

JAYU

A YEAR IN REVIEW

ANNUAL REPORT

2020
2020
2020

Art by Krishna Tekkar





MEMORIES

Reflecting on 2020, I'm sure the most obvious thing I can say is that it was a year chock-full of surprises. Personally, one of the biggest surprises and my favourite memory from 2020 came when in front of hundreds of virtual attendees, including leaders in the arts sector and the Mayor of Toronto himself, JAYU was selected as the winner of Toronto Arts Foundation's Arts For Youth Award, an honour that goes to only one of hundreds of organizations in Toronto annually that shows a commitment to engaging youth through the arts. In so many ways, the iAM program is the lifeline for our organization. Beyond being able to offer critical arts and social justice training to young people across this province, the program exists to instill confidence, inspire important conversations, and build spaces where equity-seeking youth can thrive as leaders in their own community. To all the staff, artists, and youth who have contributed to our impact over the years: thank you! The award, and all of its prestige is shared amongst all of us.

Gilad Cohen Founder & Executive Director



MENTORSHIP

Who are you without the teachers in your life? The older sibling figures? The wise friends? Guidance from others is what gives you the confidence to try new things. Mentorship shapes you. It helps you grow. At JAYU, this is the foundation of everything we do. There is always something to be learned and there is always something to be taught.

207

youth received arts mentorship

58

youth mentoring their peers

We moved our
iAM Program to the
virtual sphere.

youth employment opportunities

98

hours of mentorship provided

167.25

Art by Sky Ffrench



DESIREE MCKENZIE

iAM GRADUATE & SPOKEN WORD ARTIST

"At first, I thought mentorship was someone more established telling you how they became successful and you doing exactly those things. With the guidance that I've received from JAYU, I've realized that mentorship is actually another artist getting to know you, what your goals are, and going along on the journey of getting you there. It's a relationship that's based in growth, in challenges and having someone who genuinely wants to see you succeed and make a difference in the world.

I'm so grateful for the mentors I've had in my life who have opened doors and have been willing to offer their expertise and insight into the ones I'm trying to open as an emerging artist."

[Check out Desiree's acceptance speech for the 2020 iAM Youth Artist Award](#)



PHOTOGRAPHER - DENNIS MORRIS

**We hosted an online
iAM Exhibition about
the beauty of
Blackness.**

It was viewed by 3,690 people.

[See the HERE I AM Exhibition for yourself.](#)



Art by Maeve Hind, iAM Grad

We introduced a new iAM Program Collaging.

We now provide programming in photography, poetry, collaging, and filmmaking.



**We hired iAM grads
to shoot our merch,
submit artwork, and
create promotional
materials.**

The results were 🔥.

[Hire an iAM youth.](#)



Photo by Lavdrim Odza, iAM Grad





Photo by Jadon Lem, iAM Grad

We released new merch so folks could do good while looking good.

100% of merch sales go directly toward our mission of sharing human rights stories through the arts. It's a win-win.



**We commissioned 10 iAM
youth to dream up the
artwork for HRFF+**

[Check out the incredible
collage work they created.](#)

STORYTELLING

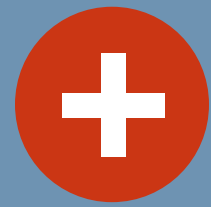
Storytelling is more than sitting down with a dusty book. It's sharing with your community using any medium: poetry, filmmaking, photography, collage. It is the power to bridge gaps and unite groups of people. In 2020, storytelling was more important than ever before as we tried to stay connected, and we are thrilled we were able to keep amplifying voices throughout the year.

We presented our largest Human Rights Film Festival yet.

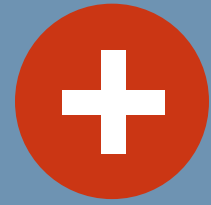
(and we added a + to the name to represent all the art and performance we presented too!)



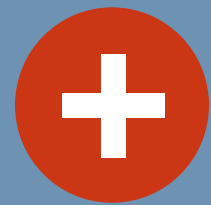
Art by iAM Grad Iris Okoro



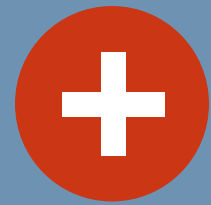
Keynote



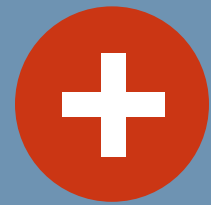
Awards



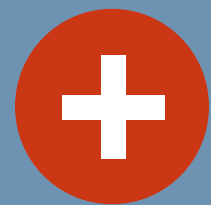
Workshops



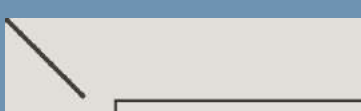
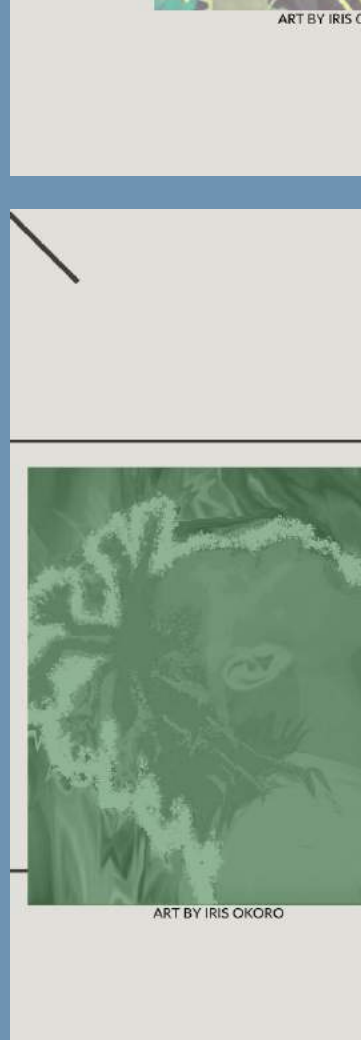
Poetry



Exhibitions



Comedy

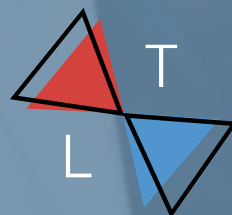




Poetry by iAM Grad, Desiree McKenzie

We created a new virtual screening series called Last Tuesdays.

A virtual way to connect each month with free and accessible human rights and arts programming.





**We screened 25+
films in just one year!**

21

Female directors

9

9 LGBTQ+ filmmakers

14

BIPOC filmmakers



30

Events

70

Storytellers

48

Female Storytellers

13

Storytelling Events

1,802

HRFF+
Registrations

HRFF+

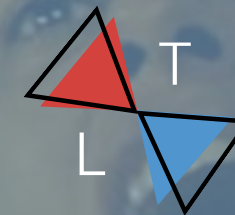
HUMAN RIGHTS FILM FESTIVAL


3,331

Total Registrations
at JAYU events

1,529

Last Tuesdays
Registrations





The Arts for Human Rights Awards were born in 2019 as a way for us to celebrate the brave and brilliant individuals from across Toronto who use their crafts to advance conversations on human rights. In 2020, we were proud to introduce two new award categories including The Dr. Duke Redbird Lifetime Achievement Award, and the Indigenous Artist Award.

A big thank you to our jury which included Randell Adjei, Gilad Cohen, Celeste Cole, Katura Gibb, Jack Kim, Fred Martin, and Kenya-Jade Pinto. These awards were generously sponsored by the Lewis Cohen Family Foundation, The Harbinger Foundation, Sony Canada, and Bennett Awards.

ARTS FOR HUMAN
RIGHTS AWARD

DESIREE MCKENZIE
iAM ARTIST, 2020

ARTS FOR HUMAN
RIGHTS AWARD

DESIREE MCKENZIE
iAM ARTIST, 2020

DR. ELDER DUKE REDBIRD

Recipient of Lifetime Achievement Award
Arts for Human Rights Awards, 2020

“In keeping with the wisdom of respecting the rights of all life on Mother Earth, I accept this award on behalf of all artists over time who have used their creative skills in the service of human rights. There is so much more work that remains to be done and I am confident that the other artists who in the future will receive this Lifetime Achievement Award in my name will be filled with the same love in their hearts as I am feeling today. Miigwetch and thank you.”

[Check out Dr. Elder Duke Redbird's acceptance speech for the 2020 Lifetime Achievement Award](#)



Five awards with a total of \$10,500
in cash and prizes

Congratulations to the 2020 winners!

Lifetime Achievement Award: Dr. Elder Duke Redbird

Indigenous Artist Award: Yolanda Bonnell

Established Artist: Julia Hune-Brown

Emerging Artist: Faduma Mohamed

iAM Artist Award: Desiree Mckenzie

70+ Award Nominations

AUDIENCE

2020 was the year of the internet. Spending most of our time scrolling, liking, commenting, and sharing taught us that being confined to our bubbles doesn't mean we can't socialize. From our booming newsletter, to our growing Instagram and Twitter accounts, we are so grateful to continue talking with our audience. Being featured in online publications, radio shows, and press from across the globe was an unbeatable experience!

"Three films, none what I expected them to be and all absorbing and disturbingly, wonderfully thought provoking. It would be worth picking randomly from the catalogue and trusting that the HRFF+ curators know what they are doing."

Drew Rowsome, review of HRFF+

As seen on



"If you're not following @jayucanada, you're missing out. It's so important to follow and support orgs that are actively fighting and doing the work of breaking down systems and lifting up artists."

Canadian Writer and Broadcaster, Jael Richardson

**Happy
#CharityDay**

We want to say thank you to everyone for helping JAYU become what it is today. Swipe through to learn how you can continue to

**OF THE
FESTIVAL**

- Exclusive Content
- Discounted Merch
- Advanced

8th annual

HREF

**CHARM
CITY**



393.3K

Impressions on
Twitter



2.6K

Page Likes on
Facebook



239.4K

Accounts Reached
on Instagram

**See what all the hype's about and follow
us @jayucanada**



3,000+

Newsletter
Subscribers

**Our newsletter delivers the best in
human rights + arts content right to
your inbox.**

17K

Website Visits

37K

Page Views



COMMUNITY

Building community is the backbone to any organization. In everything we do, we strive to create a space where people can unite over their shared passion for arts and human rights. Without donors, sponsors, partners, friends, and our dedicated team, we'd be screaming into the void.

The Koffler seniors program was an incredible opportunity to explore and expand our iAM programming. Two iAM Graduates had the opportunity to mentor and facilitate photography workshops for seniors to create their own visual and written work. The program commenced in February 2020 with an unexpected postponement due to COVID.

But JAYU being JAYU, we found a way to recommence the Koffler senior program online. Part one of their exhibition *Without Borders, Without Limits* was showcased in December. Stay tuned for a part two in 2021. Despite set-backs and tackling the digital barrier, it has been amazing to see the community develop and to see the seniors in the program grow as artists.

**We ran
23
partner workshops**

360°kids

Adobe

ARTSCAPE

Canada's National Ballet School

Daniels

G44

Koffler

Pandemic Publications

Scadding Court CC

STEPS

Story Centre Collab

Taking It Global

theDam

Being in lockdown created a dangerous lack of separation between the professional and personal realm. The pressure to continuously work because, "there's nothing better to do" and feelings of obligation were amplified. At JAYU, we are changing that sentiment.

Switching to the 4-day work structure and continuing to offer unlimited sick days and vacation days has had an overwhelmingly positive impact on staff. Even during a productive and successful year of programming, one thing remained stable: JAYU's commitment to work life balance.

WORK/LIFE

86%

Feel more focused throughout the day

86%

Feel an improvement on their mental health

100%

Feel a better work/life balance working 4 days vs 5

100%

Have more time for family, friends or hobbies working 4 days a week

**No biggie. We've only
got the best Team and
Board of Directors of all
time.**



STAFF

Gilad Cohen - Founder / Executive Director

Andrea Rodriguez - Senior Manager of Operations

SJ Brown - Fundraising Manager

Celeste Cole - iAM Program Manager

John Debono - Festival Programming Manager

Cheyanne Lobo - Podcast + Marketing Coordinator

Desiree Mckenzie - Festival Coordinator

BOARD OF DIRECTORS

David Vella - Chair of the Board

Brittney Cathcart - Secretary

Jack Kim - Director

Liz Kohn - Director

Fred Martin - Director

Michael Prosserman - Director

Alicia Rose - Director

Graeme Roy - Director

Eui Yong Zong - Director

Thank you to all our supporters.

Each and every one of you help
JAYU achieve our mission year
after year.

We couldn't do it without you.

For real, each and every one of you.



THANK YOU 2020 DONORS

A

Ryan Antooa
Matthew Ardill
Art Gallery of Greater Victoria
Shelby Auburn
Gesilayefa Azorbo

B

Andrea Battersby
Brigitte Beaulne-Syp
bebo mia inc.
Alexandra Belaskie
Jaques Belik
Jennifer Bell
Ginny Bellwood
Amanda Bertucci
Josiah Bilagot
Krista Boniface
Andrea Briceño
Lorraine Briscoe
Elaine Broe
Chris & Mary Brown
Jennifer Brown
Johnathan Brown
SJ Brown
Katherine Bruce

Jennifer Bucci
Keely Bujold
Lara Bulger
Jonathan Bunce
Ethan Burg
Jessica Burnstein

C

Filomena Calabrese
Bryan Campbell
Brittney Cathcart
Jason Cedrone
Carly Chalmers
Lawrence Chan
Patrick Chan
Louanne Chan
Meredith Charko
Chris Chin
Marc Chitiz
Irene Cho
Suzanne Christie
Jennifer Chung Lim
Robyn Citizen
Nancy Clemo
Vicki Clough
Janel Coe
Irit Cohen

Jeanette Cohen
Gilad Cohen
Karen Cohl
Celeste Cole
Complete Home Improvement
Luke & Daniella Cordero
Anne-Marie Côté
Shannon Cranwell
Sarah Cruickshank

D

Stephanie D'Souza
Heather & Daniel Daam-Rossi
Qurat Dar
Jessica Dargo Caplan
Véronique Darwin
Jason De Mata
Emily Debono
John Debono
Margaret & Joseph Debono
Mary Debono
Olga Delgado
Maryssa Deliteris
Lisa Dent-Couturier
Christopher Desloges, Toronto
Sign Language Interpreter Service
Em Dial

**Together, you
committed
778 gifts
towards our
programming.**

Alessandra Dimita
Devan Dirocco
Gordon Doctorow
Milica Dodic
Hannah Donegan
Geoff Doner
Angie Doran
Vanessa Doucet-Roche
Nicole Dyble
Allison Dyer

E

Mikaila Edghill
Allayna Eizenga
Rachel Epstein
Mia Evans



F

Catherine Faulkner
Jolie Featherstone
Monte Fenske
Mary Fiore
Hannah Fisher
Leilei Fong
Meimei Fong
Barbara Frey
Kelly Friscia
Dotti Fuentes
Misty Fujii

G

Nadia Galvan
Terry Gammon
Carmen Gauthier
Chris Gaytan
Mary Gerretsen
Alicks Girowski
Marilyn Goldberg
Jeanette Goldman
Arielle Goldschlager
Pepi Gonzalez Wilson
Jaqui Gordier
Michael Greenblatt
Ian Griffin

Ashley Grzybowski
Jasmine Gui
Andrea Gutierrez
Olivia Guy-McCarvill

H

Larry Haiven
Sal Hakim
Martha Haldenby
Christine Han
Steph Harvey
Kevin Hempstead
Doley Henderson
Nancy Henderson
Tanya Hendriks
Alex Herber
Frederick Hertz
Christine Hill
Joanna Hillier
Shana Hillman
John Hoover
Tanya Hoshi
Bianca Hossain
Savoy Howe
Joy Howse
Safiyah Husein
Mark Hutchison

I

Matthew Ing
Lawrence Ismail
Blanche Israël, Proscenium
Services

J

Laurette Jack
The Jaffer Family
Katy James
Christen James
Linnaea Jasiuk
Casie Jensen
David Johnson
Kristie Jones
Rebecca Jones
Jesse June-Jack

K

ManpreetKaur Juneja
In honour of Sylvia Kalmar
Lyle Kanee
Lindsay Kantor
Bruce Karten
Lital Kathein
Mindy Kathein
Rodica Kathein

Katie's Cards
Emily Kerr
Nidhi Khanna
Jack Kim
Christopher Kim
Elisabeth Kohn
Swati Kumar



L

Jason LaChappelle
Rebecca Lacroix
Liz Lambert
Catherine Lathwell
Bertha LeeMabel Lee
Davin Leivonen - Fok
Ruth Leneman
Carolyn Levett
Victor Levin
Cheryl Levitt
Richard Lewis
Nazreth Libab
Jeanne Lieberman
Brian Lim
Kallee Lins
Sarah Liu
Stephen Livingston
Cheyanne Lobo
Isabel Lontoc
Krista Lord
Taylor Luftig
Carl Lyons

M

Ron Ma
Brianna Mandolesi
Gianna Manzerolle

Daniella Marchese
Leslie Marin
Ashleigh Marshall
Fred "Something Else" Martin
Sarah J A Martin
Jessica Matteazzi
Harley Mawhinney
Joan McCalla
Selina McCallum
Meaghan Mccomb
Cathy McCurdy
Natasha Mcdiarmid
Niamh Mcgarry
Evelyn McGregor
Michelle Meaders
Eric Meerkamper
Alex Meers & Michael Fairless
The Meers Fam
Emilia Mete
Rodrigo Michelangeli
Barbara Miller
Kyle Miller
Madeleine Million-Osborne
Laura Milton
Salomon Minkin
Hans Modlich
Leila Mohamed
Bernice Monaghan
Ainsley Moore

Natassia Morris
Geoff Morrison
Taha Muharuma
Peter Muldoon
Georgina Murphy
Ardiana Mustafa
Melanie Muto
ZM Mwanakweli

N

Archie Naik
Christine Nakatsu
David Namisato
Mario Nascimento
Oliver Nassar
Maytha Nassor
Andrea Ng
Wenzie Ng
Yvonne Ng
Alex Nguyen
Amanda Nkeramihigo
Adam Nordell

O

Jan O'Hearn
Heather O'Keefe
Patricia Orban
Ida Ordas
Monika Oviedo

P

Pandemic Publications
Bryson Parks
Ligaya Pascual
Madeleine Patton
Sarah Phillips
Kenya-Jade Pinto
Mike Prosserman

R

Venera Raffa
Michelle Ragno
Simona Ramkisson
Mechelle Rene
Gisela Restrepo
Jocelyn Reynolds
Hollis Roberts
Ryan Robinson
Kathryn Robson
Victoria Robson
Andrea Rodriguez
Carlos Rodriguez
Elena Rodriguez
Janet & Juan Rodriguez
Oriana Rodriguez
Alicia Rose
David Rose
Dan B. Rosen
Mari Rossi

Carla Roter
Barbara Rother
Graeme Roy
Rebecca Rubenstein
Johnna Ruocco
Patti Russell
Robert Ryan
Laura Ryan

S

Karran Sahadeo
Lexi Salt
Ron Samson
Jaspreet Sangha
Lincoln Sant
Vanessa Saraiva
Florence Savage
Alex Sawatzky
Joan Schafer
Rochelle Schneider
Ronit Schwabe
Harvey Schwartz
Shari Scott
Shirley Segev
Mone Sengthavy
Natasha Serba
Stan Shabason
Mohamed Shaheen
Lisa Shen
Tom Shepard

Ronnie Shore
Anne Simpson-Porco
Akshyan Sivam
Jessica Smith
Kevin Smith
Claire Smyth
M Linda Snyder
Brendan Soares
Rafael Solis
Michael Soncina
Sandra Soon
Jeffrey Sotto
Bianca Sprague
Christina Starr
Kasey Stewart
Adnan Subzwari
Lizzy Sweitzer
Kathy Sykora
Tamara Sylvester

**You donated
more to JAYU in
2020 than any
other year.
Thank you.**

T

T. Taitt
In honour of Marcus Tan de
Bibiana
Reia Tariq
Adam Taylor
Alex Taylor
Antonia Taylor
Meryl Taylor
Polina Teif
Patricia Tervit
Krisha Thakkar
Shelley Therrien
Michael Tilleard
Emily Trudeau
Gwen Tuinman
Catherine Turcotte

Karen Turner
Marianna Tzabiras

U

Nina Usherwood
Richmond Uy

V

Bonnie Van Toen
Joseph Van Troost
Serena Vandersteen
Jelena Vasic
David Vella
Aman Vellani
Navi Viswanathan
Leah Vlemmiks

W

Ruby Watson
Ellen Waxman
Jodi Weber
Nicole Welden
Spencer West
Alia Weston
Stephen Whibbs
Kim White
Sherry J Wickwire
Drew & Brittany Wilkinson
Megan Wilkinson
Lori Willcox
Sonya William
Jess Wilson
Barbara Woloszczuk
Deanna Wong
Tanya Workman

Y

Kinji Yamada
Victoria Yang
Yellow Pad Sessions
Sarah Yim
Andrew Young
Kelly Young

Z

Justina Zatzman
Emilia Zibaei
Sharon Zikman
Cindy Zimmer
Tina Zita
Eui Yong Zong
Helen Zukerman



Thank You Sponsors!

iAM



An agency of the Government of Ontario
Un organisme du gouvernement de l'Ontario



Thank You Sponsors!

Arts for Human Rights Awards



the
Harbinger
foundation

SONY

LEWIS COHEN
FAMILY FOUNDATION

HRFF+



#RISINGYOUTH
community service grants



#JEUNES EN ACTION
subvention de service communautaire

FINANCIAL OVERVIEW

Revenue

	2019	2020*
Contributions		
Foundations	\$139,699	\$53,000
Corporations	112,500	69,957
Government	59,693	375,600
Individuals	12,693	35,598
In-Kind		14,698
Other		21,198

*Statements currently
under annual audit review

FINANCIAL OVERVIEW

Revenue Continued

	2019	2020*	
Sponsorships	53,000	10,000	
Fees for service	26,434	10,563	
Product sales	6,793	1,769	
Interest		14	
Total Revenue:	\$410,812	\$592,397	*Statements currently under annual audit review

FINANCIAL OVERVIEW

Expenses

	2019	2020*
Personnel	\$ 219,543	\$308,251
Program	64,130	80,356
Artistic fees	32,303	39,835
Rent	22,309	19,758
Office and general	20,366	22,426
Travel	14,050	1,003

*Statements currently
under annual audit review

FINANCIAL OVERVIEW

Expenses Continued

	2019	2020*	
Professional fees	\$8,090	\$17,720	
Professional development	2,552	1,438	
Advertising	2,347	2,522	
Insurance	1,727	1,970	
Interest and bank charges	1,187	1,839	
Fundraising		612	
Total Expenses:	\$388,604	\$497,730	*Statements currently under annual audit review

FINANCIAL OVERVIEW

*Statements currently
under annual audit review

	2019	2020*
Excess of revenue over expenses for the year	\$22,208	\$94,667

	2019	2020
Net assets, beginning of year	\$19,113	\$41,321

	2019	2020
Net assets, end of year	\$41,321	\$135,988



Thank you for not only making it through 2020 with us, but making it a year worth remembering.

2020 was good year for JAYU's programming. Most importantly though, we were lucky enough to remain safe during a global pandemic while supporting our JAYU family as best we could.

And really, what's more memorable than that?

Art by Teshyla Bailey

Art by Daksha Sath

For more information about
JAYU, please visit jayu.ca

Follow us on Social:

   [jayucanada](https://www.instagram.com/jayucanada)

