



الاوركسترا الكندية العربية
THE CANADIAN ARABIC ORCHESTRA

www.CanadianArabicOrchestra.ca

CANADIAN ARABIC ORCHESTRA ANNUAL REPORT 2017/18



PRESIDENT'S MESSAGE

Music brings us together as musicians, as audience members, as volunteers, and as people. With the tremendous support of our community, the Orchestra has broadened its horizons and continues to grow.

A testament to our growth is our annual Festival of Arabic Music and Arts (FAMA). I am proud to say that both FAMA 2017 and 2018 were successes. Our lineup of performances at FAMA in 2017 and 2018 exemplified the Orchestra's message of diversity, unity, peace, and love in the fine arts. Our original shows; Origins, Jazzy Arabia, and Flamenco Arabia illustrated our appreciation for multiculturalism and unity in Canada.

As I reflect on our achievements in the past year, it is important to reiterate that in everything we do, we are a Canadian Orchestra performing Arabic music in the arts scene in Canada. We believe that Arabic music is now more visible in Canada, thanks to the Orchestra. We're working towards being recognized as the go-to for Canadian Arabic music in Canada, and we strive to continue uniting the Arab-Canadian community. To expand our success as a Canadian Orchestra, we have plans for more involvement in the Canadian music scene. Just as Canada celebrates its diversity as a strength, we want to continue uniting cultures and expanding our community.

Our community is important to us, and their feedback is something we take to heart, so adjusting our path based on audience input is something we believe will help us succeed. We have set up committees involved in programming, fundraising, and logistics. These committees are comprised of members from our community in hopes of engaging them and having them more invested in our journey.



Of course, our festivals and performances wouldn't be possible without our community of volunteers. The number of volunteers who have graciously been supporting us has been instrumental in the Orchestra's growth. We are a small group, but we are lucky to have a lot of passionate and dedicated individuals on our team. I would like to thank all members of our community, especially our board of directors, volunteers, sponsors, and most importantly, our audience members for their continued support on our journey.

As we look to the future, my hope is that as we continue to improve ourselves as artists, continue fostering relationships with different players in the fine arts, continue cultivating our audience's support and trust, and continue with our mission.

Our journey may not be simple, but our message is: peace, love, and unity as a force of good.

With thanks,

Wafa Al Zaghal

President & CEO

MUSIC DIRECTOR'S MESSAGE

The past year has witnessed many changes for the Canadian Arabic Orchestra. We've expanded the number of students in our Conservatory, introduced new ideas to our community, composed new music, and started the groundwork as a reference for Classical Arabic music in Canada.

We are lucky to have a new generation of musicians who are excited to be part of our journey. Our school, the Canadian Arabic Conservatory of Music, continues to educate and pass our love of Classical Arabic music to the next generation of musicians. Within the past two years, the number of students has risen, and our Junior Ensemble has grown in size and spirit.

We believe that nurturing this new generation of artists is important. However, it can be challenging at times due to the lack of time and resources. One of our goals for the upcoming year is to explore ways to do more for the less fortunate children who want to learn music. With our community's support, we believe that we can give every child the opportunity to learn music.

Our community's support is an integral part of our journey, and we strive to continuously meet, and hopefully, exceed their expectations. As our professionalism on the stage grows and improves, so does our audience's trust in us. Their trust has encouraged us to present new music, as they've become more receptive to our new ideas. Over the past couple of years, we have worked with new composers and musicians to take excerpts from the styles of classical artists to create new, appealing music. With our new compositions, we hope to create an album that genuinely showcases the personality of the Orchestra, while honouring Classical Arabic music.



One result that comes with presenting new ideas to our community, is reversing old negative ones. By uniting cultures and different styles of music in our FAMA performances, and becoming more involved in the Canadian music scene, I believe that we have reversed negative stereotypes of Arabs in a short amount of time. Continuing to use our music to exemplify our message of peace, love, and unity is our most important goal.

Another long-term goal to help us honour our Classical Arabic music roots, and something that I find lacking in the Arab countries, is to create a reference library for Arabic music. We have a rich history of artists, musicians, and thinkers, and we need to create a go-to reference space for Classical Arabic music. As Canadian musicians, I believe that we have the potential to create this important space, but we have a long way to go.

As we look to the future, we hope to continue paying tribute to our Classical Arabic music roots, while bridging cultures and musical styles together to promote peace, love, and unity.

With thanks,

Lamees Audeh

Music Director

BOARD OF DIRECTORS & ADMINISTRATIVE STAFF

Board of Directors

Lilli Audeh
Ahmed Kufaishi
Omar Najjar

Executive Board

Wafa Zaghal
Lamees Audeh
Ruba Zouzou
Mouhanad Youssef



EVENTS SEASONS

On our tours in the Spring of 2017 and 2018, we presented our audiences across the GTA, Kitchener, London, and Montreal with our own renditions of their favourite Classical Arabic music.

With music originally sung by the legendary Fairuz, "Speak to me of my Homeland" we invited our audience members to visit their beloved Arab cities, one song at a time.

In our concert, "Memories," we paid homage to the incomparable singer Umm Kulthoum and composer Riad Al Sunbati.

Roots

ORIGINS
Indigenous - Arabic concert



“Roots” invited our audience to reconnect with their homeland through music, grounded in the four elements of nature: wind, earth, fire, and water

We exemplified our mission to connect cultures by performing music by famous Arab and Western composers in “East West,” while we introducing our audience members to a different Arabic music instrument in “Mazzika.”





FAMA



**FESTIVAL OF ARABIC
MUSIC & ARTS**

Our Annual Festival of Arabic Music and Arts (FAMA) has grown in success over the years. In 2017, 7000 audience members attended our festival, and that number rose to 7400 in FAMA 2018.

Our inaugural Festival in 2017 featured performances by international artists Ilham Madfai, Charbel Rouhana, Naseer Shamma, and Faia Younan. The Orchestra also premiered two original shows: *Jazzy Arabia*, which fused jazz with classical Arabic music, and *Origins-Indigenous/Arabic*, a collaboration between the Indigenous nations of Canada and the Canadian Arabic Orchestra.

We kicked off our second annual Festival in 2018 with a screening of *Photocopy*, a film by Egyptian director Tamer El Ashry. We continued to illustrate our growth as an orchestra by debuting two original productions: *Flamenco Arabia* and *Sounds of Iraq*. International artists included Marwan Khoury, Dalal Abu Amneh, Lena Chamamyan, and returning artist Charbel Rouhana. Amongst our star-studded festival, one of our proudest moments as a team was our Music Conservatory's Junior Ensemble's first concert, *Small Wonders*. During this special concert, our community had the chance to witness the next generation of musicians perform Classical Arabic Music.

The themes that bound the performances in FAMA 2017 and 2018 were simple and rooted in our mission: unity, humanity, and art driving change, especially in the face of political and social adversity.







YOUTH ORCHESTRA

The Canadian Arabic Orchestra junior ensemble has grown and evolved into a bona fide Youth Orchestra that now includes young musicians and vocalists aged 8 to 14 who continue to receive their musical learning at the Canadian Arabic Conservatory of Music.

In November of 2018, the CA Youth Orchestra presented a free admission concert at the Maja Prentice Recital Hall in Mississauga, where patrons were invited to donate towards sponsoring children from less fortunate families to learn at the conservatory.

In 2019 our plan is to present the Youth Orchestra at the bigger Meadowdale Theatre with guest artist and former child star Remo Bendali in a concert that will take the audience on a nostalgic journey back to the 80's when Remi was at her peak in the Arab World.





ACTIVITIES



(FB, TWITTER, INSTAGRAM & LINKEDIN)



OVERVIEW OF COMMUNITY INITIATIVES

In our effort to expand community engagement, we have been fortunate to work with different organizations and perform our music at a variety of events across Ontario. As seen in the table below, these initiatives include community gatherings, fundraisers, charity dinners, celebrations, and a variety of festivals in 2017 and 2018. Our Junior Ensemble has been instrumental in engaging the youth in our audience with their performances at various events.

Our favourite performances are those set for a cause. As an example, in 2017, the Orchestra and Canadian Arabic Choir performed "Medley," a concert which featured songs by legendary Classical Arab musicians such as Fairuz and Sabah Fakhri. Proceeds from the show, which was organized by the Arab Students' Association at Western University, went to h.appi, a non profit organization dealing with mental health and addiction in the Middle East and Africa.

We hope to continue our community outreach by involving the Canadian Arabic Orchestra and our Junior Ensemble in a variety of festivals and charities in the years ahead.

2018








Jusoor Charity Gala
Liberal Caucus - Islamic Month
Arab Community Center of Toronto's 45th Anniversary
Peel Multicultural Council, NCP event for Privately Sponsor Refugees (Junior Ensemble)
Unitarian Congregation Mississauga Syrian Festival (Junior Ensemble)
Syrian Refugees Welcome Dinner (Junior Ensemble)
FAMA free events in libraries and universities across the GTA
The Refugee Committee of Meadowlands Fellowship Christian Church
Drumming Circle - Living Arts' Canada Day celebration
TD Songs of Summer Festival Oakville
Luminato Festival
ECN-Canada -Carmen Soliman
York University Lecture
Roncesvalles United Church

2017

Tzu Chi Foundation event (Junior Ensemble)
Carassauga Festival Mississauga (Junior Ensemble)
Yes to Iraq Gala (Junior Ensemble)
Neighborhood Unitarian Universalist Congregation
Arts Etobicoke - Healthy Kids Challenge - Music Making program
Canadian Opera Company - Free Concert Series
Pleiades Theatre
CPPF Charity Walkathon (Junior Ensemble)
St. Charbel Church Lebanese Festival (Junior Ensemble)
End of Summer Music Folk Festival
Foodie Festival at Albion Library (Junior Ensemble)
TD Songs of Summer Festival Oakville Downtown
Living Arts Center, Canada Day Celebration
Taste of the Middle East Festival
Eid Celebration at Parliament Hill (Junior Ensemble)
Nuit Blanche
Aga Khan Performances

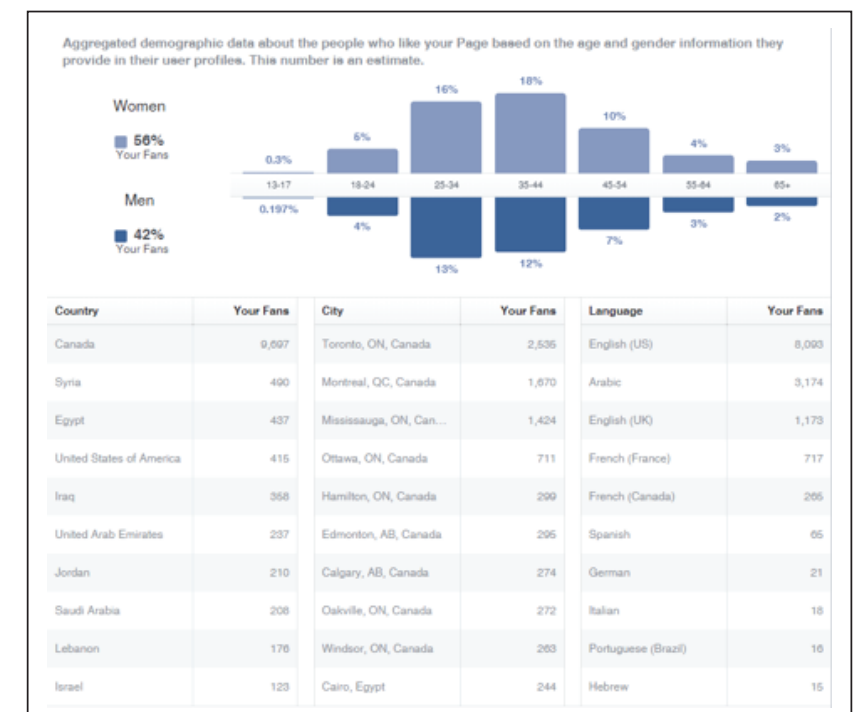
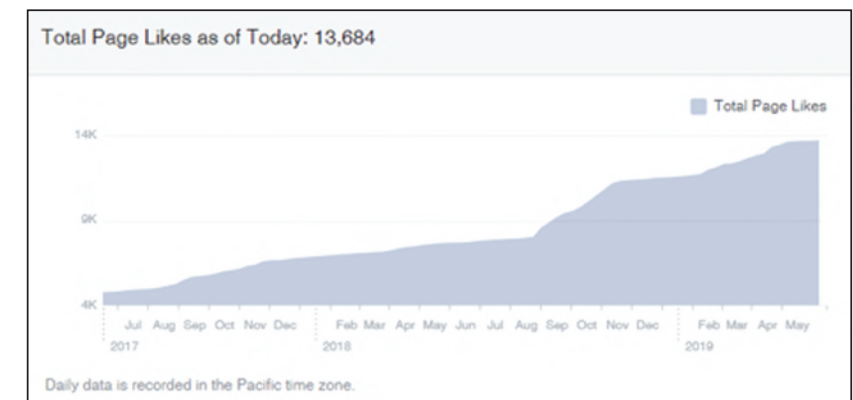
ACTIVITIES

As is evident in the table below, our revenue has grown due to our annual Festival of Arabic Music and Arts. The sponsorships we were fortunate to receive have increased almost tenfold since 2016. While our production costs have tripled and our operation costs have nearly doubled since 2016, the funding we have received from grants and ticket sales have also doubled.

	2017/18	2016/17
 TICKET SALES	215,330	+80,000
 GRANTS	87,000	37,000
 SPONSORSHIPS	89,000	7,000
 OTHER PRESENTERS	23,000	23,000
 ARTIST FEES	157,000	53,000
 PRODUCTION COST <small>INCLUDES VENUE, ADVERTISEMENT, PRINTING, TRAVEL</small>	136,500	43,000
 OPERATION COST <small>INCLUDES ADMIN, OFFICE EXPENSES</small>	102,000	59,000

As is illustrated in the graphs below, our reach and visibility on social media has grown exponentially across Facebook, Twitter, Instagram, and LinkedIn. Our social media followers have nearly doubled from 7000 followers in 2017, to 13000 followers in 2018.

Visibility on Facebook With almost 14,000 “Likes” and over 10,000 event responses on Facebook, we are well on our way in reaching a wider viewership online. While most of our Facebook community resides in Canada, we also have interactions from followers around the world.



SNIPPETS OF SOCIAL MEDIA COMMENTS FROM FANS



We just attended the concert in Windsor last Friday. Highly recommended to anyone who's in love with Arabic music from the Gulf. I am very happy and proud to have such a vibrant, talented and knowledgeable group representing Arabic music in Canada. Well done guys. Way to go.

-no name given

It was amazing. professionalism and harmony amongst musicians and vocalists. Had a great time and looking forward to more events like this.

Mirna Karkanawi

We had a great night, really enjoyed every piece, good job and keep it up, looking forward for your next visit to Halifax.

Mona Monie

High Quality of music, enjoyed every single minute, we are so happy to be able to come and watch the concert.

Nada Abdalla

A night to never forget. Awesome performance and lovely personalities. You are the best.

Bassam Daya

ليلة جميلة من ليالي العمر أحيها أمس الجمعة في مدينة وندسور الكندية فرقة الأوركسترا الكندية العربية - (جذور) التي أشعلت مسرح الكابيتول في المدينة بعشرات الأغاني الجميلة والرائعة التي ترافقت مع بعض حلقات .. الذبابة على جانبي المسرح إضافة إلى الزغاريد التي رافقت أداء الفرقة

غنت الفرقة من ألحان سيد درويش وزكي ناصيف ومارسيل خليفة وغيرهم من رواد الموسيقى العربية الأصيلة والجميلة التي حملت الحضور إلى أماكن .. بعيدة وجميلة

شكرا لكل فرد من أفراد الفرقة الذين حضروا بالأمس إلى وندسور وشكر خاص إلى الصديقة المحترمة السيدة ربي زوزو التي عملت بجهد على نجاح تلك الليلة الفنية المميزة بمساعدة كل أعضاء الفرقة ومن كافة الأقطار .. العربية الشقيقة

شكرا جزيلاً على الدعوة واعتذر من السيدة ربي لأنني لم أجلس في المكان الذي حددته لي في الصف الأول من المسرح لأن التعود على الجلوس في الصفوف الأولى أصبح عادة غير حميدة وإذا اعتاد المرء على الجلوس فيها يصعب عليه الجلوس في الصفوف الخلفية

شكرا جزيلاً للأوركسترا الكندية العربية على تلك الليلة الجميلة وتحياتي إلى كل أهلنا ممن شاهدتهم بالأمس سواء من هذه الجالية العربية الكريمة .. في وندسور أو الضيوف والأهل من ولاية ميشيغان الأميركية المجاورة

نود رؤية هذه الفرقة الرائعة مجدداً في وندسور إن شاء الله تعالى

الحقيقة أروع أوركسترا بشهادة الجميع هادفه وراقبه ومنظمه وجميع الأعضاء والفنانين موهوبين ومميزين ومبدعين بفنهم الذي يعيدنا إلى ماضينا وجذورنا بالطرب والموسيقى

هنئياً لكم لنجاحكم وحضوركم في جميع البلدان

Raja Alshurafa



Been there and truly it was an amazing journey and a spectacular experience!

Bashar Moukayed

Congratulations to you all. You made us feel a sense of 'closer to home' and your program was absolutely phenomenal, diverse and inclusive. Your hard work and team effort was shining through. Proud of you all.

M El Saad

It was a touching concert, and also a show of sacred art of traditional and innovative styles.

Deendiss Gills

What an amazing performance! My parents and I enjoyed it very much.

Sanaa Barrih

The concert was worth the drive from Michigan!

!!كنا عطشى لاغاني الطرب الأصيل ورويتونا

Thank you so much for all your hard work, and your collaboration with such amazing artists!!!

Hadia Joukhaji

كانت ليلة من ليالي العمر. كنتم متالقين ومنسجمين بشكل رائع على اختلاف أعراقكم واديانكم، بالسلامة ومنتظر لكم في مونتريال مرة أخرى

Fatima Abdo

حفله ولا أروع شكراً اسعدتونا ورجعونا لأحلى الأيام والذكرى ما اطولو علينا الغيبه

Safaa Alasad

I was among the audience that attended your concert yesterday in Edmonton and I want to thank you from the bottom of my heart for the wonderful time I spent in this event! It was by far the most remarkable concert I have ever been in, the energy was amazing. Every musician and choir member was so passionate and brilliant in their own way.

A special thanks to Lamees for the contagious positive energy and humor. Congratulations again and again on such an amazing concert.

Bashair Alibrahim

You guys were fantastic mashalla. What a great way to spread awareness and remembrance of culture in a foreign society.

Cheers Amal



CURRENT NEWS & FUTURE PLANS

MILESTONES

We are pleased to announce that we have officially registered as a charity! We look forward to seeing what this new chapter in our journey brings for us.

Charity Number: **80330 9582 RR0001**

SEASONS 2019

Following the success of “Origins-Indigenous/Arabic” during FAMA 2017, we decided to perform this important production with the Indigenous Nations of Canada for our audience in our nation’s capital in March 2019 and again in Vancouver in April 2019.

During the Spring of 2019, we took “Roots” across Canada with performances in Ottawa, Montreal, Windsor, Halifax, Vancouver, Edmonton, and Calgary. It was an honour to take this performance from Atlantic Canada to the West of Canada.

FAMA 2019

We are currently gearing up for FAMA 2019 in late October, with tickets already on sale and community members eager to engage with our lineup of international artists including Carole Samaha and returning artist Naseer Shamma. The Canadian Arabic Orchestra will be showcasing two original productions: “Maghrebian Night” and “Greek Arabia.” Most importantly, returning to our lineup of performers this year is our very own Junior Ensemble as they are preparing to share the stage with Remi Bandali for “Reminiscence.”



We are pleased and grateful to have received a letter of support and recognition from our Prime Minister, the honourable Justin Trudeau. We sincerely thank the Government of Canada for all their support.



PRIME MINISTER · PREMIER MINISTRE

Statement from the Prime Minister of Canada

It is with great pleasure that I welcome you to the Festival of Arabic Music and Arts, hosted by the Canadian Arabic Orchestra.

This festival brings together Canadians from all backgrounds to enjoy the rich traditions and sounds of Arabic music. With performances from local artists and those from abroad, this event is sure to satisfy a wide range of audiences.

Canada is undoubtedly stronger because of our rich diversity, and events such as this further enhance and enrich the multicultural fabric of our nation.

Thank you to the Canadian Arabic Orchestra for making this event possible, and to all in attendance for coming out to enjoy the music.

Please accept my warmest welcome and best wishes for a memorable festival!



Ottawa
2018

THANK YOU

OUR DONORS

We would like to extend our sincerest gratitude to our donors and all the government support we have received through grants. Our work is not possible without your support and belief in our mission.

Foundations & Trust Grants:

Factor
Socan Foundation

Federal Grants:

Department of Canadian Heritage
Canada Council for the Arts

Provincial Grants:

Ontario Arts Council
Ministry of Citizenship and Immigration
Ontario Cultural Attraction Funds

City Grants:

City of Mississauga
Toronto Arts Council

OUR VOLUNTEERS

We are fortunate to have committed volunteers helping us out throughout the years. Last year, we had 57 amazing volunteers helping us during our seasonal tour and FAMA. The Orchestra would like to extend its sincerest gratitude to each and every volunteer for their time, effort, and support. Our work and performances would not be possible without your support.

CAO relies on many volunteers who over the years have become part of our family, and who with their love and dedication support our operations and ensure a high standard of service to our patrons and friends.

The CAO family is very grateful to the many volunteers who donate their time and effort to make our journey the success it is; this year we would like to single out the volunteer of the year Ghassan El Haj, who went above and beyond all expectations. Ghassan dedicated many hours, took initiative, solved problems, was always available to carry out any task, and did so with love and a smile that made everyone feel welcome and appreciated.



FAMA 2017 SPONSORS

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Gigi Burger

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