



TIRGAN PROFILE



tirgan



AN IRANIAN SUCCESS STORY

STRENGTHEN CONNECTIONS

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EXECUTIVE SUMMARY

This document provides an introduction to the Iranian-Canadian Centre for Art and Culture with details of the basic operational, strategic and financial scope of our activities. It outlines our core strategies and executive policies for the organization. Our vision, mission and objectives are carefully devised to help further **promote Iranian arts and culture throughout the world.**

Tirgan is a non-partisan, non-religious Canadian registered charitable organization.

The main aim of this profile is to clearly define the mid and long term objectives based on our successful track record. The extensive scope of our achievements, public reception and wide reaching impact of our efforts has paved the way for realizing a historic milestone for the ever growing Iranian community living around the world. With nearly 10% of Iran's population living outside of the country, the time has come for us to build on Tirgan's success and establish an international headquarters befitting the size and magnitude of our cultural heritage.

The Tirgan Cultural Centre (TCC) shall be a multi-purpose complex that showcases Iranian arts and culture, while nourishing the talent, that continues to arise from our rich heritage.

In this document, we have outlined the overall strategy, process and necessary resources with which our goals can be achieved.





ABOUT US

WHO WE ARE

Tirgan is a non-partisan, non-religious Canadian registered charitable organization.

We founded Tirgan in 2007 to resonate with the ever growing Iranian diaspora around the world and create a cohesive cultural framework for a thriving community.

This was partly a result of extreme limitations imposed on cultural activities inside Iran, and partly due to the lack of a dedicated cultural platform that could unify the efforts of intellectuals and artists worldwide.

Having the fortune of living in Canada and encouraged by the government's support for diversity, we embarked on a mission to celebrate and promote Iranian arts and culture, while contributing to the Canadian Cultural Mosaic Model with a simple motto:

Our Culture, Our Identity.





**A CHARITABLE ORGANIZATION CELEBRATING ARTS
AND CULTURE WITH THE AIM OF PROMOTING
CROSS-CULTURAL DIALOGUE AND UNDERSTANDING**

OUR VISION

Tirgan strives to become a global hub for Persian/Iranian artistic and cultural activities and collaborations. This entails building the Tirgan Cultural Centre (TCC) in Toronto as our international headquarter.

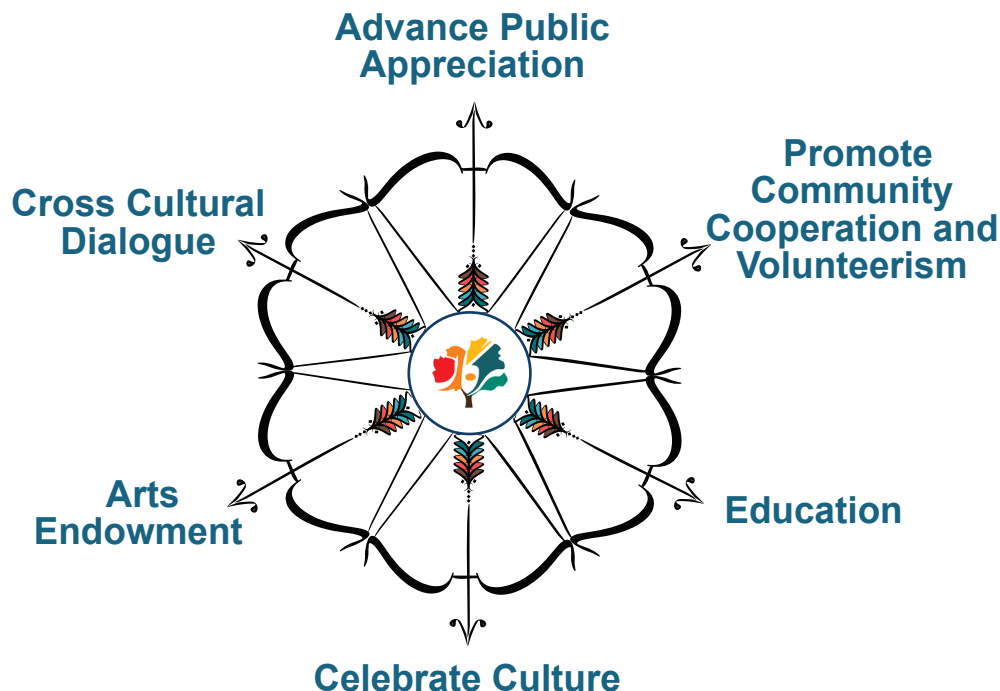
This mixed-use facility will accommodate administrative needs, lecture and theatre venues, classes and workshops, a restaurant, cafe and meeting areas. Educational, research, archival and restoration facilities and resources, project development programs and various forms of artistic presentations will be some of the functions of TCC. This model resonates with other Canadian examples such as the Toronto International Film Festival (TIFF), The Aga Khan Museum and The Canadian Film Centre.

The Iranian-Canadian community is one of the fastest growing ethnic minorities in Canada. Since the early 1980's the community has grown from around 5000 residents to over 300 thousand.

According to Statistics Canada, 58% of Iranian-Canadians live in Ontario, and are concentrated in the Greater Toronto Area (GTA), making it one of the most vibrant hubs for Iranian expatriates.

Iranian-Canadians have achieved exemplary success in business and academics. There are reportedly over 500 university professors of Iranian descent in Canadian universities. Iranian-Canadians have made tangible contributions to Canadian businesses such as real-estate, construction, financial services, gastronomy, and management to name a few. Nurtured by the vibrant Iranian-Canadian community over the past 12 years, Tirgan is firmly established as a major artistic and cultural organization in North America.

Our extensive programs have helped to support Iranian artists and cultural figures throughout the world. This success story has paved the way for Tirgan to become a major Iranian artistic and cultural hub in the world.



OUR MISSION

As a multidisciplinary Canadian arts and culture charity that is recognized as a cultural anchor for the Iranian-Canadian community in Canada and across the world, our mission is to serve as the catalyst for creating a cohesive cultural framework that fosters a thriving community through the arts. We aim to provide a platform of unity and equal opportunity to engage artists, art-enthusiasts, volunteers, and the community at large.

- ◆ Tirgan strives to preserve, promote and celebrate Persian/ Iranian arts & culture by providing artists and scholars of all backgrounds a platform to showcase their passions. This, we believe, is a crucial element for creating a cross-cultural dialogue and realizing our mission.

OBJECTIVES

- ◆ To increase public's appreciation of Iranian arts, culture and heritage through multidisciplinary productions and presentations of music, dance, theatre, literature, film and visual arts.
- ◆ To raise public awareness of Iranian arts, culture and heritage through educational workshops and seminars.
- ◆ To encourage a culture of community cooperation and volunteerism.
- ◆ To inspire and facilitate joint cultural projects with other countries of common heritage.
- ◆ To build the Tirgan Cultural Centre (TCC) complex.



OUR VALUES

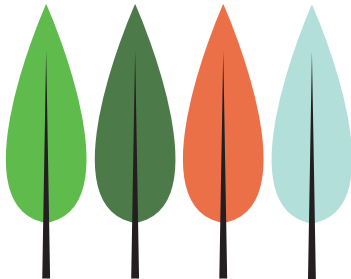
Equality - We value and respect people of all backgrounds, religions and gender identities. We believe a diverse and inclusive community at Tirgan fosters innovation and creativity, and are committed to building a space where everyone feels valued, safe and respected.

Excellence - We strive for excellence in our artistic and cultural programming through various offerings to the public. We aspire to excellence in the governance of our resources and will exceed the expectations of our supporters because their loyalty and trust is vital to our future.

Passion - We are passionate about sharing a love for Iranian arts and culture that will enrich the lives of those around us.

Partnership - We value the power of partnership with other organizations, people and corporations through which our arts programming is enriched and made accessible to the greater community.

Stewardship - We value the trust of our greater community - people, corporations and fellow foundations that contribute time and effort to our organization and mission. ‘





A BRIEF HISTORY

THE HISTORY BEHIND OUR NAME

“Tirgan” refers to an ancient Iranian festival that is celebrated in the month of July. There are many legends surrounding its origins. Our favorite depicts the story of “Arash the Archer” who was chosen to ascend Mount Damavand and shoot an arrow to determine Iran’s territorial borders. The arrow landed far beyond expectations, resulting in the inclusion of many diverse cultures within the new nation of Iran.

THE BEGINNINGS OF OUR SUCCESS

In 2004, a group of us came together for the first time to celebrate Nowruz, the Persian/Iranian New Year at the University of Toronto. This was our first landmark event.

Encouraged by the public’s enthusiastic reception, we organized a fundraising concert for the survivors of the Bam earthquake in Iran.

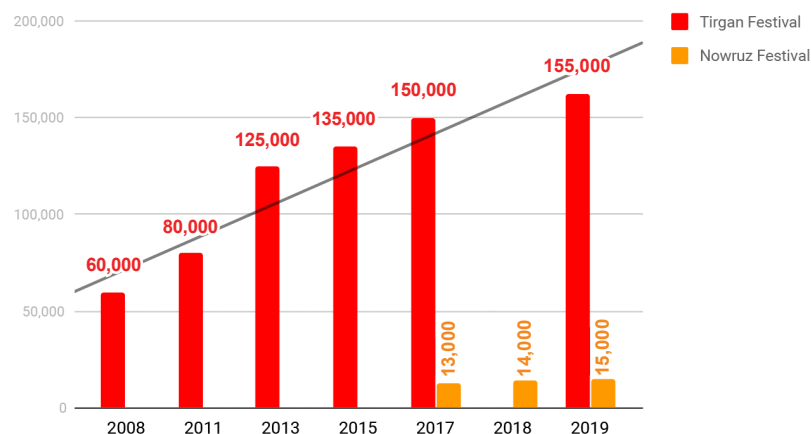
Soon thereafter, the Harbourfront Centre in Toronto invited us to co-produce an Iranian cultural festival. The product of this collaboration, was our first festival called “Under the Azure Dome” which was held at the Harbourfront Centre in March 2006 to celebrate Nowruz. With a \$100,000 budget, the event attracted over 25,000 visitors.

The overwhelming attendance exceeded the Harbourfront Centre’s indoor capacity, leaving many behind closed doors. This motivated us to plan a larger event in summer.

In 2008, our second festival called “Once Upon a Time”, commemorated the ancient Tirgan festival. This event drew over 60,000 visitors from across Canada and abroad.

In the summer of 2011 we organized the next festival officially called Tirgan and continue to celebrate Tirgan as a biennial festival to this day.

Number of Participants in Tirgan and Nowruz Festivals

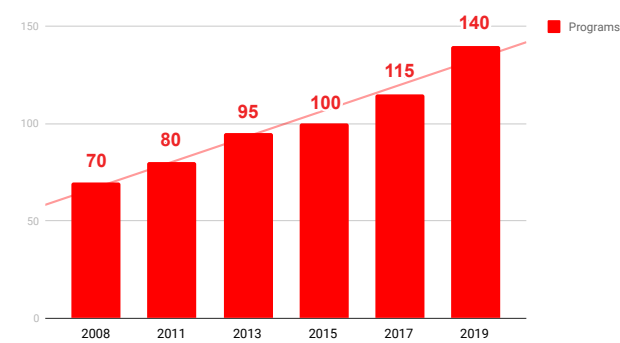


Since our modest beginnings, we have hosted over 1200+ artists and presented over 2000 diverse programs, 80% of them free of charge. Our events have had 170,000+ volunteer hours and attracted over 1 million local and international visitors to Toronto.

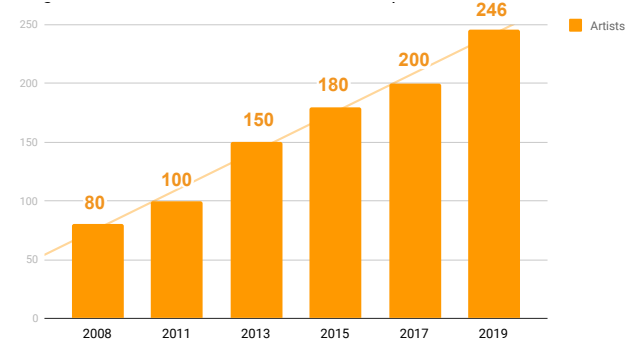
Over the years, we have earned the support of more than 30 community partners, 40 official sponsors, over 120 individual monthly donors and dozens of loyal major donors. More than 2000 dedicated volunteers, have helped to raise over \$6 million in cash and \$4 million of in-kind support. Today Tirgan has become the world’s largest Iranian

cultural event.
This track record sets the stage for realizing our grand vision of Tirgan; **The Tirgan Cultural Centre (TCC)**.

Tirgan biennial Festival - Number of Programs presented



Tirgan biennial Festival - Number of Artists presented





OUR PRODUCTIONS

Tirgan's core events are two multi-disciplinary festivals: the biennial Tirgan summer festival and the annual Nowruz spring festival. Over the years, our programming has expanded to offer a rich communal experience to visitors of all ages and backgrounds. The list below highlights our achievements to-date.



Tirgan Summer Festivals:

- ◆ July **2019**: Harbourfront Centre (HFC), Distillery District (DD), St. Lawrence Centre for the Arts, Michener Institute—**162,000** visitors, **140** programs, **246** artists
- ◆ July **2017**: HFC, DD, Aga Khan Museum - **150,000** visitors, **115** programs, **200** artists
- ◆ August **2015**: HFC-**135,000** visitors, **100** programs, **180** artists
- ◆ July **2013**: HFC-**120,000** visitors, **95** programs, **150** artists
- ◆ July **2011**: HFC-**80,000** visitors, **80** programs, **100** artists
- ◆ July **2008**: HFC-**60,000** visitors, **70** programs, **80** artists

Year	visitors	programs	artists
2019	162,000	140	246
2017	150,000	115	200
2015	135,000	100	180
2013	120,000	95	150
2011	80,000	80	100
2008	60,000	70	80

Nowruz Spring Festival:

- ◆ March **2019**: Toronto Centre for the Arts (TCA)-**15,000** visitors, **45** programs, **130** artists
- ◆ March **2018**: TCA-**14,000** visitors, **40** programs, **80** artists
- ◆ March **2017**: TCA-**13,000** visitors, **35** programs, artists



Yalda Night (Winter Solstice Festival):

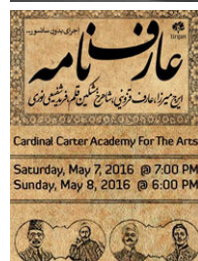
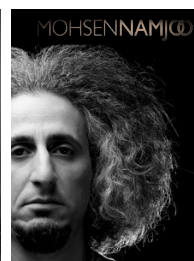
- ◆ December 2018
- ◆ December 2012
- ◆ December 2010

Conferences:

- ◆ Iranian Intellectuals Conference: July 2019, Michener Institute
- ◆ IBRIDGES Toronto Conference: July 2019, Mars Discovery District
- ◆ Iranian-Canadian Women's Leadership Conference: July 2017, Aga Khan Museum

Special Events:

- ◆ Golnar & Mahan Trio Concert: August 2019, TC (in collaboration with the Austrian Embassy)
- ◆ Mohsen Namjoo Concert: February 2017, TCA (in collaboration with Aga Khan Museum)
- ◆ Arefnameh by Iraj Mirza, directed by Shahrokh Moshkin Ghlam: May 2016, Cardina I Carter Academy for the Arts
- ◆ Tirgan Fundraising Gala: Martik, Faramarz Aslani, and Dariush (July 2015)



PRODUCTIONS

Tirgan Kids Time

Tirgan Kids Time is a fun and exciting program developed by Tirgan as a way to bring together little ones over the love and excitement of Persian folklore. It comes in the form of a weekly series following the main character, Zalzalak's adventures in the Tirgan House. Zalzalak is a character that has been derived from Zaal, a figure in Ferdowsi's epic poem, Shahnameh. There are various other elements of Persian culture and experience woven into this series as a way to introduce and educate the impressionable and young members of our community on the multi-faceted nature of Persian culture. The weekly series has been created with children aged 5-12 in mind, but can be enjoyed by the whole family and aims to address the lack of opportunity to engage with Persian culture otherwise due to restrictions placed by COVID-19.



PUBLICATIONS

◆ Tirgan Magazine:



◆ Short Story Book:



CONTESTS

◆ Short Story Contests:



◆ Selected photographs from Tirgan photography contests:



A decorative floral wreath made of light-colored leaves and branches, framing the text.

OUR ORGANIZATION

BACKGROUND

Tirgan began as a volunteer-based grassroots cultural organization. With the experience accumulated over many years, we have successfully assembled, trained and nurtured a dynamic team of volunteers with diverse educational and professional backgrounds. The majority of Tirgan volunteers are university graduates and experts in various fields. As the scope and scale of our organization grew over the years, we continuously adjusted Tirgan's operational structure with a minimum paid staff in order to accommodate the growing dynamics of Tirgan's activities. We currently have a total of two full-time and five seasonal employees.

Tirgan's meritocratic organizational structure has successfully built a highly efficient model that is the very foundation of our success as a grassroots cultural organization.

We have fine-tuned Tirgan's executive structure to ensure efficiency, continued growth and equal opportunity for all community members who share a common goal; the endowment of Iranian arts and culture under the auspices of a Canadian public organization that is rooted in the Iranian community.

Tirgan Strives:

1. To create an efficient model of a volunteer-based and organic operational structure that is sustainable, meritocratic, and transparent.
2. To move towards a more financially sustainable model as a social enterprise. a non-profit economic model that can facilitate future growth plans and objectives.
3. To develop an organizational model that can support artists, academics and cultural activists.
4. To have a positive social, economic and cultural effect on the Canadian community.

STRUCTURE

Members:

Comprised of 30 senior volunteer members who have been with the organization since its inception as guardians of the by-laws. They make broad decisions for the organization including the election and appointment of the Board of Directors. The Members are a diverse group of experts who safeguard the principles of the organization.

Board of Directors:

Comprised of 11 members, the board of directors are responsible for the overall policies of the organization. 7 members are elected every two years and four members are appointed by the current Board of Directors, two with a business background and two with arts background. The Board is elected every 2 years at the Annual General Meeting (AGM). The Board appoints the CEO/President.

Executive Body:

Comprised of 8 members, the executive body consists of:

◆ **The CEO/President:**

Oversees, coordinates and directs the executive committees and departments, and manages the day-to-day operations of the organization.

◆ **Vice President:**

Is appointed by the CEO/President to assist in managing the executive body

◆ **Artistic Director:**

Leads a committee of artistic advisors to devise the artistic vision for Tirgan. This committee works in tandem with the Programming team.

◆ **Programming Director:**

Is in charge of the department that plans and implements all Tirgan programs and events.

◆ **Marketing Director:**

Is in charge of the department responsible for the organization's sales and promotion.

◆ **Public Relations Director:**

Is in charge of the department managing media relations and public communications.

◆ **Funding Director:**

Is in charge of the department managing donations, sponsorships, grants, fundraising events and all activities related to securing the required funds for Tirgan's activities.

◆ **Operations Director:**

Is in charge of executing programs during the festivals and events includes logistics, guest services etc. and productions.

Legal & Financial:

Operate under the direct supervision of the Board of Directors and the CEO to handle financial record keeping and audits as well as all legal matters pertaining to Tirgan's activities.

**Some aspects of the legal and financial departments are outsourced.*

Administration:

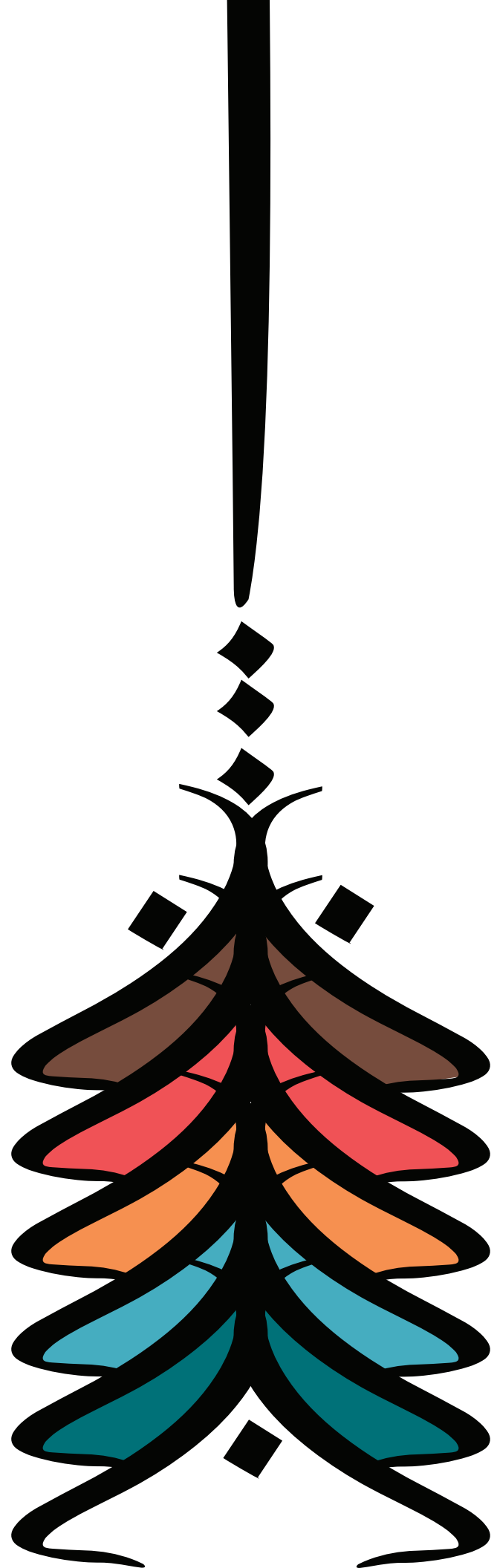
Is comprised of all members of the executive committee supported by full-time and seasonal employees who are coordinated & supervised by the CEO.



THE WAY WE WORK

Tirgan's operational practices are optimized to accommodate the dynamic nature of our organization and programs. The non-hierarchical collaborative process relies on efficient communication, transparency and merit-based decision making processes.

- ◆ At the beginning of each year, the CEO and department directors consult and devise a programming plan that covers all Tirgan activities throughout the year. This is in line with the mission of the organization and the direction and general policies set forth by the Board of Directors and the CEO.
- ◆ Department directors produce their operational proposals and budgets based on the annual plan.
- ◆ The CEO presents the operational proposals and budget to the Board of Directors for approval.
- ◆ The CEO briefs the department directors on the board approved plan and budget.
- ◆ Each department proceeds with related activities and regroups weekly with the CEO to review progress report.



IMPACT

The image features a solid teal background. In the center, the word "IMPACT" is written in a bold, white, sans-serif font. Behind the text is a decorative wreath made of thin, light teal branches with small, stylized leaves. The wreath is horizontally oriented and partially encircles the text.

IMPACT

Iran is historically culturally, and ethnically, a diverse nation; Tirgan's mission is primarily based on celebrating this deep-rooted diversity in the Iranian identity. Tirgan has not only been celebrating the tradition and history of Iranian arts and culture, but it has also contributed to the continued growth of Iran's rich cultural heritage.

Over the years, Tirgan has had a significant social, cultural and economic impact on the expatriate Iranian community and the broader Canadian society. Our extensive programs such as feature presentations, concerts and events including Tirgan and Nowruz Festivals, bring artists, patrons, sponsors and producers together to facilitate networking and interaction that is essential to further promote Iranian arts and culture globally.

Our aspiration is to create a self-sufficient, expanding model of volunteerism, arts and cultural endowment and community engagement. Tirgan's impact over the years, has been substantial on many levels. Tirgan's achievements to-date are a testament to the major impact an Iranian arts and cultural centre can have locally and on communities around the world.

SOCIAL IMPACT

Volunteerism

Our success story includes a highly effective operational structure that facilitates the collaboration and cooperation of a diverse group of Iranian-Canadian volunteers who run the organization. This exemplary operational model is one of Tirgan's major achievements. It is with this spirit of community and volunteerism that Tirgan has mobilized more than 2000 individuals from all walks of life who dedicate their passion, time and expertise to a common cause.

- **More than two-thirds (68%) of the volunteers to connect with the Iranian community, and a similar number seeking to meet new people.**

- **Nearly half (46%) of the volunteers have been donating their time as volunteers for multiple festivals.**

- **Women make up almost two-thirds (63%) of the volunteers, and almost all (97%) of the volunteers were of Iranian origin.**

- **Average age of volunteers was 30 years.**

* Economic and social impact of Tirgan Festival 2019 - Report by Nordicity

Building a community

Since the first event in 2008, Tirgan has succeeded in creating a sense of community and unity among Iranians throughout the world. With our dedication to the endowment of Iranian arts and culture, Tirgan creates grassroots social engagement among Iranians of all walks of life. Over the years, Tirgan has presented public contests, seminars and conferences on a variety of themes and subjects by leading experts from around the world.

Tirgan has also contributed to the Canadian Cultural Mosaic model and helped to integrate Iranian-Canadians into their newfound homes by establishing a sense of community and identity through art & culture.

The biennial Tirgan festival is now the largest of its kind, attracting overseas visitors as well as many artists to Toronto.

- 50% of visitors to Tirgan Festival 2019 came from outside of Toronto.
- The majority of out-of-town visitors came for festival.

* Economic and social impact of Tirgan Festival 2019 - Report by Nordicity

Engaging the Youth

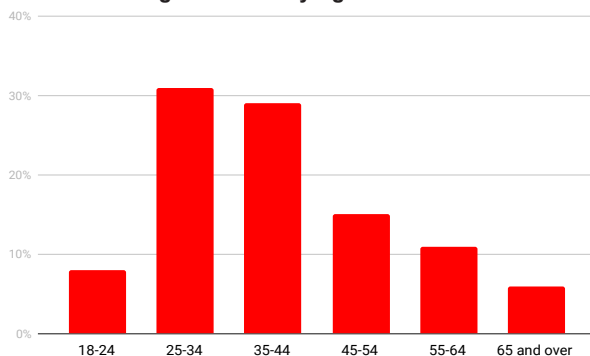
Tirgan has had a major impact on engaging second and third generation Iranians who are least exposed to their cultural roots.

An integral component of Tirgan's programming mandate is to create workshops, events and interactive activities specifically designed for children and youth.

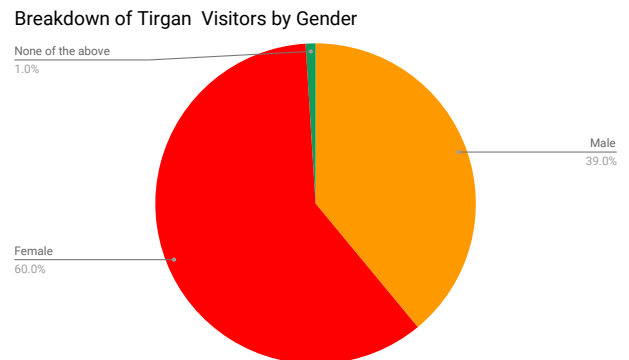
- 82% of festival visitors agree that "Tirgan supports integration and social cohesion".
- 88% of Tirgan visitors of Iranian descent were first-generation immigrants.

* Economic and social impact of Tirgan Festival 2019 - Report by Nordicity

Breakdown of Tirgan Visitors by Age



Breakdown of Tirgan Visitors by Gender



CULTURAL IMPACT

Tirgan's balanced approach to celebrating and preserving traditional arts while introducing cutting edge modern arts and new artists has had a tangible impact on public awareness while encouraging artists to thrive in their work.

Over the years, Tirgan has helped to introduce many new artists and present works by great masters of traditional arts. Tirgan has connected many established artists with new audiences among young Iranians. Similarly, many Iranians of older generations have enjoyed flourishing new talents.

- 38% of the artists indicated that Tirgan exposed them to new audiences.
- One in three artists indicated that performing at Tirgan helped enhance their career.

* Economic and social impact of Tirgan Festival 2019 - Report by Nordicity

Diversity has deep historic roots among Iranians. Unity in diversity defines the Iranian identity. One of Tirgan's foundational mandates is to showcase Iran's cultural diversity that reaches

beyond geographical and national boundaries. This emphasis on diversity and multiculturalism is a major hallmark of the Tirgan brand and its core mission.

- 82% visitors agreed strongly with the statement; “Tirgan makes me proud of my culture and heritage.”

- 81% agreed strongly with the statement; “Tirgan promotes learning about Iranian arts and culture.”

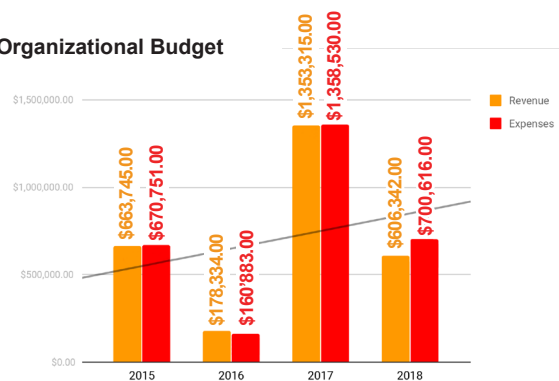
* Economic and social impact of Tirgan Festival 2019 - Report by Nordicity

In light of Iran’s tumultuous history over the past 40 years and how it has impacted Iranian arts and culture, Tirgan has played a major role in overcoming the limitations imposed upon Iranian artists and arts in general; both for artists living in Iran who are increasingly deprived of the means to practice, and expatriate artists who face major obstacles to showcase their. As a result, Tirgan has impacted the careers of many artists by providing them with a platform to present their work and interact with larger audiences.

ECONOMIC IMPACT

As the world’s largest independent, volunteer-based Iranian arts and cultural organization outside of Iran, Tirgan is the major focal point for businesses, donors and various patrons of the arts.

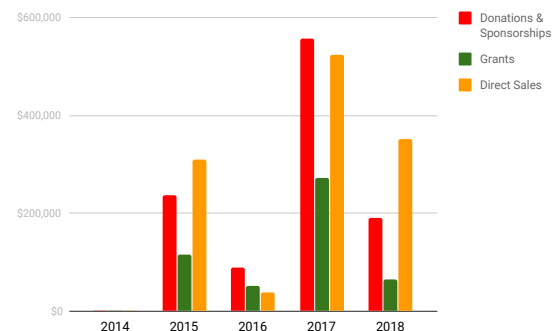
Organizational Budget



* 2015: Biennial Tirgan festival - 2016: Single event - 2017: Biennial Tirgan and Nowruz festivals - 2018: Nowruz festival

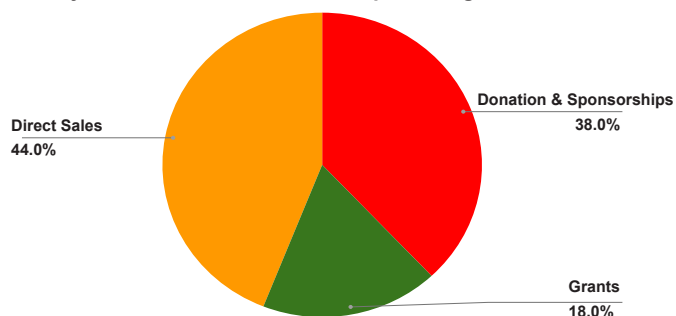
The Tirgan model has had a significant economic impact on the community. Tirgan has made this remarkable impact by directly and indirectly supporting new and established artists. Over the past decade, Tirgan events have attracted close to one million visitors.

Breakdown of Tirgan Revenue over past 5 years



Tirgan’s fiscal model is based on a combination of donations, private and institutional sponsorships, Canadian governmental grants, in-kind contributions, as well as ticket sales and advertising. This model has created a solid foundation for future plans and growth potential of the Iranian-Canadian Centre for Arts and Culture.

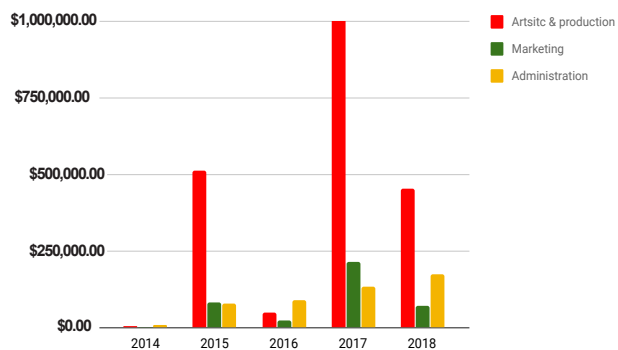
Past 5 years Revenue Breakdown in percentages



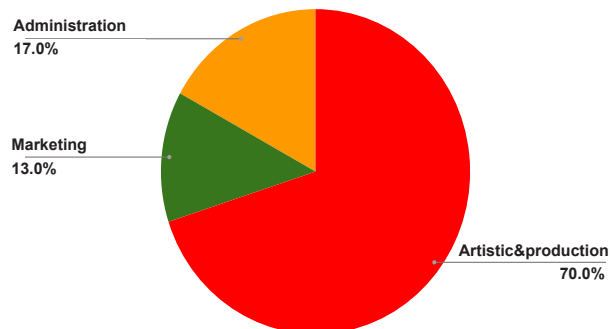
Tirgan's economic impact is beginning to register on the broader scale of Canada's economy. As an example, the 2019 Tirgan festival has had a total tourism and economic impact of \$11.3 million in Ontario's GDP.



Breakdown of Tirgan Past 5-years Expense over the percentages



Past 5-years Expense Breakdown in percentages







TIMELINE AND MILESTONES

Tirgan received charity status in 2017. This helped to increase our revenue from donations and fundraising activities. Operating grants from Canadian governmental agencies enabled us to hire a full-time office manager and a grants officer.

In 2019, with generous donations from community members, we purchased an office space for Tirgan. During the past few years, Tirgan's Board of Directors, in consultation with the Members, has developed a comprehensive 12-year plan to gradually transition Tirgan from a primarily volunteer-based structure to a fully professional organization. This plan accommodates growing current needs (short-term), as well as our mid-and long-term requirements. It is geared towards the creation of the Tirgan Cultural Centre (TCC).

Major milestones and objectives of this plan are outlined below:

Short Term Plans: 2021-2025

Building Organizational Capacity

◆ Increase Hired Staff:

Tirgan will hire at least 4 additional full-time professional staff in 2021 to serve in Programming, And Operations departments.

◆ Professional Executive Body:

The Executive body will start transitioning to a hired, fully professional team with dedicated staff to work towards the long term goals while executing day-to-day activities.

◆ Outreach Program:

Specialized outreach programs will be dedicated to seeking collaborative opportunities with other cultural groups related to Persian/Iranian arts culture, as well as engaging with mainstream artistic and cultural centers in Canada and abroad.

- ◆ Tirgan will run a worldwide fundraising campaign for the construction of the TCC building complex.

Expanding Fundraising Potential:

With a dedicated hired staff, Tirgan's sponsorship, donations and PR activities will expand to a new level. This will lead to:

- ◆ Reaching out to more resourceful organizations for potential sponsorships and running specific campaigns to increase one-time and monthly donations by individuals
- ◆ Organizing up-to two fundraising galas annually to further support Tirgan's activities.

Public Relations (PR):

- ◆ Always-on campaigning and consistent presence in media and social media to engage and retain a larger audience for festivals and programming throughout the year.
- ◆ Gain and build brand awareness and distribute key messaging to community stakeholders and audience through public relations initiatives

Increased Programming Activities

Taking advantage of the above enhancements, The following programs will be incrementally added to the current schedule:

- ◆ Establishing Tirgan Media to produce our own programs.
- ◆ Exploring digital programming to reach out to a wider audience.
- ◆ Annual Yalda Night celebration.

Mid-Term Plans: 2025-2029

Building Organizational Capacity:

The Executive body will be fully transitioned to a hired, professional team.

Programming Restructuring:

Conversion of the biennial Tirgan summer festival to an annual event with ongoing digital programming.

Implementation of Global Outreach Program:

- ◆ Tirgan will continue and expand engagement with other cultural entities related to Persian/Iranian arts and culture across the world with innovative digital programming..
- ◆ Tirgan will implement strategic alliance plans in sister countries such as central-Asia, middle-east and Europe with joint events, festivals and presentations.

Strategic Development:

Tirgan will engage professional consultants to create a development proposal which will include a comprehensive needs assessment, feasibility study; governance and procedures, and implementation plan for the Tirgan Cultural Centre (TCC).

Long-Term Plans: 2029-2033

Tirgan Cultural Centre (TCC) in Toronto:

This mixed-use facility accommodates administrative needs, lecture and theatre venues and auditoriums, classes and workshops, restaurants, cafes and meeting areas.

- ◆ The TCC will serve as a centre for education, research, archival and restoration resources, project development programs and various forms of artistic presentations to name a few.
- ◆ The TCC will be a commissioned architectural design at a suitable location in Toronto. An open tender will be held over the course of 5 years for the design and construction of the TCC.

Yearly Artist Residency Programs:

This will allow major artists to hold 9-month workshops in various performing arts disciplines. These masterclasses will be open to participants from around the world. Merit- based scholarships will help the global outreach and visibility of this program.

Emerging Artists Endowment Program:

Two emerging artists will receive grants and mentorship support to realize their projects which will premiere at the Tirgan annual festival.





**BUILD A GLOBAL
CULTURAL HUB TO
UNITE THE COMMUNITY
THROUGH THE CELEBRATION OF
IRANIAN ART & CULTURE**



A decorative floral wreath made of blue leaves and small flowers, framing the word CONCLUSION.

CONCLUSION

“Tirgan is a proven concept with a fifteen-year track record that demonstrates the feasibility of an Iranian arts and cultural promotion and endowment program based in Canada. A growing diverse and thriving community of Iranians in Canada fuels Tirgan’s vision forward, beginning from the volunteer body that remains the bloodline of Tirgan. The collective efforts of Tirgan’s volunteers and patrons have earned the support of a vibrant community which has grown to attract millions worldwide.

Tirgan has helped introduce, shape, enhance or further elevate many artists and cultural figures. Tirgan’s dedication to the celebration of art and culture continues to enlighten new generations in the depth and breadth of Iranian culture. Tirgan has consistently balanced its offerings by incorporating both the traditional and contemporary by introducing a variety of arts programming that appeals to the growing second and third generation of Iranian immigrants.

Through its activities, Tirgan has helped fill a major void among Iranians around the world. Limitations imposed on arts and artists inside Iran have been detrimental to the realization of the full potential of Iranian arts and culture. Tirgan’s unbiased guardianship of the arts that promotes systematic patronage for culture, has been instrumental in supporting the continued growth of Iranian arts and culture.

As a beacon of democracy in today’s world, Canada is akin to the Iranian multicultural and diverse history. Over the years, Tirgan has been the golden thread weaving the Iranian community into Canada’s diverse cultural quilt.

Tirgan’s success record includes the assembly of a vibrant young community of artists, scholars, specialists, activists, organizers and patrons of the arts around a unified vision. Tirgan’s success depends as much on the “how”, as it does on the “what” in its achievements.

Tirgan is now at the cusp of realizing the grand vision to become a global hub to organize, mobilize, and inspire community support for Iranian arts and culture. Our success demonstrates the enormous potential that can positively affect an ever-growing Iranian expatriate community around the world. The non-partisan, non-religious nature of Tirgan’s vision and steadfast focus on the celebration of one of the richest cultures in human history is proven to be an effective unifier of Iranians, irrespective of their location and background. Unity in Diversity is the essence of Tirgan’s vision as a cultural organization with global aspirations.

Tirgan’s efforts have culminated in a putting the spotlight on Iranian arts and culture, globally. One that not only drives and encourages the passion of artists and art enthusiasts, but also meaningfully engages patrons of Iranian arts to participate in the celebration of our rich cultural heritage. Tirgan has become an ideal platform to collectively realize the remarkable potential of Iranian art and culture in a celebratory and supportive environment.



SUPPORT

CORPORATE



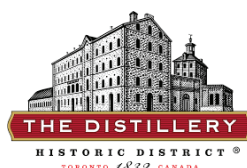
Mercedes-Benz



PARTNERS



AGA KHAN MUSEUM



Harbourfront centre



TORONTO CENTRE
FOR THE ARTS



GOVERNMENT SUPPORT



Canada Council
for the Arts



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO
an Ontario government agency
un organisme du gouvernement de l'Ontario



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Foundation



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de l'Ontario

Canada



APPENDIX

FINANCIAL SUMMARY AS APPENDIX

IRANIAN-CANADIAN CENTRE FOR ART AND CULTURE			
STATEMENT OF FINANCIAL POSITION			
AS AT JANUARY 31, 2019			
	2019	2018	
ASSETS			
CURRENT			
Cash	\$ 27,424	\$ -	
Accounts receivable	4,515	87,310	
Prepaid expenses and deposits	76,246	1,983	
	108,185	89,293	
LONG TERM			
Capital assets (note 3)	1,898	2,373	
	\$ 110,083	\$ 91,666	
LIABILITIES			
CURRENT			
Bank indebtedness	\$ -	\$ 3,301	
Accounts payable and accrued liabilities (note 4)	50,193	13,201	
Deferred grants (note 5)	87,000	-	
Loans payable to directors (note 6)	60,000	68,000	
	197,193	84,502	
FUND BALANCES			
NET ASSETS (NET DEFICIENCY)	(87,110)	7,164	
	\$ 110,083	\$ 91,666	
REVENUES			
Ticket sales and admissions	\$ 277,368	\$ 413,961	
Donations, contributions and sponsorships	190,797	556,653	
Grants	64,105	271,912	
Advertising and other income	56,019	41,919	
Rental	18,053	68,870	
	606,342	1,353,315	
EXPENDITURES			
Production costs	453,756	1,007,449	
Salaries and related benefits	112,047	66,625	
Advertising and promotion	71,825	215,926	
Occupancy costs	27,795	26,594	
Office and general	18,924	11,603	
Professional fees	10,346	27,036	
Interest and bank charges	5,448	2,810	
Amortization	475	487	
	700,616	1,358,530	
DEFICIENCY OF REVENUES OVER EXPENDITURES	\$ (94,274)	\$ (5,215)	
NET ASSETS, beginning of year	\$ 7,164	\$ 12,379	
Deficiency of revenues over expenditures	(94,274)	(5,215)	
NET ASSETS (NET DEFICIENCY), end of year	\$ (87,110)	\$ 7,164	

IRANIAN-CANADIAN CENTRE FOR ART AND CULTURE			
STATEMENT OF FINANCIAL POSITION			
AS AT JANUARY 31, 2020			
	2020	2019	
ASSETS			
CURRENT			
Cash	\$ 53,543	\$ 27,424	
Accounts receivable	72,522	4,515	
Prepaid expenses and deposits	-	76,246	
	126,065	108,185	
LONG TERM			
Capital assets (note 3)	522,269	1,898	
	\$ 648,334	\$ 110,083	
LIABILITIES			
CURRENT			
Accounts payable and accrued liabilities (note 4)	\$ 24,044	\$ 50,193	
Deferred contributions (note 5)	190,070	87,000	
Loans payable to directors (note 6)	190,000	60,000	
Current portion of mortgage payable (note 7)	10,408	-	
	414,522	197,193	
MORTGAGE PAYABLE (note 7)	308,308	-	
	722,830	197,193	
FUND BALANCES			
NET DEFICIENCY	(74,496)	(87,110)	
	\$ 648,334	\$ 110,083	
REVENUES			
Donations, contributions and sponsorships	\$ 804,747	\$ 190,797	
Grants (note 8)	517,823	64,105	
Ticket sales and admissions	496,693	277,368	
Advertising and other income	105,466	56,019	
Rental	64,258	18,053	
	1,988,987	606,342	
EXPENDITURES			
Events Costs (note 9)	1,370,080	453,756	
Advertising and promotion	328,008	71,825	
Salaries and related benefits	168,591	112,047	
Office and general	25,837	18,924	
Occupancy costs	24,369	27,795	
Interest and bank charges	24,040	5,448	
Professional fees	13,879	10,346	
Interest on long-term debt	12,704	-	
Amortization	8,865	475	
	1,976,373	700,616	
EXCESS (DEFICIENCY) OF REVENUES OVER EXPENDITURES	\$ 12,614	\$ (94,274)	
NET DEFICIENCY, end of year	\$ (74,496)	\$ (87,110)	



**Tirgan is a Canadian
registered charitable
Organization**

Charity Registration Number:
852053610 RR 0001

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