



FONDATION  
michaëlle jean  
FOUNDATION



2011|2012 ANNUAL REPORT

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## About the Foundation

The Michaëlle Jean Foundation was born of the actions taken to support youth, the arts and culture during the mandate of the former Governor General and her husband Jean-Daniel Lafond. These actions involved young people, grassroots organizations, business people, artists, elected officials and community leaders across the country. All called for the creation of a national organization that would continue to support innovative initiatives that enable underserved youth to unite, share ideas, and act positively in their community. Mme Jean and M. Lafond chose to dedicate their official legacy project to fulfilling that pan-Canadian vision.

### Our Mission

The Foundation now collaborates with a network of 700 grassroots organizations across Canada to support youth arts initiatives that transform young lives and revitalize underserved communities across the country.

### Our Vision

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 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.

**“WORDS CAN’T EXPLAIN HOW I AM FEELING. I AM VERY HUMBLED, AND I WANT TO SAY THIS FOUNDATION IS GOING TO CHANGE MANY LIVES ALL OVER THE WORLD.”**

– Benjamin Kwofie, young Toronto-based entrepreneur featured in our “Arts Save Lives” campaign.



**“YOUNG PEOPLE ARE ONE OF CANADA’S MOST PRECIOUS RESOURCES. WHEN GIVEN THE OPPORTUNITY, THEIR IDEAS, THEIR CREATIVITY AND THEIR CAPACITY FOR INNOVATION CAN HAVE A TRANSFORMATIVE IMPACT ON OUR SOCIETY.”**

## **Dear Friends and Supporters,**

Young people are one of Canada’s most precious resources. When given the opportunity, their ideas, their creativity and their capacity for innovation can have a transformative impact on our society. Yet, in far too many cases, their situation is dire. Their dreams are being shattered by limited opportunities. Opportunities are being reduced by social exclusion. And exclusion is instilling despair in far too many of their hearts.

But with our caring spirit, with our drive to help those in need, and with our unwavering faith in the values of equality, freedom and solidarity, Canada can do better. We can fulfil our ideal of a nation in which everyone, everywhere, can live flourishing lives.

That is why the Michaëlle Jean Foundation is working with hundreds of grassroots organizations, businesses and public institutions to bring hope to disadvantaged communities in Canada by helping to provide real and meaningful alternatives to their youth. And the arts are our instrument of choice. “Why the arts?” you may wonder.

Well, young Canadians, like Ben from inner-city Toronto or Marie-Cecile from an Aboriginal reserve in Maniwaki, are unequivocal: “The Arts Save Lives.” They are among hundreds of youth whose testimonies prove that a better future is possible. That everyone deserves a second chance. That Canadians can turn the tide on issues like homelessness, poverty, and discrimination, which disproportionately affect youth.

This annual report bears witness to the ways in which the Foundation is working to use the “Arts for action. Arts for change,” reaching over 2 million people across the country. And that is just the beginning. As we move forward, we will invite more Canadians to join us in our campaign for a better, more equitable and more prosperous Canada, thanks to the power of arts and youth.

You have been invaluable supporters in that campaign. Thank you for choosing to be a part of our community of changemakers. And we look forward to continuing this journey in favor of youth and social innovation.

Yours sincerely,

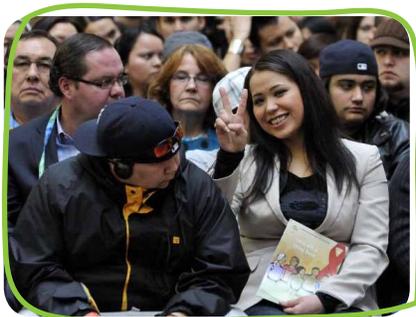
**The Right Honourable Michaëlle Jean**  
*Co-Founder and Co-Chair*  
*Michaëlle Jean Foundation*

**Jean Daniel Lafond**  
*Co-Founder and Co-Chair*  
*Michaëlle Jean Foundation*



## GIVING VOICE TO UNDERPRIVILEGED YOUTH

*Young people tell us that they want to make a difference in their communities but often lack the opportunity to convey their ideas to the right authorities. In response, the Foundation has decided to work with public and commercial institutions to create a national platform for young people to network, exchange best practices and share their solutions with Canadians.*



### The Arts Save Lives Ad Campaign

Thanks to a partnership with St. Joseph Communications, the Foundation created an ad series that has exposed over 200,000 Canadians to the power of the arts to save young people's lives. Telling the inspiring stories of a young poet, a young fashion designer, and a young chef, the ads invited readers of *Toronto Life*, *Canadian Family*, and *Ottawa Magazine*, to support underprivileged youth who are trying to catalyze change in their communities.

**"I FEEL MORE CONFIDENT THAT ANY DREAM YOU DREAM CAN COME TRUE, AND THE IMPACT IT HAS HAD WAS INSPIRING OTHERS THROUGH DOING WHAT I LOVE TO DO. IN ALGONQUIN, WE SAY KITCHI GWENATCH, WHICH MEANS VERY AWESOME. MEGWETCH [THANK YOU] TO THE MICHAËLLE JEAN FOUNDATION."**

*– Marie-Cecile Nottaway, young entrepreneur featured in the "Arts Save Lives" campaign.*

## National Youth Arts Week

With the Arts Network for Children and Youth (ANCY), we are raising awareness about the power of youth-driven arts initiatives through an annual weeklong celebration of arts and youth engagement. Between May 1 and 7, 2012, seventy-seven communities saw over 30,000 Canadians participate in hundreds of cultural activities for National Youth Arts Week (NYAW). To mark NYAW, we appeared on programs such as CTV's *Canada AM* and CBC's *George Stroumboulopoulos Tonight* to share young people's message of social transformation with over 2 million Canadians. Municipalities across the country are now beginning to designate staff and funds to support activities for the 2013 National Youth Arts Week.



**"I THINK THAT TOGETHERNESS AND SOLIDARITY ARE THE BACKBONE OF A GREAT NATION. EVENTS LIKE THIS HELP CREATE COHESIVENESS THAT IS MUCH NEEDED IN OUR MODERN DAY INDIVIDUALISTIC SOCIETY."**

*– Gabrielle Mauffette, young artist and activist from St. Jerome.*



## Youth Dialogue and Regional Forums

We have mobilized nearly 1,000 youth in Quebec, British Columbia, Alberta, Ontario and Nova Scotia, to develop strategies to tackle social issues through the arts. For example, youth from across Canada have used our Black History Month Youth Dialogue (February 2012), as a springboard to begin designing a mentorship program for minority youth. Youth Art Connection, a new Halifax-based youth-driven arts organization, has seen companies like McInnes Cooper support its efforts to empower at-risk youth, following our Nova Scotia youth forum and our reception with the law firm (September 2011).

**"WITH THE MEETING FORMALLY FINISHED, MANY YOUTH ENCIRCLED MME JEAN VERY QUICKLY, WITH MORE QUESTIONS AND STORIES TO SHARE. THEIR INSPIRATION FOR ART IN THE COMMUNITY AND THEIR EXCITEMENT TO SHARE THEIR EXPERIENCE OF IT WAS PALPABLE."**

*– Staff of Calgary-based community arts organization ANTYX*



## CREATING YOUTH FRIENDLY SPACES

*Young Canadians tell us that more spaces should be available for youth to express themselves on social issues and to work on innovative solutions. We agree! That is why the Foundation designed the Creative Spaces program to encourage and enable Canadian businesses and cultural institutions to offer new places where youth creativity can flourish.*



## Generation Art

Our partnership with furniture brand EQ3 is helping emerging visual artists use their creativity in support of their less privileged counterparts. In October 2011, the Foundation invited young people aged 15 to 30 to send us their visual depiction of a better community with a written explanation. A jury comprised of leading artists such as British Columbia muralist Richard Tetrault and Manitobavist artist Aganetha Dyck, selected 9 winning submissions. EQ3 designers have since used the submissions to create an exclusive line of interior décor accessories to be displayed and sold in the company's stores across the country as well as online at EQ3.com. Winners will benefit from gift certificates and mentorship opportunities with seasoned EQ3 professionals. All proceeds from the products will be reinvested into the Foundation's arts initiatives for underprivileged youth.

**"IT'S BEEN AN AMAZING FEW DAYS. PARTICIPATING IN THE PROJECT GAVE ME A BOOST OF CONFIDENCE. IT HAS OPENED WINDOWS OF OPPORTUNITIES LIKE MEETING ARTISTS AND DESIGNERS, WHICH CAN HELP ME A LOT IN THIS FIELD. I AM GOING TO STAY HUMBLE BUT CONFIDENT, WORK ON MY SKILLS AND KEEP DOING WHAT I BELIEVE IN."**

*– Simon Yiu, one of nine winners of the Generation Art Challenge*

## Mobilizing our Cultural Institutions

We are working with Canadian museums and art galleries to showcase artwork produced by underprivileged youth. In June 2012, the Michaëlle Jean Foundation collaborated with the Canadian Museum for Human Rights (CMHR) to unveil artwork created by a young Aboriginal artist, Jessica Canard, which is now on display at CMHR headquarters. The Foundation has also established an agreement with the Canadian Museums Association (CMA), which will see cultural institutions across Canada feature visual art produced by emerging creators from underserved communities.



**"THIS IS AMAZING. I NEVER EXPECTED THAT MY ARTWORK WOULD BE ACCEPTED AND THAT PEOPLE WOULD EVEN LOOK AT IT."** *– Jessica Canard, young Winnipeg-based Aboriginal artist featured at the Canadian Museum for Human Rights.*

Close to **1,000**  
**YOUNG CANADIANS EMPOWERED**  
to shape public policy and urban  
planning through the arts.

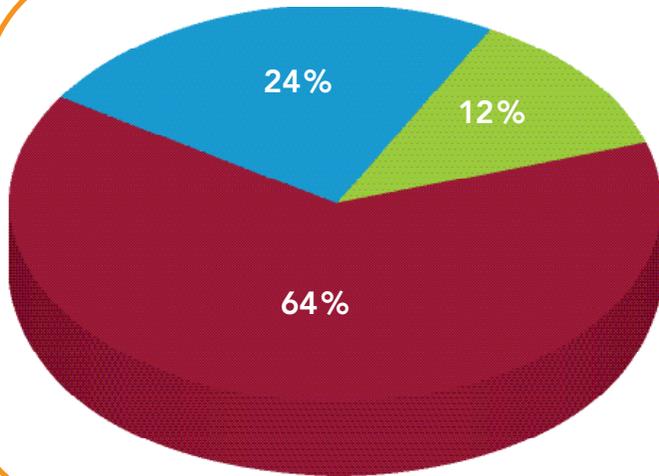
More than  
**15,000** Canadians  
**INFORMED** about the power  
of youth and the arts during  
keynote addresses by the  
Foundation Co-Chairs at  
**21** **NATIONAL EVENTS.**

## A FEW NUMBERS

Over **30,000** Canadians  
**ACTIVELY ENGAGED IN ACTIVITIES** highlighting  
youth engagement through the arts.

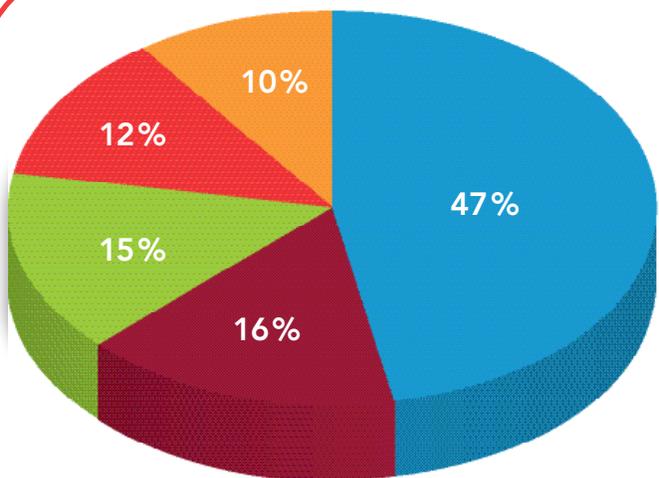
More than **200,000**  
Canadians exposed to testimonies  
of underprivileged youth whose  
**LIVES WERE CHANGED BY THE ARTS.**

In excess of **2,000,000** Canadians  
**REACHED THROUGH MEDIA OUTLETS** like the Globe and Mail, CTV, and  
Radio-Canada, in our campaign to raise awareness about the  
**TRANSFORMATIVE IMPACT** of youth arts initiatives.



### Revenue

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



### Expenses

- Salaries and Benefits - Includes Project Development
- Projects and Project Development - Direct Costs
- Investment and Other
- Administrative and General
- Governance

## Our Supporters

We would like to thank the following visionary individuals, corporations, and foundations who made gifts to the Foundation from October 1, 2011 to September 30, 2012. Your generosity is enabling us to change the lives of underprivileged youth, and, in many cases, receive matching grants from the Department of Canadian Heritage.

### Our Supporters Include:

Kathryn Alton	Mona Engeset-Faustino	Jeannette Mathen
Patricia Aziz	Robert Evans	John and Susan McWilliams
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Nadia Effendi	Carissima Mathen	Tolga R. Yalkin

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

Susan J. Glass, C.M. and Arni C. Thorsteinson  
Majda Films International Inc.  
St. Joseph Communications  
The W. Garfield Weston Foundation  
*Anonymous*

## Our Team

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*Arts for action. Arts for change. • L'art pour agir. L'art pour changer.*

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