

tiff.

2011
ANNUAL REPORT

Mission

Transforming the way people
see the world through film

Vision

Be a global leader in creative
and cultural discovery

Goals

Champion Canadian cinema

Celebrate the past, present
and future of film

Develop a deeper understanding
of film for audiences of all ages

Foster international cultural
understanding



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Letters

CHAIR OF THE BOARD OF DIRECTORS



It's astonishing for me to recall that only a year and a half ago, TIFF was on the cusp of realizing a 10-year dream and placing a permanent fingerprint on our city.

TIFF Bell Lightbox, with its cinemas, learning studios and exhibition spaces, is so vibrant and busy, it feels like it must always have been here.

Having a permanent home has helped reshape our organization. It has allowed us to expand our programming and reach new audiences. Through forming partnerships, we are strengthening other organizations and contributing to the revitalization of the cultural landscape around us.

From the beginning, TIFF Bell Lightbox has owed its existence to a community of visionary supporters who understood the value of investing in creating a new cultural landmark, and the benefits it would bring.

Positive tourism reports and local business activity reaffirm that those anticipated benefits are indeed being demonstrated.

In 2011, we continued to grow our base of supporters, diversifying and expanding our philanthropic efforts. We wouldn't be celebrating our successes today without their support, so on behalf of the Board of Directors and the entire organization, thank you.

Looking through this report, I hope you'll agree it's been an incredible year, one of many more to come.



Paul Atkinson
Chair, Board of Directors, TIFF

DIRECTOR AND CEO



TIFF Bell Lightbox is more than a building. It is an idea designed to bring people together and transform the way they see the world.

Community is an essential part of this idea, and TIFF Bell Lightbox unites audiences so they can enjoy a multitude of different experiences under one roof.

For those of us who come to listen, learn and participate in discussions, exhibits or workshops, that community is perhaps even more important.

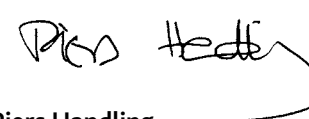
Our first full year in TIFF Bell Lightbox has truly been one of transformation, as we added new programmes, expanded others and grew our community of film lovers.

It's a local community. Torontonians have embraced TIFF's permanent location as part of their regular rituals. A place to watch films they couldn't see anywhere else; a place to meet friends or bring the kids on the weekend.

It's a global community. People from across the province, the country and around the world are making TIFF Bell Lightbox the destination for cinephiles.

It's a community embracing filmmakers of all ages, from five-year-olds enthusiastically learning to create their own sound effects, to venerable film artists attending their own retrospectives.

It's a community of many dynamic conversations. And, I look forward to seeing how these evolve and expand.



Piers Handling
Director and CEO, TIFF

TIFF

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As of December 31, 2011

TIFF Bell Lightbox

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2011 MILESTONES



JANUARY 13

The exhibition *Mary Pickford and the Invention of the Movie Star* opens at the CIBC Canadian Film Gallery in TIFF Bell Lightbox.

JANUARY 31

Cooking with Stella and *The Secret in Their Eyes* are voted winners of the sixth annual Film Circuit People's Choice Awards.



FEBRUARY 20

Bell Free Weekend launches over Family Day weekend with free programming at TIFF Bell Lightbox.

MARCH 28

TIFF reaches 96% of its total capital campaign fundraising goal.



APRIL 5

The 14th annual Sprockets Toronto International Film Festival for Children and Youth holds its inaugural opening at TIFF Bell Lightbox, hosting its biggest film programme to date.



MAY 24

The eighth annual Student Film Showcase expands nationally with an introductory screening and reception in Vancouver.



JUNE 20

TIFF Bell Lightbox wins top prize for a commercial/industrial project at the Pug Awards — the people's choice awards for Toronto architecture.

JUNE 26

TIFF kicks off the film series Raj Kapoor and the Golden Age of Indian Cinema with a tribute event.



JUNE 30

TIFF presents the North American premiere of the exhibition Fellini: Spectacular Obsessions.



AUGUST 11

The first-ever TIFF Rising Stars participants are revealed.



SEPTEMBER 8

The 36th annual Toronto International Film Festival opens with a documentary film for the first time in its history.

OCTOBER 28

TIFF Nexus holds its first conference, uniting the world of film, games and interactive media.



NOVEMBER 2

Their Serene Highnesses Prince Albert II and Princess Charlene of Monaco attend the grand opening of the Grace Kelly: From Movie Star to Princess exhibition at TIFF Bell Lightbox.



DECEMBER 6

TIFF unveils the 11th annual Canada's Top Ten list of features and shorts selections from the past year.

FESTIVALS



The 2011 **Toronto International Film Festival®** showcased 337 films from 65 countries and included 122 world premieres. Once again, many of the hottest films at the Festival, such as *The Artist*, *Moneyball*, *The Descendants*, *The Ides of March*, *A Separation* and *Undeclared* were subsequently recognized by the wider industry through awards and nominations. Another Festival hit, Philippe Falardeau's *Monsieur Lazhar* won the City of Toronto Award for Best Canadian Feature Film and was nominated for Best Foreign Language film at the 2012 Academy Awards®.

Concentrated within a two-block radius of TIFF Bell Lightbox, Festival Village created new excitement and allowed guests to access venues in a more streamlined way. The beautiful Princess

of Wales Theatre made its debut as a screening venue — equipped with a state-of-the-art projection system accommodating film and digital cinema — and proved popular with filmmakers, industry and audiences.

The Festival continued to attract diverse audiences. The launch of new competitive ticket pricing for filmgoers under 25 drew many first-time attendees. TIFF's Next Wave Committee, comprised of teenaged advisors, helped identify relevant films for a growing youth audience. A new group sales initiative promoted films of interest to targeted communities. And, through partnerships with Metrolinx/GO and Metro, key constituents were reached in the Greater Toronto Area.



PHILIPPE FALARDEAU

DIRECTOR

Monsieur Lazhar

Winner, City of Toronto Award for
Best Canadian Feature Film
Festival 2011

Canada's Top Ten selection 2011

I've had the privilege to see all my four films have their Canadian premiere at the Toronto International Film Festival. I was telling people this week that when my first film premiered here 11 years ago, I could not have foreseen this long-term love affair with the Festival...so, I think we've now reached marriage status! This award means a lot to me and my producers because this Festival is so dear to us — it has been part of our journey for the last decade. It has helped us not only launch *Monsieur Lazhar*, but to connect with audiences, in Canada and across the world.



“...I could not have foreseen this long-term love affair with the Festival...”

The 11th edition of **Canada's Top Ten** celebrated excellence in homegrown cinema with the year's 10 best features and 10 best shorts. A variety of directors, actors and producers attended the series, which took place in January 2012. The 11-day event kicked off with a lively cocktail party, followed by a screening of *Monsieur Lazhar* for a full and appreciative audience. Additional films in the programme such as Jean-Marc Vallée's *Café de flore*, Guy Maddin's *Keyhole*, Sarah Polley's *Take This Waltz*, and David

Cronenberg's *A Dangerous Method* also screened to packed houses.

Sprockets Toronto International Film Festival for Children and Youth made its debut in TIFF Bell Lightbox, which activated all five cinemas and enabled the event to expand to 13 days from seven. This allowed two weeks for school programming, two public weekends for families to enjoy, and many more inspiring and entertaining films and filmmakers.

TIFF recognized Canada's emerging filmmakers with the annual **Student Film Showcase**, organized in association with the Film School Consortium. TIFF Bell Lightbox presented the 12-film programme for the first time, accompanied by a filmmaker dinner, alumni lunch and panel discussion. The Showcase also expanded its national presence in 2011 with an inaugural screening and reception at the Pacific Cinémathèque in Vancouver.

By the numbers

- 12% increase in international and U.S. press attendees at Toronto International Film Festival
- 337 Festival films from 65 countries
- 122 world premieres at the Festival (up 9%)
- 101 films screened at Sprockets (68 in 2010)
- 65% increase in public admissions for Sprockets



INDUSTRY

TIFF has always strived to present the best of the world to Canada, and the best of Canadian filmmaking to the world. And just as the organization has grown in size and reputation, so has the Canadian film industry.

Distributors and other key industry players often first discover Canadian films and filmmakers at the Festival. In 2011, industry attendance increased significantly, with the help of the **Festival Industry Centre** — the newly-integrated **Filmmakers' Lounge** and **Sales & Industry Office (SIO)**. In total, 50 Canadian and international films were sold.

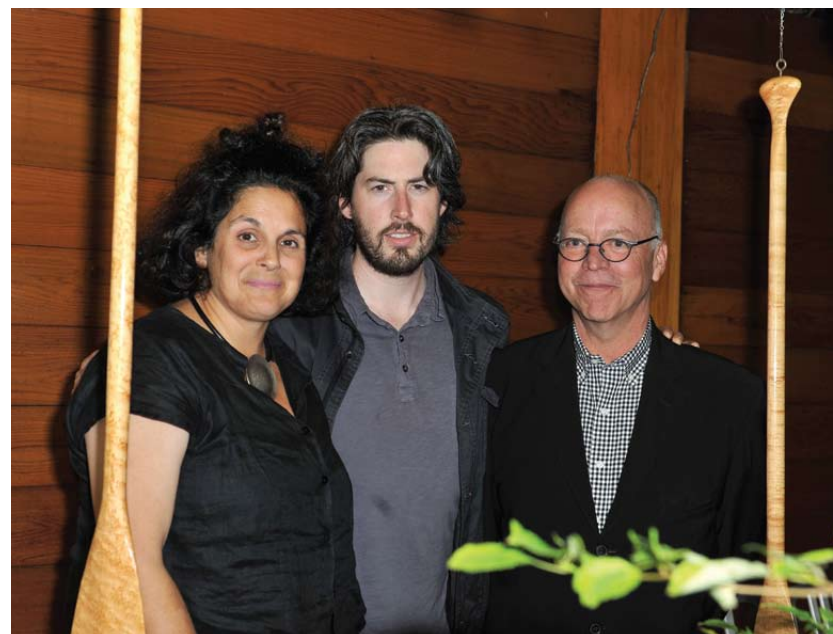
TIFF Industry programming continued to focus on the development of film talent, particularly during the Festival. Twenty-four emerging filmmakers took part in **Talent Lab**, supported and coached by Talent Lab Governors Jason Reitman, Jennifer Baichwal and the late Bingham Ray. Additionally, seven Talent Lab alumni presented films at the Festival — a clear testament to the programme's lasting impact. Prior to the start of the Festival, TIFF's

Filmmaker Boot Camp guided Canadian filmmakers through the vital steps in making the most of the Festival's opportunities. Telefilm Canada **PITCH THIS!** provided a platform for six teams of emerging talent to pitch a dramatic or documentary feature idea in front of an industry audience.

TIFF Rising Stars, a new addition this year, showcased four actors ready to expand their careers beyond

Canada. The group benefited from intensive professional development with accomplished professionals in filmmaking, casting and publicity.

Established producers networked with international professionals through two programmes: **Producers Lab Toronto**, created by European Film Promotion (EFP) in collaboration with the Ontario Media Development Corporation (OMDC) and TIFF, and the OMDC's **International Financing Forum**.



By the numbers

- 40,000 visits to SIO and Filmmakers' Lounge
- 50 Canadian and international films sold at the Festival
- 3,989 industry delegates (22% increase) at the Festival
- 1,567 buyers at the Festival (19% increase)
- 671 TIFF Nexus conference and Festival panel attendees

Two popular panels for industry delegates also took place during **Sprockets** — one focused on creating transmedia entertainment, and the other examined a case study on the Canadian TV series *My Babysitter's a Vampire*.

Another new initiative, **TIFF Nexus**, united filmmakers, game developers and digital artists. Kicking off at the Festival with an industry panel, the programme rolled out two conferences, including a sold-out event in October with keynote speaker Bill Buxton of Microsoft Research. Hands-on workshops proved highly successful.



FRED LUK
OWNER

Fred's Not Here restaurant
located in the King and
John Streets neighbourhood



*“My wife and I
live in the
neighbourhood,
so we love
having TIFF Bell
Lightbox here.”*

TIFF Bell Lightbox has transformed not just the neighbourhood, but the city. It's great for tourism to have a new attraction. Businesses in every neighbourhood benefit.

In the King and John area, having the Festival here in September definitely creates a special buzz in the air. And year-round, TIFF audiences have really diversified our clientele. Before the building opened, we mainly served the theatre crowd who are in and out at a

very specific time. TIFF crowds attend films starting at different times, so they come and go more frequently and continuously — it's great for us!

My wife and I live in the neighbourhood, so we love having TIFF Bell Lightbox here.

Favourite film
AT TIFF BELL LIGHTBOX:

My wife is a Hitchcock fanatic, so we enjoyed seeing *Rear Window* and the Grace Kelly exhibition.

EXPERIENCES



TIFF Bell Lightbox has made it possible for TIFF to expand into a whole new range of programming. World-class exhibitions and special event programming have proven very popular with TIFF Members, out-of-town visitors and local film-lovers alike.

Located on the main floor of TIFF Bell Lightbox, the HSBC Gallery hosted the final run of the successful **Tim Burton** exhibition organized by MoMA, and presented both **Fellini: Spectacular Obsessions** and **Grace Kelly: From Movie Star to Princess**. The exhibitions were applauded for their curatorial and design excellence, and received very positive press coverage. Nearly 190,000 people viewed exhibitions in the HSBC Gallery and CIBC Canadian Film Gallery in 2011, including many school groups.

By the numbers

- 190,000 admissions to HSBC Gallery and CIBC Canadian Film Gallery
- 110,000 visitors to Tim Burton exhibition and supporting programming
- 48,000 visitors to Grace Kelly exhibition, programming and events
- More than 10,000 visitors during Culture Days and Scotiabank Nuit Blanche
- 11,212 visitors on Bell Free Weekend

“What an elegant exhibition! Reflects her Grace and her majestic simplicity! I got to see letters from Alfred Hitchcock, Academy Award communication, and up and close look at her graceful comportment. That was refreshing!”

— MAY TARTOUSSY VIA FACEBOOK

The CIBC Canadian Film Gallery presented the landmark exhibition **Mary Pickford and the Invention of the Movie Star**, which featured some of the 1,900 items donated to the Film Reference Library by collector Rob Brooks. Currently on tour, the exhibition will open in spring 2012 at the McCord Museum in Montreal. In the fall, the gallery launched **Otherworldly: The Art of Canadian Costume Design**, an examination of the craft and creativity of costume designers in Canadian sci-fi horror and fantasy films. This striking exhibition

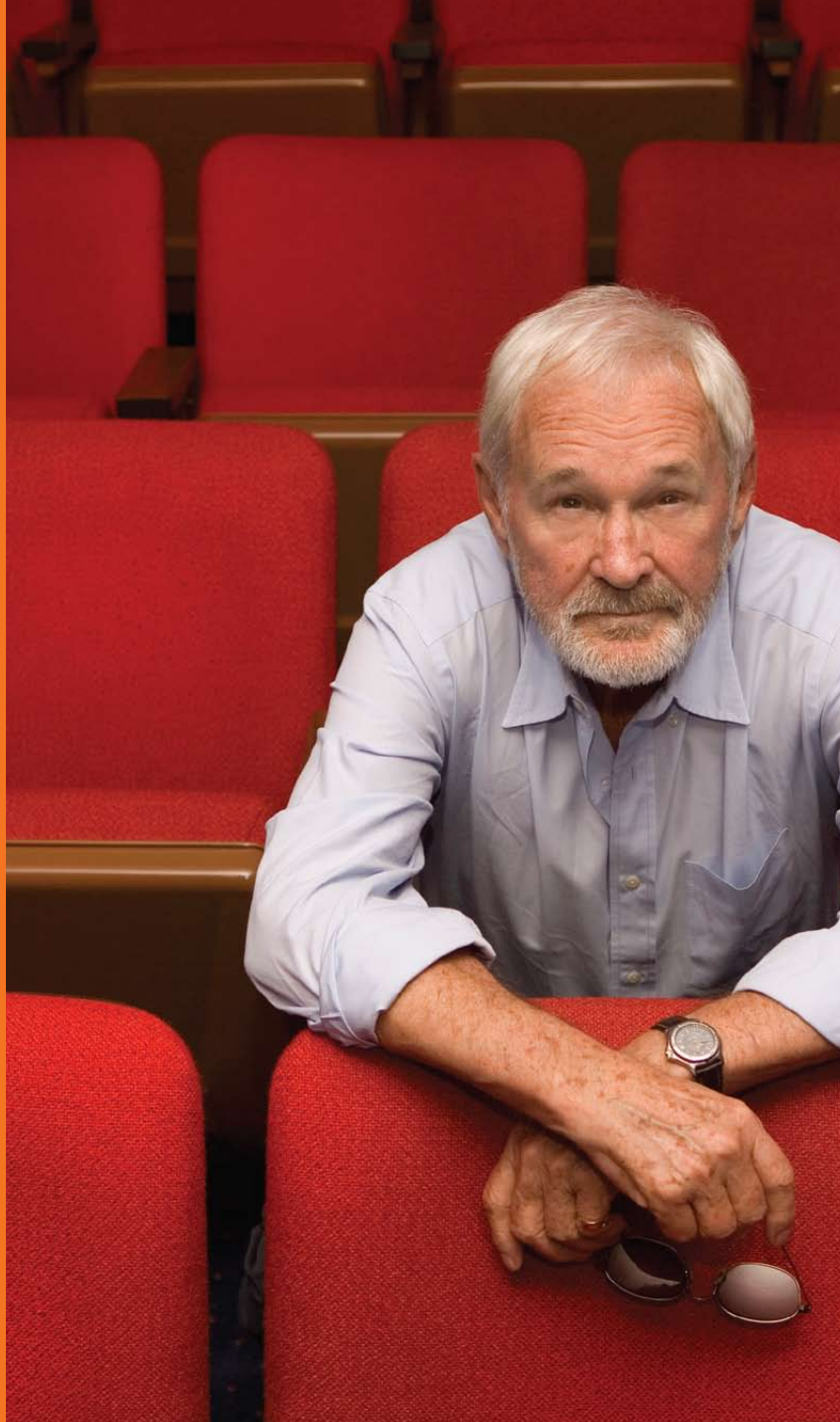
was presented in partnership with the Canadian Alliance of Film and Television Costume Arts and Design (CAFTCAD), and ran through to April 2012.

Special event programming in 2011 encouraged thousands of people to visit TIFF Bell Lightbox for the first time. For instance, highlights of the Scotiabank Nuit Blanche lineup included a presentation of the silent film *Man with a Movie Camera* accompanied by a live musical score; and *Singin' in the Dark: '80s Edition*, which featured singalong versions of beloved musical numbers

from *Fame*, *Footloose* and *Flashdance*. Complimentary programming on Canada Day and Bell Free Weekend was also a hit, attracting members of the public to free screenings, workshops and activities.



AUDIENCES



TIFF Cinematheque showcases creative connections by spotlighting how artists influence one another, or by illuminating the social context of a genre, movement or director's body of work. To continue fostering these connections, TIFF Cinematheque harmonized with other programming in the building. Themed film series accompanied the major exhibitions — from Italian neorealism and Fellini-inspired works, to an exploration of Alfred Hitchcock's obsession with Hollywood blondes such as Grace Kelly. A retrospective on Terrence Malick complemented the successful run of his critically-acclaimed 2011 film *Tree of Life*, which screened as a New Release. Other filmmaker retrospectives paid homage to Norman Jewison, John Cassavetes, Henri-Georges Clouzot, Gregg Araki and Denis Côté.

“@Bridget_Antwi : TIFF Bell Lightbox is beautiful.
Reasonably priced tickets & concessions. Gorgeous
restos & films from Canada & around the world!
@TIFF_NET” — VIA TWITTER



Several **film series** celebrated the sheer entertainment of the movies: Hollywood Classics, Saturday afternoon Family Classics, and Back to the '80s proved popular with a broad range of audiences.

Filmgoers trust TIFF Bell Lightbox as a source for the best films all year round. TIFF audiences made the first full year of **New Releases** a great success, beginning with an extraordinary 16-week run of *Incendies*.

Now expanded from its annual Festival showcase, the **Canadian Open Vault** programme offers audiences even more — and more frequent — access to the nation's rich cinematic heritage every season. Classic Canadian films that screened to appreciative audiences in 2011 included *A Married Couple* (1969), *The Mask* (1961), *My Bloody Valentine* (1981) and *Lies My Father Told Me* (1975).



A photograph of the TIFF Bell Lightbox storefront at night. The building has a modern glass facade. The 'tiff.' logo is in orange and the 'Bell Lightbox' logo is in white with a blue outline. To the left, a 'shop' sign is visible in the window. People are standing outside, and a person is riding a bicycle in the foreground. The entrance is brightly lit with blue and white lights.

tiff. | Bell Lightbox

By the numbers

- 1.4 million TIFF attendance across all activities
- 509 films screened as part of TIFF Cinematheque and public series
- 46 New Releases screened at TIFF Bell Lightbox
- 37 of New Releases were exclusive to TIFF Bell Lightbox
- 107 TIFF Bell Lightbox guests (excluding Festival)

LEARNING



Cinema has the power to transform one's understanding of the world. TIFF aims to achieve this through programming designed for adults, teachers, children, youth and post-secondary students.

This year, TIFF engaged more students than ever, employing cinema to teach core elements of the Ontario curriculum. Educator resource development was supported by the Teacher Advisory Committee to accompany the Sprockets film lineup, the John VanDuzer Children's Film Collection, as well as school programming for exhibitions. In addition, elementary, secondary and post-secondary classes visited TIFF Bell Lightbox for screenings, exhibitions tours and workshops.

TIFF piloted a new partnership with the Toronto District School Board, providing 250,000 students greater access to facilities and programming resources. The organization offered educators professional development opportunities including workshops,

By the numbers

- **9,242 students visited exhibitions and/or related screenings and workshops**
- **10,054 students attended the Sprockets school programme**
- **3,611 post-secondary students and faculty attended Higher Learning events**
- **11,178 inquiries answered by Film Reference Library staff**
- **41,323 items processed by Film Reference Library staff**

screenings and tours at TIFF Bell Lightbox, and addressed thousands of educators at conferences and meetings.

As Sprockets took over the building for the first time, the school programme was divided into two separate weeks — one dedicated to elementary-school students and the other to secondary

schools. Films touched on themes of bullying, illness and sexual identity, encouraging post-screening classroom discussions. A new addition to the festival was Future Games, which presented the best video games developed by Canadian post-secondary students.

For the second year, 12 enthusiastic high-school students were selected for the Next Wave Committee to assist with planning, programming and promoting the organization's youth-related activities.

Programming for children and youth was greatly expanded this year. Hands-on activities and workshops once limited to Sprockets were offered throughout the year, covering topics from animation to foley sound and music videos. The launch of March Break and summer camps offered more in-depth learning opportunities to students aged 8 to 18.

In partnership with 21 universities and colleges, Higher Learning increased its



reach to post-secondary students, who attended free events at TIFF Bell Lightbox — including screenings, lectures, tours, panel discussions and master classes. The Toronto Film Seminar continued to merge cinema scholars with media for talks, workshops and other events for over 350 post-secondary students and faculty, welcoming guests such as Aubrey Anable, Zoë Druick and Philippa Gates.

The Film Reference Library capitalized on its expanded facilities, adding collections and acting as a resource for filmmakers and scholars. New special collections received include: the Graham Petrie Archive with materials from the film scholar himself; the Gary Carl Collection featuring toys and personal items related to Mary Pickford; and the John Sebert Collection, comprised of photographs from an unfinished Buster Keaton Canada/U.S. co-production.

ALEX BAILEY
TIFF NEXT WAVE COMMITTEE MEMBER

Jump Cuts winner
Film major,
Etobicoke School for the Arts



I entered the Sprockets Jump Cuts Young Filmmakers Showcase for the first time in Grade 9, and to my great surprise won an award for best film.

When TIFF was setting up the Next Wave Committee for youth, they asked me to help. It was important to make our committee diverse and its events accessible, so we came up with the idea of providing subway tickets to members so it's easier for everyone to participate in meetings.

I'm really proud to be a part of the TIFF Next Wave Committee, and its success in expanding the circle of young people involved. Once they join, their lives are immersed in this supportive and inspiring community.

TIFF has influenced every aspect of my life — from showing my films to an audience and receiving feedback, to talking to experts in the industry. As a young filmmaker, I have had the amazing opportunity to build my experience, knowledge and relationships within the world of film.

TIFF has changed my life forever.

Favourite film:
Elephant by Gus van Sant

— FAVOURITE TIFF MOMENT

“The chance to screen my films and receive feedback from an audience”

I've been bringing my students in Grades 4 through 6 to Sprockets for the past six years. At first, I wanted these kids who don't have the opportunity to travel to be able to see the world through these films. But I also realized that for the first time, these kids were seeing people onscreen who looked like them — and that was quite powerful.

I often use the teacher's resources TIFF supplies and adapt them for our class. I find them particularly useful for providing background for our pre-screening discussions.

One of my recent classes made four films based on the techniques of pioneering filmmaker Georges Méliès, and one made it to the finals of the Sprockets Jump Cuts Young Filmmakers Showcase. Another year, my class created a documentary on residential schools.



ERNEST AGBUYA

TEACHER, QUEEN VICTORIA
PUBLIC SCHOOL

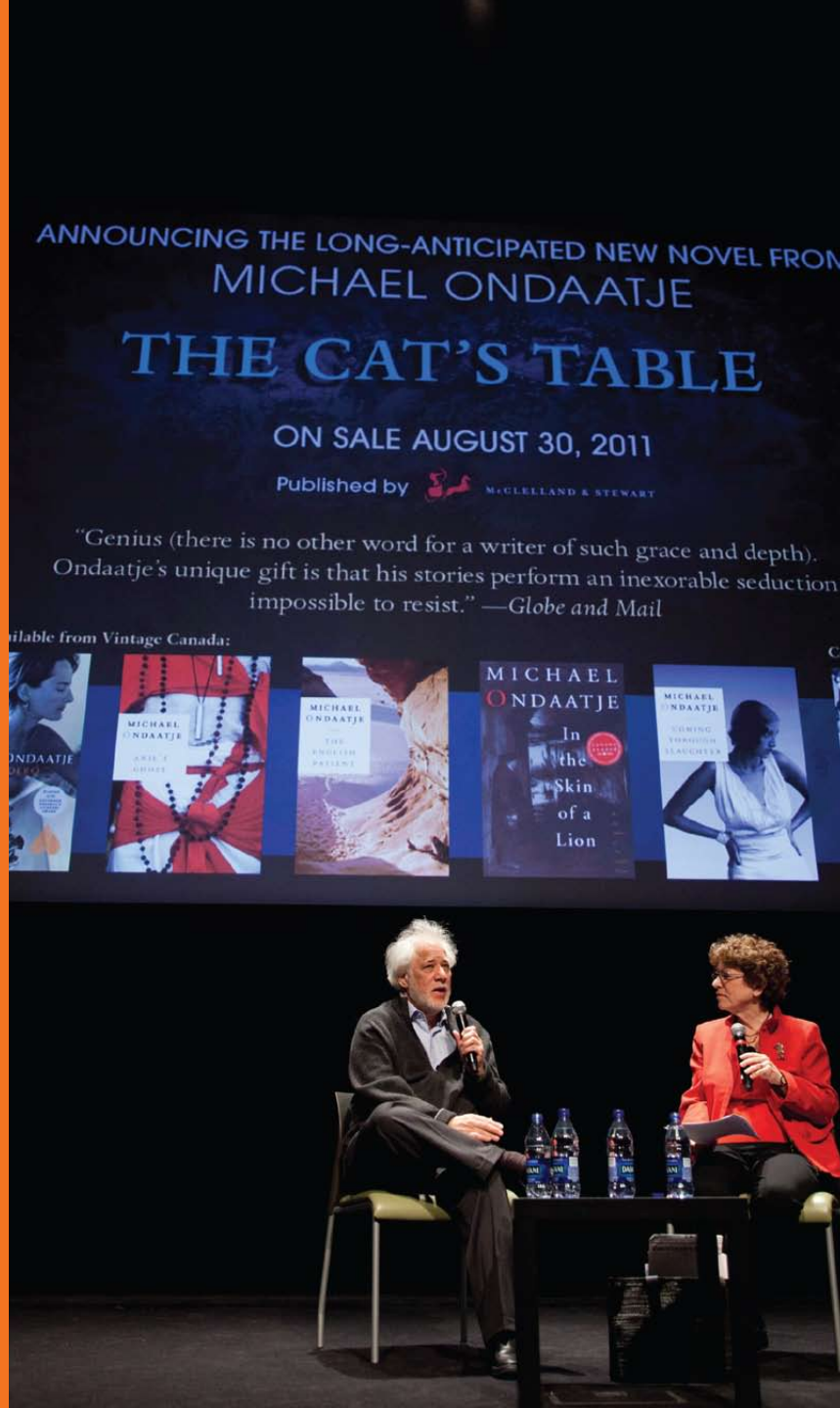
Their involvement in Jump Cuts has changed my students very positively. When they see that they can actually create their own films, it's tremendously inspiring and empowering for them. And making the documentary led them to understand the subject much more deeply, and from all perspectives, than they otherwise would have.

Favourite film:

Vivre sa vie by Jean-Luc Godard

“I often use the teacher's resources TIFF supplies and adapt them for our class.”

DISCUSSION

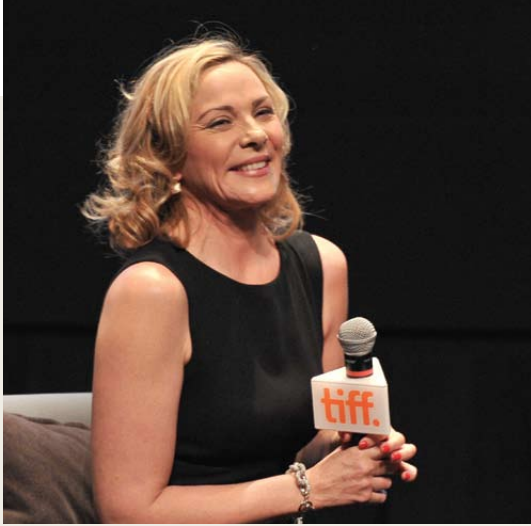


TIFF continued to seek ways to enrich the cinematic experience for viewers with screening and discussion series.

TIFF's original discussion series, **Reel Talk**, marked its 12th year by shifting all screenings to TIFF Bell Lightbox. The series is now divided thematically into Contemporary World Cinema and Sneak Peek. Both segments featured screenings of soon-to-be-released or previously unseen films in Toronto, followed by captivating discussion.

In another great addition to programming, CBC Radio favourite Eleanor Wachtel (*Writers & Company*) hosted **Books on Film**, a new subscription series examining great cinema that began as literature. She discussed the adaptation process with novelist Michael Ondaatje (*The English Patient*) and director/screenwriter Patricia Rozema (*Mansfield Park*), among others.

Some of cinema's most intriguing artists engaged in TIFF's **In Conversation With...** series and joined programmers and guest hosts for intimate onstage discussions. Audiences were surprised and inspired by appearances that included powerhouse directors Tony Palmer, Christopher Doyle,



“Thoroughly enjoyed yesterday’s lecture. I had not seen Rear Window for many years so did not remember much. Piers’ insights added to my enjoyment of the film. And also made me want to go out and read more about Hitchcock. I hope there are many more lectures to come! Thanks!”

— JACKY HOOD VIA FACEBOOK

Paul Haggis and Guillermo del Toro, as well as distinguished actors Woody Harrelson, Geena Davis, Susan Sarandon, Kim Cattrall and Gena Rowlands.

Enticing lectures rounded out Cinematheque programming by promoting dialogue and offering cinematic insights. Highlights included professor Aboubakar Sanogo on African filmmaker Ousmane Sembène, critic Adam Nayman on Roman Polanski’s *Chinatown*, and TIFF’s own Piers Handling on Alfred Hitchcock’s *Rear Window*.

Other educational talks focused on exhibitions, such as Charlie Keil

and Rob King on Mary Pickford: From Actress to Icon, and Monique Prudhomme on *Otherworldly: The Art of Canadian Costume Design* — both complemented by curatorial perspectives tours with curator Sylvia Frank.

TIFF undertakes a limited number of publications to further champion seminal Canadian works. To commemorate the 15th anniversary of Bruce McDonald’s *Hard Core Logo*, TIFF and University of Toronto Press co-published a monograph by film scholar Paul McEwan. The entertaining analysis illuminates the themes and persistent popularity of the film, adapted from the novel by Michael Turner.



PARTNERSHIPS

As TIFF Bell Lightbox becomes recognized worldwide as a centre for film scholarship, innovation and a destination for film lovers, TIFF strives to build partnerships with international institutions focused on film and art. At the same time, the organization's commitment to partnering with local film and cultural festivals continues to increase their exposure to the public, and strengthens TIFF's position within the arts sector.

TIFF first partnered with New York's **Museum of Modern Art (MoMA)** in late 2010 with that fall's wildly successful Tim Burton exhibition, organized by MoMA. In 2011, TIFF returned the favour with **Raj Kapoor: The Golden Age of Indian Cinema**. The third partner for this remarkable 15-film retrospective was the International Indian Film Academy (IIFA). TIFF Bell Lightbox Artistic Director Noah Cowan curated the programme, which premiered at TIFF Bell Lightbox in June. MoMA will remount the series in 2012.

During its first full year in operation, TIFF Bell Lightbox hosted 10 partner festivals.



Reel Artists, Cinefranco, Hot Docs, Inside Out, Planet in Focus, imagineNATIVE, Human Rights Watch and Rendezvous with Madness held all or a significant amount of their screenings in the building. Additional community film festivals and cultural organizations also chose the venue to host special events and opening night celebrations, including the Canadian Film Centre, the Directors Guild of

Canada, the Goethe Institute, Reel Canada, the Toronto Jewish Film Festival, and the Images Festival. TIFF also collaborated with Luminato and the Canadian Music Week Film Festival, playing host to some innovative and dynamic programming at TIFF Bell Lightbox. TIFF in the Park is the result of a successful partnership with the Toronto Entertainment District Business Improvement Area (BIA).

In honour of the JUNO Awards' return to Toronto, as well as its 40th anniversary, TIFF Bell Lightbox presented seven days of seminal music-themed films that showcased iconic Canadian artists of the last 40 years. A filmmaker, artist, JUNO Award nominee or winner introduced each screening featuring films, such as *Neil Young: Heart of Gold*, *Rush: Beyond the Lighted Stage* and *Leonard Cohen: I'm Your Man*.



RAJENDRA ROY

THE CELESTE BARTOS
CHIEF CURATOR OF FILM
The Museum of Modern Art



TIFF has long been one of the great resources for film scholarship and exhibition in North America. With the development and opening of TIFF Bell Lightbox, I felt strongly that it was MoMA's obligation to support the establishment of this 21st century movie palace and research centre any way we could. It turns out the best was what it always had been: collaboration. We are so thrilled that the Tim Burton exhibition could help introduce tens of thousands of film and art lovers to TIFF's new home...

“ TIFF has long been one of the great resources for film scholarship and exhibition in North America. ”

COMMUNITIES



The right film at the right time evokes a transformative experience. TIFF is committed to ensuring these experiences are accessible for everyone.

The fifth year of the **Reel Comfort** programme brought screenings, talks and workshops to 600 mental-health patients at St. Michael's Hospital and Toronto General Hospital (TGH). A highlight this year was a special screening at TIFF Bell Lightbox of *Faceless*, a documentary created by TGH filmmaker-in-residence Jason Lapeyre in collaboration with former and current patients.

Special Delivery brought free film screenings, filmmakers and workshops to schools and community groups in underserved Toronto neighbourhoods. For the first time this year, one-third of the participating groups engaged in programmes at TIFF Bell Lightbox, benefiting from access to exhibitions, learning studios and other offerings.

The **Pocket Fund** continued to grow, providing financial assistance for nearly 3,000 children, youth and families to attend TIFF's year-round programming.

By the numbers

- Nearly 3,000 children, youth and families attended TIFF programming supported through the Pocket Fund
- 30 off-site Special Delivery events
- 10% growth in number of Reel Comfort participants
- 339 films screened by Film Circuit groups in 160 communities
- 28% of Film Circuit films were Canadian in 2011
- Record year for Film Circuit with over 308,000 in attendance and \$2.39 million in box office revenue

Film Circuit continued to dramatically shape the country's cultural landscape. This year, 177 Film Circuit groups across the nation offered outstanding Canadian and international films otherwise unavailable to their communities. The organizing committee of the Kamloops Canadian and International Film Festival was one such group. The festival, located in the beautiful British Columbia interior, celebrated its 15th anniversary by welcoming special guests Don

McKellar and Jennifer Jonas. The actor and producer of *Trigger* participated in a Q&A after the film and met with enthusiastic local film fans at a post-film reception — including one fan sporting a tattoo of McKellar's character from *Monkey Warfare!* Other Canadian Film Circuit favourites include *Incendies*, *Force of Nature: The David Suzuki Movie*, and the 2011 Film Circuit People's Choice, *Barney's Version*.



VOLUNTEERISM

By the numbers

- **2,256 volunteers in 2011**
- **86,639 total volunteer hours donated in 2011**
- **58% increase in volunteer hours in past two years**
- **\$1,997,895: the total value of volunteer time**

In many ways, TIFF volunteers represent the heart of the organization. Ever-present throughout TIFF Bell Lightbox, guiding filmgoers at the Festival, handing out materials at lectures, assisting in workshops and working behind the scenes — TIFF truly relies on them. Thousands donate their time, skills and enthusiasm every year. As programming expanded greatly in 2011, the help of volunteers was more crucial than ever — and they certainly came through, dedicating an extraordinary amount of time valued just short of \$2 million.

To celebrate volunteerism, TIFF Bell Lightbox welcomed His Excellency the Right Honourable David Johnston, Governor General of Canada, as the keynote speaker at an event hosted by TIFF and Volunteer Toronto.

The organization as a whole is humbled, inspired and, most of all, grateful. The transformation of TIFF could not have happened without its volunteers. For many of them, their TIFF experiences have enhanced their lives: some have deepened their understanding and appreciation of the art of cinema, and others have taken their first steps in a new career.

TIFF sincerely thanks each and every one of its volunteers.

GIVING



TIFF Bell Lightbox has galvanized individuals, agencies and private corporations alike.

Philanthropic donations to support programming nearly doubled in 2011. TIFF secured 28 new sponsors, and the value of sponsorship increased 27% over the previous year.

TIFF is grateful to its long-term government, corporate and philanthropic supporters, and delighted to welcome many new sponsors and donors to the community.

The organization's most dedicated supporters are its members. By year's end, the number of active TIFF Members hit nearly 10,000 — a 51% increase over 2010. New programming and diverse year-round initiatives at TIFF Bell Lightbox helped attract new members.

While earned revenue accounts for a significant portion of TIFF's annual budget, the generosity and vision of the organization's supporters has made the breadth and depth of its programming possible.

Statement of Operations

FOR THE YEAR ENDED DECEMBER 31, 2011 (AUDITED)

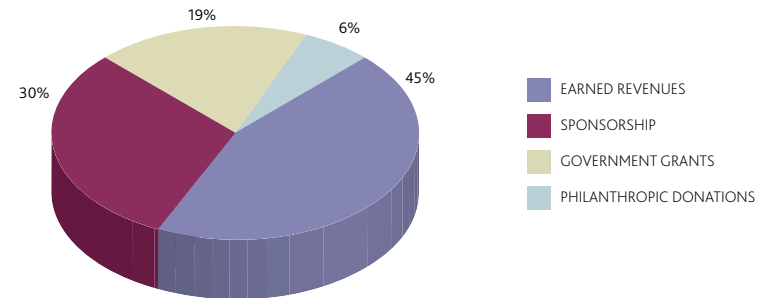
REVENUE

Earned revenue	\$14,328,465
CONTRIBUTED REVENUE (FUNDRAISING):	
Sponsorship	9,800,509
Government grants	5,966,065
Philanthropic donations	1,974,621
	17,741,195
Total revenue	32,069,660

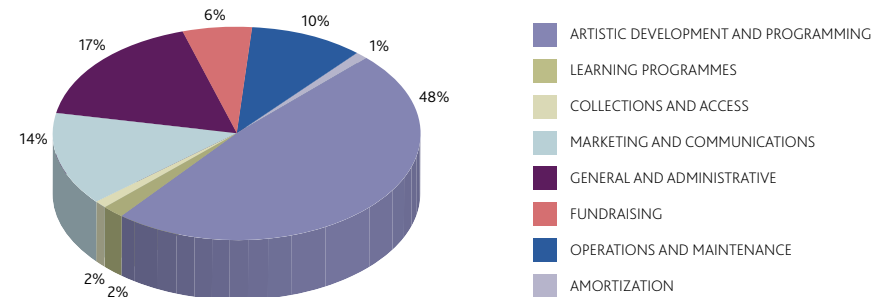
EXPENSES

PROGRAMME EXPENSES:	
Artistic development and programming	16,295,262
Learning programmes	727,866
Collections and access	500,423
	17,523,551
OTHER EXPENSES:	
Marketing and communications	4,869,836
General and administrative	5,681,960
Sponsorship, philanthropic and government fundraising	2,007,192
Operations and maintenance	3,446,790
Amortization	189,329
	16,195,107
Total expenses	33,718,658
Excess of expenses over revenues	(\$1,648,998) *

TIFF OPERATING REVENUES 2011



TIFF OPERATING EXPENSES



* In December 2010, the TIFF Board of Directors approved a managed deficit of \$1.7M for 2011. This approved managed deficit is the second year of a three-year plan to build, open and operate TIFF Bell Lightbox.

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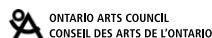
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TIFF Bell Lightbox exterior
(Sonia Recchia, WireImage/Getty)

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Mary Pickford and the Invention of the Movie Star exhibition (Tom Arban)

Sprockets participant
(Sonia Recchia, WireImage/Getty)

Student Film Showcase filmmakers
(Dimitri Sarantis, WireImage/Getty)

Bell Free Weekend participants
(Patrick Jubé, WireImage/Getty)

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TIFF Bell Lightbox exterior
(David Johns)

Sarah Allen, Katie Boland,
Piers Handling, Sarah Gadon
and Keon Mohajeri
(Aaron Harris, WireImage/Getty)

Their Serene Highnesses Prince Albert II and Princess Charlene of Monaco
(George Pimentel, WireImage/Getty)

Allison Black and Nathan Morlando,
Edwin Boyd
(Sonia Recchia, WireImage/Getty)

Edge, Davis Guggenheim and Bono at *From the Sky Down* red carpet
(George Pimentel, WireImage/Getty)

La Dolce Vita, dir. Federico Fellini
(Film Reference Library)

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Jessica Chastain with fans at *Take Shelter* red carpet
(George Pimentel, WireImage/Getty)

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Bono with fans at *From the Sky Down* red carpet
(George Pimentel, WireImage/Getty)

George Clooney and Ryan Gosling at *The Ides of March* press conference
(George Pimentel, WireImage/Getty)

The Artist, dir. Michel Hazanavicius
(Film Reference Library)

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Philippe Falardeau at Canada's Top Ten opening night
(Dimitri Sarantis, WireImage/Getty)

Monsieur Lazhar, dir. Philippe Falardeau
(Film Reference Library)

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Café de flore, dir. Jean-Marc Vallée
(Film Reference Library)

Guy Maddin at Canada's Top Ten announcement
(Sonia Recchia, WireImage/Getty)

The Dimming, dir. Ippiksaut Friesen

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Jennifer Baichwal, Jason Reitman and Bingham Ray
(Patrick Jubé, WireImage/Getty)

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TIFF Nexus participants
(Jag Gandu, WireImage/Getty)

Festival Industry Centre
(Joe Scarnici, WireImage/Getty)

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Their Serene Highnesses Prince Albert II and Princess Charlene of Monaco at Grace Kelly exhibition grand opening
(George Pimentel, WireImage/Getty)

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Otherworldly: The Art of Canadian Costume Design exhibition
(Sonia Recchia, WireImage/Getty)

Mary Pickford and the Invention of the Movie Star exhibition (Tom Arban)

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Norman Jewison
(© Peter Bregg/Hello!)

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Incendies, dir. Denis Villeneuve
(Film Reference Library)

Lies My Father Told Me, dir. Ján Kadár
(Film Reference Library)

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TIFF Bell Lightbox exterior
(Charles Leonio, WireImage/Getty)

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Sprockets participants
(Sonia Recchia, WireImage/Getty)

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Sprockets participants
(Sonia Recchia, WireImage/Getty)

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Michael Ondaatje and Eleanor Wachtel
(Dimitri Sarantis, WireImage/Getty)

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Kim Cattrall
(George Pimentel, WireImage/Getty)

Susan Sarandon and Geena Davis
(George Pimentel, WireImage/Getty)

Paul Haggis
(George Pimentel, WireImage/Getty)

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TIFF in the Park
(Sonia Recchia, WireImage/Getty)

Artist Seema Sardesai and Ontario Premier Dalton McGuinty
(Patrick Jubé, WireImage/Getty)

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Neil Young and Eddie Vedder at *Neil Young Journeys* red carpet
(Peter Bragg, WireImage/Getty)

Rajendra Roy
(Sonia Recchia, WireImage/Getty)

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Popcorn (David Johns)

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Barney's Version, dir. Richard J. Lewis
(Film Reference Library)

Don McKellar and Jennifer Jonas in Kamloops

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Festival volunteers
(Alberto E. Rodriguez, WireImage/Getty)

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TIFF Bell Lightbox Cinema 1 crowd
(Dimitri Sarantis, WireImage/Getty)

* clockwise from top left

** top to bottom

*** left to right



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