

# ANNUAL REPORT 2014-2015

MICHAËLLE JEAN FOUNDATION TRANSFORMING LIVES. REVITALIZING COMMUNITIES.



FONDATION  
michaëlle jean  
FOUNDATION

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## OUR VISION

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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 COUNTRY THAT RECOGNIZES THE POWER OF THE ARTS AND ARTISTS, AS WELL AS THE ESSENTIAL ROLE OF ARTISTS AND CULTURE.

## OUR MISSION

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THE MICHAËLLE JEAN FOUNDATION SUPPORTS YOUTH ARTS INITIATIVES THAT TRANSFORM YOUNG LIVES AND REVITALIZE UNDERSERVED COMMUNITIES ACROSS CANADA.

## OUR VALUES

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OUR APPROACH IS UNIQUE: IT CONSISTS IN COLLABORATING WHILE BUILDING TIES WITH YOUTH AND COMMUNITIES. IT IS FOUNDED ON THE FOLLOWING VALUES:

- ACTIVE CITIZENSHIP
- INNOVATION AND CREATIVITY
- INCLUSION, DIALOGUE AND COLLABORATION,
- INDIVIDUAL AND COLLECTIVE SOCIAL RESPONSIBILITY.

## WE CELEBRATE FIVE YEARS OF ENGAGEMENT

In 2005, giving young people a voice was a key priority of the Governor General's mandate. In 2010, we built on this legacy by founding the Michaëlle Jean Foundation, which allowed us to renew our commitment to helping build a more inclusive and compassionate society, primarily by supporting vulnerable youth at risk. We must ensure that their voices are heard by elected officials, public institutions and the private sector; and for that, the arts are a major tool that facilitates open dialogue as well as personal and societal changes. The arts can counter violence and radicalization, and can enable reintegration and rehabilitation. The arts offer marginalized youth the opportunity to express their concerns peacefully and find solutions. The arts enable a community to express itself by gathering its diversity around the project of a more equitable, healthier and more prosperous society for all. Since 2010, the Foundation has been addressing the needs of underserved youth and community organizations that support them and that asked us to accompany them.

During the first year, demand was very high across Canada. We created programs, bursaries, and an annual forum on the power of the arts, which all had very encouraging results. Our young bursary recipients were able to accomplish innovative projects, create their own arts-based businesses, and reintegrate into social and professional life by expressing themselves through the arts rather than through violence. Our greatest joy is to see that thanks to our programs, these young people have turned their frustration and exclusion into creativity, have engaged in dialogue with the public that discovers their realities, and are being heard by elected officials and policymakers, who meet them in public forums. Young people have gained self-esteem, regained confidence and have become leaders who then mentor their peers. Over the last five years, the Foundation's programs have reached thousands of underserved youth in Canada, and we have been able to measure the benefits, which include returning to school or training programs, as well as a widespread desire for success and social inclusion. More specifically, our programs emphasize the recognition and respect of differences and minorities within Canadian diversity. Our priorities have been Indigenous youth, Black youth in urban settings, youth in danger of radicalization, street-involved youth, refugee youth, as well



as LGBT and Two-Spirited youth. Simultaneously, with our annual Power of the Arts National Forum, we support research, the democratization of government and municipal decision-making structures, sensitizing the public to address the challenges of incarceration, sexual violence and social exclusion, and we are advancing entrepreneurship and employment opportunities for disadvantaged young people.

In these uncertain times, our results clearly show that arts and culture are the foundation of a new humanism, a bulwark against rampant barbarism and a guarantor of solidarity and welfare in Canada and around the world.

With five years of the Foundation, we are actually celebrating our ten years of engagement with disadvantaged youth. None of this would have been possible without your cooperation and shared conviction that arts can save lives.

Yours sincerely,

**Her Excellency, The Right Honourable Michaëlle Jean**

**Monsieur Jean-Daniel Lafond**



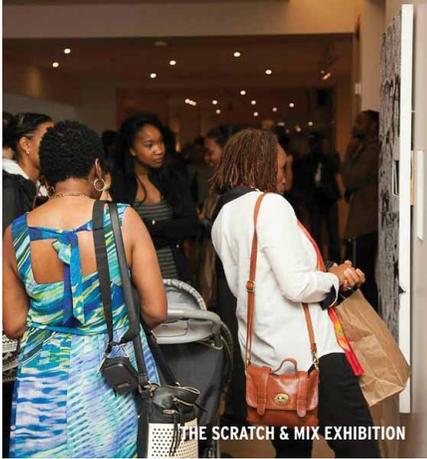
## GIVING A PLATFORM TO UNDERSERVED YOUTH

YOUNG CANADIANS CONTINUE TO LEVERAGE THE POWER OF THE ARTS TO RAISE AWARENESS ABOUT ISSUES AFFECTING THEM. TO GIVE THEIR EFFORTS A BOOST, WE CONTINUE TO OFFER A NATIONAL PLATFORM THEY CAN USE TO GIVE GREATER VISIBILITY TO THEIR EXPERIENCES AND SOLUTIONS. IN ITS SECOND YEAR, OUR 4<sup>TH</sup> WALL: MAKE THE INVISIBLE VISIBLE PROGRAM HAS SEEN US WORK WITH MAJOR ART GALLERIES AND MUSEUMS IN NOVA SCOTIA AND ONTARIO TO CREATE EXHIBITIONS THAT HAVE FEATURED MORE THAN 100 EMERGING ARTISTS. IN TURN, 60,000 CANADIANS HAVE VISITED THE EXHIBITIONS, PARTICIPATED IN PUBLIC FORUMS ORGANIZED AROUND EXHIBITION THEMES, AND ENGAGED IN PROJECTS ADDRESSING THOSE VERY THEMES. THE SUPPORT OF TD BANK GROUP, FRED AND ELIZABETH FOUNTAIN, AND THE CITY OF TORONTO HAVE BEEN INVALUABLE. FUTURE EXHIBITIONS ARE SLATED FOR 2016/2017 IN VANCOUVER, MONTREAL, QUEBEC CITY, ST. JOHN'S, HALIFAX AND OTTAWA.

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SCRATCH & MIX EXHIBITION LAUNCH AT THE ART GALLERY OF ONTARIO



## The Scratch & Mix Exhibition at the Art Gallery of Ontario

Coinciding with the Art Gallery of Ontario's (AGO) groundbreaking Jean-Michel Basquiat Exhibition: Now's The Time, the project saw the Foundation collaborating with Environics Institute's Black Experience Project, the NIA Centre for the Arts and AGO on an exhibition that featured the artwork of 11 Black artists, residing in the Greater Toronto Area (GTA). Their work was selected by a jury from a pool of proposals submitted by emerging artists hailing from the GTA. The exhibition addressed issues as varied as racial identity, African Canadian history, homophobia, political empowerment, and the immigrant experience. It also provided an opportunity for members of the community to join the artists in drafting a community empowerment action plan, focused on addressing mental health, the justice system, education and employment for Black youth. More than 29,000 people are visited the exhibition, according to AGO.

## Youth Solidarity Project in Toronto

Last year, Pride Toronto, the AGO, Jer's Vision, and more than 60 organizations joined the Foundation to kick off the Youth Solidarity Project. It featured an exhibition of six young artists addressing solidarity with Canada's LGBTQ and Two-Spirited communities. 2,000 Canadians then voted online for a piece created by Vancouver-based migrant rights advocate, Pablo Muñoz, to be featured as a mural on the wall of AGO. Unfortunately, the piece "No Walls Between Us", placed prominently next to the Gallery's public entrance was vandalized. As a result, the AGO elected to restore the mural and maintain it near the entrance for an additional two months. With approximately 71,075 people visiting the AGO every month, it is estimated that 284,301 people were exposed

to the "No Walls Between Us" piece. Since then, the piece has been installed as a billboard at the entrance to the prominent Artscape Youngplace, in downtown Toronto.



**It is great that the Michaëlle Jean Foundation has afforded artists like us an opportunity to share the world with an audience that typically wouldn't get the chance to hear the type of expression that the young people shared.**

— SHOBAZ BENJAMIN, FILMMAKER,  
YOUTH ENGAGEMENT LEADER, FOUNDER OF IMOVE

## Justice, Art and Youth Exhibition Extended at the Art Gallery of Nova Scotia

With high profile cases involving sexual violence and racial exclusion rocking the province of Nova Scotia, the Michaëlle Jean Foundation elected to join forces with the Art Gallery of Nova Scotia, Youth Art Connection, and over 30 organizations to give 71 emerging artists a space to showcase artwork on the theme of justice, in the Art Gallery. Selected by a jury, the artwork was initially to be exhibited for four months. However, the response from the community, government and business sectors was such that the project was extended into the summer of 2015 and will be maintained through winter 2016. Entitled, "4<sup>th</sup> Wall: Justice, Art and Youth", the exhibition attracted over 16,000 visitors and became the focal point for community forums by stakeholders, addressing issues such as the legacy of the Indian Residential Schools, racial profiling, incarceration, homophobia and sexual violence. A sequel is being planned for 2016.



## KICK-STARTING CULTURAL ENTERPRISES

ACCORDING TO STATISTICS CANADA, THE CULTURAL INDUSTRIES REPRESENT A MAJOR ECONOMIC FORCE. CONTRIBUTING ANNUALLY \$55.4 BILLION TO GDP, THE INDUSTRIES OFFER CLOSE TO 1 MILLION JOBS TO CANADIANS ACROSS THE COUNTRY. RECOGNIZING THE ARTS AS AN ENGINE OF ECONOMIC GROWTH, THE MICHAËLLE JEAN FOUNDATION CREATED THE YOUNG ARTS ENTREPRENEUR PROGRAM, TO PROVIDE ASPIRING ENTREPRENEURS FROM DISADVANTAGED BACKGROUNDS, OPPORTUNITIES TO CREATE SOCIALLY RESPONSIBLE BUSINESSES. WITH SUPPORT FROM BMO AND CIBC AND A PARTNERSHIP WITH FUTURPRENEUR CANADA, THE PROGRAM ALLOCATES FUNDS AND MENTORS TO BUDDING BUSINESS PERSONS OVER A TWO-YEAR PERIOD.

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Since receiving funding from the Michaëlle Jean Foundation, our outreach has increased dramatically. We have connected with several schools to provide youth with community based learning, and we have been invited to speak and host workshops in the United States, England, Wales and Sudan. The Young Arts Entrepreneur program has given us credibility.

— AHMED MOHAMUD, POET, ENTREPRENEUR AND BOARD MEMBER OF THE EDMONTON ARTS COUNCIL



## 2014 Young Arts Entrepreneurs (First Year)

### 1 Devon Fiddler

**(Waterhen Lake First Nation and Saskatoon, Saskatchewan).**

Since Devon Fiddler began with the program, her business SheNative Goods has taken off. Obtaining over \$90,000, in the first 10 months, her products and services have reached over 30,000 people in Canada and abroad. SheNative has also begun hiring staff, providing five contracts to young Aboriginal women, some who are low-income single mothers. She has completed her business plan and is in the process of securing grants from other development agencies. Her business was featured in the Michaëlle Jean Foundation's "Arts Save Lives" ad campaign, which appeared in Toronto Life, Fashion Magazine, Where Toronto and Ottawa Magazine.

### 2 Babby Rodriguez Palomo (Montreal, Quebec)

Babby Rodriguez Palomo has seen his business grow considerably since joining the entrepreneurship program. After rebranding, his printed and electronic magazine, Comunica Magazine, has amassed a monthly readership of 3,500 people. He has obtained a solid commitment from twelve companies that regularly purchase advertising space in the Magazine. Comunica Media's central role in providing topical and up-to-date information about Montreal's Hispanic community garnered the Premios Latin Award Canada 2015 for the best digital media company.

### 3 Ahmed Ali Mohamud (Edmonton, Alberta)

Ahmed 'Knowmadic' Ali is a Somali-born award-winning, full-time poet, writer, actor, comedian, speaker and youth worker. Since entering the Young Arts Entrepreneur program, he has registered his business, Breath in Poetry, completed its business plan, increased his client base from 60 to 4,184, and obtained contracts from the University of Alberta, school boards in Edmonton, as well as organizations in the United States, England, Wales and Sudan. As a result of his participation in the program, he has been appointed to the Board of Directors of the Edmonton Arts Council.

### 4 Maya Annik Bedward (Toronto, Ontario)

Maya Annik Bedward has been active developing her multiplatform media production house, Third Culture, which uses narrative-driven content to challenge textbook ideas on gender, race and cultural identity. In addition to selling products and services of over \$8,000, she has seen her video products reach over 18,000 people and one of them being selected as the top 10 music video by Blog TO.

### 5 Aimee Baldwin (Kenora, Ontario)

After evaluating her options, Aimee Baldwin decided to return to school to learn more practical skills useful for her new business. Once she completed an intensive course on pottery, taken during much of her first year in the young arts entrepreneur program, Aimee returned to Kenora to begin setting-up her business. She completed a business plan, expanded her client base, began renting a space, where she could offer courses and sell items. To date, she has sold approximately \$10,000 worth of product.

### 6 Bishara Mohamed (Toronto, Ontario)

Bishara Mohamed has been pushing forward with her new business, Bayla Press. It focuses on offering products that nurture unique visual narratives that are customized. Among other things, she has created products specifically for a candidate for city council, she has created chef uniforms for a catering company, and she has a bulk order of customized bags for a travel agency. Bishara's company has also offered a series of youth empowerment workshops to young people from Toronto's Black community.

### 7 Alexandrine Duclos (Quebec City, Quebec)

Alexandrine Duclos, aka Bob, has been working actively to establish her photo studio as part of her business, which primarily services Quebec City's community organizations that help street-involved youth. With the assistance of her mentor, she has been able to purchase better equipment, which has enabled her to improve the quality of her pictures. In the process of drafting her business plan, she has seen her services solicited by an increasing number of community and municipal agencies, who want her assistance to bring attention to the unique plight of the city's homeless youth.



2015 Young Arts Entrepreneurs Announced



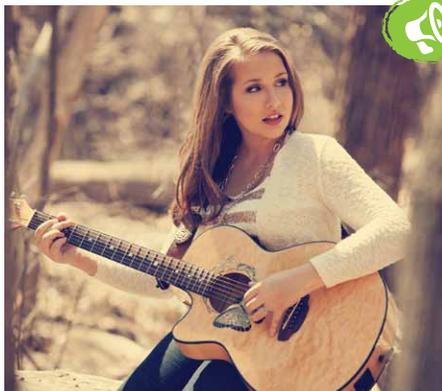
**Crystal Chan**

Crystal Chan is a writer and editor. Her work has appeared on CBC, in *Maisonneuve* and *Reader's Digest*. She edits the Quebec Writers' Federation's digital column. She tells stories in print and online – and she helps others tell theirs. Born in Hong Kong, Crystal grew up in Vancouver and lives in Montreal. She holds a BA with Honours in English, Cultural Studies and recently graduated from the Next Up leadership fellowship. After speaking minority languages all her life, and traveling to every Canadian province and territory as well as across the U.S. and parts of Europe and Asia, she's hooked on languages. Who aren't we hearing from? That's what Crystal wants to find out with her publishing press. This press will be multimedia, multiplatform, and multilingual. From isolated academics to disenfranchised minorities, Crystal hopes to use technology to magnify diverse ideas, and to offer multimedia solutions to cultural workers, policy-makers, and the business sector.



**Morad Saad Guzman**

Morad Saad Guzman, Founder and Creative Director for Golden Boy Music, has over 10 years of experience as a drummer, percussionist and performing artist. Morad is a self-taught acoustic guitar and keyboard player. He has performed in several rock, Latin and alternative bands, theatre groups and performing arts ensembles across the GTA, winning awards of excellence in music at the Sears Drama Festival two years in a row. Morad also facilitates drum circles and workshops for schools, festivals and corporate events. Golden Boy Music is a community-based organization that provides a platform for students to learn, create, and share music in a safe, relaxed environment. Its mission is to empower and develop youth capacities as multi-disciplinary creators and leaders. The organization's vision is to educate young artists on how music relates to other disciplines in order to expand their creative outlook, promote originality and instill a desire to learn.



**Tori Hathaway**

Tori Hathaway has everything to become a rising star in Ontario. At just 16, this talented singer-songwriter is embracing her upward spiraling music career, and managing her own business. The songstress has raised over \$10,000 for local charities and continues to use her gifts to engage with young artists, and youth in schools, encouraging them to follow their heart and to never give up. In tune with her responsibility as a role model for teens, her much anticipated album is certain to uplift and inspire fans of all ages. Academically, Tori is registered both as a homeschooler in Ontario and concurrently in the post-secondary Berklee College of Music Online program, where she maintains straight A's – 4.0 GPA.



### Sanaaj Mirrie

A native of Jamaica, Sanaaj immigrated to Canada at the age of 14. Affected by poverty and extreme violence witnessed during her youth, she quickly found refuge in dance. At 21, she was trained by renowned artists in African and Latin dances. She spent time in Cuba, Haiti, Guyana, Ghana and Trinidad & Tobago to continue her training and put on performances. Back in Canada, she founded Afiwi International, a marketing company specializing in the promotion of arts, culture and community development. A few years later, in 2013, she created Afiwi Groove, a dance and African drum program primarily serving the African Canadian population of Ajax, Ontario. Sanaaj is already working on a new project: the dance studio Afiwi Groove that will allow disadvantaged communities in Durham Region to learn traditional dances.



### Andrea Niño

Andrea is a Montreal-based choreographer and performer of Colombian origin. In 2009, she obtained a degree from the École de danse contemporaine de Montréal. Once she completed her studies in 2009, she devoted herself to studying Latin American social and traditional dances, African dance, drama and clown arts. Her eclectic and varied career led her to search for her identity as a Mestiza and immigrant woman and to find her own position as a choreographer and performer. She continued creating as a choreographer/performer through her Entr'Âmes company, as a performer and coach with the Gypsy Kumbia Orchestra group and the Théâtre des Cuisines, and as a choreographer and teacher in the Collective Salsa Descalza. Now she is establishing herself as an entrepreneur with the opening of Studio D 325, a rental space for creating and teaching the arts.



### Jesse Stong

Jesse Stong is a graduate of Ryerson University (2004, Social Work) and the National Theatre School of Canada (2013, Playwriting). He worked with Buddies in Bad Times Theatre (Youth Assistant Director, 2005/2006) and the SKETCH art studio for street youth (2007). He was a columnist for fab magazine (2006/2007). During this time, he developed his "identity writing" workshop and used it to create, direct and produce nine successful youth theatre projects. In 2013, his play Shared Account about online bullying completed a record-breaking tour of 100 high schools across Québec (with Geordie Productions). His company Mister Jesse's Workshop is currently registered with the Quebec Repertoire and has toured innovative, interactive writing, performing and puppetry workshops across schools throughout the English Quebec School Boards. In 2015/2016, Jesse will be taking his company to the next level by developing engaging materials to guide teachers, creating on-line video content to share some of his most dynamic theatre activities, and organizing a national tour to deliver his workshops to youth across Canada.



## BUILDING CHANGEMAKERS

THE MICHAËLLE JEAN FOUNDATION IS COMMITTED TO PROVIDING MENTORSHIP OPPORTUNITIES TO YOUTH SEEKING TO SCALE UP THEIR COMMUNITY ARTS PROJECTS. THANKS TO THE SUPPORT OF TD BANK GROUP, THE TD MICHAËLLE JEAN BURSARIES ARE ENABLING YOUNG PEOPLE TO OBTAIN THE GUIDANCE OF MENTORS, AS THEY GAIN PRACTICAL EXPERIENCE WORKING ON ARTS-BASED PROJECTS THAT REVITALIZE UNDERSERVED COMMUNITIES. DURING THIS FISCAL YEAR, THREE BURSARY RECIPIENTS COMPLETED THEIR PROJECTS AND THREE NEW BURSARIES WERE AWARDED.

### 2014 Bursary Recipients (Projects Completed)

#### 1 Paula Ikuutaq Rumbolt (Baker Lake, Nunavut)

The published author and arts activist from Baker Lake, Nunavut, used her bursary to host a six-week long youth storytelling arts program for Inuit youth. Elders offered mentorship on how to use traditional forms of storytelling. The youth learnt how to use various artistic mediums—painting, stencil-making, poetry, video, and photography—to tell their stories, express their concerns and convey their ideas to their communities. Over the course of the program, proj-

ect coordinators noted a significant improvement in youth self-confidence and self-assertiveness. Once the program was completed, parents reported a positive change in their children’s behaviour and appreciation for the arts.

#### 2 Jack Volpe (Montreal, Quebec)

Jack is a playwright, director and co-founder of a theatre organization for hearing and non-hearing audiences. He was born Deaf and raised in a hearing family. With his bursary, Jack leveraged the power of theater to break down barriers, separating the Deaf and hearing communities, and to promote mutual understanding in an entertaining and judgement-free environment. Seeing Voices Montreal hosted four-viewings of its adaption for the stage of Disney’s “the Little Mermaid”, in front of audiences of 200 people per night. The play provided a unique opportunity for audiences to grasp the challenges and opportunities faced by the Deaf community in a hearing dominated world.

#### 3 Amanda “Amiga” Taylor (Toronto, Ontario)

Amanda is a formerly homeless community leader from Jane and Finch in Toronto, who recently completed her graduate studies in media production. With her bursary, she was able to offer an intensive 16-session workshop series to disadvantaged youth from Toronto. Using documentary film as an entry point to impart critical skills, she helped the young participants develop proficiency in areas as diverse as project management, event planning, financial literacy, computer literacy, public speaking and script-writing.



Being chosen for the 4<sup>th</sup> Wall, gives me the opportunity to not only get my artwork out there but it also gives me confidence. I am able to get across my message about sexual assault and about how victims are silent. This platform means a lot to me. It is really great that the Michaëlle Jean Foundation provided this opportunity.

— ROSE ORLANDO, SEXUAL VIOLENCE ADVOCATE, ARTIST



L TO R: ALAN CONVERY, RHIKEE STRAPP, MONSIEUR JEAN-DANIEL LAFOND, REBECCA ROHER, PASCALE ARPIN AND HER EXCELLENCY, THE RIGHT HONOURABLE MICHAËLLE JEAN

## 2015 Bursary Recipients Announced



### Rihkee Strapp

Born in Red Lake Ontario, Rihkee is a Metis from the Wolverine Clan. At a very young age, Rihkee was confronted with the challenges of being a queer artist in an isolated region and decided to use her experiences to support marginalized artists in Northern Ontario. Her bursary will enable her to create a series of workshops designed to empower artists in Sault Ste. Marie and the Algoma district. Rihkee will address a variety of issues such as business plan development to the role the arts can play in combating oppression.



### Rebecca Roher

Based in Toronto and working in the area of education, Rebecca is also an accomplished visual artist. Over the years, her cartoons and illustrations were published in several specialized magazines. Her latest cartoon about parenthood was also published in the New York Times Now, Huffington Post, BuzzFeed, the Daily Mail, and Yahoo. She is currently working on establishing an education program in public libraries across Toronto to initiate young people into writing and cartooning.



### Pascale Arpin

An Ottawa native who moved to Nunavut in 2011, Pascale has worked there as an artist and program coordinator for youth. The bursary will enable her to promote traditional modes of expression and contemporary art techniques throughout Nunavut, through a program she developed in Iqaluit.



## CELEBRATING THE POWER OF THE ARTS

THE MICHAËLLE JEAN FOUNDATION HELD TRUE TO ITS COMMITMENT TO RAISING AWARENESS AND MOBILIZING SECTORS OF SOCIETY AROUND THE TRANSFORMATIVE IMPACT OF THE ARTS AND CULTURE. WE CONVENED OUR SECOND POWER OF THE ARTS NATIONAL FORUM, IN PARTNERSHIP WITH CARLETON UNIVERSITY'S FACULTY OF ARTS AND SOCIAL SCIENCES. THE EVENT GATHERED 270 RESEARCHERS, BUSINESS LEADERS, LEGAL EXPERTS, POLICYMAKERS, URBAN PLANNERS, ARCHITECTS, YOUTH, HEALTH PRACTITIONERS, ARTISTS, AND REPRESENTATIVES OF OTHER KEY SECTORS OF CANADIAN SOCIETY.

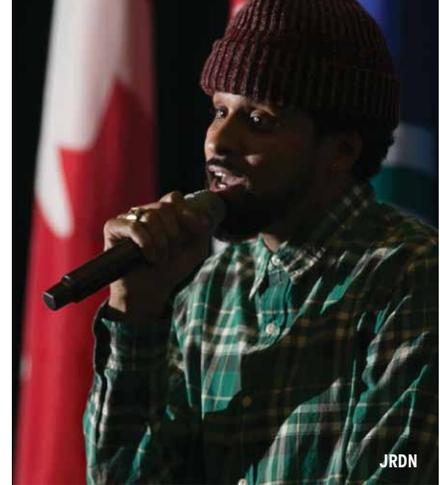
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SAVANNAH SIMON LEADING A ROUND DANCE AT THE 2014 POWER OF THE ARTS NATIONAL FORUM



HER EXCELLENCY, THE RIGHT HONOURABLE MICHAËLLE JEAN WITH JACK VOLPE AND ALAN CONVERY SIGNING



JRDN



PLENARY SESSION GROUP HUG

With the support of the Michaëlle Jean Foundation, we brought our community together to support our exchange program that brought people from the Canadian south to our northern community. The project helped bring harmony to everyone in our community and enabled us to begin using our Aboriginal culture, which we had been taught to reject.

— KI YOUTH GROUP

With the theme “Advancing Social Change,” the event sought to reinforce a Pan-Canadian and multi-sector network of researchers, practitioners and organizations using the arts as tools for social change. It was also an opportunity to enhance an action plan reinforcing national, regional and local initiatives using the arts to improve the quality of life in underserved communities. Keynote speakers included the Director and CEO of the Canada Council for the Arts, Simon Brault, the Director (Americas) of the British Council, David Codling, and French researcher and creator of the Protocole Nouveaux Commanditaires-New Patrons, Francois Hers. Plenary sessions also provided opportunities to profile the achievements of youth funded by the Michaëlle Jean Foundation. A post-Forum survey revealed that over 80% of participants thought the Forum was well-organized and provided ample communications opportunities. The vast majority plan to attend next year.

The governments of Nova Scotia and Ontario sought the Foundation’s expertise on empowering underserved youth, for their inaugural Black Government

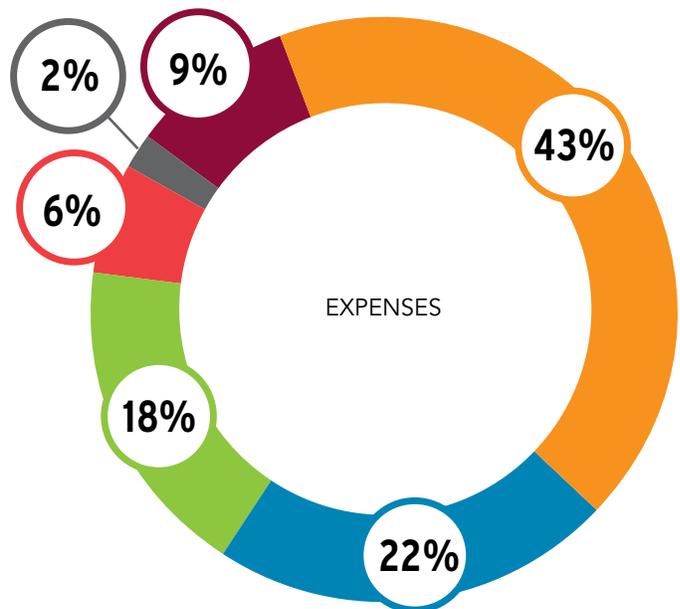
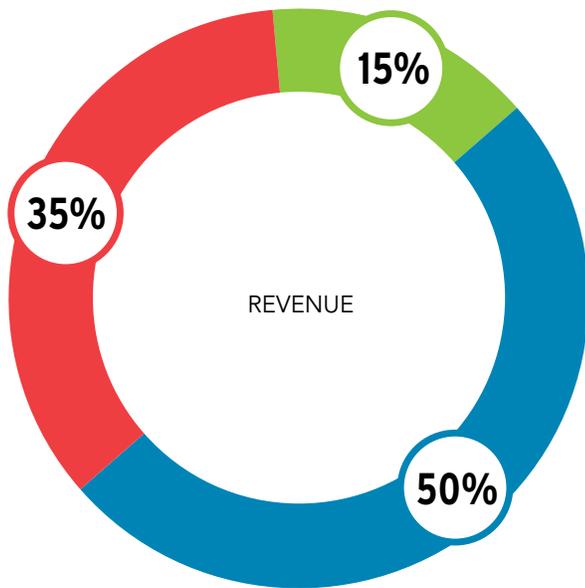
Leaders Summit. The Foundation was the only non-governmental organization invited to attend and present, in front of cabinet ministers, senators and elected officials, on ways to engage Black youth in the political process, through the power of the arts.

For the fourth year, the Foundation continued its “Arts Saves Lives” public awareness campaign with St-Joseph Communications. Ads, placed in Toronto Life, Ottawa Magazine and Family Magazine, told the story of young people whose lives were saved by the arts and are being supported by the Michaëlle Jean Foundation. Over 200,000 Canadians were exposed to their stories and became acquainted with the ways in which the arts can positively impact people’s lives.

Reports on the activities of the Foundation were broadcast and written in media outlets that annually reach collectively 2 million Canadians. The Winnipeg-based company Bison Transport, continued sending an 18-wheeler tractor trailer, blazoned with the Foundation’s “Arts Save Lives” artwork, across 100,000 kilometers of roads in Canada and the US.



# FINANCIALS YEAR ENDED SEPTEMBER 30, 2015



## A FEW NUMBERS

**200,000**

Number of people who were directly engaged in youth community arts projects spearheaded and funded by the Michaëlle Jean Foundation. Their engagement included attending arts exhibitions, attending performances, participating in public forums, and being present in regional and national events.

**100,000 km**

Is the distance traveled over a year by the 18-wheeler tractor trailer carrying our "The Arts Save Lives" message to Canadian cities.

**200,000**

Number of people who had an opportunity to read about the uplifting stories of young people supported by the Michaëlle Jean Foundation whose lives were saved by the arts.

**reaching 2 million**

Number of people who have heard about the youth and events tied to our programs, thanks to national and regional print, radio, television, and electronic media (Chronicle Herald, CTV, CBC, SRC, Société Radio-Canada, Rogers TV, etc.).

## OUR SUPPORTERS

WE WISH TO THANK THE INDIVIDUALS, BUSINESSES, FOUNDATIONS AND ORGANIZATIONS WITHOUT WHICH WE COULD NOT HAVE HELPED THE MANY YOUNG PEOPLE IN DIFFICULT SITUATIONS, TO CHANGE THE COURSE OF THEIR LIVES, TO TRANSFORM THEIR ENVIRONMENT AND TO REGAIN HOPE FOR A BETTER, FULLER AND HAPPIER LIFE. BETWEEN OCTOBER 1, 2014, AND SEPTEMBER 30, 2015, THESE DONATIONS ALLOWED THE FOUNDATION TO PURSUE ITS MISSION AND, WHERE POSSIBLE, OBTAIN A GRANT OF AN EQUAL VALUE FROM THE DEPARTMENT OF CANADIAN HERITAGE.

### Our Supporters include:

Phyllis and Alfred Balm  
BMO Financial Group  
Canada Council for the Arts  
Peter Carver  
CIBC  
College of Family Physicians of Canada  
Mary Flegel  
Marc Grujon  
Dan and Kathy Hays  
Jean-Daniel Lafond et Michaëlle Jean  
Robert Laird  
Esther M. Linares

Edith Pérusse McCallum  
and Conrad McCallum  
Peter Milliken  
Alice Mutezintare  
Felicia Nagata  
Robert Potter  
Mario Potvin  
Power of Women  
The Province of Nova Scotia  
Rafael Sherrod  
The Vancouver Foundation  
Anonymous donors

### Patrons have made commitments of \$100,000 or more to the Foundation. Our Patrons include:

The Asper Foundation  
Susan J. Glass, C.M. and Arni C. Thorsteinson,  
Shelter Canadian Properties Limited  
Majda Films International Inc.  
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## OUR TEAM

Jean-Daniel Lafond  
Co-Founder, Co-Chair and Executive Director

Edith Pérusse McCallum, B.A., LL.B.  
Director of Operations and Development

Peter Flegel, B.A.  
Director of Programs and Communications

Alice Mutezintare  
Administrative Assistant

### CO-FOUNDERS & CO-CHAIRS

The Right Honourable Michaëlle Jean  
C.P., C.C., C.M.M., C.O.M., C.D., Ottawa

Jean-Daniel Lafond  
C.C., R.C.A., Ch.A.L., Ottawa

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Valerie Pike, BA, BEd, MA (ED), St. John's  
Retired - The Centre for Distance Education  
and Innovation

Peter Tielmann, Winnipeg  
President, EQ3 Franchise Holdings Ltd

### ASSOCIATE MEMBERS

Lance Carlson, Los Angeles  
Principal Director of Strategies, Taylor/Carlson  
Strategy Group

John Van Burek, Toronto  
Artistic Director, Pleiades Theatre

René Villemure, Montreal  
Ethician

Stephen Wilson, Winnipeg  
Cofounder and Executive Director, Graffiti Art  
Programming Inc.,

### CONTRIBUTING PHOTOGRAPHERS

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