



## WHAT is APFTA?

A society of visual artists, together owning and managing a gallery, both physical and virtual in Bancroft. We are the visual arts arm of the Algonquin Arts Council.

## WHY we exist – our purpose

To celebrate visual art by exhibiting and selling our work – and through community outreach.

## WHERE we going – our vision

To make our gallery a destination for art lovers and an artistic hub for the community.

## The VALUES that will get us there

**Quality** – constantly improving our art, our gallery and our organization.

**Collaboration** – a fully engaged membership, each contributing to collective excellence.

**Artistic Diversity** – embracing a variety and balance of genres and styles.

**Respect** – for the opinions, efforts and talents of our member colleagues.

**Accountable Leadership** – responsive, equitable decision making guided by the wishes of the membership.