temporary, is included in current year excess of revenue over expenses.

The Organization reverses impairment losses on financial assets when there is a decrease in impairment and the decrease can be objectively related to an event occurring after the impairment loss was recognized. The amount of the reversal is recognized in excess of revenue over expenses in the year the reversal occurs.

3. **Marketable securities**

Marketable securities consist of government and corporate bonds and securities bearing interest at rates ranging from 2.73% to 4.35% (2021 - 2.73% to 4.35%) and maturing between July 2023 and June 2029 (2021 - between December 2022 and June 2029). The bonds and securities are carried at fair value and were purchased at a cost of 168,545 (2021 - (\$256,337)). The fair value adjustment recognized in the statement of operations during the year is an increase of \$8,792 (2021 - a decrease of \$6,273). Included in marketable securities is \$288,036 (2021 - \$288,036) that is internally restricted. The marketable securities that matured during the year were not redeemed. Instead, this matured amount of \$92,095 (2021 - \$219,996) is being kept in a high interest cash savings account within the investment portfolio.

4. **Accounts receivable**

	2022	2021
Accounts receivable	11,775	115,073
Allowance for doubtful accounts	-	(887)
	11,775	114,186

**Folklorama**  
**Notes to the Consolidated Financial Statements**  
*For the year ended December 31, 2022*

**5. Capital assets**

	<i>Cost</i>	<i>Accumulated amortization</i>	<i>2022 Net book value</i>
Automotive	6,783	6,783	-
Office equipment	390,712	345,804	44,908
Leasehold improvements	188,247	188,247	-
	<b>585,742</b>	<b>540,834</b>	<b>44,908</b>

	<i>Cost</i>	<i>Accumulated amortization</i>	<i>2021 Net book value</i>
Automotive	8,033	6,562	1,471
Office equipment	388,348	340,946	47,402
Leasehold improvements	188,247	188,247	-
	<b>584,628</b>	<b>535,755</b>	<b>48,873</b>

**6. Bank indebtedness**

At December 31, 2022, the Organization had available lines of credit totaling \$150,000 (2021 - \$150,000), bearing interest at prime plus 2.00% (2021 - prime plus 2.00%). As at December 31, 2022 the line of credit had a withdrawal balance of \$nil (2021 - \$nil). As at December 31, 2022, prime rate was 6.45% (2021 - 2.45%). The following has been collateralized in connection with this line of credit:

- General security agreement; and
- Guarantee and postponement of claim in the amount of \$150,000.

**7. Internally restricted net assets**

These resources are internally restricted by the Board of Directors to provide for current and future capital needs of the Organization, funding for special projects and contingency funding to ensure the Organization's financial stability. Included in marketable securities is \$288,036 (2021 - \$288,036) that is internally restricted.

**8. Deferred cultural arts and membership revenues**

Deferred cultural arts and membership revenues includes \$72,625 for an operating grant received in 2022 for 2023 operations; \$40,000 in funds received for a project grant to be undertaken in 2023; \$18,495 regarding 2023 memberships and licensing fees paid in 2022; as well as \$120,077 in funding received in 2022 to be distributed to Pavilions that didn't participate in the year but are returning to participate in 2023.

**9. Cultural Preservation Fund**

The Folklorama Cultural Preservation Fund launched on August 4, 2020 and it was established to align with the Organization's mandate of celebrating diversity and promoting cultural understanding. This Fund will provide Folklorama members access to funds to support their ongoing or new projects that celebrate, educate, promote, and preserve culture. These funds are externally restricted.

As of September 6, 2022 the Cultural Preservation Fund is maintained by The Winnipeg Foundation for general annual grant making activity. The Winnipeg Foundation provides funding in the amount of 4.8% of previous years' contribution to the Cultural Preservation Fund. The interest earned by this Fund is to be used at the discretion of the Organization's Board of Directors in accordance with its mandate. In the current year, the Organization contributed \$20,010. This \$20,010 contribution was reflected by The Winnipeg Foundation in their September 2022 report. Contributions of \$18,813 (2021 - \$nil) were made by third-party donations directly to the Winnipeg Foundation. The market value of the fund at year-end is \$38,397. In addition, the Organization had a balance of disbursements payable from the endowment fund in the amount of \$947. \$500 was provided to the Organization to be disbursed, and \$447 has been reinvested into the Cultural Preservation Fund.

Interest earned on the fund is reinvested into the fund on an annual basis. The fund held on behalf of the Organization is not presented in the consolidated financial statements.

**10. Canada Emergency Business Account Loan**

The Canada Emergency Business Account (CEBA) Loan was introduced by the Federal government to help businesses affected by COVID-19, with non-deferrable expenses such as rent, utilities, insurance, payroll, and property taxes. Businesses can access interest free loans of up to \$60,000 and have \$20,000 of the loan forgiven if paid back by December 31, 2023. Folklorama received \$60,000 of CEBA loan and deferred \$20,000, which is the forgivable portion of the loan. In 2022 the Organization made a repayment of \$18,000 (2021 - \$nil) towards the CEBA loan.

**11. Government grants**

During the year, the Organization received \$621,678 (2021 - \$936,811) of government grants related to its operating activities. During the year, the Organization received \$103,551 (2021 - \$235,425) of Tourism and Hospitality Recovery Program (formerly known as, Canada Emergency Wage Subsidy) and \$25,127 (2021- \$64,485) of Canada Emergency Rent Subsidy from the Government of Canada as part of Canada's COVID-19 Economic Response Plan to support Canadians and protect jobs during the global COVID-19 pandemic.

	<b>2022</b>	<b>2021</b>
Province of Manitoba	<b>290,500</b>	290,500
Winnipeg Arts Council	<b>97,200</b>	97,200
Winnipeg Foundation	-	45,000
City of Winnipeg - Covid Support Grant	-	1,500
Manitoba Arts Council	<b>105,300</b>	121,000
Tourism and Hospitality Recovery Program (2021 - Canada Emergency Wage Subsidy)	<b>103,551</b>	235,425
Canada Emergency Rent Subsidy	<b>25,127</b>	64,485
Manitoba Bridge Grant	-	15,000
Manitoba Home Grant	-	50,000
Manitoba Healthy Hire Program Grant	-	9,201
Celebrate 150 Project Grant	-	7,500
	<b>621,678</b>	<b>936,811</b>

**12. Donated materials and services**

The total value of donated materials and services that is recognized as revenue is \$92,209 (2021 -\$nil).

**13. Commitments**

The Organization entered into a lease agreement for its premises expiring March 31, 2026. The minimum lease payments, not including operating costs, for the next four years is as follows:

2023	90,000
2024	90,000
2025	90,000
2026	22,500
	292,500

**14. Financial instruments**

The Organization, as part of its operations, carries a number of financial instruments. It is management's opinion that the Organization is not exposed to significant interest, currency or credit risks arising from these financial instruments except as otherwise disclosed.

***Interest rate risk***

Interest rate risk is the risk that the value of a financial instrument might be adversely affected by a change in the interest rates. Changes in market interest rates may have an effect on the cash flows associated with some financial assets and liabilities, known as cash flow risk, and on the fair value of other financial assets or liabilities, known as price risk.

The Organization is exposed to interest rate risk with respect to marketable securities. This risk arises from differences in the timing and amount of cash flows related to the Organization's assets. The value of the marketable securities is affected by changes in market interest rates.

**15. Significant event**

The outbreak of the novel strain of coronavirus, specifically identified as "COVID-19", has resulted in a widespread health crisis that has affected the global and local economies resulting in an economic slowdown. The Organization recognizes the impact of the cancellation of the festival in the prior year which has affected its main revenue source and directly impacted operations over the fiscal year. The duration and impact of the COVID-19 outbreak is unknown at this time and it is not possible to reliably estimate the length and severity of these developments and the impact on the financial results and condition of the Organization.

**16. Comparative figures**

Certain comparative figures have been reclassified to conform with current year presentation.



# Members, Board of Directors, Staff & Committees



# Folklorama Members

## A

African Communities of Manitoba Inc.  
Afro-Caribbean Association of Manitoba Inc.  
Afro-Caribbean Dancers  
Amber Epp (Papa Mambo Trio)  
Argentinean Manitoba Association Inc.  
Ariya Afrika Cultural Group & Bola Oriyomi  
Asham Stompers Inc.  
Asian Women of Winnipeg Inc.

## B

Barley Mow Band  
Belgian Folkdancers of Winnipeg Inc.  
I Bielak, Daniel  
I Bowers, Deborah  
Brady Academy Parents Association Inc.  
I Bronstone, Sharon

## C

Ça Claque!  
Canadian Salvadorians in Winnipeg (CASA) Inc.  
Canadian Slovenian Cultural Society Inc.  
Casa do Minho Portuguese Centre Inc.  
Centre culturel franco-manitobain Inc.  
Chai Folk Arts Council Inc.  
I Charach, Avrom  
I Charach, Barney  
Ching Wu Athletic Association  
Clyde Heerah and Paradize Band  
Coffieman  
I Cohen, David  
Council of Caribbean Organizations of Manitoba Inc.  
Council of South Sudanese Community of Manitoba (COSSUM) Inc.  
I Court, James  
Croatian Folklore Ensemble "Croatian Dawn"  
Croatian Pavilion Zagreb Inc.

## D

Dance 4 You  
I De Luca, C.M., O.M., Dr. Rayleen\*  
I De Luca, Vincent  
Drum Café

\* = Deceased    I = Individual

## E

Egyptian Canadian Society of Manitoba Inc.  
Ena Sutton Highland Dancers of Winnipeg  
Ethiopian Society of Winnipeg Inc.

## F

Flying Lion Dance Troupe  
Friends of the Cuban Arts Inc.  
Fubuki Daiko

## G

I Gederon, Althea  
German Canadian Congress of MB Inc.  
German Club Band Winnipeg (Blaskapelle Deutsche Vereinigung), The  
Ghanaian Union of Manitoba Inc.  
I Greenfield, Murray  
Guitar Winnipeg  
Guylaine Maltais

## H

I Hawryliuk, Yvonne  
Hellenic Greek Orthodox Church of Winnipeg Inc., The  
High Profile Dance Band  
Hinode Taiko Inc.  
Hoosli Ukrainian Folk Ensemble Inc.  
Hungarian Kapisztrán Folk Ensemble and Association of Winnipeg Inc.

## I

India Association of Manitoba Inc.  
India School of Dance, Music, and Theatre Inc.  
Irish Association of Manitoba Inc., The  
Island Breeze  
I Ismath, Mohamed  
Italian Canadian League of Manitoba Inc.

## J

Japanese Cultural Association of Manitoba

## K

Karpat Hungarian Folk Dancers of Winnipeg (Magyar Mozaik) Inc.  
KEFI - Greek Folk Dancers of Manitoba  
Korean Society of Manitoba for Fraternity and Culture Inc., The  
I Kruger, Heidi - In Memory of Corinna Kruger

**L**

- I** Langtry, David  
Le Club Belge Inc. (Legion Branch #107)  
Le Ragazze Italiane Con "Niamo Raga"
- I** Lloyd, Joan C.
- I** Lodha, Dr. Ganpat
- I** Loi, Calvin

**M**

- Magdaragat Philippines (The Voyagers of the Seas) Inc.
- Manitoba Chilean Association Cultural Centre Inc.
- Manitoba Chinese Women's Association Inc.
- Manitoba Highland Dancers' Association
- Marco Castillo & Brazilian Beats
- I** Matsumoto, Carol  
McConnell School of Dance Students Association Inc.
- I** Medina, Tamara  
Melos Folk Ensemble  
Mex Y Can Association of Manitoba Inc.
- I** Millington, Tom O.

**O**

Order of AHEPA Polikos Aster Chapter CJ8 Inc.

**P**

- Panjab Foundation of Manitoba Inc.
- Paraguay Cultural Association of Manitoba
- Paraguay Cultural Association of Manitoba Inc., The
- I** Pasieczka, Anatasia
- I** Pasieczka, Martin
- I** Peterson, Bridget  
Phoebe Man  
Polish Combatants' Association, Branch 13 in Canada Inc.
- Portuguese Association of Manitoba Inc.

**R**

- Rady Jewish Community Centre of Winnipeg Inc.
- Rambo Production Enterprises
- I** Reif, Richard
- I** Rodrigues, Casimiro  
Romanetz Ukrainian Dance Ensemble  
Romanian Society of Manitoba Inc., The  
Rossdale Ukrainian Dance School  
Rozmai Ukrainian Dancers

**S**

- I** Salaam, Zaleena  
Scandinavian Folk Group of Manitoba Inc.
- I** Schur, Patricia
- I** Schweitzer, Miki  
Scottish Association of Winnipeg Inc.  
Serbian Cultural Society "Kolo" Inc.
- I** Shortill, Susan  
Sister Dorothy  
Sol de Espana - Spanish Folk Dancers of Winnipeg  
Sopilka Ukrainian Dance School  
Spanish Club of Winnipeg  
Splendore D'Italia Folk Dancers  
St. Philip Minh Folk Group Inc.  
Steve Kiz
- I** Storozuk, Ronald
- I** Strachan, Margaret

**T**

- Tamil Cultural Society of Manitoba Inc.
- I** Tappia, Dr. Paramjit  
TiBert Le Voyageur (TiBert Inc.)  
Todaschuk Sisters  
Troyanda Ukrainian Dance Ensemble

**U**

- Ukrainian Canadian Congress - Manitoba Provincial Council Inc.
- Union Nationale Française Inc.

**V**

- I** Verma, Sahil  
Viva Brasil Canada Inc.
- I** Volkov, Denys

**W**

- I** Waskiw, Eugene  
West Indian Indo-Canadian Cultural Organization of Manitoba Inc.
- I** Wiebe, Henry  
Winnipeg Chinese Cultural and Community Centre Corporation  
Winnipeg Police Service  
Winnipeg Steel Orchestra
- I** Wishnowski, Dennis

**Z**

- Zemliaki Trade & Culture Association Inc.
- Zoloto Ukrainian Dance Ensemble and Company Inc.

\* = Deceased    **I** = Individual

# 2022-2023 Board of Directors

**Richard Reif**  
President

**Tes Aiello**  
Chair, Review Committee

**Tamar Barr**  
Director

**Deborah Bowers**  
Director

**Althea Gederon**  
Chair, Membership Committee

**Stan Hall**  
Immediate Past President &  
Chair, Nominating Committee

**Surekha Joshi**  
Director

**Kim Ly**  
Chair, Finance and Audit Committee

**Peter Parboji**  
Chair, Scholarship Committee

**Bridget Peterson**  
Chair, Licensing Committee

**Susan Shortill**  
Director

**Matthew Sobocan**  
Director

**George Wong**  
Director



# Committees

## Finance and Audit Committee

Kim Ly (Chair)\*\*, James (Jim) Court, Darren Galaluk, Julian Giubega, Peter Parboji\*\*, Huiqian (Yuki) Shi, George Wong\*\*

## Governance Committee

Richard Reif (Chair)\*\*, David Langtry, Bridget Peterson\*\*, Susan Shortill\*\*, George Wong\*\*

## Licensing Committee

Bridget Peterson (Chair)\*\*, Daniel Asrat Balcha, Deborah Bowers\*\*, Avrom Charach, Julian Giubega, Yvonne Hawryliuk, Zaleena Salaam, Dr. Paramjit (Pram) Tappia

## Membership Committee

Althea Gederon (Chair)\*\*, Surekha Joshi\*\*, Carol Matsumoto, Jasinder Sidhu, Matthew Sobocan\*\*, Rosemarie Todaschuk

## Nominating Committee

Stan Hall (Chair), Avrom Charach, Yvonne Hawryliuk, Richard Reif\*\*, Zaleena Salaam, Dr. Paramjit (Pram) Tappia

## Review Committee

Tes Aiello (Chair)\*\*, Carol Matsumoto, Henry Wiebe, Scott Gordon (Spirit of Ukraine), Florence Okwudili (Africa)

## Scholarship Committee

Peter Parboji (Chair)\*\*, Daniel Asrat Balcha, Carol Matsumoto, Margaret Strachan

## Steering Committee

Richard Reif (Chair)\*\*, Tamar Barr\*\*, Laura Benesocky, Elsie Grennier, Kim Ly\*\*, Bart Omand, Bridget Peterson\*\*, Sunny Singh

\*\* Current Board member.

Note: Folklorama President, Richard Reif is ex-officio for every committee except the Nominating Committee.



# Folklorama Staff

Teresa Cotroneo  
**Executive Director**

Emily Clarke  
**Coordinator, Marketing, Communications & Engagement (Term)**

Deanne Coombes  
**Manager, Finance & Administration**

Dawson Cox  
**Coordinator, Community Relations & Partnerships**

Brooklyn Friesen  
**Office Administrator (Term)**

Katie Green  
**Coordinator, Member & Festival Services**

Christian Hidalgo-Mazzei  
**Director, Ethno-Cultural Arts**

Courtney Horwood  
**Manager, Group Tour Programs**

Marina Lamontagne  
**Coordinator, Ethno-Cultural Arts**

Christena Leachman  
**Coordinator, Marketing, Communications & Engagement (On Leave)**

Monica Lowe  
**Senior Executive Support (Term)**

Kim Morphy  
**Director, Festival Operations & Partnerships**

Richele Philippot  
**Executive Assistant (On Leave)**

Tanya Williams  
**Director, Marketing, Communications & Engagement**

# 2022 Seasonal Staff

Brooklyn Friesen  
**Supervisor, Pavilion Support Team**

Jennifer Kunderman  
**Tourism Assistant**

Maddi Penner-Adamo  
**Assistant, Pavilion Support Team**

Cameron Penney  
**Assistant, Social Media**

Ashleigh Sadler  
**Seasonal Administrative Assistant**

\*as of December 31st, 2022



# Mission, Vision, Values

## Mission

Celebrating diversity and promoting cultural understanding.

## Vision

Folklorama promotes the ethno-cultural diversity of Manitoba through entertainment and public celebrations of culture and education. Folklorama provides the opportunity for ethno-cultural communities to promote and celebrate their intangible culture during the festival in August and year-round through our Ethno-Cultural Arts Divisions: Folklorama at Home, Folklorama at School, Folklorama at Work, and Folklorama at Play. We will understand and respond to the expectations of our members, stakeholders and the public and will be leaders in the festival community, the special events industry and the tourism industry of Manitoba. We will respect and recognize the contributions of our staff and volunteers and will create an environment that inspires fun, innovation and a sense of belonging.

## Values

Our basic foundation values are:

- Respect for people
- Appreciation for diversity
- Integrity
- Respect for culture

In the services that we provide and the products we develop and support, we will be known to be:

- Responsive
- Creative
- Proactive
- Innovative
- Strategic
- Transparent





Thank you!