



MULTICULTURAL FESTIVAL OF ELMIRA

The Multicultural Festival of Elmira 2024

CELEBRATING DIVERSITY, FOSTERING UNITY

August 27, 2024

Presented by:
Abby Cooper, Founder and Event Organizer
Hearts Open for Everyone



The Vision Behind the Festival

- Broaden knowledge and awareness of the diverse cultures that surround us.
- Serve as a warm welcome to newcomers in the Waterloo Region, fostering a sense of belonging.
- Celebrate various ethnic groups and highlight the importance of diversity and inclusion.
- Provide a safe space where everyone in the community is welcome.
- Raise awareness about EDI-related workshops, services and vendors.



The Impact of Our Inaugural Festival



- Opened volunteering opportunities and exposed the Woolwich community to different cultures, foods and educational experiences.
- 80% of surveyed attendees learned something new about a different culture.
- Attendees primarily came from Elmira and Kitchener, indicating strong regional interest.
- Created the opportunity to improve the physical and emotional well-being of attendees by fostering a sense of belonging.

Organizational and Community Support

Sound & Staging: Sherwood Systems

Funding: United Way, Township of Woolwich

Art Projects: Grand River Art Collective, Roshan James

Sponsors: McDonald's Elmira, Elmira Pet Products, Hartman Jewellers, Wallenstein Feed, and more.

Woolwich Partnerships: Township of Woolwich, Woolwich Community Services, Waterloo Region Library and local businesses.



What Made the 2023 Festival Special

- The variety of diverse performances, including Crow Shield Lodge, TenC Dance Co., Sri Abiramy Dance Academy, and more were the festival's most beloved aspects.
- “Building Bridges of Peace” community art activity.
- Face painting, the magic show and scavenger hunt were a hit, with 22% of attendees highlighting these activities as their favourite part of the festival.
- 94% of attendees rated their experience as positive, with 50% suggesting no improvements were needed.
- 94% of vendors were highly satisfied, with 100% expressing interest in returning next year.



MFE Recap Video



Creating a Lasting Change



- Praise for the volunteers' helpfulness and the high level of organization.
- Positive comments focused on the event's smooth execution and strong volunteer support.
- 54% of attendees expressed interest in signing up for future HOPE workshops and programs.

Year Two: Building on Success

- More diverse and dynamic performances.
- Cultures United tent offered by Region of Waterloo Library.
- Interactive workshops and activities.
- Community art project on a 6'x6' mural.
- More kids' activities to create a family-friendly atmosphere.
- Inclusive activities and spaces (chair yoga, e-bike ride and Calm Corner) to improve accessible activities.
- Increased variety of food offerings.
- Continued focus on providing a platform for local organizations, vendors and services.



Thank You, Township Council!

- Your financial support has been vital to the festival's success.
- It allowed us to create an event that not only celebrated diversity but also strengthened our community bonds.
- We are committed to making the Multicultural Festival of Elmira an annual event that residents of all backgrounds can look forward to and be proud of.



Join us for the Multicultural Festival of Elmira 2024

Save the Date

Saturday, September 21 from 12-5 PM at Gibson Park, Elmira.

Stay Connected

- View festival details on our website (<https://heartsopenforeveryone.ca/multicultural-festival-of-elmira/>)
- Follow us on social media (@heartsopenforeveryone)
- Contact the organizing team for more information (info@heartsopenforeveryone.ca)



Questions & Feedback

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