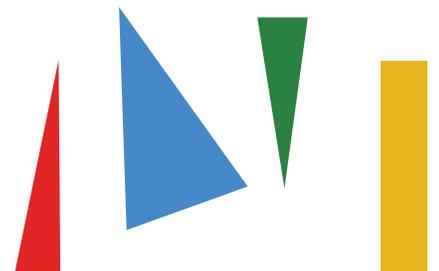


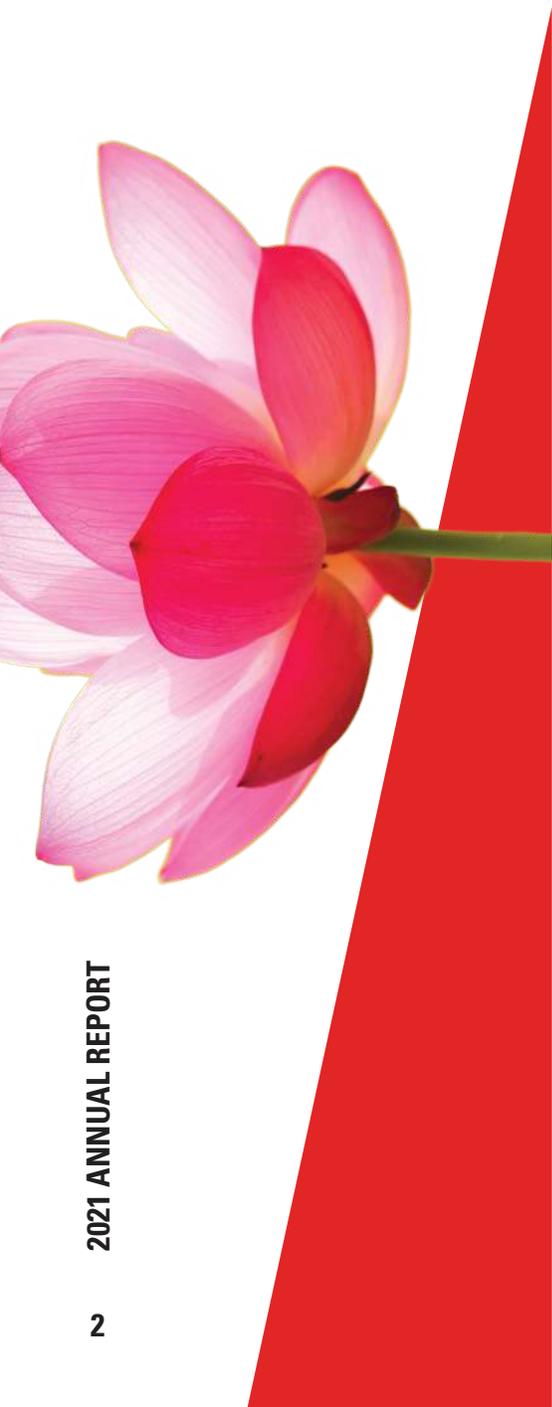


JAYU

2021 ANNUAL REPORT.



Thank you to our funders



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EARLY MERCY

ARTS FOR HUMAN RIGHTS AWARDS

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SONY

WE'VE BEEN HERE SPONSORS



A message from our founder.

JAYU community! I am so excited to share our most exciting and successful year to date. If 2020 was a year full of surprises and pivots (sorry, I know we're done with this word), then 2021 will be remembered for our growth and impact. Thanks to all of our generous supporters, we not only had our most successful financial year, but we also expanded our programming to include our most accessible in-person and virtual offerings to date. All the while growing our audiences, connecting with more equity-deserving youth, and hosting our largest festival ever. Oh, and did I mention that our Human Rights Film Festival(+) turned ten years old? I can't believe it! As you read through this report, my greatest hope is that you appreciate that there is no better tool in this world to build community, inspire equity, and change human behaviour for the better than the arts.

Thank you for your continued support.



Gilad Cohen
Founder & Executive Director





iAM

2021 saw JAYU continue to be committed to equity deserving youth across the GTA. Our iAM Program engaged youth virtually, offering photography, poetry, collaging, and filmmaking training.

YOUTH IMPACT

223 YOUTH PARTICIPANTS

100 YOUTH LINKED TO PAID WORK

319 YOUTH ENGAGED



96%

**of graduates felt
the program boosted
their self-esteem
and confidence.**



95%

**of graduates felt
the program made a
positive impact on
their life.**

10 YEARS OF FILM



TEN YEARS, OVER 100 FILMS, MORE THAN 10,000 AUDIENCE MEMBERS. GIVING A PLATFORM FOR FILM-MAKERS AND ARTISTS, TOGETHER.

Founder Gilad Cohen created The North Korean Human Rights Film Festival after seeing the impact one film could have on his family. Over the last decade, the festival has broadened to include global stories and art beyond film, including comedy nights and poetry slams. As HRFF+ has grown, it has always been rooted in human rights — and made possible by a community of generous funders.





- 100+** FILMS SCREENED
- 41** COUNTRIES IN FOCUS
- 35%** CANADIAN FILMS
- 48%** FILMMAKERS WERE BIPOC
- 70%** FILMMAKERS WERE WOMEN OR GENDER-DIVERSE
- 80** SCREENING Q&A'S
- 10,000+** REGISTERED AUDIENCE MEMBERS
- 100+** HOURS OF FILMS SCREENED
- 50+** HOURS OF SOCIAL JUSTICE PROGRAMMING
- \$40,000+** RAISED FROM GIVE WHAT YOU CAN TICKETS





Episode 41



I DON'T THINK PEOPLE WERE EXPECTING ME TO FIGHT

Celebrating Storytellers



THE HUM

We continued to connect our community to important human rights stories on The Hum Podcast. In its 5th season, hosts Gilad Cohen and Taylah Harris-Mungo talked to a North Korean refugee, the founder of One Body Village Canada, as well as covered topics like living beyond the gender binary and housing insecurity in Toronto. We are committed to bringing you intimate conversations with inspiring individuals advocating for human rights - often times their own.

Selected as one of 100 Outstanding Podcasts of 2021!
Selected by Leah-Simone Bowen of CBC's "Podcast Playlist"

1,700+

STREAMS IN 2021



LAST TUESDAY'S

For a second year, as part of our COVID-19 response, JAYU offered free online human rights arts programming on the last Tuesday of every month. Connecting with our community through film screenings, storytelling, comedy, and poetry slams, we continued our commitment to accessibility by offering give-what-you-can and free admission for all of our events.

1,200 REGISTRANTS IN 2021



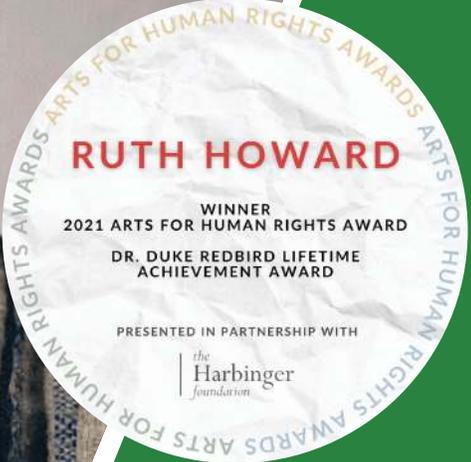
JAYU ARTS FOR HUMAN RIGHTS AWARDS

ARTS FOR HUMAN RIGHTS AWARDS

For artists doing exceptionally important things.

We created the Arts for Human Rights Awards in 2019 as a way to sift through the artistic brilliance in Toronto and recognize the incredible individuals creating exceptional work where the arts and human rights intersect.

**WE THANK THE LEWIS COHEN FAMILY FOUNDATION,
HARBINGER FOUNDATION, MEERKAMPER FAMILY,
AND SONY CANADA FOR THEIR GENEROUS SUPPORT.**



From JAYU'S Community with Love



"SUCH A GREAT SELECTION OF DOCUMENTARIES! I LEARNED A LOT! I LIKED THE FACT THAT THIS FESTIVAL WAS DONATION-BASED; IT MADE IT MORE ACCESSIBLE."

HRFF+ AUDIENCE MEMBER



“ Well done on the fantastic programming and festival. I watched and participated in almost everything. I’m so excited for next year. This is very meaningful for me.”
HRFF+ Audience Member

“ I thoroughly enjoyed this workshop. The mentor was clear, concise and full of knowledge. I learned a great deal.”
iAM Youth Participant

“ Loved this [workshop]. I loved how you presented the collage workshop. Keep up the great work!”
iAM Youth Participant

“ I’ve had a great time meeting so many different people, developing my thoughts into words, and expanding my creative horizons. Thank you, JAYU!”
iAM Youth Participant

“ I was so happy to find myself in this program. The program gave me the chance to write more and make my writing more powerful and meaningful; I am so grateful for this experience.”
iAM Youth Participant

“ I’ve had an eye-opening experience with every movie I watched. That’s why I believe this festival matters a lot.”
HRFF+ Audience Member



We did that!

SHARING HUMAN RIGHTS THROUGH THE ARTS is a dedicated and deliberate act in the best of times. We navigated the COVID-19 pandemic for a second year, doubling down on our commitment to equity-deserving youth and stories that facilitate important and often life-changing conversations.

WE REACHED MORE PEOPLE THAN EVER!

 **394,000+** INSTAGRAM IMPRESSIONS

 **609,000+** FACEBOOK IMPRESSIONS

 **240,000+** TWITTER IMPRESSIONS



ENGAGED MORE YOUTH!

115 more mentorship hours!

111 more youth engaged over the last year!

2x more artist mentors engaged over 2020!

12 multi-week youth workshops offered in 2020!

Introduced a brand new arts residency engaging
20 mentors and mentees!

SHARED MORE STORIES!

Largest HRFF+ yet with 15 screenings and over 500 virtual attendees.



WE'VE BEEN HERE.

AN INDIGENOUS YOUTH EXHIBITION AND FILM

In August 2021, eight youth participated in a two-week intensive photography, poetry, and social justice mentorship program in Kitchener, Ontario, in partnership with JAYU, White Owl Native Ancestry and Wisahkotewinowak. Through art, youth explored themes of truth, reconciliation, trauma, healing, and connection to the land. This exhibition is the culmination of the participants' creativity, bravery, and hard work.

Mentors:

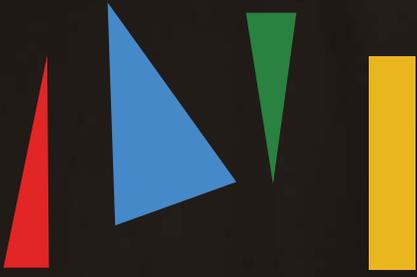
Gilad Cohen, Desiree Mckenzie, Dave Skene, Sarina Perchak

Photo: Payton Daye-Fraser



Photo: Autumn Daye-Fraser





Numbers, Numbers, Numbers.

Revenue:

| | 2020 | 2021 |
|-------------------------------------|----------------|----------------|
| Contributions | \$ | \$ |
| Foundations: | 203,295 | 50,588 |
| Corporations: | 91,156 | 331,531 |
| Government: | 163,818 | 283,577 |
| Individual: | 35,598 | 69,331 |
| In-kind: | 14,684 | 27,000 |
| Sponsorship: | 10,000 | 69,333 |
| Fees for service and product sales: | 12,345 | 17,538 |
| Total Revenue | 530,896 | 848,898 |

| | |
|----------------------------------|----------|
| Excess of revenue over expenses: | \$39,436 |
| Net assets, beginning of year: | \$41,321 |
| Net assets, end of year: | \$80,757 |

Numbers, Numbers, Numbers.

Expenses:

| | 2020 | 2021 |
|------------------------------------|----------------|----------------|
| | \$ | \$ |
| Personnel | 310,810 | 439,351 |
| Program | 86,866 | 69,245 |
| Artistic Fees | 17,040 | 107,846 |
| Advertising | 2,522 | 12,020 |
| Rent | 19,758 | 31,716 |
| Equipment In-kind | 14,684 | 27,000 |
| Travel | 1,088 | 433 |
| Office and General | 23,296 | 57,970 |
| Professional Fees | 10,130 | 46,564 |
| Professional Development | 1,438 | 6,957 |
| Insurance | 1,970 | 2,708 |
| Interest & Bank Charges | 1,858 | 1,840 |
| Total Expenses | 491,460 | 803,650 |

| | |
|----------------------------------|------------------|
| Excess of revenue over expenses: | \$45,248 |
| Net assets, beginning of year: | \$80,757 |
| Net assets, end of year: | \$126,005 |

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SJ Brown (they/them)
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Andrea Rodriguez (she/her)
Director of Operations

Celeste Cole (she/her)
iAM Program Manager

John Debono (he/him)
Film Programming Manager

Kyle Miller (he/him)
Manager of Philanthropy

TJ Banate (they/them)
Social Media Coordinator

Desiree Mckenzie (she/her)
iAM Program Coordinator

Nicole Dane (she/her)
Development Assistant

Cheyenne Lobo (she/her)
Marketing & Logistics Coordinator



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