



2012/2013 ANNUAL REPORT



FONDATION
michaëlle jean
FOUNDATION

INSIDE

| | | | |
|---|----|---|----|
| ABOUT THE FOUNDATION | 02 | BUILDING A NATIONAL VOICE AND CREATIVE CONNECTIONS | 08 |
| WIND IN OUR SAILS | 03 | A FEW NUMBERS | 09 |
| REVITALIZING UNDERSERVED COMMUNITIES | 04 | OUR SUPPORTERS | 10 |
| TOUCHING YOUNG LIVES | 06 | OUR TEAM | 11 |

About the Foundation

We collaborate with a network of 700 grassroots organizations across Canada to equip disadvantaged youth with the tools and drive to ignite change in their communities through the arts.

OUR MISSION

We share a vision of a Canada in which all youth use their creativity to tackle social issues and build vibrant communities. And we strive for a Canada where the power of the arts and artists to transform lives and communities is embraced everywhere.

OUR VISION

The Michaëlle Jean Foundation supports youth arts initiatives that transform young lives and revitalize underserved communities across Canada.

OUR VALUES

Our values reflect our unique approach to engaging with youth and the communities with which we collaborate. They include:

- Active citizenship,
- Innovation and creativity,
- Inclusion, dialogue and collaboration, and
- Individual and collective social responsibility.



Wind in Our Sails

Today, it is possible to say that the Foundation is embarking on its fourth year under the best auspices and that it has the wind in its sails. Our programs and actions have scored points, and our visibility has increased significantly on the national and provincial stages. In fact, our programs are operating at full steam, and we can already discern positive results.

The inaugural Power of the Arts National Forum was a great success: it was unifying, relevant, and it enabled us to increase awareness about the role of the Foundation and its place within the network of community organizations, academic institutions and researchers. With echoes across the country, the event was remarkable in its capacity to create and connect a dynamic network of contacts and partners. The Forum also enabled us to solidify and deepen the strong relationship that we have developed with Carleton University.

The Forum proved to us that we are on the right path: over three-hundred participants not only shared their research and reflections; they also reminded us, through their presence, that we are reaping all that we sowed, across the country, over the last seven years. Many of the participants hailed from community organizations, universities and public organizations with which we have been working since 2005. The Forum acted as a barometer, revealing the relevance of the Foundation. It was also an enriching intellectual moment of sharing of competencies and commitments. The entire proceedings were very encouraging, and they have allowed us to maintain and even renew our strengths.

Whereas our activities are developing at an astonishing speed, and our presence and role is being felt throughout Canadian society more than ever, our priority, as we begin this fourth year, is increasing and consolidating our financial base. We are

working tirelessly by leveraging our contacts and pursuing various avenues in all philanthropic sectors. They have enabled us to attract the involvement of serious partners, convinced of the significance of our programs and of the importance of the arts as tools for social change among at-risk youth.

Today, the Foundation is considered an engine that promotes and develops the usage of the arts as vectors of individual and social transformation, particularly in the areas of health, justice, democracy, and, of course, underserved youth and their communities, which benefit.

All of this would not have been possible without the faithfulness of philanthropists and sponsors who support and accompany us on this new adventure, the confidence of our Board of Directors, associate members, and our community collaborators nor, of course, without the contribution and energy of our devoted team, our immediate volunteers and numerous friends.

We would like to thank them for allowing the Foundation to fully pursue its mission, which is to make the use of the arts by underserved youth tools for change, for themselves and for their communities.

More than ever, we believe, and we have the proof, that the arts can save lives.

The Right Honourable Michaëlle Jean
Co-Founder and Co-Chair

Jean Daniel Lafond
Co-Founder and Co-Chair



Revitalizing Underserved Communities

Throughout the country, young Canadians are using the arts to develop innovative solutions to serious challenges facing underprivileged communities. The impact of their actions is often quite astonishing! To give them a boost, we created the Youth Community Action Program. It provides youth-driven organizations with resources that enable them to use the arts to affect and sustain social change in their communities.

ONTARIO AND CALGARY

Thanks to the support of the W. Garfield Weston Foundation, we are working with four Aboriginal communities to help empower their youth to become changemakers by tackling, in creative ways, issues such as the lingering legacy of the Indian Residential Schools, which were created to wipe away all traces of Canada's rich indigenous heritage. The University of Calgary's Chancellor's Club scholars held a fundraising event to help us support arts-based youth-driven social innovation in a diverse neighbourhood of Calgary, to promote safety and reduce crime.

MISSISSAUGA FIRST NATION

With the help of Algoma-based organization Thinking Rock Community Arts, the youth of Mississauga First Nation are working with their non-Aboriginal peers, Band Council leaders and elders to develop a plan to instill respect for their indigenous culture, at home, in the surrounding region and as far away as Toronto. As a first step, the group mobilized 54% of the residents of Mississauga First Nation to reconnect with their oral traditions and strengthen community ties by building a communal artistic creation. It was their first step towards achieving their dream: reconciling their community with its heritage and helping non-Aboriginals understand the richness of Aboriginal culture.

WALPOLE ISLAND FIRST NATION

Through the University of Ottawa's Aboriginal Teacher Education Program (ATEP), Indigenous youth leaders have given themselves a goal: prevent their endangered language from disappearing by making the community's children fluent. To that end, they worked closely with elders, social service providers and educators to offer 21 arts-based workshops and group sessions to the children and youth of Walpole Island. These sessions have focused on promoting cultural retention by enhancing usage and pride in their language, culture and traditions. Thanks to their hard work, 25% of Walpole Island's elementary-school children were able to reacquire themselves with their ancestral language and develop pride in their heritage, over the course of the summer. The youth leaders are preparing more workshops and cultural activities for the project's next phase.

OTTAWA

Tungasuvvingat Inuit (TI), an organization serving the Inuit community of Ottawa, is helping Inuit youth use their culture to complete the transition from Arctic life to life in a large urban centre. The youth leaders drafted a plan focused on using the arts to connect with elders and transmit their ancestral knowledge to their peers. They are using exciting mediums like film, song and animation to share their newly acquired knowledge with at-risk Inuit youth in the city. Close to twenty Inuit youth have received the arts-based leadership training, and they look forward to reaching out to their peers throughout 2014.

CALGARY – NORTH MCKNIGHT

With the help of Calgary-based organization Antyx Community Arts, the youth of North McKnight kicked off their drive to promote public safety in their neighbourhood during a community celebration, hosted on



KITCHENUHMAYKOOSIB INNINUWUG (KI)

Mentored by documentary filmmaker Andrée Cazabon, an Aboriginal youth group in KI is working to promote collective healing by encouraging community members to re-embrace their indigenous traditions. In so doing, they have kicked-off a communitywide reconciliation process, to break down mistrust among some residents of KI and between Aboriginals and non-Aboriginals. In front of national media like CTV, APTN and the Toronto Star, the youth group mobilized 23% of the community to participate in a weeklong series of cultural activities, alongside 43 visitors from other parts of Canada. Outcomes include a new, mutually respectful dialogue between youth and elders, renewed pride in their indigenous traditions among community members, and enhanced leadership capacity within the young residents of KI.

the occasion of National Youth Arts Week. Over fifty youth as well as several community leaders attended to share ideas, talents and aspirations for the neighborhood, through poetry, song and dance. As an outcome, a youth-driven plan was devised to involve the neighborhood in revitalizing their milieu through a large mural and arts workshops for youth. The process began earlier than planned, as the youth became directly involved in rescue and community-rebuilding efforts, following a flood that affected Calgary over the summer of 2013.



Touching Young Lives

Consistently, young Canadians from disadvantaged backgrounds have requested access to training and other personal and artistic development opportunities to help them in their efforts to use the arts to transform lives and build stronger and healthier communities. To that end, we instituted the TD Michaëlle Jean Bursaries. Thanks to the support of TD Bank Group, the program gives funds to enable youth to work with mentors and gain experience through projects designed to use the arts to better underserved communities. Meet this year's bursary recipients.

AMANDA PARRIS

Raised in the Jane and Finch neighbourhood of Toronto, Amanda Parris is a multi-award winning playwright and social justice activist. She is the co-founder of the multi-award winning alternative education organization Lost Lyrics, and founder of the critically acclaimed artistic collective T-Dot Renaissance. Amanda is using her bursary to produce a play that tells the true stories of young women who choose to dedicate their lives to supporting their partners caught up in the criminal justice system.



"The TD Michaëlle Jean Bursary Program marked the first time that my work as an individual artist received investment and the feeling of worth, affirmation and support that came with it is indescribable. This program has opened numerous doors and provided a legitimacy to my work that would have been difficult to achieve without it. I am incredibly grateful for being selected as one of the first recipients."

– Amanda Parris

FREDDY KING

Freddy King lives in Toronto. He is a recognized artist who uses rap and slam poetry to immortalize the stories of people our society has left behind. He is a former inmate who managed to turn his life around thanks to a community arts program in his neighbourhood. King is using his bursary to work with the Remix Project to produce an album that will encourage at-risk youth to develop life skills that can help them build a better and more positive future.



"The TD Michaëlle Jean Bursary has played a great impact in my life by reassuring my right to passage as a young artist discovering my niche."

– Freddy King

MARK SILLER

Mark Siller is an avid hip-hop head and b-boy (break-dancer), based in Vancouver, who lives by the motto "each one teach one." An active member of the Blueprint for Life break-dancing collective, he uses his craft as a tool to help young people at risk tackle issues like suicide, gang violence and depression. Mark is using his bursary to institute a hip-hop program for youth, blending social work intervention, collective healing and dance, in the Cowichan Tribe First Nation.



"The TD Michaëlle Jean Bursary is giving me the opportunity to spread an art that has helped shape me as an individual to a community that needs such empowering outlets. In turn, I am learning about new cultures, ways of life and making life-long connections in all facets of the community which are continually shaping my perspectives and inspiring me on my own path."

– Mark Siller

JULIA DALMAN

Julia Dalman is the coordinator of a dynamic youth program, the Global Café program, at Jasper Place High School, in Edmonton. An active member of the Breath in Poetry Collective, she was selected as one of Alberta's top 30 under 30. Julia is using her bursary to institute an innovative arts program at Jasper Place, to increase academic performance in math and science, among high school students.



"The TD Michaëlle Jean Foundation Bursary has given me an opportunity to put my values into action in a way I didn't expect. Over 480 students have been given an opportunity to explore their Math curriculum in a creative way. It's been magical."

– Julia Dalman



Building a National Voice and Creative Connections

Connecting Canadians to the transformative power of the arts is of major importance to us. For that reason, we have developed a series of initiatives to raise awareness about the ways in which the arts are helping our society develop innovative and creative solutions to the challenges of the day.

POWER OF THE ARTS NATIONAL FORUM

The Michaëlle Jean Foundation teamed up with Carleton University's Faculty of Arts and Social Sciences to host the first Power of the Arts National Forum on advancing social change.

The event, sponsored by Enbridge and supported by the Asper Foundation Arts in Action Fund and other sponsors, gathered over 300 researchers, physicians, mental health specialists, legal experts, artists, youth, urban planners, community activists and government representatives. It enabled participants to establish and reinforce professional ties, create new partnerships and build new projects to bring together different disciplines and sectors. At the end of this first Forum, participants drafted a series of resolutions on themes as varied as health, access to justice, urban renewal, and democratic participation. The "action plan" constitutes the first step towards creating a national, coordinated voice for the arts-for-social-change movement.

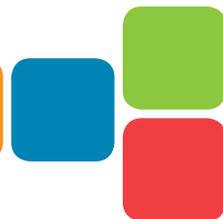


GETTING THE WORD OUT

The Foundation has been working hard to bring the power of the arts right into Canadians' homes. Through the second year of our partnership with St. Joseph Communications, we have published an ad series that tells the story of young people whose lives were saved by the arts. These ads have exposed over 200,000 Canadians to the ways in which the arts can ignite change in individuals' lives and throughout their communities. In addition, through our partnership with furniture brand EQ3, a variety of interior décor products featuring artwork by nine young creators were sold across Canada. They provided consumers with a colorful taste of the great talent of Canada's young visual artists. Not only have these products enabled Canadians to connect directly with our message of social transformation through the arts, but they have also enabled the Foundation to raise \$20,000 for our programs for underserved youth!

Through our partnership with the Arts Network for Children and Youth, we, once again, helped to mobilize over 10,000 Canadians from across the country in community events that highlighted the way young people are using the arts to improve the quality of life in their communities.

A Few Numbers



> At the end of the first Power of the Arts National Forum, over **300 individuals, representing more than 800 government, community, business, health, and justice organizations**, shaped a national agenda focussing on using the arts as tools for social change.

> Close to **1,000 young Canadians** gathered at Youth Dialogues committed to use the arts to influence their municipality's cultural and community integration policies.

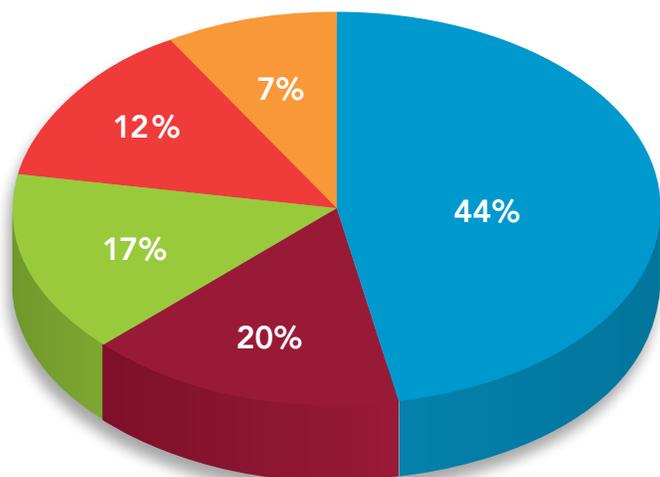
> **More than 200,000 Canadians** were exposed to the testimonies of underserved youth who used the arts to transform their lives.

> **Over 15,000 Canadians** were directly informed about the social transformation power of the arts by attending numerous regional and national events, during which the Co-Chairs, the Right Honourable Michaëlle Jean and Jean-Daniel Lafond, delivered speeches or participated in roundtable discussions.

> Moreover, national media outlets like CTV, CBC and Radio-Canada covered our events and launches, conducted interviews with our Co-Chairs, and disseminated our press releases. Thus, **over 2,000,000 Canadians heard about** the transformative power of the arts on our society and its beneficial impact on social cohesion.

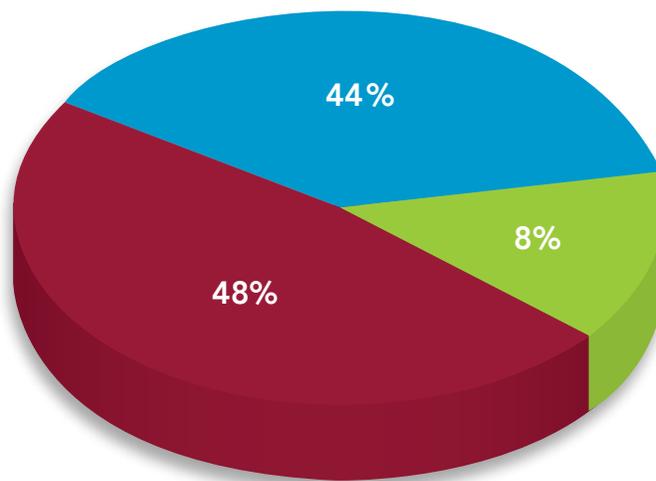
EXPENSES

- Salaries and Benefits - Includes Project Development
- Program and Program Development - Direct Costs
- Print Media/Communications
- Administrative and General
- Fundraising, Governance and Other



REVENUE

- Grant - Department of Canadian Heritage
- Donations - Private Sector
- Investment Income and Other





Our Supporters

We would like to thank the following visionary individuals, corporations, foundations and agencies who made gifts to the Foundation from October 1, 2012, to September 30, 2013. Your generosity is enabling us to touch the lives of underprivileged youth, and, in many cases, receive matching grants from the Department of Canadian Heritage.

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