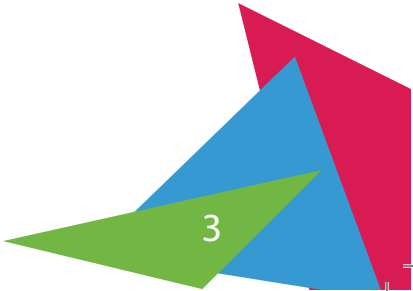




2019 Report

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Training Program

The YAM videography training program was a large focus of our activities this quarter. Three successful YAM sessions were held in schools: Norman Johnston Alternate, Richard Pfaff Alternate and Hillcrest Highschool. A total of 51 youth graduated from the training program across the 3 sites (more than double our target).

Our focus on Alternate School this quarter has had a significant value-added to the youth, as students who attend Alternate Schools work independently and rarely have opportunities to work in groups and build relationships with each other. The process of developing a movie concept requires everyone to work together, develops their ability to incorporate multiple ideas and identifies personal strengths that the entire group can benefit from. For example, this year our Youth Active Media program helped a young lady discover her skills as an extremely well-organized producer, another young man re-discovered

his love for the performing arts and several others learned they have an interest in creative writing, directing and business.

A new experience for YAM included a participant who delved into the world of make-up artistry for a short comedy that a group of participants wrote, produced and edited. This particular youth was inspired to pursue make-up artistry for cinema as a career path – an example of how diversified the skills and opportunities for video can be.

Several of these youth have since been hired by YAM in their first paying, career-oriented jobs.

 **6** short videos completed on issues that matter to youth

1-2 Community Screenings

 **2** Training sites

24 Youth trained



Videos Completed by Youth

14 videos were created by the youth this quarter (more than double our target), addressing issues important to the youth. For example, one video was on the topic of a student's personal struggles being autistic. The student wrote an amazing poem and developed a screenplay to go with it.

Another student wrote and produced a screenplay about her background being raised by mixed ethnicity parents and how that effects her experience at school. All video will be available on YouTube shortly.

Screenings

One very successful screening took place with students and teachers Norman Johnston, and two events are being planned for early 2019 with students at Hillcrest and Richard Pfaff.

"Thank you so much for getting on board with us!"

Youth Employment & Co-op placements

7 new youth were hired to work with the YAM & Hot Shoe Productions this quarter, bringing out total number of youth currently employed by Hot Shoe/YAM to 19. (Year to date total: 26 youth employed).

In addition, 100% of youth who have graduated/moved on from their positions with us are now either employed full-time, or in school full-time (all 3 of those in school are studying media/video-related programs).

This is significant, given that the vast majority of youth we employ are either unemployed or significantly underemployed before starting their positions with YAM.

Their confidence in pursuing opportunities – employment or educational – is recognizably improved once their positions with us have come to an end.

16
Co-op
Placements

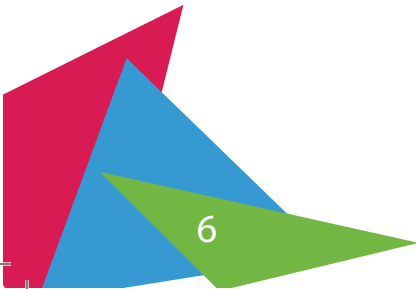
Co-op Placements

As identified in previous reports, co-op placements have been less desirable to the youth than previously anticipated, as they are typically unpaid and many students are feeling financial pressure to secure paying work, even when those opportunities may not be career related.

In order to reflect this reality, we would like to propose that our total target of “20 co-op placements over the course of the NLCC grant” be adjusted to: “20 job opportunities arranged for youth, either co-op placements, or paid work opportunities with employers over the course of the NLCC grant” (this is in addition to

direct youth employment with Hot Shoe/YAM). We feel that this adjustment would bring greater value to the youth, as paid roles with partners and industry players represent a much needed stepping stone towards either returning to school full time or accessing full time career-oriented work. It has also been the clear preference of the youth.

8
new
youth



Social Enterprise Development

Update on the Social Enterprise

The Social Enterprise is continuing to grow and develop as a company. We had several returning clients this quarter (such as Urban Legends Poetry Collective, CSED and the Adoption Council), which is a promising sign that our clients are satisfied with our work.

We have also succeeded in branching into new clientele, such as the Center of Catholic Immigrants (for a project exploring language issues for newcomer seniors), and the OTUS group. In addition, working with influential individuals and at large public events has had a noticeable impact on the youths' self confidence.

For example, a project that the youth found to be particularly engaging was a video series about the importance of culture in anticipation of the municipal election. The youth interviews: Michael Crockatt, President and CEO of Ottawa Tourism, Anna Lambert, Director of Talent

Acquisition at Shopify, and Ian Faris, CEO of Ottawa Board of Trade. The project lead was Catherine Lindquist, ED of the Council of Heritage Organizations in Ottawa - all amazing people for the youth crew to meet and work with.

We continue to explore various opportunities for diversifying our clients and services, include another photography contract his quarter. Videos for local sports organizations are one of the opportunities we've identify as a potential market segment. Currently, we are discussing a project with the Ottawa Tennis and Lawn Bowling Club, as an example. (quote submitted but not yet approved).

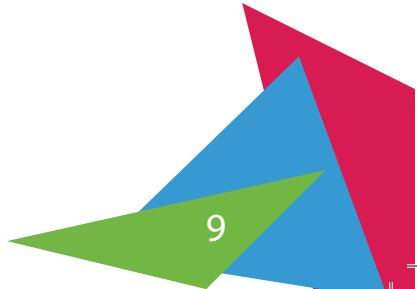
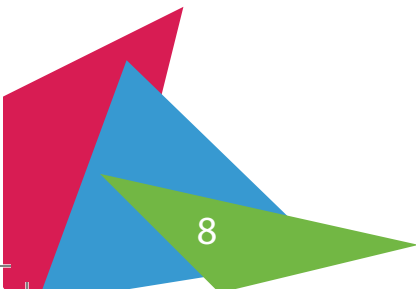
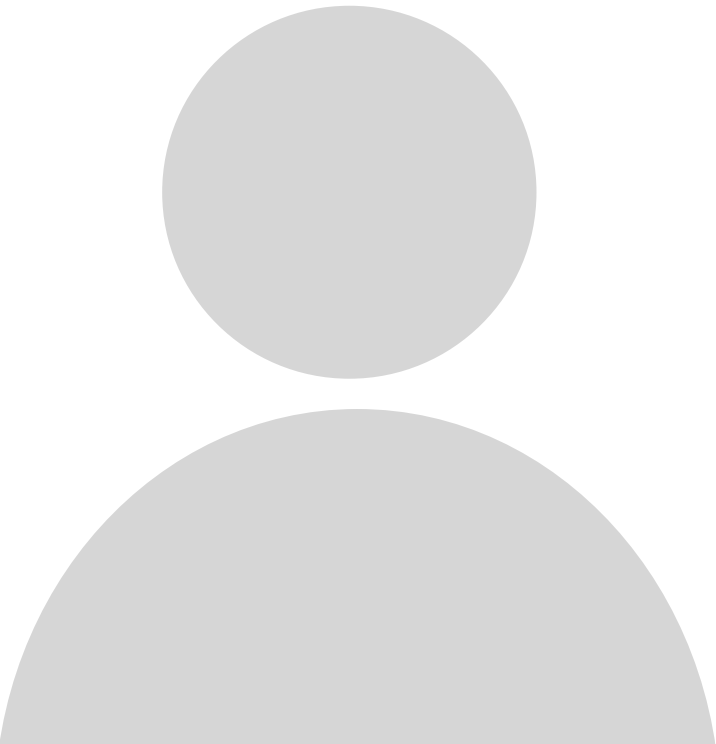


Update on development of SE, eg. new clients, diversification of products/services, re-branding/marketing, business processes, etc.

"The Hot Shoe Team has been extremely professional every step of the way"

"Thank you for all the work you have put in these video's and teaching us all these skills."

"Beautifully done! The video does a great job at validating the importance of learning English in a senior-centered manner."



Private Sector Involvement

Our industry partners continue to play a supportive role in providing strategic advice, and occasionally referrals. Although no direct training for youth was provided by industry players this quarter, we are planning for a full day of in-kind training for the youth staff on Feb 15, hosted at Media Style, delivered by 4 separate industry partners.



Social Enterprise Revenue

YAM Social Enterprise Revenue / Projects

Projects Invoiced in Q4
(Oct - Dec 2018)

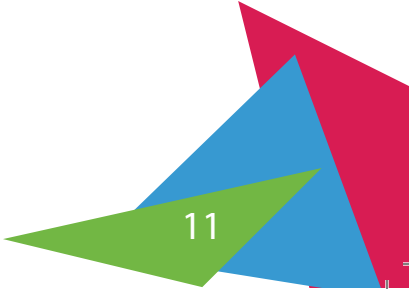
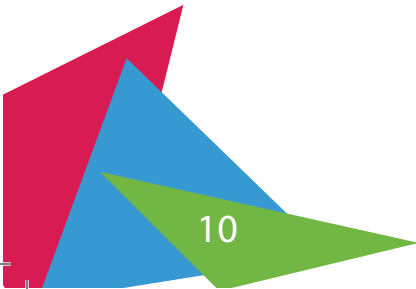
Urban Legends Poetry Collective (3 monthly poetry slam events)
Adoption Council of Ottawa
Centre for Social Enterprise Development
Community Foundation of Ottawa / NLCC
Ottawa Youth Engagement Committee
Thirteen: A Social Enterprise

Catholic Center for Immigrants (ESL Seniors)
Total: \$7,210.00 / 11 projects total for 7 clients



We experienced some slowing down in revenue this quarter related to two factors

1. We had an opportunity to intensify operations on the training program side, graduating more than double our target number of youth, which reduced available time for the Social Enterprise.
 2. The Christmas holidays effectively shortened the quarter, as many of our staff were on a break, as were many clients.
- We nonetheless exceeded our annual revenue target for 2018. Our 2018 projected revenue was \$36,000 , and our actual 2018 revenue was \$41,675 (15% above target).



Challenges, lessons learned, opportunities, other notable occurrences

Opportunities

1. We are currently exploring a partnership with Algonquin College's video production program, as a direct result of a connection made at the 2018 NLCC event. This may include mentorship between second and post-secondary students, technology sharing or other opportunities.
2. We are exploring an opportunity with YMCA Toronto related to a province-wide media & gambling initiative that they are delivering. This may include training for our youth on: healthy decision making, financial literacy, media literacy, and how technology has influenced gaming and gambling, as well as a media contest.



PR / Media / Recognition

Recognition this quarter

Ottawa Business Journal: <https://obj.ca/article/ottawa-community-foundation-innovative-solutions-tackling-youth-unemployment-ottawa>

Presenting at the NLCC 2018 was an excellent opportunity to raise the profile of the initiative and make connections with potential partners (eg. Algonquin) and potential clients.

"Yes! This is great!
Thank you very much."

