



CANADIAN ASSOCIATION OF
PROFESSIONAL IMAGE CREATORS

L'ASSOCIATION CANADIENNE DES
CRÉATEURS PROFESSIONNELS DE L'IMAGE

The Canadian Association of Professional Image Creators needs your help.

It is significant to be releasing this statement in 2022, 10 years since the passing of Bill C-11, an *Act to amend the Copyright Act*. Thanks in no small part to the tireless lobbying and advocacy of CAPIC, this reform to the *Copyright Act* ensured that Canadian creators were, by default, the first owners of the copyright of their work. As an association, CAPIC has represented commercial image creators in Canada since 1978. For over 40 years, CAPIC has been a collective voice, working to maintain industry standards, foster a strong and supportive community, and fight for the rights of Canadian image creators. Now the association is facing a pivotal moment.

CAPIC is at risk of winding down operations completely. In its current state, the association will not be able to last another year. CAPIC needs your help.

The position that CAPIC currently finds itself in has been coming for some time. As an association that is funded primarily by membership dues, maintaining membership numbers across the country has been a challenge. Despite ongoing efforts, CAPIC has seen numbers diminish over the past decade. These past few years have been particularly challenging for non-profit professional associations, with many small business owners being forced to cut costs like never before. In addition, CAPIC's current administrator will be moving on to a new position this coming January. This means that CAPIC is also facing a significant staffing need.

All of this has led to the position we find ourselves in now. CAPIC has a clear goal it needs to achieve in order to survive and to continue representing the image creator sector in Canada. CAPIC needs to raise enough support to guarantee operations for the next year. This includes raising the funds to cover operational costs, recruiting a sufficient number of General members and volunteers, and hiring a new administrator.

How can you help?

- Become a CAPIC member.
- Volunteer with your local chapter, join the board of directors, and get involved.
- Donate to CAPIC (you'll receive a tax receipt!).
- Share the call for action with your professional network.

This association is led entirely by membership. The mandate, vision, and goals of CAPIC are those of its members. This moment is an opportunity for CAPIC to renew and rebuild.

You now have an opportunity to come together and strengthen this community. On the foundation of CAPIC's rich history and powerful legacy, the association is now looking forward to the future.

This is your call to action.