



## Indigenous Arts Collective

Sustainable solutions for Indigenous women and their families. We inspire and encourage financial, spiritual and familial health so the next generations are better equipped for success.

With vital small business resources, IAC fills the gaps for women in business who struggle with technology and we build bridges that connect them to like-minded community-based networks.

We are on the ground, in our communities, amplifying the voices of Indigenous entrepreneurs and feeding the flames of equity.



IAC is powered and *EM*powered by Indigenous women.



## About Us

- The IAC was established in 2012, incorporated as a non profit in 2015 and in 2022 received designation by Heritage Canada as a National Arts Service Organization (a registered charity),
- The IAC has a volunteer board of directors consisting of all First Nations women,
- The IAC elevates over 500 home based Indigenous women with support and entrepreneurship services that will contribute to financial and cultural health for them and the next generations to come,
- The IAC relies on 2 employees and the volunteer board to fulfill the needs of our growing membership.

We have made a big difference in many lives over the past decade and are very proud of our relationships with and on the ground in First Nations communities.

## Our Commitment to Sustainable Success for Indigenous Peoples

We are deeply invested in community and working diligently to continue to improve conditions and inspire happiness and health for all Indigenous peoples.

Indigenous women rely on the IAC to help them overcome barriers, develop their art form(s) and achieve financial success.

We are defiantly motivated to continue to advance Indigenous arts and empower Indigenous artists in ways that are sustainable. The IAC is valuable to Indigenous artists and our success is measurable.

Join us in contributing to the good health of First Nations, Inuit and Métis peoples.

## IACC Programs and Services



### Search

IAC makes it easy for everyone to search our database and find Indigenous artists, products & services by name or location.

### Web Pages

Each IAC member receives a personal profile page which includes a bio, images, contact information and links to events and sales venues.

### Marketing

IAC members are heavily marketed through our popular platforms: social media, websites TV commercials and weekly email blasts.

### Sales Venues

IAC helps Indigenous families. Members make great sales year round through our in person events, social media and e-commerce marketplaces.

### Employment

IAC is the #1 resource for finding Indigenous artists. Members receive employment opportunities like teaching workshops, performance and speaking engagements.

## Artist Profile Pages • Indigenous Identity Verification Strategy • Museum Gift Shop Sales



Marleen Murphy



Artist



Gallery



Contact

### Marleen Murphy

Mohawk, Tyendinaga First Nation

My name is Marleen Murphy, I am a Mohawk artist currently residing on Tyendinaga First Nation. My work is recognized all over Ontario and is unique and boasts the newest Mohawk Pottery Designs. My pieces can be seen at many pow wows, conferences and events across Canada along with Trading Posts to whom I sell wholesale.



I teach classes in my own community of Tyendinaga and have visited other communities and schools to teach my art and culture. All of my pieces are hand crafted from Earthenware Clay and molds, and are kiln fired. I hand paint each piece using techniques that I have learned over many years. Many of my pieces contain sweetgrass scented wax (with cedar wick) which are also hand made. Millside Ceramics is located on Tyendinaga Mohawk Territory since 1978.



- **IAC Profile Pages** - The IAC creates a membership page for each artist on our website. The membership page gives access to viewers and enables them to reach out with workshop and sales opportunities. Our membership sees public speaking opportunities and exhibition venues from our website. We have over 350 featured Indigenous artists. More info at: <https://indigenousartscollective.org/search-iacc-artists>

- **IAC Indigenous Identity Verification Strategy** - To deflect Indigenous resources such as grant funding, we have a strong strategy in place that assures that each member is an authentic Indigenous identity and commitment to maintain the integrity and history of traditional Indigenous art forms. <https://indigenousartscollective.org/indigenous-identity-strategy/>

- **National Museums Gift Shops** – After years of advocacy for Indigenous artists, the IAC has secured over \$1000 in sales at McCord Museum (Montréal). IAC membership artists now sell their work in national museum gift shops!



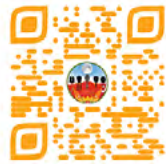
## IndigenARTSY.com • Indigenous Arts Superstore



- Visit [IndigenARTSY.com](https://IndigenARTSY.com) - Our pandemic response, is a massive multi-vendor ecommerce site not unlike ETSY but for our Indigenous artist membership. This free site enables tech challenged Indigenous artists to share their work on an international stage. Outrageously successful IndigenARTSY.com contributed over \$240,000 in year one sales – all in the pockets of Indigenous artists.

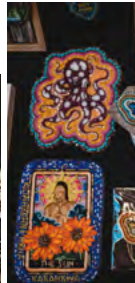
- **Facebook Marketplace and Auction** - Celebrating 4 years of supporting IAC artists. Participating artists take home anywhere from \$100-\$1000 / week in sales. The marketplace has over 30,000 organic viewers/ shoppers and we gain about 100 more weekly. Visit: [Facebook.com/groups/IndigenousArtsAuction](https://Facebook.com/groups/IndigenousArtsAuction)

## National Indigenous Women's Arts Conference and Marketplace



- Our **National Indigenous Women's Arts Conference** sees hundreds of women attending free Indigenous art workshops, meeting master artists, relationship building with Knowledge Keepers & Elders, creating, exhibiting, selling and collaborating through new connections and friendships. More info at: <https://indigenousartscollective.org/indigenouswomensconference>

- **Indigenous Arts Marketplace** – this annual event sees thousands of visitors and lines the wallets of over 100 Indigenous artists. In partnership with St. Laurent Shopping Centre we take over the largest mall in the national capital region. Our artist membership boasts their best sales ever can be contributed to our exhibitions and marketplace events. Watch it at: [YouTube](#)



## Workshops • Mentorship • Sisterhood



- We provide free workshops for hundreds of Indigenous women each year at our **National Indigenous Women's Arts Conference**.
- The 2022 conference supported 600+ Indigenous women,
- The event employed 62 Indigenous women with a total payroll of over \$150,000,
- Over 535 Indigenous women registered for free workshops,
- Over \$20,000 of free art supplies were donated to artists
- and 150 women came together for an evening of culture and food.

Workshops included ribbon skirts, drums, porcupine quilling, fur tufting, beading, ceramics, pottery, basketry, throat singing, hoop dancing, moccasin making, traditional tattoos and a lot more.



## Representing Members in Advertising and Marketing Productions and Print



- **IAC Short Doc/Commercial Series** – IAC has produced many short docs for IAC members that aired on television, streaming networks and social media that are used for commercials to promote our artist membership and programs. Visit: [Indigenousartscollective.org](https://indigenousartscollective.org) or <https://vimeo.com/passthefeather> and [YouTube](#)



## Present in Community, Revisiting and Making New Stories



- **International Wampum Belt** - In 2024 the IAC took on a monumental and historic Wampum Belt art project for the Haudenosaunee confederacy (Mohawks, Senecas, Onondagas, Oneidas, Cayugas, Tuscaroras) leadership including Chiefs, Clan Mothers, Faithkeepers and women from across the confederacy. Women from each nation contributed to the beading of the historic belt which was presented to Haudenosaunee Leadership and Moon and Sun at the 2024 total solar eclipse gathering. This project created a meaningful and vital sisterhood in a time where displacement, identity theft and lateral violence play a large role in community relationships. More info at [peace-mother.com](https://peace-mother.com)

## A Global Presence • Global Impact

• **United Nations 16th Session of the Expert Mechanism on the Rights of Indigenous Peoples (EMRIP)** – IAC led a women's delegation (Matrilineal Order of the Haudenosaunee) to Geneva, Switzerland in July 2023. Delegates mitigated the threats to the safety and protection of Indigenous women around the world. The IAC established new global relationships. The delegation was honoured with a parade through the city of Geneva, a presentation ceremony and dinner with the Mayor of Geneva and staff. We honoured the 100th anniversary of Deskaheh's visit to the UN and the work that he and others did to contribute to the sovereignty of the Haudenosaunee Confederacy (Mohawk, Seneca, Cayuga, Onondaga, Oneida and Tuscarora).

More at: <https://www.oherokon.org/about-us>



## 1st and 2nd National Day of Truth and Reconciliation, Parliament Hill

• **1st & 2nd National Day of Truth and Reconciliation, Parliament Hill** – IAC was the first to facilitate a Parliament Hill national event on Parliament Hill in 2021 and 2022. We sponsored children from surrounding communities, hired performing arts members and employed about 20 visual artists. This event was live streamed and marketed on television with commercials as well as through our websites and social media paths. 2021 saw an attendance of over 40,000 in person visitors. It has now been occupied by governmental organization and ceases to be community centred.

Visit: [remember-me-september-30.org](http://remember-me-september-30.org) & [YouTube](https://www.youtube.com/)



## More daily IAC programs and services include:

- **Marketing & Promotion** - Each day over 30,000 viewers become acquainted with our artist membership, they engage with our websites and auctions and actively seek out the makers and products of Indigenous artists. Our Facebook page posts have seen as many as 1,000,000 views weekly, our viewership is organically grown through intriguing engagement and boasts 56,562 page likes and 61,000 followers.
- **Weekly Email Blast** – IAC sends public weekly emails to highlight membership artists, our websites and marketplaces. We also send weekly membership emails that create awareness of events, grant opportunities, art supply giveaways and vendor opportunities.
- **Grant Writing Assistance** – IAC provides live help and grant writing to make sure that we leave no one behind regardless of tech barriers or educational gaps.
- **Website & Logo Design** – IAC makes websites and logos for artists who find themselves challenged by technology and connection.
- **Canada Post & IAC** - IAC has secured a relationship with Canada Post that will offer our membership artists almost 40% off shipping! Enabling maximum profit by offsetting the most expensive part of business.
- **Art Supply Donations** – In partnership with Keilhauer, the IAC has donated over 1000 lbs (500kg) of leather and textiles. Their generosity has directly enabled Indigenous artists to cut out large disabilities such as the cost of leather so they can better focus on creation and sales.



## More daily IAC programs and services include:

- **Traditional & Spiritual Donations** – In partnership with Pass The Feather, the IAC has given thousands of feathers to Indigenous artists. We have seen great creations come of the gift from the birds including jewelry, regalia and tools of gratitude (smudge feathers). Eagle feathers have been in ceremony and presented to survivors of Indian residential schools and other Indigenous child apprehension programs through the IAC.
- **Vital Spiritual Support** - IAC plays an active part in spiritual journeys such as the Moon Lodge Society, Oherokon (Rights of Passage teachings and fasting) and is present for cultural community events like art shows, museum presentations, powwows and festivals. This serves to create context and stories which artists will communicate through new artistic creations and workshop opportunities. Find out more at: <https://www.oherokon.org/>
- **Friendships** – IAC is fully endorsed and supported by The Right Honourable Michaëlle Jean, the 27th Governor General, Commander-in-Chief of Canada and is aligned with the Michaëlle Jean Foundation. Her foundation inspires and empowers Black and Indigenous Canadians. Mme Jean has publicly announced this partnership and she presented the IAC when she was honoured at International Women's Day in a City of Ottawa event. See her public speech about us here: <https://vimeo.com/707332829>



### Indigenous Arts Collective

Corporate: 220 Milltown Road, Deseronto, Ontario K0K 1K0

Email: [board@indigenousartscollective.org](mailto:board@indigenousartscollective.org) | web: [indigenousartscollective.org](http://indigenousartscollective.org)

Supporting Indigenous Arts & Cultures at [IndigenARTSY.com](http://IndigenARTSY.com) | Your Indigenous Arts Superstore

Supporting Survivors | [Remember-Me-September-30.org](http://Remember-Me-September-30.org)

An Indigenous Women Led, Not-for-profit Organization | Canada Not-for-profit Corporations Act #946986-9.

Department of Canadian Heritage Designation as National Arts Services Organization | Registered Charity #801401274RR0001.