



FONDATION
michaëlle jean
FOUNDATION



2013/2014 ANNUAL REPORT

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ABOUT THE FOUNDATION

OUR VISION

We share a vision of a Canada in which all youth use their creativity to tackle social issues and build vibrant communities. We also strive for a country that recognizes the power of the arts and artists, as well as the essential role of artists and culture.

OUR MISSION

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

OUR VALUES

Our approach is unique: creating connections with youth and their communities. It is founded on the following values:

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



ON THE MOVE

Last June, Winnipeg-based transportation company Bison Transport offered to launch a mobile campaign for the Foundation. An enormous 18-wheel tractor trailer, beautifully decorated by the graphic artist Kenji Toyooka, is currently crisscrossing Canada. The Foundation's slogan, "The Arts Save Lives", is colorfully framed on both sides as well as the rear of the truck. Traveling between Vancouver and Quebec City via Calgary, Edmonton, Winnipeg, Toronto, Saskatoon, Ottawa, and Montreal, the enormous truck stands as a powerful metaphor for our programs, which are spreading across the country at an astonishing rate. Thanks to the hard work of our small but very dynamic team, as well as our network of hundreds of dedicated collaborators, the Foundation reflects the true breadth of our vast country, while conveying the creativity and innovation that enables youth at risk to find hope.

In May, we announced the first recipients of our Young Arts Entrepreneurs funding from Alberta, Saskatchewan, Ontario and Quebec. Throughout the year, our "4th Wall : Make the Invisible Visible" program of exhibitions and forums public deliberations were held at the Montreal Museum of Fine Arts, the Art Gallery of Ontario and the Art Gallery of Nova Scotia. As for our TD Michaëlle Jean Bursaries recipients, they have developed innovative projects in the Arctic, Toronto, Aboriginal communities in rural British Columbia, within the Deaf community of Montreal as well as within underprivileged neighbourhoods in

central Edmonton and Toronto. Simultaneously, our "Youth Community Action" program has been implanted in Aboriginal communities in Ontario as well as within the North McKnight neighbourhood of Calgary. It has mobilized women, men, youth, and elders seeking to make our society more inclusive, participatory, prosperous and healthy.

The Michaëlle Jean Foundation is committed to giving a national profile to exemplary creative initiatives that help to revitalize underserved communities. To that end, it brings financial support and visibility to the table. With the support of more and more of our fellow citizens, we are able to reach a greater number of young people, who face crime, homelessness, distress, violence and social exclusion. We thank all those who, through their support, are helping us to fulfill and sustain our mission.

Michaëlle Jean
Co-Founder and Co-Chair

Jean-Daniel Lafond
Co-Founder and Co-Chair

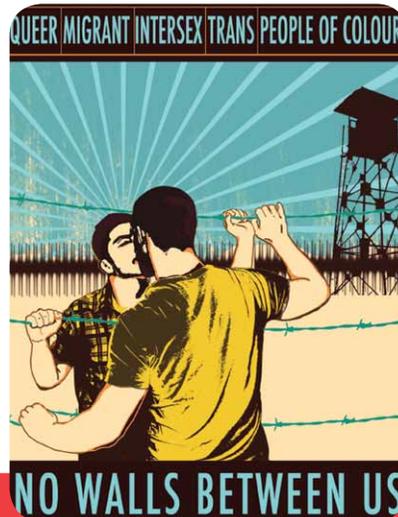


GIVING VOICE TO UNDERSERVED YOUTH

Increasingly, youth at risk are mobilizing to raise awareness about personal and social problems that affect their communities (exclusion, poverty, violence, crime, etc.). They are pursuing dialogues with the public to find lasting solutions to often dramatic situations. To them, the arts are key instruments to draw attention to their cause. To make their often invisible realities visible, we created the “4th Wall: Make the Invisible Visible” program. It offers a unique platform that showcases the talents and artwork of young people, which provokes public debate on crucial social issues. Approximately 20,000 participated in the exhibitions-public deliberations. The program was implanted in Quebec, Nova Scotia and Ontario, thanks to the support of the TD Bank Group, Fred and Elizabeth Fountain and the City of Toronto. “4th Wall” projects are slated for St-John’s, Vancouver, Toronto, Halifax and Quebec in 2015 and 2016.

WORLD PRIDE TORONTO 2014 AT THE ART GALLERY OF ONTARIO (June to October 2014)

As the world gathered in Toronto to celebrate North America's first ever World Pride, six jury selected young artists who expressed, by creating artwork, the main issues facing youth from the LGBTQ and Two-Spirited communities. Then, the public was invited to select the winning piece that would be exposed on the wall of the gallery as well as at Artscape Youngplace. 2,000 voters selected Pablo Muñoz, a Vancouver-based migrant rights advocate. This "4th Wall: Youth Solidarity Project" invited Canadians to show solidarity with Two-Spirited and LGBTQ communities. Over 60 national, regional and local faith-based, human rights, health, youth and arts organizations were official project supporters. To kick-off the exhibition, a solidarity forum was organized in partnership with Jer's Vision, a youth-driven, national anti-bullying organization.



It sought to identify strategies to create safer and healthier communities for Canada's LGBTQ youth. Between June and October, 16,000 people visited the exhibition.



BLACK HISTORY MONTH 2014 AT THE MONTREAL MUSEUM OF FINE ARTS (February to March 2014)

A special opening for Black History Month and FRO Festival 2014, eight young visual artists from Montreal's Black communities, selected from a contest, had their artwork featured for the first time in the Montreal Museum of Fine Arts. The exhibition and the resulting public deliberations addressed themes such as racial discrimination, identity construction, women's rights and intercultural relations. Close to one-thousand people participated in the public forums tied to the exhibition, which was visited by 5,000 people.



PROMOTING JUSTICE AT THE ART GALLERY OF NOVA SCOTIA (September 27, 2014 to January 25, 2015)

Over the last few years, young people in Nova Scotia have been engaged in an intense dialogue on ways to achieve justice in relation to issues of gender-based violence, racial discrimination, crime and reconciliation with indigenous nations. We created the "4th Wall: Justice, Art and Youth" project to provide greater visibility to their conversation by launching a contest for young Nova Scotians on the theme of justice. The jury selected eight pieces that were unveiled at a public forum opening the exhibition. Over four months, the exhibition is open to the public and offers a series of public deliberations on the theme of justice and youth.



MOBILIZING UNDERSERVED COMMUNITIES

In its second year, the Youth Community Action program continues to give a boost to the creativity, innovative spirit and dynamism of youth at risk. Grassroots youth organizations are using different artistic mediums to mobilize hundreds of people to implement action plans designed to revitalize their communities. The support provided by this program is helping to affect and sustain social change in Aboriginal communities in Ontario and in Alberta, thanks, in part, to the support of the W. Garfield Weston Foundation and the University of Calgary's Chancellor's Club.

KITCHENUHMAYKOOSIB INNINUWUG (KI)

During the month of August, the youth group of KI kicked-off its second annual cultural exchange initiative. The project strives to promote collective healing within the community by helping KI residents re-embrace their indigenous traditions and by empowering them to welcome 40 guests from the Canadian south for a weeklong series of cultural activities. This year, exchange program participants included the Premier of Ontario, the Hon. Kathleen Wynne, and the Lieutenant Governor of Ontario, the Hon. Elizabeth Dowdeswell.



Not only has the project broken down mistrust between youth and elders, but it has also brought national attention to the plight of the community. National media outlets (CBC, the National Post, CTV, APTN, and the Toronto Star) addressed living conditions in KI and the First Nation's efforts to bring about change. The youth group has since been participating actively in the decision-making process within the Band Council, something previously unheard of in the tightly-knit community. Its members are now working to establish a permanent organization that can offer greater direction and sustainability to the group's campaign to revitalize KI.

THE INUIT COMMUNITY OF OTTAWA

Tungasuvvingat Inuit (TI), an organization serving the Inuit community of Ottawa, has been working with youth to help facilitate their transition from life in the Arctic to living in a large urban centre in Canada's south. During more than 94 workshops and public events, youth leaders organized activities that used the arts to enable elders to transmit their ancestral knowledge to young Inuit in the National Capital Region. With over 7,693 young people participating in project activities, the youth group managed to increase dramatically their capacity to reach and impart arts-based leadership skills to 60% of the region's Inuit youth. This contributed to higher levels of self-confidence and greater leadership skills among young people and elders alike. Youth successfully became "project ambassadors," using mediums like film, song and

animation, to dramatically increase the number of at-risk Inuit youth using their ancestral traditions and knowledge to thrive in an often challenging urban setting.

WALPOLE ISLAND FIRST NATION

The University of Ottawa's Aboriginal Teacher Education Program (ATEP) and First Nation youth leaders have been working hard to achieve their goal: seeing the children of Walpole Island and neighbouring communities fluently speak the endangered Anishnaabemowen language. Youth leaders worked closely with elders, the elementary school, social service providers and educators to offer arts-based workshops and group sessions to children and youth centered on language retention, enhancing usage and pride in culture and traditions. Thanks to their hard work, Walpole Island youth leaders successfully persuaded a local elementary school to offer Anishnaabemowen classes to the young students, thus enabling a new generation to discover, use and flourish in its ancestral language.



MISSISSAUGA FIRST NATION

Building on its first year of success, the Algoma-based organization Thinking Rock Community Arts and the youth of Mississauga First Nation continue to work with Band Council leaders, Elders, and their non-Aboriginal peers, to implement an action plan focused on instilling respect for Indigenous cultures, in Mississauga First Nation and across Ontario. Having mobilized approximately 60% of residents, the youth group has successfully created the first ever youth social infrastructure hub, in the community, and partnered with key institutions such as the Mississauga First Nation Chief and Council and the Mississauga



First Nation Health Department. The hub is being used as a focal point to help community members reconnect with their oral traditions and to strengthen community ties by providing opportunities to collaborate on collective artistic creations. Thanks to the support of the Foundation, Thinking Rock has been able to raise an additional \$150,000 to further expand its operations.

CALGARY – NORTH MCKNIGHT

With the help of Calgary-based organization Antyx Community Arts, young people in North McKnight are mobilizing to beautify their neighbourhood and reinforce public safety. They are using community forums, workshops and plays on youth violence to promote their message of community healing and civic engagement. The youth group also painted a large mural on the same theme at the Genesis Centre for Family Wellness, revitalizing the centre that helps build community-initiated programs and allowing the centre's 1,000,000 visitors to be exposed to the mural's message of hope and wellness.



BOOSTING CULTURAL ENTREPRENEURSHIP

Across Canada, young people in underserved communities have consistently conveyed their desire to grow wealth in their neighbourhoods by kick-starting their own businesses. They have also expressed their dream of leading enterprises that offer customized services, in the creative industries, while making a difference in their communities. To answer their call, we launched in 2014 the “Young Arts Entrepreneur” program. Eight finalists received funds for their business. The program is led in partnership with Futurepreneur Canada. It also benefits from the sponsorship of CIBC and BMO Financial Group.



AHMED ALI MOHAMUD
(Edmonton, Alberta)

Ahmed ‘Knowmadic’ Ali is an award-winning, full-time poet, writer, actor, comedian, speaker and youth worker.

He was the first Somali Canadian to win the Canadian Festival of Spoken Word championship, to be identified by the Edmonton Journal for his contribution to poetry in Edmonton and to be recognized by the Alberta Council for Global Cooperation as one of Alberta’s Top 30 under 30. He is working with mentors to transform his Breath in Poetry Collective—a group of artists and community leaders—into a fully-fledged business, offering tailored events, training and PR support to artists, schools and business people in Edmonton.



AIMEE BALDWIN
(Kenora, Ontario)

Aimee Baldwin graduated with high honours from the Fashion Arts program at Seneca College in Toronto with a strong desire to pursue her passion for ceramic arts.

Upon returning to her hometown, Aimee

decided to put her skills to use by offering a series of beginner pottery classes. The classes became popular, and she is currently in her second year of teaching. Aimee is using the entrepreneurship program to transform her classes into a small business with a new pottery studio that will offer training, workshops and ceramics for sale to locals and visitors alike.



MAYA ANNIK BEDWARD
(Toronto, Ontario)

Maya Annik Bedward is a filmmaker and community artist. She has worked under the mentorship of acclaimed filmmakers, Clement Virgo (RUDE, The

Wire) and Damon D’Oliveira (RUDE, Lie with Me) and also taught animation and digital storytelling at the National Film Board of Canada. Maya holds an MA in International Communications and a joint BA (Hons.) in Political Science and Cinema Studies. Maya joined the Young Arts Entrepreneur Program with her company, Third Culture, a multiplatform media production house that uses narrative-driven content to challenge textbook ideas on gender, race and cultural identity.



ALEXANDRINE DUCLOS
(Quebec City, Quebec)

Alexandrine Duclos, aka Bob, is a native of the Magdalene Islands but has lived in Quebec City for almost 5 years. Having faced the trials and tribulations of homelessness, she brings her rich cultural background and varied life experiences to bear to her greatest passion: photography. Throughout her late adolescence, the camera helped Alexandrine overcome the challenges of the street. As a result, she is now using photography as a tool to lend a “helping hand” to young people in distress.



BISHARA MOHAMED
(Toronto, Ontario)

Bishara Mohamed was born in Mogadishu, Somalia and came to

Having worked as a photographer for a variety of community organizations, she is now using the youth arts entrepreneurship program to launch her own photography studio, which will enable her to obtain more contracts with individuals, while taking pictures for a network of youth service organizations throughout the city.



CAMERON DUTCHAK
(Sault Ste. Marie, Ontario)

Cameron Dutchak’s has been active within the arts for the past decade. He brings his personal experience into the large scale graffiti works and commissioned designs, which he has completed. Cameron’s business (CTD Designs) is based upon re-conceptualizing the idea of what graffiti/ street art can mean within a community. By mentoring at risk and marginalized youth, his enterprise will offer open workshops in various forms of ‘street art’ as well as create an on-going youth mentored arts program culminating in a public mural.

Canada in the early 90s. An interdisciplinary visual artist, filmmaker and performance artist, she has worked as an artist and an arts educator with many non-profits and collectives with a specific commitment to Black, racialized, young and Muslim women, using alternative understandings of history and geography, race, patriarchy, homophobia and gender violence. Through her new business, Bayla Press, Bishara plans to create unique products that nurture unique visual narratives that are customized and functional pieces of art.



BABBY RODRIGUEZ PALOMO
(Montreal, Quebec)

A 26-year-old Canadian of Guatemalan origin, Bobby Rodriguez Palomo is the founding president of Comunica Media, a magazine that promotes Hispanic culture across Canada. Bobby has a diploma in management from Collège de Maisonneuve, won the Rising Star Award for his emerging business, and was a finalist for the Business Person of the Year Award, presented by the Jeunes Chambres de Commerce du Québec. Comunica Media was awarded the Best New Business of the Year 2013 by the Latin American Chamber of Commerce of Quebec. Thanks to the Young Arts Entrepreneur program, Bobby is streamlining his magazine so that it can offer specialized reports on current affairs and business news, with the help of a team of thirty professionals who use their expertise and knowledge to provide high editorial and visual content.



DEVON FIDDLER
(Waterhen Lake First Nation and Saskatoon, Saskatchewan)

Devon is a social entrepreneur and changemaker who has experienced and seen the struggles that Indigenous women face on a regular basis. With a BA in Aboriginal Public Administration through the University of Saskatchewan and several certificates, Devon has considerable experience working with First Nations entrepreneurs and small business owners. She is now building SheNative,



SHAPING LEADERS

In partnership with TD Bank Group, the Foundation created the TD Michaëlle Jean Bursaries, which offer mentorship opportunities to youth using the arts to improve lives and build healthy communities. During this financial year, four bursary recipients completed their projects and three new bursaries were awarded.

2013 Bursary Recipients Complete their Projects



FREDDY KING (Toronto, Ontario)

Freddy King is a former inmate who now uses rap and slam poetry to immortalize the stories of people our society has left behind. After several months of grueling studio sessions and practice with his mentors, Freddy King has completed his album, which encourages at-risk youth to develop life skills that can help them build a better and more positive future. With 8 songs on the album, King has already brought his music on the road, performing in community centres, schools and even festivals, conveying his message of hope directly to approximately 100,000 Torontonians.



MARK SILLER (Vancouver, British Columbia)

Vancouver-based hip-hop head and b-boy (breakdancer) Mark Siller worked throughout the year to offer a credible and inspirational alternative to issues such as suicide, gang violence, crime and depression among the youth of the Cowichan Tribes, on Vancouver Island. His project brought sustainability to the community's hip hop club, which the youth have turned into a creative hub for cultural activities, mentorship, leadership skill building and healthy living. Cowichan Tribe youth were empowered to take ownership of the hip hop club, developing a decision-making structure, which is responsible for overseeing the centre.



AMANDA PARRIS
(Toronto, Ontario)

Over several months, Toronto-based multi-award winning playwright and social justice activist Amanda Parris interviewed young racialized women about their experiences and challenges growing up in the GTA. From their stories, Amanda weaved together a play, which told the stories of young women who choose to dedicate their lives to supporting their partners caught up in the criminal justice system. Involving 4,233 people as audience members and participants in an ongoing conversation on the intersection of gender, race, and incarceration, the play inspired underserved youth to create businesses and to launch electronic magazines. It also encouraged the Dufferin-Peel Catholic District School Board to invite Amanda to offer workshops, reaching hundreds of students within its schools.



JULIA DALMAN
(Edmonton, Alberta)

Through an exciting arts and mathematics project, at Edmonton's Jasper Public High School, Edmonton-based poet Julia Dalman has been helping 1,206 students to use the arts to boost their performance in mathematics, through 40 interactive workshop sessions. Since the project was introduced, instructors have observed a significant improvement in student behaviour and in their ability to grasp difficult mathematical concepts. Teachers were so impressed by the results that they elected to incorporate the arts-based pedagogy into their regular curriculum. The school administration even approved the creation of a pilot credit recovery program, which is enabling students in difficulty to receive arts-based instruction and obtain additional credit towards graduation.

2014 Bursary Recipients Announced



PAULA IKUUTAQ RUMBOLT (Baker Lake, Nunavut)

Raised by her mother and grandmother in Baker Lake, Nunavut, in a household steeped in sacred storytelling, Paula is now a published author and arts activist. She plans to use her bursary to help youth in the Arctic use traditional forms of creative storytelling to build bridges between generations and promote pride and understanding of Inuit traditions and culture.



AMANDA "AMIGA" TAYLOR (Toronto, Ontario)

Growing up in the priority neighbourhood of Jane and Finch, and finding herself living on the street at age 15, Amanda was inspired to pursue graduate studies in media production and establish a non-profit that mentors at-risk youth through media and arts programming. With her bursary, Amanda will be using documentary film and other artistic media to empower racialized youth to introduce their stories and creative solutions to a broader GTA public.



JACK VOLPE (Montreal, Quebec)

Born Deaf and raised in a hearing family, Jack is a playwright, director and co-founder of a theatre organization for hearing and non-hearing audiences. With his bursary, Jack will use drama as a tool to break down stereotypes and mistrust by providing an entertaining and judgement-free environment to expose the wider Montreal community to Deaf culture.



TARGETED COMMUNICATIONS FOR A NATIONAL VOICE

It is crucial for the Foundation to sensitize the public to the importance of the arts as tools for personal and social transformation, among youth at risk between 17 and 30. To that end, the Foundation targets key sectors of society (health, justice, education, urban planning, and social work etc.) that use the arts as instruments for change in their activities.

By creating the Power of the Arts National Forum, the Foundation has established an annual rendezvous, which is proving essential for those sectors. This gathering space has become a powerful tool for communication and for awareness building, requiring preparation throughout the year. The Foundation has established a solid partnership with Carleton University and has gained the support of several sponsors. Forum participants come from all over the country, and they are our best ambassadors.

For the third year, the Foundation is also leading a public awareness campaign on the power of the arts with St-Joseph Communications. Ads, placed in popular magazines owned by the media group, tell the story of youth whose lives were saved by the arts, under the aegis

of the Michaëlle Jean Foundation. 214,126 Canadians have read their stories and become acquainted with the power and importance of the arts. We continue to make use of our online communications tools to spread our message, which has resulted in 22,406 people consulting and using our website throughout the year and approximately 60,000 people being reached by our social media outreach. In addition, media reports on youth supported by the Foundation have enabled 10 million Canadians to know their stories. To this campaign, as previously indicated, is added the mobile campaign, led alongside the Winnipeg-based company Bison Transport, in which an 18-wheeler “Arts Save Lives” tractor trailer, is crisscrossing over 100,000 kilometers throughout the country, reaching population centers of 14,291,300 Canadians.

There are so many Indian Residential School survivors who haven't shared their stories and are still ashamed. With this project, they now feel honored, they see that their culture is important and they realize that we do want to hear from them.

Savannah Simon, Halifax-based Indigenous rights advocate and entrepreneur

People have often criticized me for not having a professional "look." But now, a new adventure begins for me. It is really touching to see that people want to see me evolve in an artistic field that I am so passionate about. Thanks to the Michaëlle Jean Foundation, a universe of opportunities has opened up to me.

Alexandrine Duclos, Quebec-city based photographer and homeless youth advocate

People from my community are finally excited. They can now see that if you seek to excel in life, success will find you. Recently, I witnessed someone who was released from the penitentiary hear my song "Above It All." He immediately realized that he can make his dreams come true without resorting to a life of crime. That is the power of art.

Freddy King, Former Inmate and Toronto-based crime prevention advocate

TESTIMONIES

We hosted a youth storytelling arts program in Baker Lake, Nunavut. Youth were able to try out the different kinds of arts, including painting, stencil-making, poetry, video, and photography. Project coordinators observed significant improvement in behaviour among the youth who stuck with the program. Many parents spoke to us after about how often their children speak of the program and how much they enjoy doing arts.

Paula Ikuutaq Rumbolt, Nunavut-based author and storyteller

The experience has been fantastic. I was fortunate enough to be paired with a mentor with a background in finance. I have gained a lot of insight as to what constitutes a business and what is required from potential sponsors or funders. My business now has a model and a structure that gives clarity as to what direction I should take.

Ahmed Mohamud, Edmonton-based spoken word poet and entrepreneur

This project has brought out confidence and positive feelings that Cowichan youth never knew we had. It created a safe environment that made us feel okay to be ourselves. All of our "Rebels of Rhythm" crew and the youth that attended are forever grateful for what this whole project has done for every unique individual.

Rebels of Rhythm, Calli Najera, Olivia Najera, Louie Johnnie and other youth from the Cowichan Tribe in British Columbia

A FEW NUMBERS

Over 100,000 people

experienced the transformative power of our programs, by participating in projects we support, attending exhibitions, performances, and public forums, and by being present at 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.

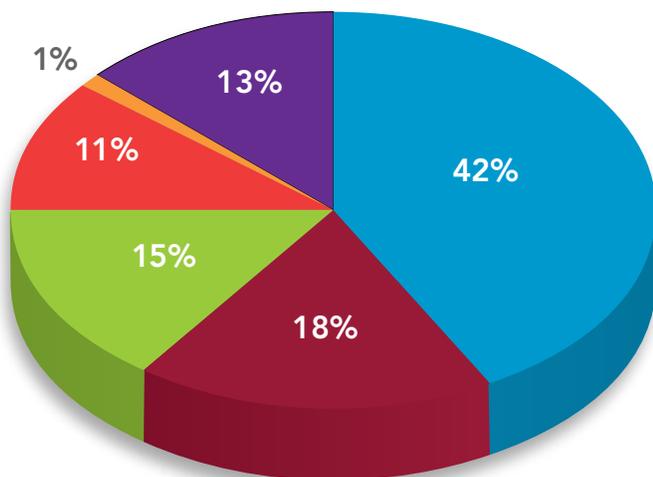
More than 200,000 people

were exposed to the testimonies of underserved youth who used the arts to transform their lives.

Our Arts Save Lives campaign, featured on a Bison Transport Truck, has been brought to more than **10 major Canadian cities**, collectively representing populations of over **8 Million people**.

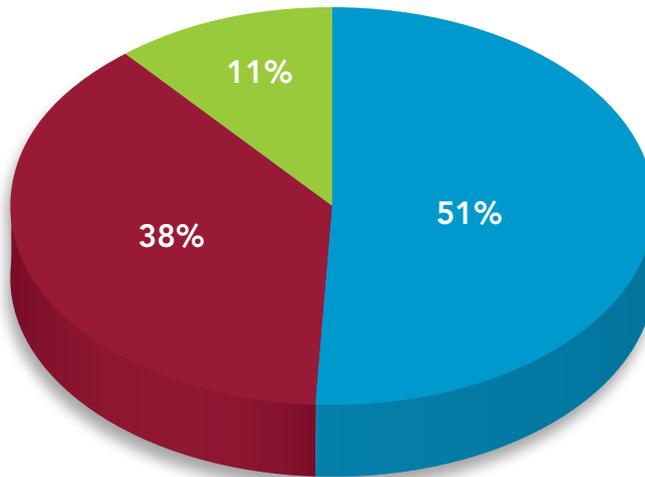
Several national and regional print, radio, television, and electronic media (CTV, CBC, Radio-Canada, Rogers, Global, etc.) covered our events, launches and interviews with our Co-Chairs and disseminated our press releases. Approximately **10 Million people** **heard about the transformative impact of our programs on youth** as well as their communities.

EXPENSES



- Salaries and Benefits - Includes Project Development and Implementation
- Programs - Development and Implementation Direct Costs
- Print Media/Communications
- Administrative and General
- Fundraising and Governance
- 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, 2013, to September 30, 2014. Your generosity is enabling us to transform the lives of underprivileged youth, and, in many cases, receive matching grants from the Department of Canadian Heritage.

OUR SUPPORTERS INCLUDE:

Ariadni Athanassiadis
Phyllis and Alfred Balm
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The Asper Foundation Arts in Action Fund
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Majda Films International Inc. (Jean-Daniel Lafond and Michaëlle Jean)
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TD Bank Group
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OUR TEAM



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