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Cree Native Arts & Crafts Association

Annual Report 2022-2023

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**Cree Arts
and Crafts**

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Cree Native Arts and Crafts Association
www.cnaca.ca



Cree Native Arts & Crafts Association

2

Message from the President	04
Message from the Executive Director	05
About CNACA	06
Programs and Services	08
CNACA Memberships	10
CNACA Sponsorship Program	14
Activity Report from the Executive Director	16
Local Arts Committees	17
Authentic Product Pricing Workshop	20
Cree Knowledge Festival	21
16 th Annual Members Assembly	22
Indigenous Women’s Art Conference 2022	24
Wachiya Community Tour	25
Wachiya Store	26
Board of Directors	30
CNACA Employees	31



Message from the President

As the pandemic restrictions have gradually eased, it has felt like starting all over. Working from home presented its own set of challenges, but thanks to the dedication of our staff and the leadership of our Executive Director, we pulled through.

Many of our communities have successfully appointed and established their local committees, as required by the James Bay and Northern Quebec Agreement (JBNQA). Additionally, we’ve completed the business plan for our Wachiya store in Montreal. We’ve made significant progress in setting up online orders and purchases for Wachiya.

Over the past year or so, we’ve preserved our financial well-being. We’ve expanded our team and increased our inventory. As we take on greater responsibilities for our local committees, we need support in securing additional funding from the Cree Nation Government (CNG). Historically, obtaining such support while in a deficit has been challenging. However, for the third consecutive year, we’ve demonstrated our capability, thanks to our Executive Director, Mr. Gaston Cooper.

Now that we’re gaining momentum on various fronts, one of our ambitions is to acquire a sizable warehouse to store our purchases and maintain our inventory. We also recognize the necessity of having our own administrative building as we continue to meet the demands of our communities. The major players in obtaining these capital needs are the Board of Compensation (BOC), the Cree Nation Government (CNG), and the James Bay Eeyou. Our Memorandum of Understanding (MOU) with the Cree Trappers Association and the Cree Outfitting and Tourism Association (COTA) are key partners, and we aim to secure funding equivalent to their support for our members.

Therefore, we call upon all the support available for our local arts and crafts committees, local artists, artisans, musicians, and upcoming talents. We require the necessary funding from the government (CNG), local governments, and financial institutions that fully understand the obligations of the JBNQA.

In closing, let’s never forget who we are, where our ancestors have brought us from, the legacy left behind for all of us, and the talent in our genetics. Above all, let’s remember those who have left us. It is an inherit right and obligation towards our people and Nation, that we stand together strong!

Meegwetch, Wachiya!

Kenneth Gilpin
President



Message from the Executive Director

Wachiya!

I would like to thank the members of the Cree Native Arts and Crafts Association, the Board of Directors, the staff and its many partners for the opportunity to serve as your Executive Director. It has been a highlight of my career to be able to work with all of you in a spirit of collaboration and in accordance with the very noble vision of CNACA on behalf of the people of Eeyou Istchee.

I have now been called upon by my community to serve them as Chief, and this is a calling which I could not refuse.

I would like to express my gratitude and thanks to the staff at CNACA for their hard work and dedication to the Association in continuously achieving positive results. The Cree Native Arts and Crafts Association has evolved into a vibrant and dynamic entity working tirelessly on behalf of all our local artisan, craftspeople, musicians and artists.

I am confident that this path of achievement and success will continue in the years ahead. I know that the commitment is there, the drive to achieve is there, and the drive to promote our local artists of all kinds is there.

I have been constantly reminded that our success as a nation includes promotion of the artists we serve. They are the keepers of our culture. They are the expressions of our culture, and they are the ones who renew our culture through traditional methods, and through contemporary technologies that are relevant for today. With the ongoing support of our members, partners, and Board of Directors, the Cree Native Arts and Crafts Association is ready for the future.

Meegwetch !

Gaston Cooper
Executive Director



About CNACA



Mission

To diversify and grow a sustainable cultural economy in Eeyou Istchee involving partnerships among Cree artists, artisans and Cree communities that will preserve, promote and enhance the heritage of the Eeyou/Eenou Nation while encouraging contemporary means of expression that maintain Cree culture, values, traditions and skills.

Vision

Our vision and work are guided by four pillars:

- Our artists and craftspeople are living bearers of our culture and heritage.
- Our arts and crafts are the expression of our past, our present and our aspirations for the future.
- Our artists and artisans must be able to sustain themselves economically through their talents.
- As long as Cree arts and crafts are maintained, and our traditions preserved; our Cree people will remain strong.

Objectives

To move forward in fulfilling our vision and mission, we focus on the following key objectives:

- Develop and be responsible for programs that contribute to the development of the Cree arts and crafts industry in Eeyou Istchee.
- Assist individuals or Cree communities in marketing and related services for arts and crafts products throughout the world
- Facilitate access to material resources for the creation, preservation and promotion of Cree arts and crafts.
- Coordinate our efforts with other Cree entities when needed for the support and promotion of Cree arts and crafts.

History

Since time immemorial, the Cree have maintained and flourished through hunting and harvesting activities, developed a rich material culture and arts traditions, and enjoyed the beauty of Eeyou Istchee's natural environment. From the beginning, the visionary leaders of our modern Cree Nation believed and expected that CNACA would play a key role in the socioeconomic development of our people. At the time of the negotiations of our treaty—the James Bay and Northern Quebec Agreement - our leaders envisioned that trapping, tourism, and the arts would occupy an important place in the future economic development of our Nation. It is for this reason that they insisted on the creation of the Cree Trappers Association, the Cree Outfitting and Tourism Association, and the Cree Native Arts and Crafts Association, as a mechanism for engaging community members in the governance and development of our nation.

”

“It was in 2004, that the Association was officially incorporated “to assume a leadership role on behalf of the Cree for the development of the arts and crafts and the cultural industries of Eeyou Istchee.”

Our Journey (JBNQA)

- 28.4.1** Canada and/or Quebec will assist the Crees with funding and technical advice in establishing, as soon as possible, as described herein:
 - A) a Cree Trappers' Association;
 - B.) a Cree Outfitting and Tourism Association;
 - C) a Cree Native Arts and Crafts Association.
- 28.7.1** There is established a Cree Native Arts and Crafts Program which shall include the structures, services, procedures, functions and agencies provided for in this Sub Section.
- 28.7.2** As soon as possible following the execution of the Agreement subject to the results of the feasibility studies referred to at paragraph 28.4.1 there shall be established a Cree Native Arts and Crafts Association which shall be responsible for and supervise the programs for the development of Native Arts and Crafts and a local Arts and Crafts Committees, in each Cree community.
- 28.7.3** The Chairman of each Local Arts and Crafts Committees shall have a seat on the Board of Directors of the Cree Native Arts and Crafts Association.
- 28.7.4** The Cree Native Arts and Crafts Association shall establish a Cree Central Marketing Service which shall assist individual Crees or Cree communities in the marketing and related services for Cree Arts and Crafts and shall make available to Cree individuals or Cree communities such material or equipment as may be required for the creation of native arts and crafts.
- 28.7.5** Subject to the results of the feasibility studies and in the event that a Cree Native Arts and Crafts Association is established, Canada, Québec and the Cree Regional Authority, in a proportion to be mutually agreed upon shall assist the Association in its operation and objectives.

We offer a range of programs and services to meet the growing needs of our artists and artisans.

Programs & Services



Sponsorship Program

We provide sponsorship of up to \$5,000 to all eligible members of the Cree Arts and Crafts Association. The Sponsorship program is designed to increase opportunities for our members and support their artistic and career development in the arts, including the purchase of supplies and equipment. The Applicant shall be a beneficiary member of the Cree Nation of Eeyou Istchee.



Training & Education Program

Investing in knowledge transmission and up-skilling in the arts and crafts is the cornerstone of CNACA's capacity development mandate. Over the years we have successfully conducted a variety of popular training sessions, both in traditional knowledge and production techniques, such as moose hide tanning, sewing and tamarack decoy building, as well as business development and marketing. CNACA continues to offer training and education programs that are geared to the needs and priorities of Cree artists and artisans. Contact our staff to find out about upcoming training sessions or to propose ideas for new training opportunities.



Arts Promotion Program

We amplify Cree artists' stories and work through our various publications and online presence. We celebrate Cree cultural heritage and recognize excellence in craftsmanship through a variety of awards and shows. We provide a space for dialogue and action by organizing marketplace events in Eeyou Istchee. Fostering Cree arts and crafts as a professional activity producing authentic and high-quality work requires national and international networking opportunities. In addition to facilitating networking and collaboration between artists, CNACA promotes Cree arts and crafts at key exhibitions, conferences and trade related events, such as Salon des metiers d'arts (Montreal), Canadian Aboriginal Festival (Toronto), and various trade missions abroad.



Bursary Program

The CNACA Bursary Program provides a \$500 bursary to graduating high school Cree students who excel in the field of arts and crafts, and who distinguish themselves in their dedication to preserving and enhancing Cree culture, values, traditions and skills. The objective of the program is to support a new generation of aspiring artists and artisans with a strong commitment to their artistic development. The program accepts nominations by a teacher or guidance counsellor, for students who have demonstrated exceptional creative ability and dedication to the arts.



Gateway Information Center

CNACA acts as a one-stop-shop for artists seeking funding. While funding programs exist, namely from CALQ, SODEC, Canada Council for the Arts and others, most eligible Cree artists are not aware of these programs. The CNACA staff can help determine which grants an artist is eligible for and offers help with the application process.



CNACA

Memberships

OPPORTUNITY AND EXPOSURE

www.cnaca.ca/artists



Our goal is to help you - the members !

You don't have to be an artist to be a member of the Cree Native Arts and Crafts Association. You simply have to care about the preservation of our Cree culture and our arts and crafts. If you are an artist or craftsperson, CNACA membership entitles you to access our sponsorship programs, attend trade shows, and participate in training programs organized by CNACA. Membership also gets you on our mailing list so that you can be informed of upcoming events. Your membership fee helps to promote Cree artists and offsets the costs of our marketing efforts and other programs aimed at assisting our Cree artists. Please consider being a contributor to keeping the arts alive and flourishing in Eeyou Istchee.

Become a member today!

Member Benefits

Take advantage of benefits as a CNACA member, including access to funding, training opportunities, and more.

- Visibility in a global market.
- Access to training in arts and business.
- Help secure funding.
- Strong visual presence on website, annual report and promotional materials.
- Opportunity to participate in local, national and international trade shows and events.



REGISTER ONLINE

www.cnaca.ca/artists

Our convenient on-line registration is now available and easier for everyone to be a member. Be a contributor to keeping the arts alive and healthy in Eeyou Istchee.

01

Active Member

Any Cree beneficiary under the James Bay and Northern Quebec Agreement (JBNQA) engaged in arts and crafts activities. Active Members can participate in all the activities of the Association, receive notice of the meetings, and attend and vote at member meetings, including being elected to the Board or be appointed as a Director of the Association.

02

Associate Member

Any Non-Cree (Indigenous and non-Indigenous) who supports the goals and objectives of the Association is eligible to become an Associate Member. Associate members may participate in the activities of the Association and attend members' meetings. They are, however, not eligible to vote or be elected to the Board or appointed as a Director of the Association.

03

Honorary Member

Any elder, individual or organization who has rendered exemplary service to the Association, or to the positive development of arts and crafts in Eeyou Istchee is eligible to be an Honorary Member. Honorary Members are selected on an annual basis by the Board of Directors of CNACA. Honorary members may participate in the activities of the Association. They do not have a right to vote at member meetings, and they are not eligible to be elected or appointed as a director of the Association, unless they are Cree beneficiaries under the James Bay and Northern Quebec Agreement (JBNQA).

04

Corporate Member

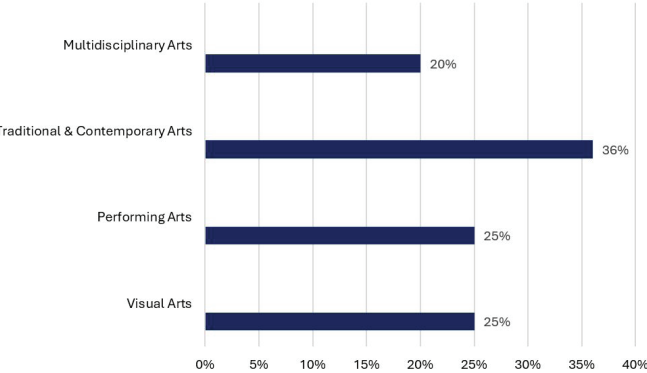
Any partnership or organization controlled by a majority of registered Cree beneficiaries operating within the traditional territory of Eeyou Istchee or any other organization or corporation that is interested in supporting CNACA's core values and mandate is eligible to become a Corporate Member. Corporate Members may participate in the activities of the Association, however, they do not have a right to vote at members meetings, nor are they eligible to be elected or appointed as a Director of the Association.



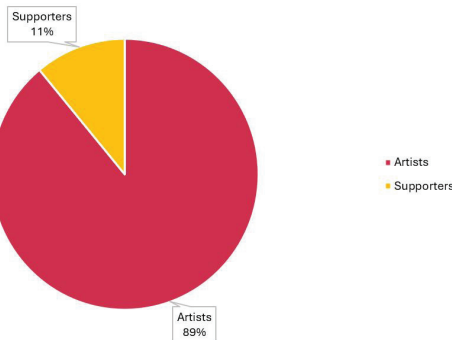
Stats

CNACA Members

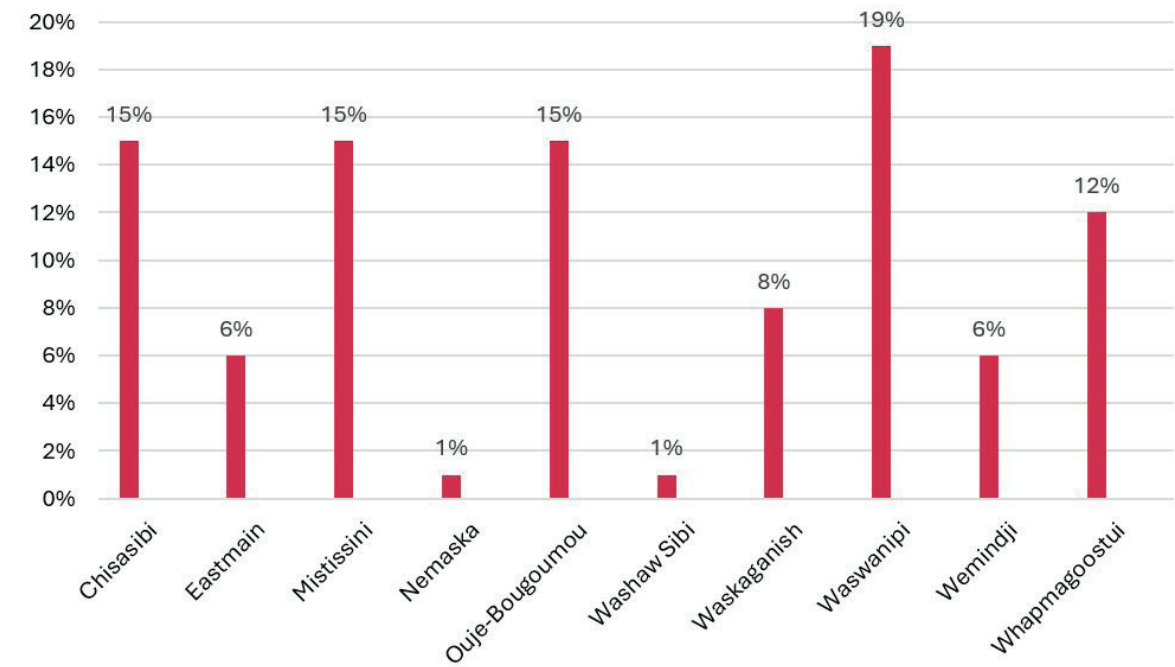
Members by Art Category



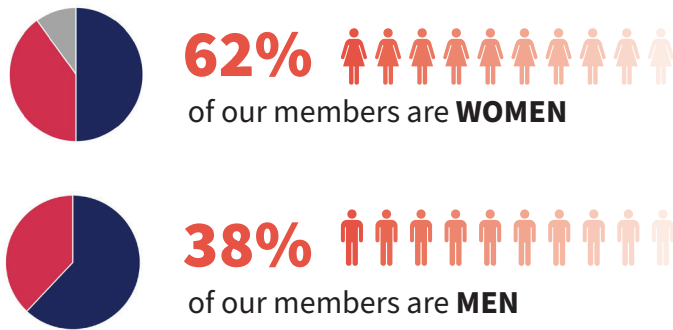
Artists vs Supporters



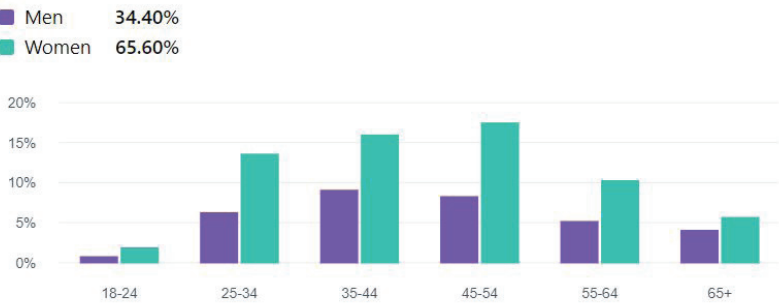
Members by Community



Members by Gender



Members by Gender & Age Group



Members Database

Artist Directory



The Artist Directory is an online database that lists all registered members of CNACA. The website functions as a registration and administrative tool as well as a marketing tool to help promote our artists and artisans.

➔ Searchable Database

As an online searchable database, the Artist Directory provides the public an easy way to find information on CNACA members, their art and other personal and professional information. Artists can be searched by name, location and art category.

➔ Membership Registration

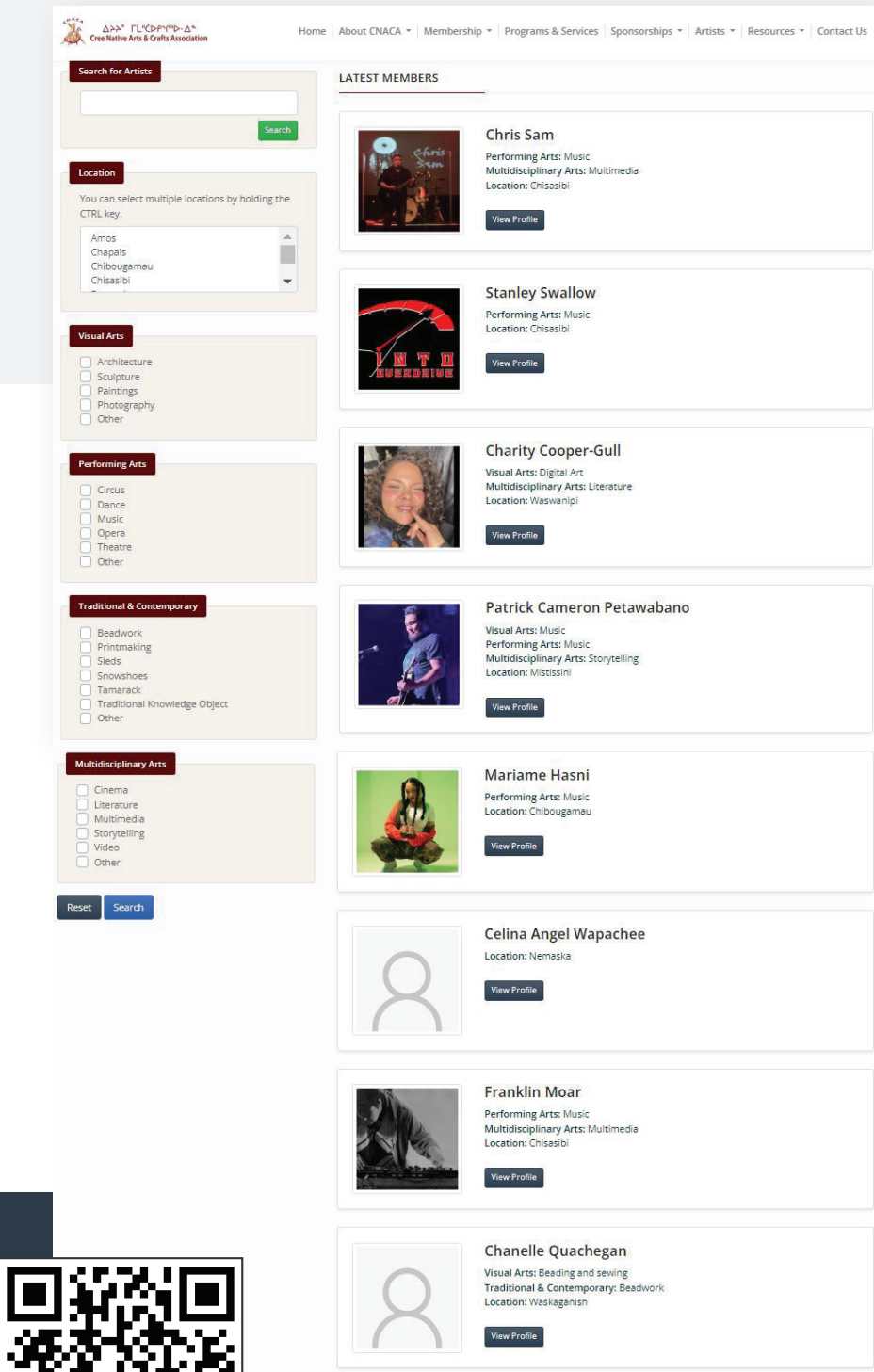
Members are able to register online, renew their memberships and manage their profile and bio.

➔ Administration Tool

As a membership administration tool, the database is used by CNACA staff to manage memberships, create reports, and gain insightful information about the evolution of its membership base.

REGISTER ONLINE AT
www.cnaca.ca/artists

Your membership fee helps to promote Cree artists and offsets the costs of our marketing efforts and other programs aimed at assisting our members.





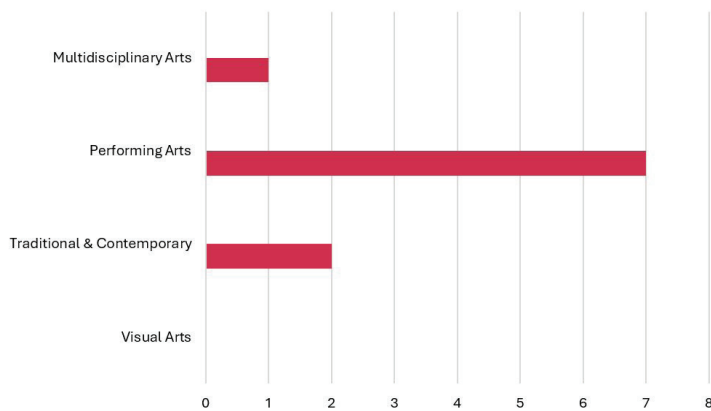
Stats

CNACA Sponsorship Program

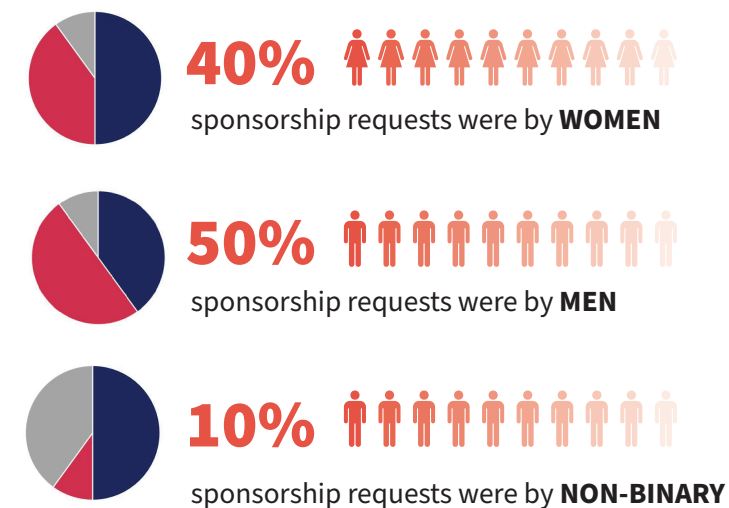
Total Sponsorships Dispersed (Apr 2022 - Mar 2023)

\$37,000

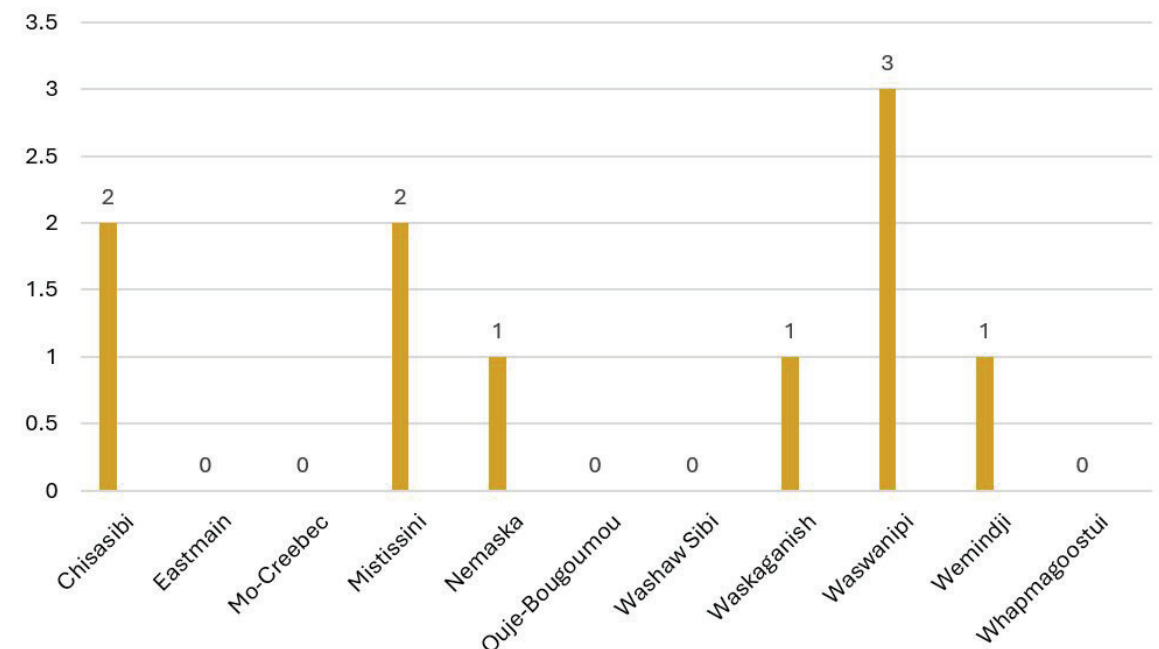
Sponsorships by Art Category



Sponsorships by Gender



Sponsorships by Community



ARE YOU LOOKING FOR FUNDING ?
**GET UP TO \$5,000
IN SPONSORSHIPS !**

CNACA Sponsorship Program



We provide sponsorship to all eligible members of the Cree Arts and Crafts Association. The Sponsorship program is designed to increase opportunities for our members and support their artistic and career development in the arts, including the purchase of supplies and equipment.

- ➔ The Applicant must be a member of the CNACA for a minimum of one (1) year.
- ➔ The Applicant must be a Cree beneficiary under the James Bay and Northern Quebec Agreement (JBNQA).
- ➔ If the Applicant is a corporation, organization or association, it shall demonstrate that it is legally constituted pursuant to the applicable laws and by-laws.

DEADLINE TO SUBMIT APPLICATIONS

All applicants must submit by midnight on these dates to be eligible

- February 1st
- April 1st
- July 1st
- October 1st

More Info www.cnaca.ca/sponsorship

Easy Application Process

Visit our sponsorship page on our website and download the digital application form. Fill out the form, attach all required documents and email it to us members@cnaca.ca.



Activity Report from the Executive Director



It is my pleasure to present to the members of the Cree Native Arts and Crafts Association, the activities report of the Executive Director covering the 2022-2023 fiscal year. This has been a period of solidifying our organization’s basic mandate and ensuring responsible management, and by introducing innovative measures intended to enhance and develop the role of CNACA in accordance with our overall mission.

Gaston Cooper

Contents

- ➔ **Local Arts Committees**
- ➔ **Local Arts Committee Members**
- ➔ **Authentic Pricing Workshop**
- ➔ **Cree Knowledge Festival**
- ➔ **16th Annual Members Assembly**
- ➔ **Artists Directory**
- ➔ **CNACA Sponsorship Program**
- ➔ **Bursary Program**
- ➔ **Corporate Sponsorship**
- ➔ **Board of Directors**
- ➔ **Administration & Staff**



Local Arts & Crafts Committees

The establishment of the Local Arts Committees is stipulated under the section 28.7.3 of the JBNQA with the primary mandate in conformity with the role of the regional association, to support the development of a Cree arts and crafts economy in Eeyou Istchee. The Local Art & Crafts Committee must be recognized by the local government and are composed of 3-5 members in diverse artistic files.

Mandate of the committee

The primary mandate of the Local Art & Crafts Committee should be in conformation of the regional association. Here are a few examples of the activities of the association.

- Being a voice for artists at the local level.
- Setting the strategic direction to guide the artistic needs of its’ members and community.
- Generally responding to the needs of the local members.
- Facilitating access to materials (raw or other material).
- Gathering products made by artists of the LAC and through a CNACA marketing network, shipping products to a CNACA selling point (eventually through Wachiya).
- Promoting local arts and crafts and traditional know-how (targeting youth, schools, population in general).
- Managing training in arts and crafts.
- Managing arts and crafts events suitable for the local community.
- Certifying quality and authenticity of products (with guidance and assistance from CNACA).
- Making representations at the local political level to support artists and artisans and stimulate collaborations with other local organizations.
- Mounting membership drives (Active/Associated)
- Mounting corporate sponsorship drives.

Local Art Committees

Chisasibi Local Arts Committee

Chairperson: Dwayne Cox
Vice-Chairperson: Lily Napash
Darlene Bearskin
Cinderella Visitor Chakapash
Charlotte Kanatewat Moar
Christopher Napash
Marlene Bearskin

Mistissini Local Arts Committee

UNOFFICIAL

Lloyd Cheechoo
Beth Sealhunter
Samuel Mianscum
Jerry Coon
George Longchap
Emma Matoush
Rachel Neeposh
Alexandrea Coon

Ouje-Bougoumou Local Arts Committee

Chairperson: Diane Bosum
Kenny Mianscum
Harry Sharl
Alice Shecapio-Blacksmith
Sam R. Bosum

Eastmain Local Arts Committee

Chairperson: Kenneth Gilpin
Roger Weapenicappo
Pauline Tomatuk
Kathleen Whiskeychan

Nemaska Local Arts Committee

Chairperson: Deborah Wapachee
Vice-Chairperson: Elton John Salt
Danny Gull
Helen Tanoush Gull
James Wapachee

Waskaganish Local Arts Committee

Chairperson: Vanessa Stephen
Jamie Joyce Jacob
Jimmy Tim Whiskeychan
Carrie Weistche
Mary Jane Salt
Emily Hester
Darryl Salt

Washaw Sibi Local Arts Committee

Chairperson: Minnie Otter
Johnny Salt
Lyne Sue Kistabish
Oscar Kistabish
Jaedon Mapachee
Jimmy Robert

Whapmagoostui Local Arts Committee

Chairperson: Joshua J. Kawapit
Eddie Masty Sr.
Betsy Kawapit
Benjamin Masty
Nellie George

MoCreebec Local Arts Committee

(To be confirmed)

Wemindji Local Arts Committee

Chairperson: Edward Georgekish
Vice-Chairperson: Emmett Georgekish
Secretary Treasurer : Betty Stewart
Allan Matches
Mabel Georgekish

Waswanipi Local Arts Committee

Chairperson: Caroline Happyjack
Louise B. Saganash
Darrell Cooper
Irene Otter
Sandra Mianscum
Ella Neeposh

Please note that some of our Local Arts Committees were not finalized at the time this publication was printed. Please visit our website for the latest and most updated list at : www.cnaca.ca/local-arts-committees



June 7 - 9, 2022

Ouje-Bougoumou: Capassisit Lodge

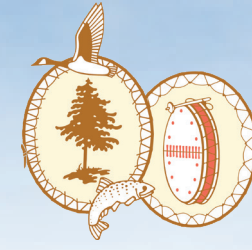
The Cree Native Arts & Crafts Association held the Authentic Product Pricing Project at the Capissisit Lodge in Ouje-Bougoumou. The workshops were divided in two parts - first part was on June 7-9, 2022, and the second part was on February 7-9, 2023. The first part of the workshop was done in collaboration with Irene Neeposh from SKY Consulting and Adrienne Shecapio, our Special Projects & Events coordinator. The second part of the workshop was facilitated by Adrienne Shecapio and CNACA team members.



The project was part of CNACA's 5-year Strategic plan to create a pricing guide, identify authentic Cree products, and to produce guidelines for the Local Arts Committees to allow artists to price their work accordingly. Cree artists, Elders, and participants from each community were invited to participate in these workshops and their accommodations, travel and meals were included.



By identifying the authenticity of products and the history of the utility for the survival of our people, we were able to adjust to the variety of materials which are commonly used and assess the grading this way. Overall, the Authentic Pricing workshops were successful in pricing certain products and creating a grading system for quality.



Canada 
Québec 

Cree Knowledge Festival's 1st Edition

The Cree Knowledge Festival, previously known as the Cree Heritage Festival, provided visitors with authentic Cree heritage experiences and contributed to tourism growth. It was an engaging multi-disciplinary event that brought Cree people and visitors together to share, learn, and have fun. The festival offered a wide range of workshops and opportunities for visitors to learn about handicraft, local cuisine, wildlife conservation, and harvesting practices. Attendees also had the chance to participate in traditional activities such as storytelling and games.

- **Cree Myths, History & Advancement:** These themes featured rich dialogues about culture, colonization, and narratives that had often been misrepresented or forgotten.
- **History in the Making:** The Art of Storytelling: This theme involved an exploration of Cree traditions and values through the art of storytelling, highlighting the importance of oral traditions in preserving Cree culture.
- **Perspectives Through Art:** This theme focused on Cree art seen through the eyes of the artists themselves, offering a unique insight into their creative perspectives.



To view the Cree Knowledge Festival's 1st Edition, scan QR code here:



**NOVEMBER 30 - DECEMBER 1, 2022**

Wemindji, QC.

CREE CREATIONS: FOR NOW AND FOR THE FUTURE

The two-day event covered corporate matters, appointment of the Chairperson and Secretary, elections of executive committee and board members, and financial reports among other items. Artist demonstrations were provided between breaks and feast with entertainment during the evening. Workshops were presented by the staff on various topics including how to start an arts and crafts business, funding resources, sponsorship programs among other topics.

This year enabled the Cree Native Arts and Crafts Association to work with local arts committees in the Cree communities. The organization developed tools to expand membership, streamline administrative procedures, increase support for existing members, while encouraging Cree artists and artisans to join in expanding our reach in Eeyou Istchee and across the globe.

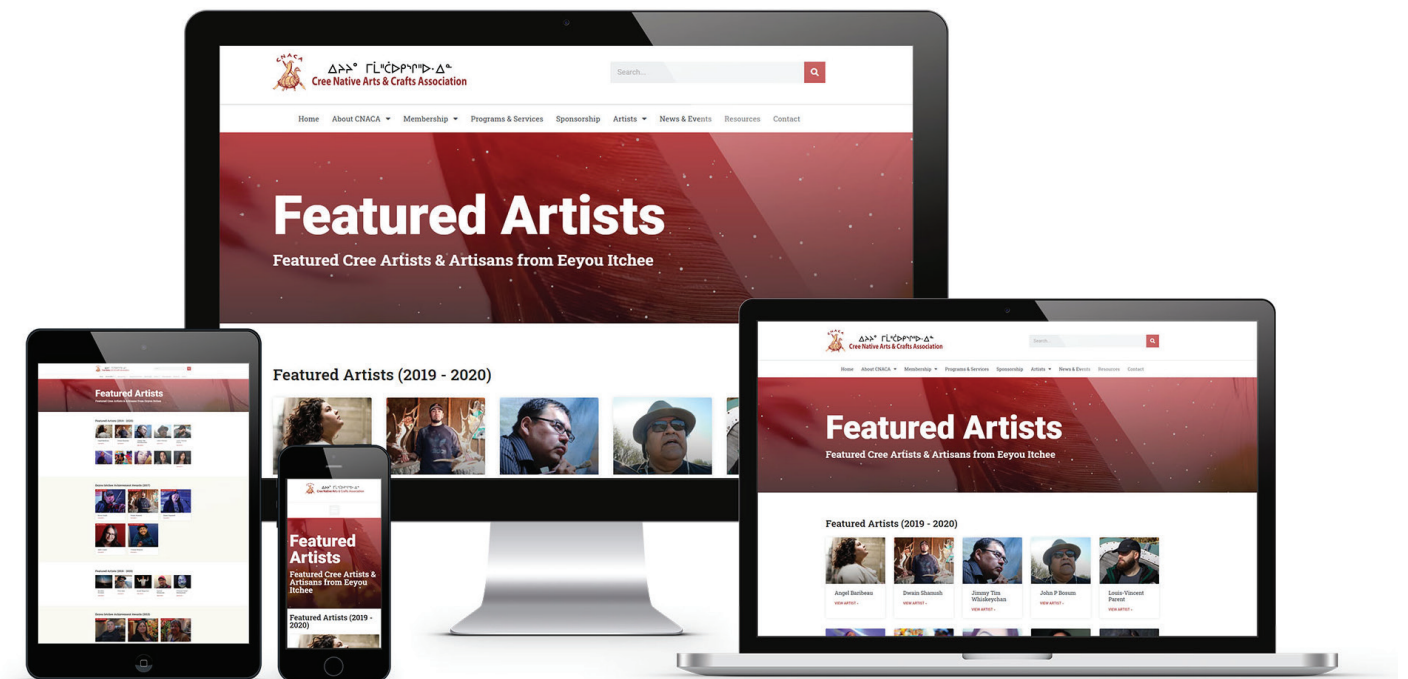
WORKSHOPS

- Membership Benefits & Programs
- Funding Sources - What is Available?
- CNACA Sponsorship Program
- Music Industry & Resources
- Artist Directory - How to Register ?
- Introduction to Basic Marketing
- Social Media Marketing
- How to Photograph your Products
- Pricing and Inflation
- Intellectual Property and Copyright

CORPORATE AGENDA

- Annual Report 2021 - 2022
- 5 Year Strategic Plan
- Appointment of Chairperson & Secretary
- Appointment of Executive Committee
- Adoption of Budget & Audit
- Local Arts Commmittee Reports
- Corporate Matters

www.cnaca.ca



1 Responsive & Fast Loading

The new website is responsive in design to adapt to any screen size. The website is accessible via phones, tablets, computers and even on your TV. The new design loads faster and is optimized to use the least bandwidth on mobile devices.

3 Access to Information

The new website features expanded sections with a wealth of information including programs and services we provide, membership benefits, our sponsorship program, funding sources and the latest news and workshops.

2 Easier to Navigate

It is now easier to navigate the CNACA website with the new and improved navigation. Information and pages are now just a click away from the main page making it easier for our users to access information from any page or section.

4 Featured Artists Section

Our new Featured Artists section showcases the artists who have been featured in our Annual Report and Eeyou Istchee Achievement Awards. The section contains links to each artists bios,



Pictured above: Deborah Ratt.

Indigenous Women's Art Conference 2022

The Cree Native Arts & Crafts Association attended the Indigenous Women's Art Conference in Ottawa, ON in October 14-16, 2022. The event was organized by Pass the Feather, an Indigenous-run organization. Indigenous women artists from all over Canada were invited to attend.

The CNACA attendees were Dale Cooper (Communications & Marketing Officer), Adrienne Shecapio (Special Projects & Events Coordinator), Paula Menarick (Cree/Inuit artist) and Deborah Ratt (Jewelry maker/artist).

There were multiple workshops held and facilitated by Indigenous women with multiple talents and gifts. A feast was also held with the sharing of many traditional confections and presented in the Mohawk language in some parts. Paula and Deborah were invited to showcase and sell their work at an Indigenous Arts Marketplace in St. Laurent Mall and to attend the workshops at Willis College.

The conference was enjoyed by the attendees and there was a lot of networking done with vendors and the organizers.



A quillwork creation during the workshop.



Quillwork workshop with Adrienne Shecapio and Paula Menarick.



Pictured here: Paula Menarick and Dale.

Wachiya Community Tour

Our organization embarked on a community tour of Eeyou Istchee with the aim of promoting the Wachiya store. Leading this initiative were CNACA's Product Manager, Jason Otter, and Communications & Marketing Officer, Dale Cooper, who traversed Eeyou Istchee to conduct informative sessions about the Wachiya store for the local communities.

In total, we visited nine vibrant communities, and each community saw enthusiastic participation from its residents eager to learn about Wachiya. These communities included Ouje-Bougoumou, Waswanipi, Mistissini, Nemaska, Waskaganish, Eastmain, Wemindji, Chisasibi, and Whapmagoostui. Many of the participants expressed their excitement for the forthcoming store, as they were familiar with its history and past presence in Val d'Or.

The overall goal was not only to raise awareness about Wachiya but also to identify potential suppliers and foster a social economy within Eeyou Istchee. We actively promoted the community tour through social media channels and radio broadcasts, encouraging community members to join our information sessions.

As a result of these efforts, we were able to procure products that were subsequently added to Wachiya's inventory, ready for sale once the website was launched.



Community tour in Waskaganish.



Wachiya presentation in Wemindji.



Wachiya product display in Waswanipi.

Wachiya Store

In March of 2023, Wachiya’s online store officially opened after years of planning. Decades ago, Wachiya operated under the Cree Nation Government in Val-d’Or. Due to a number of challenges, Wachiya unfortunately closed in the 1990s.

With the formation of CNACA in 2004, the mandated operation of Wachiya fell under the James Bay and Northern Quebec agreement which was signed in 1975.

In 2020, COVID-19 changed the way in which consumers shop. With online shopping taking precedent, CNACA pivoted the Wachiya business plan which was approved by the Board of Directors in April 2022.

Wachiya carries a wide variety of handmade crafts, clothing, art and accessories created by Cree artisans from Eeyou Istchee. As a social enterprise, Wachiya actively prioritizes community benefits and social impact over private profit, while expanding the market share for Eeyou producers. At its core, Wachiya aims to preserve, revitalize and support Cree culture by developing a social economy for Eeyou producers.



Product example showcased on Wachiya’s Instagram.

*“Preserving, revitalizing
and supporting Cree
culture”*



ᐃᐱᐱᐱ
wachiya

Working together
with artists from
Eeyou Istchee
to promote
traditional Cree
arts & crafts

From our land,
to your home.





\$500

BURSARY PROGRAM

RECOGNIZING CREE STUDENTS WHO EXCEL IN THE ARTS



ABOUT THE BURSARY PROGRAM

The CNACA Bursary Program provides a \$500 bursary to graduating high school Cree students who excel in the field of arts and crafts, and who distinguish themselves in their dedication to preserving and enhancing Cree culture, values, traditions and skills. The objective of the program is to support a new generation of aspiring artists and artisans with a strong commitment to their artistic development. The program accepts nominations by a teacher or guidance counsellor, for students who have demonstrated exceptional creative ability and dedication to the arts.

ELIGIBILITY CRITERIAS

- 1 Student must be Cree
- 2 Student must be a secondary five graduate
- 3 One (1) \$500 bursary awarded per school and community
- 4 Student must be nominated by a teacher or guidance councillor
- 5 Student must be nominated before the school year end

NOMINATION FORM

Visit our website at www.cnaca.ca/bursary and download the digital PDF nomination form. Fill it out and email to us at administration@cnaca.ca



WHY SPONSOR CNACA ?

PRESERVE CREE CULTURE

Help preserve and strengthen Cree culture, knowledge and craftsmanship.

PROMOTE OUR ARTISTS

Help promote and advance our artists and artisans,
locally, regionally and internationally.

GROW CULTURAL INDUSTRY

Help diversify and grow the cultural industry in Eeyou Istchee.

MAINTAIN OUR PROGRAMS & SERVICES

Help maintain and expand our core programs and services.



CORPORATE SPONSORSHIP

GIVE A LITTLE. HELP A LOT.

Creating a brighter future for our artists and artisans.

Rates and Benefits

The following are rates and benefits to your organization if you decide to sponsor us.

Description	Platinum	Gold	Silver
Yearly sponsorship rate	\$5,000	\$3,000	\$2,000
Prominent sponsor logo on banner at all events	X	X	
Prominent sponsor logo at the bottom of main page of CNACA	X	X	
Presence on sponsorship page by tier level	X	X	X
Company profile page on CNACA website with backlinks	X	X	X
Sponsorship video message at events	X	X	
1 Banners Ad – Shown on specific pages on the CNACA website	X		
Discount on product purchases *	15%	10%	

* discount is only available to the business, organization or entity and not to their employees.

Ready to sponsor us?

We thank you for your generosity and for considering sponsoring CNACA. Please visit our website at www.cnaca.ca/corporate-sponsorship and download the fillable PDF file.



More Info

www.cnaca.ca/bursary

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2022 - 2023

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Experienced, effective and diverse leadership



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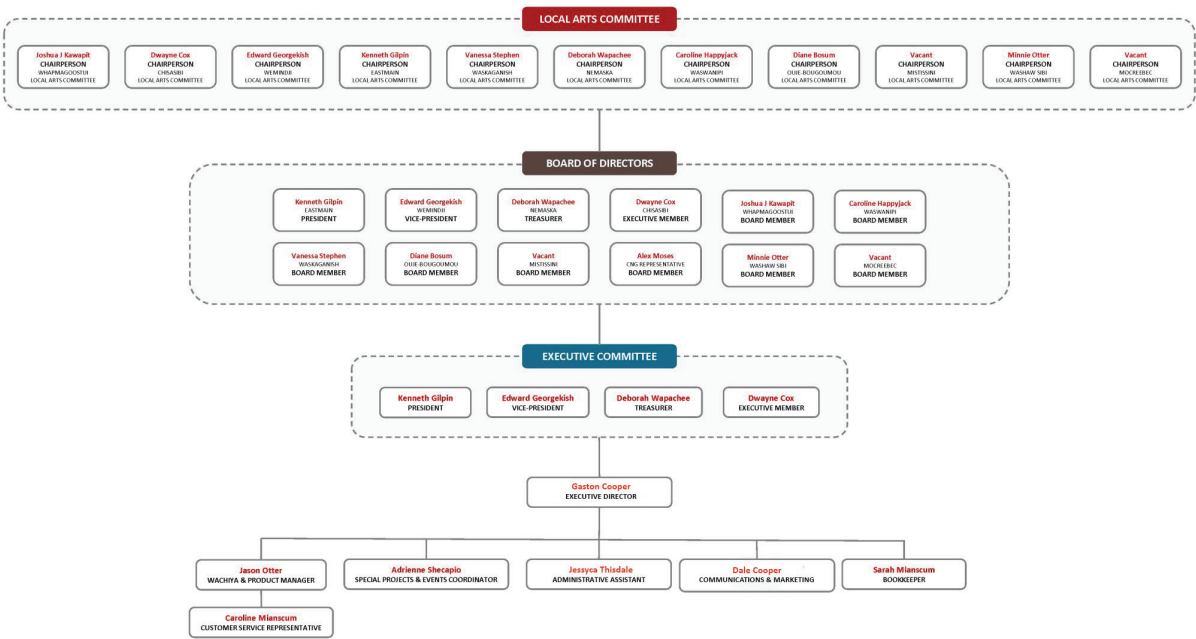


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Board Member
CNG Representative



Léo Parent-Sirois
Legal Counsel
Murdoch Archambault

CNACA ORGANIZATIONAL CHART



CNACA Employees 2022 - 2023



Gaston Cooper
Executive Director



Jessyca Thisdale
Administrative Assistant



Jason Otter
Product Manager



Adrienne Shecapio
Special Projects &
Events Coordinator



Dale Cooper
Marketing &
Communications



Sarah Mianscum
Bookkeeper



Caroline Mianscum
Customer Service
Representative

Cree Creations

FOR TODAY AND FOR THE FUTURE




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