



2012
ANNUAL
REPORT



MISSION

Transforming the way people
see the world through film

VISION

Be the global centre
for film culture



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DIRECTOR & CEO



The immense success TIFF has achieved in just 12 months is astounding. Opening TIFF Bell Lightbox has given us the essential platform requisite for delivering the highest curatorial and presentation standards to our loyal audience.

Providing a transformative cinematic experience remains central to TIFF's mission. The landmark Robert Bresson touring retrospective galvanized audiences to trace the influence that this French master wields to this day. The TIFF Kids International Film Festival, TIFF Next Wave Film Festival, as well as our school and summer programmes introduced children and teens to new and unexpected adventures through cinema, filmmaking, performance, and play-

based learning. I anticipate premiering many works in the years ahead from the emerging talent fostered through these programmes.

The ambition and accomplishments of TIFF Bell Lightbox have inspired innovations that champion and celebrate film culture on a global scale. Our year-round home has mobilized the depth and intensity of our film programmes, exhibitions and industry activities in Toronto, and at the same time allowed us to project TIFF experiences to filmmakers, audiences and researchers around the world. TIFF staged three world-class exhibitions in 2012, and showcased its Guy Maddin installation to international acclaim. The new STUDIO industry programme guides Ontario-based

producers to the next level of their careers. Improvements to our online resources are bringing TIFF interviews and Canadian film history to anyone with internet access.

In 2012, TIFF maintained and enhanced its standing as a global leader in creative and cultural discovery, and reinforced its commitment to transforming the way our audiences see the world through film. I look forward to sharing with you, a year from now, news of an even more successful 2013.

PIERS HANDLING

Director & CEO, TIFF

CHAIR, BOARD OF DIRECTORS



TIFF experienced tremendous growth in 2012. The positive effects of TIFF Bell Lightbox continue to ripple through its Toronto neighbourhood. In the years ahead, the impact of TIFF's industry, learning, community and mentoring programmes will continue to resonate around the world.

In 2012, we surpassed our goals in sponsorship, philanthropy and membership revenue. Our membership rolls increased by 20%. The Toronto International Film Festival had the highest ticket sales in its 37-year history. The public sector's valued sup-

port remains stronger than ever for this signature tourism and cultural event. The Friends of TIFF gala achieved huge success, with plans underway for a sequel in 2013. To celebrate the launch of the James Bond exhibition, the organization hosted its first ever opening-night fundraiser — an extremely well-received event.

Attaining these milestones, and the many others that TIFF marked in 2012, comes from making the audience the focus of all that we do. Staying true to that focus helps create the most memorable experiences and inspires the richness and diversity in our programming.

On behalf of the Board, I sincerely thank our staff, supporters, and members. I hope you will keep cheering TIFF on, as we continue our path toward setting new standards in the cinematic experience.

PAUL ATKINSON

Chair, Board of Directors, TIFF

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As of December 31, 2012

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Julia Grant
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TIFF Cinematheque's major touring retrospective *The Poetry of Precision: The Films of Robert Bresson* makes its first stop at New York's Film Forum.



Game of Thrones: The Exhibition opens in the HSBC Gallery, attracting more than 25,000 visitors over its 10-day run.



Spirited Away: The Films of Studio Ghibli begins its run. It goes on to become the highest-grossing programme in TIFF Cinematheque history.

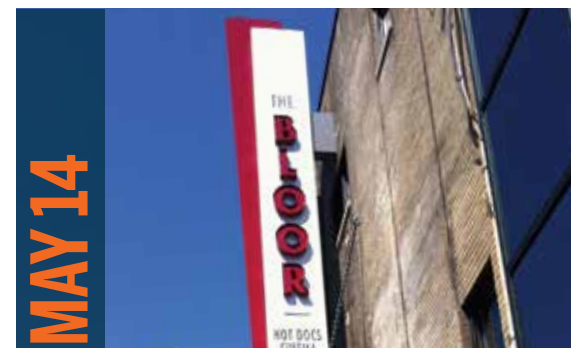
MILESTONES



The TIFF Kids International Film Festival celebrates its 15th anniversary and introduces digiPlaySpace — an interactive multi-media playground for children.



The first-ever TIFF Next Wave Film Festival kicks off its opening night with Battle of the Scores, a high-school band competition.



Bloor Hot Docs Cinema joins the Toronto International Film Festival venue roster.



MAY 22

The ninth annual Student Film Showcase spotlights budding filmmakers, with screenings in Toronto and Vancouver.



JUNE 21

TIFF presents *First Peoples Cinema: 1500 Nations, One Tradition*, the largest film series of its kind in North America, accompanied by the landmark free exhibition *Home on Native Land*.



AUG 17

The free exhibition *X-Men Master: Gordon Smith* launches in the CIBC Canadian Film Gallery, and goes on to welcome over 27,000 visitors.



AUG 30

TIFF Industry selects 16 participants for STUDIO, its first year-round programme for Ontario-based content producers.



SEPT 6

The 37th annual Toronto International Film Festival hosts 146 World premieres — the most in its history.



SEPT 8

The very first Friends of TIFF fundraising gala takes place — a volunteer-driven benefit to raise funds for year-round programmes at TIFF Bell Lightbox.



OCT 12

TIFF Bits™, a series of 10 short films, highlights the breadth and depth of programming supported by TIFF Members, donors, sponsors and partners.



OCT 26

TIFF presents the North American premiere of *Designing 007: Fifty Years of Bond Style*, an exhibition organized by London's Barbican Centre in partnership with EON Productions.



DEC 4

Hosts Sarah Gadon and Don McKellar reveal the top 10 features and shorts selections for TIFF's 12th annual Canada's Top Ten.



AUDIENCES

FILMS ARE MADE TO BE WATCHED.

The art of viewing films considers the quality and variety in the experience, just as much as it considers the impact of the work itself. Without an audience, a film would be the proverbial one hand clapping; the tree falling in the forest. From filmmaker retrospectives to genre-driven programmes, TIFF's adept curation makes it possible for audiences to digest and explore a broad spectrum of cinematic visions by contextualizing the film experience in an accessible way.

Amidst the ever-changing landscape of media consumption, the power and authenticity of the in-cinema experience proves stronger than ever. Big stars, bigger screens, and new works from provocative directors, emerging talent and global storytellers remain compelling draws. That is why the 2012 **Toronto International Film Festival®** attracted more than 400,000 attendees to 372 films, selling the highest number of tickets and packages in its history.

This past year, **TIFF Cinematheque®** presented over 438 films, including the first complete North American retrospective of revered French master Robert

Bresson in 14 years, which boasted many sold-out screenings. The programme travelled to several major film institutions around the world and coincided with the in-house publication of the anthology *Robert Bresson (Revised)*. A comprehensive collection of Studio Ghibli films reminded audiences why this influential studio is known as the Disney of Japan. Ghibli classics such as *My Neighbor Totoro* and *Princess Mononoke* made this series the highest-grossing TIFF Cinematheque programme to date. With the series *Magnificent Obsession: The Films of Werner Schroeter*, TIFF introduced filmgoers to this visionary yet little-known New German Cinema director. *Where Are the Films of Nicolás Pereda?* shone a light on a rising star of contemporary Mexican cinema, while *The Way Home: The Films of Turkish Master Yilmaz Güney* showcased a largely unseen and critically acclaimed body of work. **The Free Screen** elevated experimental film and video art to new heights with captivating works by avant-garde pioneers like Gregory J. Markopoulos and Robert Beavers.



TIFF Bell Lightbox hosted 62 **New Releases** — 55 of them exclusive to TIFF audiences — with *Pina*, *Monsieur Lazhar*, *Jiro Dreams of Sushi*, *Beasts of the Southern Wild* and *Samsara* proving most popular. Viewers dove into an unmatched range of cinematic encounters, from the mystery and legacy of an iconic Canadian artist in *West Wind: The Vision of Tom Thomson*, to the shocking and evocative performance art of *Marina Abramović: The Artist is Present*. Audiences were mesmerized by the eye-popping 3D presentation of Alfred Hitchcock's classic drawing-room thriller *Dial M for Murder*. A Spielberg-approved digital restoration of *Jaws*

terrified filmgoers as thoroughly as when it ushered in the blockbuster era nearly four decades ago.

Entertaining new fans and die-hards alike, **Canadian Open Vault** championed the country's rich cinematic heritage with homegrown gems including Bruce McDonald's 1996 cult classic *Hard Core Logo*, Terrance Odette's street-life saga *Heater*, and Leon Marr's award-winning *Dancing in the Dark*.

For the annual **Student Film Showcase™**, the nation's budding filmmakers got to show off their work at public screenings in Toronto and Vancouver. Recognizing the year's top student shorts from 17 Canadian colleges and universities,

this event provides a forum for participants to make contacts with peers and film industry professionals.

With a focus on Canadian directors as well as the best in international cinema, **Film Circuit™** is one of the organization's quiet, ongoing successes. It's like a book club, but for great films that people in small communities would not be able to see in theatres were it not for TIFF. In 2012, over 325,000 people in 170 local groups from Charlottetown to Prince Rupert enjoyed films such as *A Dangerous Method* and *Salmon Fishing in the Yemen*. The programme also sent more than 80 filmmakers to participate in Q&A sessions with Film Circuit groups.

1,500,000

1.5 million in TIFF attendance
across all activities

400,000

Over 400,000 attendees at the
Toronto International Film Festival

325,000

Film Circuit brought the cinematic
experience to over 325,000 people
across Canada



FESTIVALS

THE TORONTO INTERNATIONAL FILM FESTIVAL HAD ITS BIGGEST, BUZZ-IEST YEAR YET,

making the experiences of festivalgoers even better than ever. Each year, thousands of new attendees come away from the Festival with revelatory experiences, whether it's seeing an inspiring film, meeting new friends, or making a deal to distribute a first film.

This year's Festival showcased 289 features and 83 shorts from 72 countries, boasting a diverse lineup that imaginatively fulfilled and surpassed the expectations of filmmakers, studios, distributors, media and filmgoers. Over the course of 20 Galas and 70 Special Presentations, audiences were introduced to a stunning depth and range of work from Canada and around the globe, including *Laurence Anyways*, *Cloud Atlas*, *The Reluctant Fundamentalist*, *Spring Breakers*, *A Royal Affair*, *The Impossible*, *Caught in the Web*, *Kon-Tiki*, and the Opening Night presentation *Looper*. Many films went on to earn international acclaim through high-profile nominations and awards: *Amour* nabbed

the Academy Award for Best Foreign Language Film; *Argo* won several Oscars (including Best Picture) and the British Academy of Film and Television Arts (BAFTA) award for best film.

Audience feedback prompted new ticket-buying options, along with a new online film-selection process for My Choice ticket packages. The same responsive spirit led to simplified voting for the BlackBerry People's Choice Award. Festivalgoers simply used their ticket to vote at the cinema or online, which resulted in a free screening of the winning film, *Silver Linings Playbook*.

The **TIFF Kids International Film Festival™** celebrated its 15th anniversary by presenting its biggest and most diverse film programme to date, with 130 films representing 41 countries including Canada, The Netherlands, India, Iraq, Japan, Spain and Germany. Hands-on family activities energized



TIFF Bell Lightbox over the festival's 13-day run, showcasing the new and very popular TIFF Kids digiPlaySpace. Highlights included expanded industry programming, TIFF Kids' first live concert for children, and science activities with the host of TVOKids' *Finding Stuff Out*.

Building on the success of TIFF Kids, which is aimed at children aged 3 to 13, the **TIFF Next Wave Film Festival™** made its debut in 2012. Curated by a committee of high-school students, this new festival invites teens to sample age-appropriate films outside of those typically geared to their demographic. A highlight of the inaugural

programme was Battle of the Scores, which featured high-school bands performing original scores to films created by their peers. The TIFF Next Wave Committee also consults on other year-round, youth-related programming for the organization.

In December, **Canada's Top Ten™** marked its 12th year recognizing the best in Canadian cinema. This festival of homegrown works honoured the year's 10 best features and 10 best short films, as selected by a jury of esteemed industry professionals. The 10 days of public screenings featured introductions and Q&As with the likes of David Cronenberg, Geneviève Bujold,

Kim Nguyen, Nisha Pahuja, Michael Dowse, Sarah Gadon, Sean Garrity and Peter Mettler. Titles such as Cronenberg's *Cosmopolis*, Deepa Mehta's *Midnight's Children*, and the Academy Award-nominated *Rebelle* helped deliver one of the highest-grossing editions to date, which included a sold-out Mavericks session with Sarah Polley on her highly personal documentary *Stories We Tell*. In March 2013, *Rebelle* went on to practically sweep the Canadian Screen Awards. Select films later toured major cities across Canada, including Vancouver, Edmonton and Montreal.

42%

42% of films at the inaugural TIFF Next Wave Film Festival were Canadian Premieres

39%

39% of films screened at the Toronto International Film Festival were World Premieres

26%

26% increase in public admissions for the TIFF Kids International Film Festival



MY TIFF EXPERIENCE IS...

SELECTION FOR CANADA'S TOP TEN

It's a privilege to be selected as part of Canada's Top Ten, since I know how scrupulously the jury watched every eligible Canadian film. That's most flattering and comforting, as making *Laurence Anyways* was at times solitary and disappointing. But surprises like this are touching victories — they've happened in Toronto a lot this year! Knowing who else is in this lineup, I feel especially honoured to be in the good company of nine great filmmakers.

This is the film I am most proud of thus far, because in my eyes it is the most romantic and honest one. I made no compromises and didn't try to please anyone — although some think I should have. To gain industry recognition at both the Toronto International Film Festival and Canada's Top Ten validates the spirit in which this film was created. TIFF offers filmmakers the opportunity to present their work in both an artist-friendly environment and — let's be frank — one of the world's most glamorous and enviable platforms of showcase. This unavoidably leads to a more enjoyable life and career, thank you very much.

—XAVIER DOLAN

Director, *Laurence Anyways*

Winner, City of Toronto + Canada Goose Award for
Best Canadian Feature Film, Toronto International Film Festival 2012

Canada's Top Ten selection 2012



MY TIFF EXPERIENCE IS... LEARNING AND GROWING IN THE INDUSTRY

I was fortunate to be selected as one of the TIFF Rising Stars in 2012. Through the programme, I was able to spend valuable time with filmmakers Michael Winterbottom and Jason Reitman. The opportunity to learn from directors on a peer-to-peer basis was something I had not experienced before. The media training I received demystified the process of dealing with journalists, and helped me understand how to best represent myself in the industry.

Being supported by TIFF definitely helped me with the casting process, allowing me to be more visible internationally. The TIFF Rising Stars programme deserves much of the credit for my lead role in BBC America's *Orphan Black*, the first opportunity I have had to play the lead character in a series.

—TATIANA MASLANY

TIFF Rising Star



INDUSTRY

DIGITAL TECHNOLOGIES HAVE MADE THE ART OF FILMMAKING MORE ACCESSIBLE THAN EVER.

But developing, financing, producing, shooting and distributing a film are still daunting tasks, especially for emerging filmmakers. **TIFF Industry®** continues to provide and support professional development to help filmmakers throughout all stages of their challenging journey.

2012 saw the launch of **STUDIO™**, TIFF's first year-round programme for Ontario-based content producers. While there are many programmes directed at emerging artists, STUDIO helps mid-career producers break through to the next level. Interactive sessions give 16 participants insights into the business of film production, offering networking opportunities with Canadian and international contacts.

Industry programming during the **TIFF Kids International Film Festival** expanded this past year. Growing into a week-long conference, the lineup offered informative sessions including a master class, panels and roundtables featuring guest speakers on the latest trends in

the children's entertainment industry.

The 13th consecutive **Telefilm Canada PITCH THIS!™** took place at the Toronto International Film Festival, using the pitch-meeting process as inspiration for a compelling and supportive competition. Six teams had just six minutes each to pitch their feature film idea to an audience of over 200 industry professionals. Ian Harnarine won them over with his project *Doubles with Slight Pepper*.

Bringing together leaders in film production, finance, distribution, exhibition and policy, the **Asian Film Summit** set out to strengthen bridges between the film industries of Asia and the West. The inaugural Summit took place during the September Festival and welcomed notable guests such as international star, director and producer Jackie Chan as guest of honour; Senator Chris Dodd, chairman and CEO of the Motion Picture Association of America (MPAA);



and Harvey Weinstein, Co-Chairman of The Weinstein Company, as master of ceremonies for the closing banquet.

Talent Lab™ entered its ninth year, once again delivering an unmatched opportunity for emerging talent to learn from seasoned filmmakers during the Festival. Led by Talent Lab governors Jennifer Baichwal, David Siegel, Scott McGehee and Stephen Woolley, the 25 selected attendees participated in group discussions focusing on creativity, the artistic process, and independent voices. Guest appearances by luminaries such as Michael Haneke, Deepa Mehta, Ed Burns, Michael Winterbottom and Laurent Cantet rounded out the sessions.

The **TIFF Rising Stars®** programme embraced four new young Canadian actors for intensive professional-development opportunities during the Festival. Charlie Carrick, Connor Jessup, Tatiana Maslany and Charlotte Sullivan were introduced at public and industry events, and met with international casting directors, filmmakers, producers, and development executives.

TIFF Docs: Conference expanded to two days during the Festival and, for the first time, opened up admission to the public. An intensive showcase for conversations with leaders in the documentary field, the conference featured world premieres, industry panels, and discussions about the current landscape

of documentary production. Guests included noted filmmakers Ken Burns, Shola Lynch and HBO Documentary Films President Sheila Nevins.

Available to Canadian filmmakers who attended the Festival with a film in Official Selection for the first time, **Filmmaker Boot Camp** provided lively information sessions to offer insight into the skills and contacts needed to take the greatest advantage of the Festival experience.

The **TIFF Nexus™** initiative embarked on its second year in support of the growing digital media industry, bringing game designers, electronics hackers and traditional screen artists together to engage with academics, industry and fans.

4,281

4,281 industry delegates from
81 countries attended the
Toronto International Film Festival

200

More than 200 guest speakers participated
in TIFF Industry sessions across
all programmes

147

TIFF Industry hosted 147 hours of year-round
programming such as career-enhancing
seminars, roundtables and workshops



EXHIBITIONS

TIFF TAKES AUDIENCES INSIDE THE FILM EXPERIENCE, AND BEYOND IT,

through exhibitions and programmes that provoke, enthrall and enlighten. The impressive gallery spaces in TIFF Bell Lightbox have staged world-class exhibitions explaining the genius and humanity behind many indelible cinematic experiences. TIFF launched three new exhibitions in 2012, continuing to support artists who use film, film techniques, and film themes to explore issues and challenge the public's perceptions of cinema and art.

The line “Bond, James Bond” conveys more in three words than most scripts do after three rewrites. Presented by London's Barbican Centre in partnership with EON Productions, *Designing 007: Fifty Years of Bond Style* — the most comprehensive James Bond exhibition ever — made its North American premiere at TIFF Bell Lightbox, giving audiences a leisurely peek behind the bulletproof screen guarding the Bond myth. Memorable props such as Oddjob's steel-rimmed bowler hat (*Goldfinger*),

Scaramanga's golden gun and “007”-marked bullet (*The Man With the Golden Gun*), and Bond's Tom Ford tuxedo (*Quantum of Solace*) revealed the craft behind the films' characters, costumes, set and production design, gadgets and special effects. The exhibition, accompanying film series and events drew 58,000 visitors.

New media works by Indigenous artists and filmmakers also graced the HSBC Gallery for the free exhibition *Home on Native Land*, which centered on the many manifestations on the concept of home. The showcase accompanied the *First Peoples Cinema: 1500 Nations, One Tradition* film series which traced the history of Indigenous peoples' filmmaking from around the world. Visitors caught the Canadian premiere of Cree artist Kent Monkman's *The Love That Dare Not Speak Its Name* as part of his ongoing series of large scale dioramas, and *Kobe*, a 3D video depicting Indigenous life in its rarely presented modern day existence.



Presented in the CIBC Canadian Film Gallery, ***X-Men Master: Gordon Smith*** celebrated the 30-year career of the eponymous special effects pioneer. This Ontario-born artist's creativity and skill birthed many advances in the special effects makeup industry. His innovative use of silicone prosthetics helped characters such as Wolverine, Sabretooth, Nightcrawler and Mystique leap from comic books onto the big screen, where they were inked afresh into audiences' minds. TIFF offered complimentary guided public tours for the first time, giving visitors a deeper understanding of the props, castings, moulds and prosthetics that Smith created.

TIFF extended the reach of its exhibitions even farther in 2012. The *Mary Pickford and the Invention of the Movie Star* exhibition travelled to the McCord Museum in Montreal, while Guy Maddin's *Hauntings* toured Montreal's Concordia University, the Copenhagen Film Festival, and the Sao Paulo biennial in Brazil.

In March, TIFF Bell Lightbox visitors entered the world of Westeros, the mythic setting for HBO Canada's *Game of Thrones*. Showcasing the art and craftsmanship of the acclaimed series, ***Game of Thrones: The Exhibition*** drew in more than 25,000 fans to pose for photos on the Iron Throne featured in the television show.

Co-presented with the Images Festival, Jem Cohen's latest film/music hybrid project, ***We Have an Anchor***, merged images with texts from poems and newspaper fragments and a live musical performance.

During the Toronto International Film Festival the **Future Projections** programme once again featured contemporary works by established Canadian and international artists, fusing cinema's moving images with the visual arts to provocative effect. Free and open to the public for the duration of the Festival, various destinations throughout downtown Toronto showcased the installations, including TIFF Bell Lightbox.

105,000

105,000 total admissions to the HSBC Gallery
and CIBC Canadian Film Gallery

450

Designing 007: Fifty Years of Bond Style featured
450 artifacts from the EON archives that were
used in the production of all James Bond films

100

Gordon Smith developed over 100 individual
custom blue prosthetics to re-create
the Mystique character for the
X-Men Master: Gordon Smith exhibition.



LEARNING

FILMMAKERS AND TEACHERS HAVE MUCH IN COMMON.

Both are in the business of introducing people to new worlds, or helping them see their own in a different light. From pre-school to post-secondary, TIFF continues to expand the ways teachers harness the power of film to amaze and inspire young minds.

The **Film in a Day** workshop stayed popular with teachers and students. A new partnership with National Geographic Live allowed students to explore photojournalism and underwater exploration. School programming also accompanied two of TIFF's major exhibitions, *X-Men Master: Gordon Smith* and *Designing 007: Fifty Years of Bond Style*.

The first-ever TIFF Kids **digiPlaySpace™** made its debut during the festival in April, offering an immersive, family-friendly playground that combined interactive installations, learning-centric games, digital drawing tools, and hands-on film and production activities. digiPlaySpace attracted upwards of 5,600 visitors over 13 days.

Since learning doesn't take summer holidays, TIFF held its first **Film Leaders in Training** summer camp this past year, welcoming 14 youth aged 15 to 17 to take part in workshops on leadership and specialized skills, with lessons in filmmaking. The participants capped their four-week course by screening the short films they created.

Welcoming 3,627 Canadian college and university students and faculty, the **Higher Learning™** programme offered intimate sessions with special guests that included iconic actress Juliette Lewis, director and Academy Award-winning screenwriter Roger Avary, and Pixar Film Titles Designer Susan Bradley. With the launch of its **Digital Resource Hub** the programme took a leap into the digital future, offering an online archive of past events complete with filmographies, bibliographies, and additional resources generated from the Film Reference Library — making it a deep well of knowledge and experience available to students anytime, anywhere.

The internet is full of information, some of it accurate. TIFF Bell Lightbox houses and maintains the **Film Reference Library™**, with its wealth of over 62,000 film files, 22,000 book titles, and 12,000 films and television shows. In 2012, the library had more than 3,200 walk-in visitors and answered more than 12,000 film-related questions. The **Canadian Film Encyclopedia** (CFE) — an online reference project with over 750 film titles, biographical and subject entries — continues to expand in content and features, covering some of Canada's foremost historical and contemporary films and filmmakers.



5,600

Over 5,600 school and public admissions to the inaugural digiPlaySpace over 13 days

3,627

3,627 post-secondary students and faculty from over 30 universities and colleges participated in more than 40 Higher Learning events

3,251

3,251 visitors to the Film Reference Library



MY TIFF EXPERIENCE IS... HELPING MAKE TIFF BELL LIGHTBOX A SUCCESS

Moving into TIFF Bell Lightbox brought about many changes as we transitioned to a larger, year-round volunteer programme that is still evolving. We had to recruit more volunteers, train them for new tasks, and ensure that we had the right volunteers at the right times.

As a new TIFF employee I wasn't sure what to expect, and it was an amazing, hectic, exciting time. Now that TIFF Bell Lightbox has successfully launched, we try to continually improve what our volunteers do, and what we can do for our volunteers. Everyone at TIFF is passionate and collaborative — and so are its wonderful volunteers. They are proud to be a part of TIFF's growing contribution to arts and culture, which is a big reason why they do such a great job representing the organization to visitors throughout the year.

—KATY FAHIMI-MANZARI

Coordinator, Volunteer and Intern Resources, TIFF



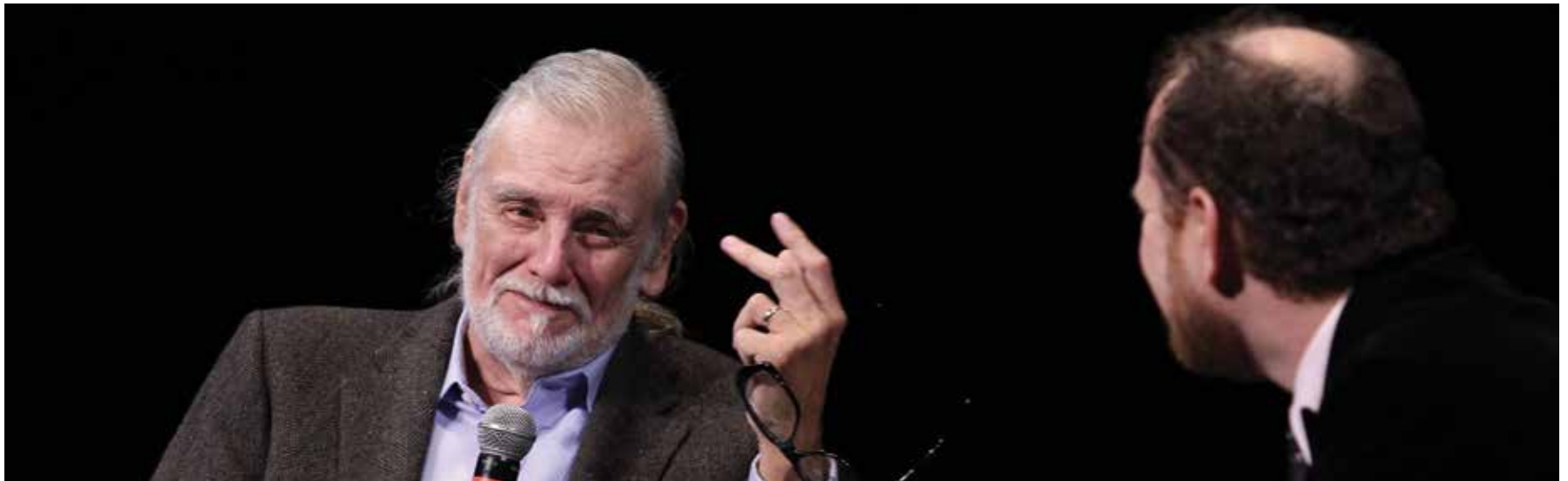
DISCUSSION

A FILM RECEIVES ITS HIGHEST COMPLIMENT WHEN PEOPLE WANT TO TALK ABOUT IT,

compare it with other films, or read the book, play, or article on which it is based. For the truly obsessed, there are miles of bookshelves and entire data clouds filled with analysis and minutiae on individual films, film genres, directors, cinematographers, actors, and so on. TIFF provides many opportunities for audiences to keep talking about cinema and filmmaking, long after the projector — and their coffee — has cooled down.

In Conversation With... invites noted filmmakers, actors and authors to highlight their career work in an intimate onstage discussion with programmers and guest hosts. Audiences were treated to appearances that included powerhouse directors George A. Romero and John Glen, accomplished actors Kathleen Turner, Andrea Martin, Danny Glover, Graham Greene and Naseeruddin Shah, and best-selling author George R.R. Martin.

Expert guests sparked engaging conversations for audiences attending any of the three **Subscription Series**, which featured screenings followed by in-depth discussions and Q&A sessions. Food experts and film lovers came together to enjoy the best of culinary cinema for **Food on Film**, featuring guest chefs such as Food Network's Anna Olson and Chuck Hughes plus unique dish pairings by Luma restaurant. Hosted by the Discovery Channel's Jay Ingram, **Science on Film** explored the intersection of science and cinema with screenings that included *Eternal Sunshine of the Spotless Mind* and *The Day the Earth Stood Still*. A must-see for those types who always read the book before seeing the film, **Books on Film** subscribers enjoyed the observations of director Atom Egoyan on *Felicia's Journey*, Russell Banks on his novel *Affliction*, and director James Ivory on *Howards End*.



Showcasing the best works from around the world, **Reel Talk**® audiences often get to preview films prior to release. With titles not announced ahead of time, the series delivers a key element of surprise to entice thought-provoking post-screening discussions led by a critic, academic or expert.

An ongoing series of lectures from distinguished scholars, curators and programmers provide rich context to TIFF Cinematheque programming. Over 1,300 film-lovers attended these introductory screenings and lectures in 2012. Guest speakers

included Bart Testa on *A Man Escaped*, Piers Handling on *The Lusty Men*, Jesse Wentz on *Reel Injun*, Lindy Hemming on *Dr. No*, and Meenakshi Shedde on *Pinjra*. Leading philosopher and cultural critic Slavoj Žižek headlined a special sold-out event in October on *The Pervert's Guide to Cinema*.

TIFF's **Master Class** presentations feature distinguished filmmakers sharing deep insights about the inspirations at the root of their work and filmmaking experiences. Nearly 2,000 enthusiastic guests attended Guillermo del Toro's

four-part series on Alfred Hitchcock.

To further promote the discussion and examination of film, TIFF supports the publication of new written works. In 2012, TIFF co-published two monographs in partnership with the University of Toronto Press: *John Walker's Passage* by Darrell Varga, and *Donald Shebib's Goin' Down the Road* by Geoff Pevere.





COMMUNITY

AS POWERFUL AS FILM CAN BE, SOMETIMES IT NEEDS A LITTLE PUSH TO GET TO THE PEOPLE WHO NEED IT THE MOST.

TIFF delivers that power to those who are unable to get to TIFF Bell Lightbox. Bringing films to different communities brings those communities together, and connects them to the wider world. TIFF also lends a neighbourly hand to newer and niche film festivals. Cooperation as well as competition can only make for better festivals, after all.

Through subsidies to numerous community groups, the donation-powered **Pocket Fund** gives children, youth and families from all circumstances the chance to enjoy the educational and cultural experiences that the organization offers. In 2012, over 4,900 children, youth and families accessed the fund to participate in TIFF programmes including camps, workshops, screenings and festivals — nearly doubling the number of participants from the previous year.

When workplace stresses overwhelm, it's so very tempting to call in sick, take in a matinee, and step back into a sunlit afternoon with a refreshed outlook. **Reel Comfort** aims to bring that kind of experience to people living with mental illness. This past year, TIFF brought 572 mental-health patients at Toronto General and St. Michael's hospitals together through film presentations, discussions, workshops and visits from directors, screenwriters, actors, animators and cinematographers.

Special Delivery provided guest visits, screenings and workshops to 1,076 participants across the city through community agencies and schools. People in local underserved areas enjoyed a taste of the film festival experience and arts-based educational programming in their own communities.



The TIFF Kids International Film Festival attendees contributed their artistic flair to The National Ballet of Canada's **Tutu Project** — a community outreach initiative launched in celebration of the National Ballet's 60th anniversary. Participants created colourful animations by applying marker on clear 16mm film leader that was woven together to form a TIFF tutu.

As filmmaking is the most collaborative of arts, it's only natural that festivals work together. In 2012, TIFF partnered with 11 of them including

Hot Docs, Rendezvous with Madness, Lumina-to, Inside Out, Planet in Focus, imagineNATIVE, and the Human Rights Watch Film Festival. The organization also supported 15 other cultural events by hosting programming for Canadian Music Week, the JUNO Awards, the Italian Contemporary Film Festival, and the Canadian Sport Film Festival. TIFF once again participated in Scotiabank Nuit Blanche, activating three cinemas and the atrium wall which attracted over 15,000 visitors during this all-night art event.

Community-oriented celebrations such as **Culture Days**, **Family Day** and the annual **Bell Free Weekend** took over TIFF Bell Lightbox, offering fun-filled days of free family programming and workshops for all ages. The summertime initiative **TIFF in the Park** returned to present free outdoor screenings of classic screwball comedies at David Pecaut Square.

4,900

Over 4,900 children, families and youth engaged in camps, workshops and screenings, through Pocket Fund subsidies

1,076

1,076 people in underserved communities participated in Special Delivery, through schools and community groups

576

576 patients received visits from directors, screenwriters, actors, animators and cinematographers through Reel Comfort



VOLUNTEERS

Founded on pure enthusiasm, a passion for film, and countless hours of unpaid effort, TIFF now relies on those same qualities in the thousands of volunteers who help pull off the impossible year after year.

Over 2,200 individuals donated more than 61,000 hours to help make the 37th Toronto International Film Festival the most successful edition yet. For the rest of the year, TIFF Volunteers represent the organization when greeting visitors at TIFF Bell Lightbox and assisting staff and guests with exhibitions, lectures, and workshops. In turn, this experience gives them the opportunity to learn new skills, meet fellow film-lovers, and promote Toronto. TIFF consistently receives great praise from guests and visitors about the quality and dedication of its volunteers — all of it well-deserved.

The organization boasts the greatest volunteers in the world. TIFF gratefully thanks each and every one of them.



MY TIFF EXPERIENCE IS... NEW FILMS AND OLD FRIENDS

I have been a TIFF Volunteer and Festivalgoer since 2002. I love being able to see films that can't be seen anywhere else.

One of my usual volunteer assignments is at Roy Thomson Hall during the Festival. Each September I get to see many of the same volunteers again. We enjoy getting caught up on each other's lives, and on what Festival films we've seen or are planning to see. It's fun to watch the friendly competitions over who sees the most!

For the last several years I have also volunteered in the TIFF offices, helping with recruitment and orientation of new volunteers. In my first year as an orientation session helper, I was chatting with another volunteer and we slowly realized we had worked together in university decades before. So, a new friend was really an old friend who came back to me through TIFF.

—PAT DOUGLAS

TIFF Volunteer



MY TIFF EXPERIENCE IS...

THE ENERGY AND GLAMOUR OF THE TORONTO INTERNATIONAL FILM FESTIVAL

I travel to Toronto regularly, and it is like a completely different city during the Toronto International Film Festival. L'Oréal Paris strives to share that energy and excitement with our consumers. As a major sponsor and official beauty partner of the 2012 Festival, we created a two-storey beauty complex near the Roy Thomson Hall red carpet. From there, our artists offered free manicures and product samples to the public. Filmmakers and actors had their own beauty station at the portrait studio in TIFF Bell Lightbox.

To capture the excitement of the red carpet, our beauty correspondent interviewed red carpet guests and posted videos on the L'Oréal Paris YouTube channel. Everyone we spoke to was gracious and engaging. We even managed to get Tommy Lee Jones to reveal where he keeps his Oscar!

—HUGO THIBAUT

Communications Director, L'Oréal Paris



SUPPORTERS

As awareness and activity around TIFF Bell Lightbox increases, the organization continues to count on growing revenues to support its activities. But TIFF will always have to rely on the kindness of friends — and it did just that in 2012, through sponsorships, donations, member support and the public sector including the municipal, provincial, and federal governments.

Sponsorship, philanthropy and membership all embraced a record-setting year. TIFF secured 25 new sponsors to support the Toronto International Film Festival and year-round activities, seeing a 23% increase in sponsorship value over 2011. Philanthropic and member support grew 88% in 2012, while the number of active TIFF Members jumped 16% from the previous year, surpassing 11,000. Government support remained a powerful catalyst for TIFF in 2012 — every dollar invested by the public sector was leveraged to return four dollars in earned and contributed revenue.

For the first time, TIFF hosted a fundraiser to celebrate the launch of an exhibition. More than 1,000 guests attended the *Designing 007: Fifty Years of Bond Style* opening night event, which netted new revenues for the organization. The inaugural Friends of TIFF gala held during the September Festival was also an immense success, raising significant funds and attracting new audiences into the TIFF fold.

The generosity of TIFF's valued supporters enables the organization's expansive scope and rich diversity in programming, offering audiences transformative experiences through film, year after year.

STATEMENT OF OPERATIONS

REVENUE

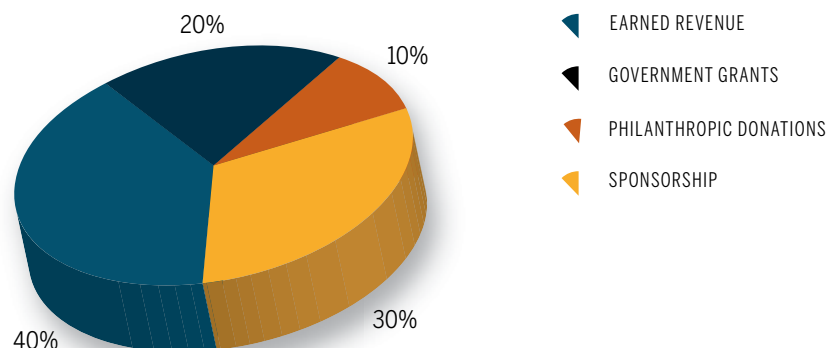
EARNED REVENUE	\$15,483,526
CONTRIBUTED REVENUE (FUNDRAISING):	
Sponsorship	11,648,112
Government grants	7,705,121
Philanthropic donations	3,939,849
	23,293,082
Total revenue	38,776,608

EXPENSES

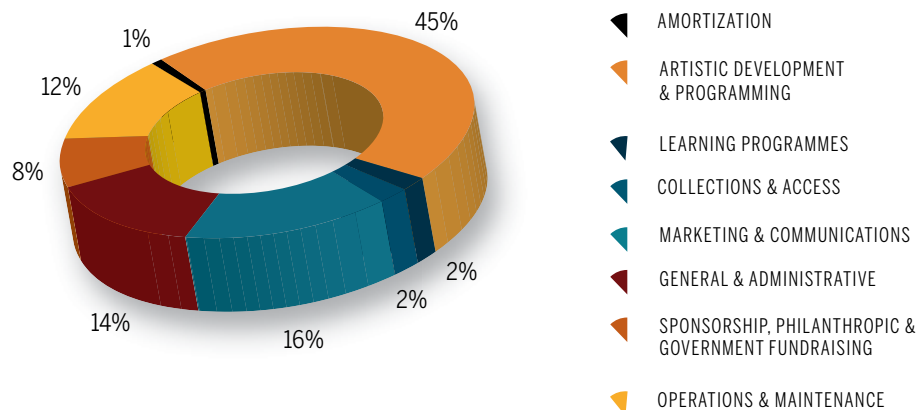
PROGRAMME EXPENSES:	
Artistic development and programming	17,302,171
Learning programmes	749,343
Collections and access	575,293
	18,626,807

OTHER EXPENSES:	
Marketing and communications	6,303,505
General and administrative	5,385,586
Sponsorship, philanthropic and government fundraising	3,176,247
Operations and maintenance	4,781,805
Amortization	455,824
	20,102,967
Total expenses	38,729,774
Excess of revenue over expenses	46,834

TIFF OPERATING REVENUE 2012



TIFF OPERATING EXPENSES 2012



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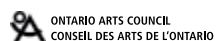
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