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iAM Toronto July/August 2018 Cohort

ABOUT JAYU

Founded in 2012, JAYU is a charity committed to sharing human rights stories through the arts. Our year-round programming includes:

THE iAM PROGRAM

A year-round arts and social justice training program for underserved youth from across the GTA.

THE HUMAN RIGHTS FILM FESTIVAL

Our annual multi-day Festival that takes place during Human Rights Month in December.

THE HUM PODCAST

The Hum is a podcast that cuts straight to the heart of human rights stories.

THE HUMAN RIGHTS SCREENING SERIES

We take the magic of our annual Human Rights Film Festival and do it on a much smaller scale throughout the year. The Screening Series are one-off screenings that happen each quarter in cinemas across southwestern Ontario.



Staff



Gilad Cohen
Founder /
Executive Director



Celeste Cole
iAM Program
Manager



John Debono
Festival
Programming
Manager



Blanche Israël
Development
Manager



**Anastasia
Akulinina**
Accessibility
Manager



**Andrea
Rodriguez**
Administrative
Coordinator



Marisol Fornoni
Sponsorship
Coordinator



**Marianna
Nascimento**
Festival
Programming
Assistant

Board

David Vella
Board Chair

Jack Kim
Director

Graeme Roy
Director

Jane Kim
Board Secretary

Liz Kohn
Director

Ron Samson
Director

Brittney Cathcart
Director

Michael Prosserman
Director

Eui Yong Zong
Director

We thank Sannah Choi, Sergei Petrov, and Saskia Rinkoff who served on our Board from 2014-2018.



This past year saw much growth at JAYU; something for which we are truly proud of. No longer

are we that niche, volunteer-run film festival in a single 200-seat cinema, but now an organization that employs full-time and part-time staff, engages people of all ages through year-round programming, and has an annual six-figure budget that has nearly doubled in one year.

We believe that the arts provide an incredible platform to share human rights stories - this is our mission. Over the past year we did this through film, photography, spoken word and interviews with individuals who came to share, learn, and educate in a variety of ways. In 2018 alone, over 25,000 people participated in JAYU programming, be they one of the youth who found

paid employment as a result of graduating from our iAM program, the talented artists who shared their craft with eager students or film-goers, or a person on the other side of the world listening to one of our podcast interviews.

JAYU does not intend to slow down anytime soon. There are too many human rights stories not getting told and we know we have our work cut out for us as we look to not only continue to bring you these stories, but find new and innovative ways to tell them and bring them to even more people. You are going to see a lot more of us in the coming years, this I promise.

A handwritten signature in black ink, appearing to read 'David Vella'.

David Vella
JAYU Board Chair



What an incredible year 2018 was! Ever since we started JAYU in 2012, we dreamed to

have a year like the one we just wrapped up. To the staff, artists, volunteers, and Board who helped make 2018 such a success – thank you thank you!

JAYU was started when we realized that there was no better way to share human rights stories than through the arts. The arts, more than anything, is so accessible. It has the power to take us to places we've never been and reimagine a more just and equitable world which we deserve to live in. The arts allow us to express our creativity, be mindful, build allyship and community, and most importantly, share some of our world's most pressing stories.

2018 saw a huge spike and shift in our programming. Our iAM program went from working with 50 total participants between 2015-2017 to over 130 in just

2018 and also expanded to Mississauga with regular year-round programming. For the first time ever, iAM began to connect program graduates with external hiring partners meaning that the youth we work with have a clear connection to employment in the arts. Our Human Rights Film Festival continued to grow with all-time highs in attendance, box office revenue, number of premieres and media attention. And finally, our podcast The Hum, reached more people than ever and was recognized by iTunes as a New and Noteworthy program here in Canada.

As we continue to grow, we take more seriously our role as leaders in the space where the arts and human rights intersect. Without your support, we simply could not have achieved all that we have. We look forward to continuing this trend in 2019 and thank you again for supporting JAYU.

A handwritten signature in black ink, appearing to read 'Gilad'.

Gilad Cohen

JAYU Founder/ Executive Director

The iAM Program

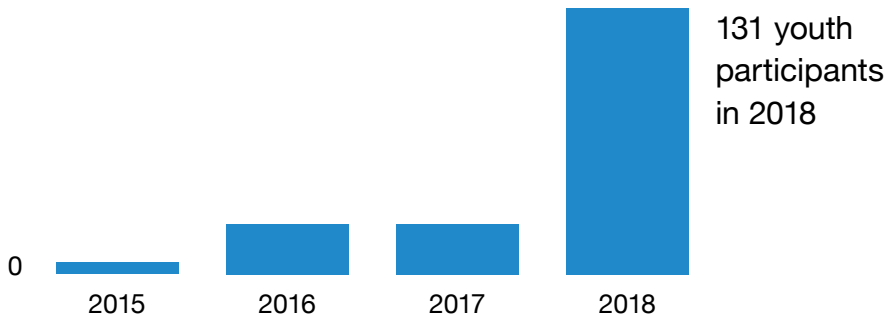
A year-round arts and social justice training program for underserved youth from across the GTA that leads to mentorship and employment opportunities as well as an annual major exhibition for the public.

Our work in the iAM program in 2018 led us to being recognized as a finalist in Toronto Art Foundation's 2019 Arts for Youth Award which celebrates those who demonstrate an outstanding commitment to engaging Toronto's youth through the arts.



iAM Youth Participants over the years

150





131

Youth engaged in the Program

437

Meals provided

39

Jobs created

40

Weeks in total for all 5 programs in the GTA

874

Tokens provided



Testimonial from Bushira

My name is Bushira Nakitende and I have attended the JAYU iAM Program since the first youth crew of the photographers in 2018. I have been with JAYU for a year now and have gotten different opportunities like becoming a junior mentor in the following program, participating in art galleries and also showing and selling my art work at the 2018 Human Rights Film Festival. Becoming a junior mentor was scary at first to me because I didn't know the basic concepts of photography and I was a beginner which lead me to think I wouldn't be the best suitable for the position. While time passed I started to actually get the hang of it, even though I am not a pro at photography, I am able to apply my skills in different sections in the program. Having the opportunity to show my work really was a big step for me because through the work I did I was able to feel like my voice mattered and I am not a minority nor am I invisible. This was a great experience because it allowed me to show the world who I am. I hope to continue to work with JAYU and do more work with them in the future.



The Human Rights Film Festival

16

Films screened

6

Features

(2 of which were on the Academy shortlist for Best Documentary Feature)

10

Shorts

13

Premieres

12

Countries in focus

(USA, Philippines, Ukraine, Ghana, UK, Canada, Switzerland, Nigeria, Brazil, Israel, Palestine, Iran)

65%

Of films directed by women.

100%

Of guests would recommend the festival to friends!



Our annual multi-day Festival that takes place during Human Rights Month in December where filmmakers, subjects of documentaries, artists, educators and filmgoers come together to have some of our world's most pressing conversations.

Our festival is more accessible than ever before with open captions, an active listener and ASL interpretation for every screening. Our presentations are offered in a relaxed screening environment and we provide geared to income pricing as well.



Emmanuel Jal hosts a Q&A at the Canadian Premiere of The Rescue List with filmmakers Alyssa Fedele and Zachary Fink

Spoken Word Poet Britta Badour performs A Poem For Human Rights at the Human Rights Film Festival





Testimonial from InsideOut/ Beau Lopez (HRFF18)

We are so thrilled to have been a part of JAYU in co-presenting TransMilitary and Love, Scott. These films are incredibly monumental and speak to the tenacity of the human spirit, and we couldn't be more grateful to share these beautiful stories through JAYU. The festival staff have done a wonderful job with this year's programming, and we look forward to taking part again in the future!



Co-host Simona Ramkisson with guest Spencer West



25,000

Listeners per season

250,000

Listeners per season
on the radio

Majority

Of online listeners are
located in Ontario.

80%

Of listeners are under
the age of 40.



The Hum is a podcast that cuts straight to the heart of human rights stories. Raw, honest and uncensored, from the people who have lived them first-hand. Real people. Real stories.

The Hum Podcast

61%

Of our listeners are women, 35% are men.

Each episode is highlighted on Rabble.ca, which has 2 million page views and up to 350,000 unique visitors per month according to Google Analytics.



**Real people.
Real stories.**

Debbie Baptiste + Tasha Hubbard

On August 9, 2016, Colten Boushie, a 22-year old Indigenous man, was shot in the back of the head by Gerald Stanley, sparking a national discussion about race relations in Canada. Stanley was acquitted of second degree murder by an all-white jury. Colten's mother Debbie Baptiste and filmmaker Tasha Hubbard join us to discuss their film *Nîpawistamâsowin: We Will Stand Up*, the pain of losing a son, and how systemic racism impacts our justice system.



Laila Ireland

Laila Ireland is a veteran of the U.S. Army, a transgender woman, and an activist. She joins us to discuss her experience filming the documentary *TransMilitary* (Human Rights Film Festival Opening Film, 2018), why trans service members feel more comfortable in war zones than at home, and literally the greatest engagement story ever.

Season 3 Episode 1



Kenneth Bae

Described by North Korea as the most dangerous American they've ever imprisoned, Kenneth Bae talks about spending 735 days in a forced labour camp. He chats with us about faith, grilled cheese sandwiches, becoming a counsellor to his guards and Dennis Rodman.

Season 1 Episode 10

Testimonial from Scott Jones about participating on The Hum Podcast

I had the privilege of speaking out about homophobia and hate crime laws in Canada as a guest on the Hum, and was honoured to be a part of the HRFF. I am so grateful for the work that JAYU does, and the important conversations they spark through their programming. As an activist who uses music and creative expression as a means for social change, I am excited to see the impact JAYU is creating through artistic endeavours. I feel incredibly lucky to have found a community of close friends at JAYU who believe in the power of art to change the world!



Guests Major Monique Brown and Laila Ireland with co-host Simona Ramkisson



**Thank you so much to our sponsors.
Without your support, there is no JAYU.**

2018 Supporters



ONTARIO ARTS COUNCIL
CONSEIL DES ARTS DE L'ONTARIO
an Ontario government agency
un organisme du gouvernement de l'Ontario



SIR JOSEPH FLAVELLE
FOUNDATION



The
Charles H. Ivey
Foundation

Daniels
love where you live™



Community Vitality Partner



2018 Foundations

Lewis Cohen Family Foundation

Organizations that collaborated, engaged and supported the iAM project over the years:

Nikon Canada

supported the program through in-kind donations of camera equipment and photography workshops.

Daniels Corporation

supported iAM in Mississauga through in-kind donations of space for workshops and galleries.

Both **Daniels Corporation** and **Luminato Festival** hired iAM graduates for photography work.

We identified and approached potential program beneficiaries through partnerships with like-minded organizations including:

**Horizons For Youth
shelter**

**Canadian Arab
Institute**

**Native Canadian
Centre of Toronto**

Toronto Public Library

Scarborough Arts

OCAD University

Artscape

**The Centre for Social
Innovation**

**Markham House
Gallery**

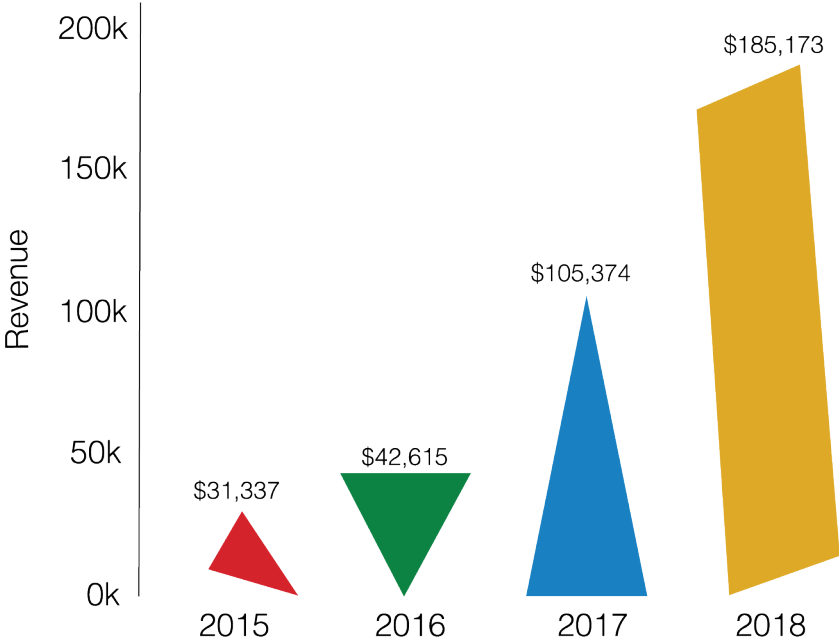
**The Bradley Museum
Heritage Mississauga**

LabB

**Peel Art Gallery
Museum**

**The Dam Drop-in
Centre**

Annual Revenues Since 2015



Financial Summary

	2018	2017
Revenue		
<u>Contributions</u>		
Sponsorships	\$ 100,033	\$ 24,381
Foundations	35,000	22,500
Government (note 4)	34,704	34,000
Individuals	3,445	6,222
Fees for Service	6,697	8,959
Festival Ticket Sales	5,294	9,312
TOTAL REVENUE	185,173	105,374

Expenses

Administration

Personnel	35,950	-
Office and Administration	11,207	5,746
Professional Fees	27,358	19,101
Rent	8,646	4,344

Program

Personnel	48,294	-
Program Delivery	63,568	34,311
Travel and Accomadation	9,188	5,585
TOTAL EXPENSES	204,211	69,087

Excess of Revenue over

Expenses for the year	(19,038)	36,287
Net Assets, beginning of year	38,151	1,864
Net Assets, end of year	\$ 19,113	38,151

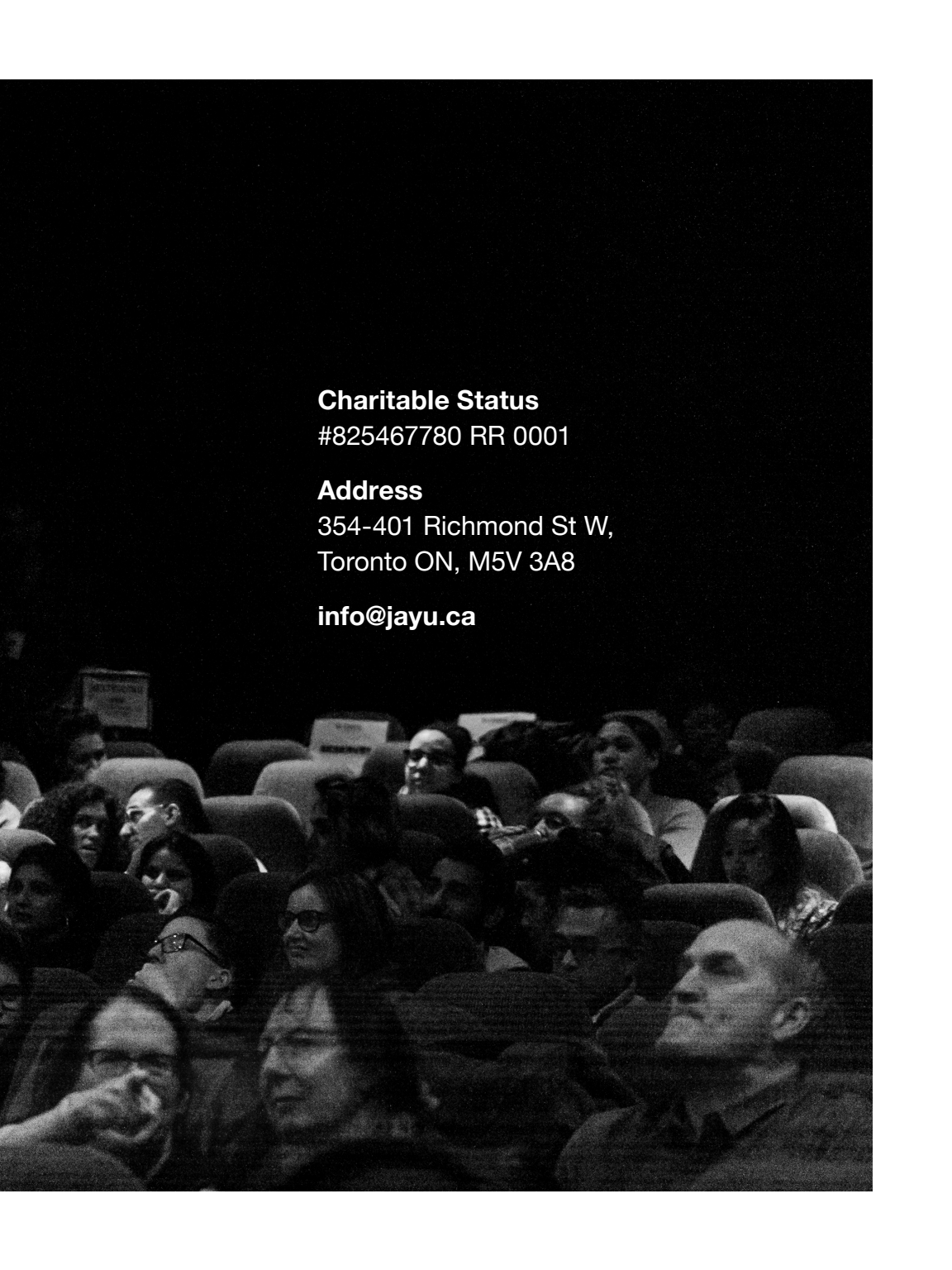
An illuminated "EXIT" sign is visible in the upper center of the image, set against a dark background. The sign is rectangular with the word "EXIT" in bold, white, sans-serif capital letters.

For more information on JAYU, please visit
jayu.ca

To make a one-time or monthly tax-
receiptable donation please visit
jayu.ca/donate

Follow us on social media





Charitable Status

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JAYU



Thank you.