

A photograph of two young women standing side-by-side against a vibrant, abstract background of colorful paint splatters in shades of blue, green, pink, and brown. The woman on the left has long dark hair, wears glasses, and a red and black horizontally striped long-sleeved shirt. The woman on the right has long dark hair in braids and wears a dark blue top with small red patterns. A large white heart outline is superimposed over the image, with a small pink heart icon on the left side and a white heart icon at the bottom left.

Gratitude Report 2019

YouthOTTAWA



**YOU'RE MAKING
FUTURES BRIGHT**

**THANK YOU FOR
CHANGING THE
LIVES OF YOUTH**



Since 1997, we've been empowering and building opportunities for young people. Today, we continue to fuel these young leaders, but we could not do it without your support!

We thank you for empowering youth to reach their fullest potential.

You gave hope and opportunity to over **5,000 youth last year**. You enabled them to engage in critical decision making processes, build powerful networks, innovate significant social impacts, and inspire one another - and us! - to build better communities today.

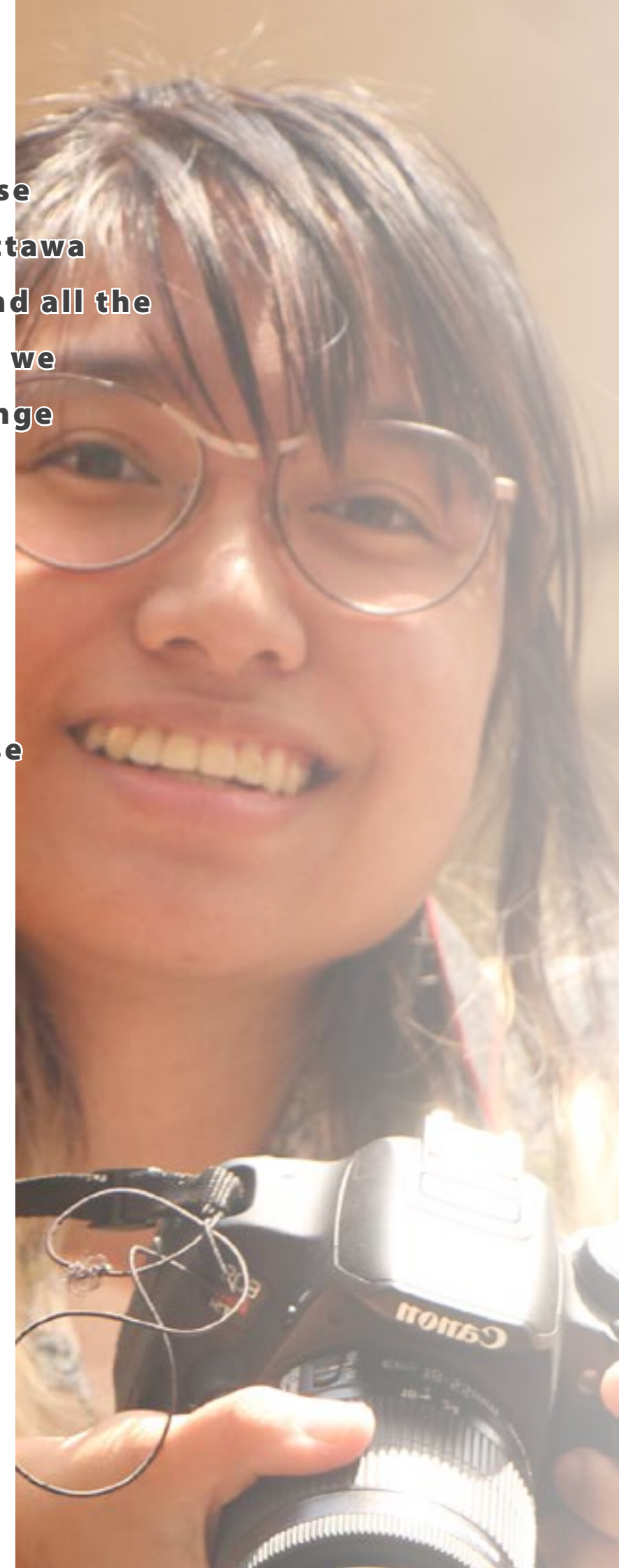


All youth have the creativity and potential to spark extraordinary change - to use their skills and take action in their communities. At Youth Ottawa we believe in activating youth to create solutions to problems they see facing their communities.

We offer support and mentorship to assist youth to be successfully engaged, provide learning opportunities and skill building and give ownership to youth recognizing that the personal impact resulting from a youth-led initiative can promote ongoing youth participation. **Without you, none of this is possible!**

“Thank you so much for your support of Youth Ottawa. It’s because of your support Youth Ottawa can in turn support us and all the different kinds of things we want to do to create change right here, right now.”

- Reine Tejares
Member of Hot Shoe Production and Youth Ottawa’s social enterprise



BUILDING ENTREPRENEURS



In 2019, we launched the Amplified Fellowship with funding from the City of Ottawa's Community Economic Development Fund, the RBC Foundation, the Ottawa Community Foundation and the Canada Summer Job Grants awarded through the Honourable Catherine McKenna's Ottawa Centre riding.

This fellowship amplifies what young social innovators are already doing - creating innovative impact projects in their communities - with entrepreneurial skills, toolsets, and mindsets.

Through tailored business-design workshops and one-on-one mentorship with an Entrepreneur-in-Residence (Manu Sharma, from the Center for Social Enterprise Development), the first cohort of Amplified Fellows built their business models for long-term sustainability in their social impact initiatives projects.

Since working with Youth Ottawa, these Social Impact projects have brought in over \$140,000 to support themselves, employ their peers, and sustain and scale their social impact projects. Amplified Fellows have further been employed in over 4,200 hours spent running Youth Ottawa's school engagement programs.



13 young social innovators



7 different social enterprise ideas



5 tailored, in-depth business development workshops



10 hours per project of dedicated, one-on-one entrepreneur in residence support



4 networking events to put into practice skills learned



With the help of Youth Ottawa and generous donors, I am now building a social enterprise that ensures young musicians are able to make a successful living out of music.

Youth Ottawa has been vital in supporting Cuts for Kids, a non profit that provides refugee youth with free haircuts.

Thanks to Youth Ottawa, I get to go into schools to impact young people the same way I was impacted all of those years ago.



ABDUL MUSE

Young social innovator, CEO of WOKE studios



IBRAHIM MUSA

social innovator and founder of Cuts for Kids



ELIZABETH CLARKE

social innovator and founder of FreedX

SOCIAL INNOVATION PROJECTS

Ibrahim Musa is the Founder and Executive Director of the Cuts For Kids Foundation, which promotes dignity through access to equal opportunities by connecting youth to essential services – starting with a haircut or style. Ibrahim’s personal mission is to alleviate socio-economic barriers affecting youth, born out of his own experiences arriving to Canada in 2002 as a refugee from Iraq.

“Coming as a refugee to Canada and growing up poor, I was increasingly self-conscious about myself and my family, and it was socially isolating. At that point, haircuts were a luxury we couldn’t afford, and I remember being so sick of my mom’s haircuts that I picked up my teddy bear, grabbed a pair of scissors - cutting his hair and then mine. I was 5 years old when I learned that even as a child, we have a need for dignity. The Cuts For Kids Foundation believes that every child deserves an equal opportunity to succeed. We promote dignity by providing access to opportunities through connecting youth to tailored services - starting with a haircut or style.”

IMPACT OF THE AMPLIFIED FELLOWSHIP

- 1** CUTS FOR KIDS HAS ENHANCED THEIR UNDERSTANDING OF THEIR PRIMARY CUSTOMER SEGMENTS AND BENEFICIARIES TO IMPROVE THEIR SERVICES.
- 2** DEVELOPED A BALANCED BUSINESS MODEL
- 3** IMPROVED THEIR DONOR STORY
- 4** \$43,000 IN SECURED REVENUES TO DATE TO SUPPORT FURTHER GROWTH AND IMPACT OF THE CUTS FOR KIDS FOUNDATION

After building upon the business lessons from the Amplified Fellowship, Ibrahim was employed by Youth Ottawa to launch the new Social Enterprise Program - changing the way students think about their education and career path.

“I AM HAPPY TO BE A PART OF A TEAM OF TALENTED CHANGEMAKERWS WHO ARE TAKING THEIR FOUNDATIONAL LIVED EXPERIENCES AND INSIGHTS ON CHANGE LEADERSHIP INTO THE CLASSROOM.”

“ YOUTH OTTAWA’S FOR YOUTH BY YOUTH MODEL IS WORKING TO TURN THE PAGE ON ANTIQUATED VIEWS ON YOUTH AND BRINGING COMPETENT AND COMPASSIONATE YOUNG PEOPLE TO THE FOREFRONT OF CHANGE.”



AMPLIFYING YOUTH VOICES



Storytelling through the ARTS

SttARTs was successfully launched for the second time this year. SttARTs is an exciting program that teaches students how to find their voice and tell their own stories. Storytelling supports many of the characteristics and skills of the school curriculum that include critical thinking, effective communication and innovation and creativity.



True Youth Stories

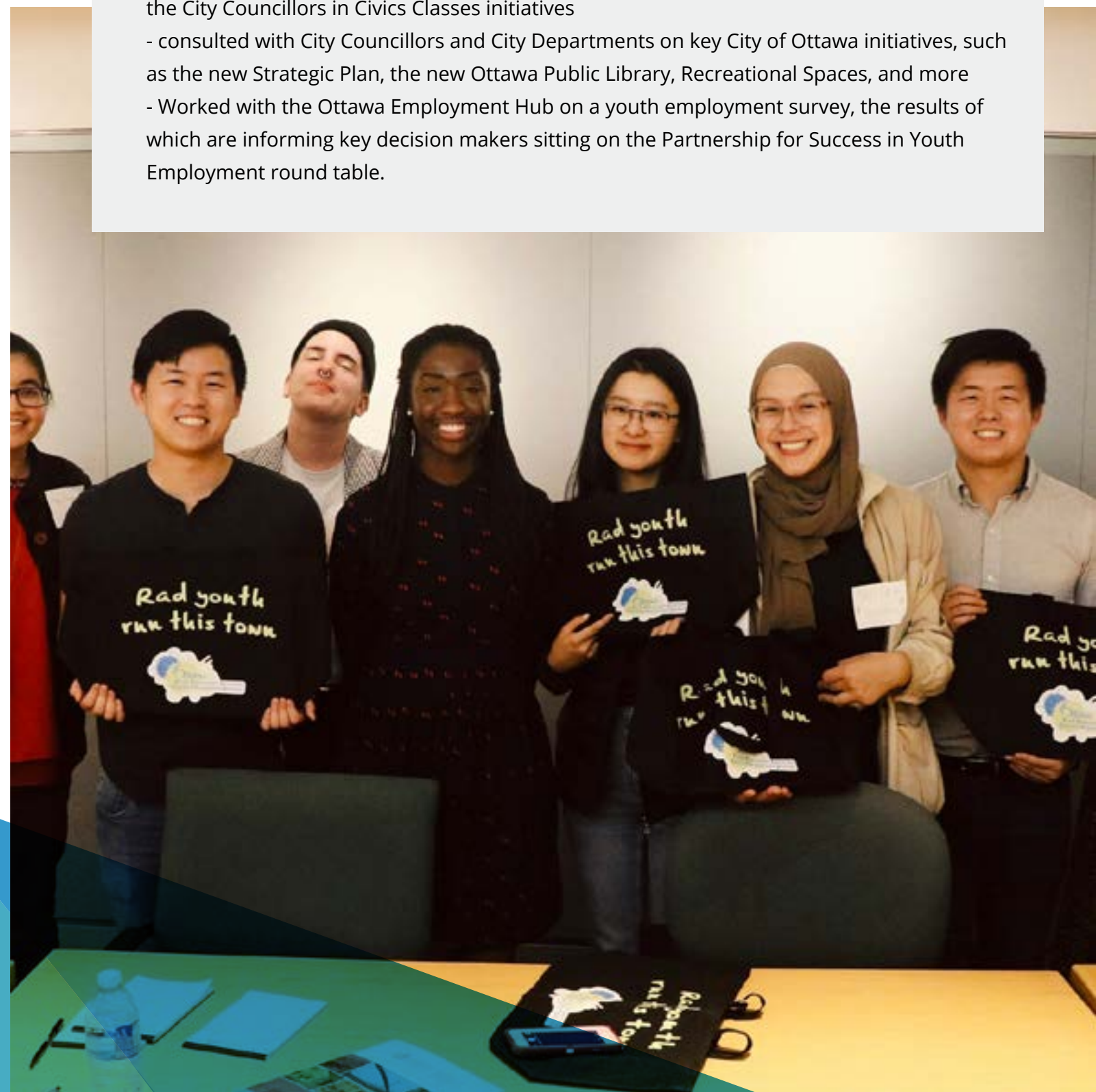
For the first time, we partnered with CBC Ottawa to host an event that told the story of 8 local black creatives in a digital series we called BLACK LEGACY: True Youth Stories. The young storytellers included athletes, entrepreneurs, musicians and artists who are finding their voice, developing their passion and understanding their identity.

Ottawa Youth Engagement Committee

The Ottawa Youth Engagement Committee, a partnership with Youth Ottawa and the City of Ottawa has taken on some amazing initiatives this year! We welcomed a new group in September and are excited for what's to come in 2020.

This year the group has used their voice to:

- advance policies that ensure young people are heard
- mobilized local networks and launched the first ever Sexual Health Summit in response to youths needs for sexual health education
- launched engaging youth-developed initiatives such as the Mayor for a Day campaign and the City Councillors in Civics Classes initiatives
- consulted with City Councillors and City Departments on key City of Ottawa initiatives, such as the new Strategic Plan, the new Ottawa Public Library, Recreational Spaces, and more
- Worked with the Ottawa Employment Hub on a youth employment survey, the results of which are informing key decision makers sitting on the Partnership for Success in Youth Employment round table.



YOUR IMPACT

5,000

youth were impacted in 2019
through out programs and
activities

AMPLIFIED FELLOWSHIP

13

Young social innovators supported

1,000+

high school students benefitted from school
programs by Amplified Fellows

\$140,000+

in combined revenues for Amplified Fellows'
social impact projects, all secured since
starting work with Youth Ottawa

\$200,000+

secured for 2020 school operations, based
on the caliber of Amplified Fellowship Fa-
cilitators as well as quality of Youth Ottawa
programs

YOUTH ACTIVE MEDIA

Youth Active Media (YAM) is a "for
youth by youth" initiative which trains
youth in video production and hires
many of them to either create videos
for clients or facilitate future YAM
programs.



300+

youth trained in
film-making in 2019

25

youth employed from
training program into
videography social
enterprises

4600+

hours of employment
for graduates from the
training program

1400+

youth mentored in how to
become a professional
creative

60+

youth-led community artistic
events

60%

of youth participants
reported improvements to
problem solving through
activating their creativity

2,500+

youth mentored by another
young social impact creator in
civic engagement projects

87%

of participants become
more likely to be active and
engaged citizens

\$70

cost per participant who
become activated as an
engaged citizen (social
return on investment)

ARTISTIC MENTORSHIP PROGRAM

The Artistic Mentorship Program pairs
youth with professional artists, so that
they too can learn the skills and habits
for a career in the arts and a life-long
impact on their communities through
their creativity.



ACTIVE CITIZENSHIP INITIATIVE

No one is born a citizen. Citizens are
created when folks dedicate their time,
talent, and energies towards community
challenges that matter to them. That is
what the Active Citizenship is all about:
providing young people a first opportunity
to become citizens



YOUTH CHAMPIONS

Our youth champions are passionate folks who take on tasks with high enthusiasm and commitment to empowering the next generation of leaders. They work with us in the community and in schools to help other youth learn the valuable skills they have gained through a highly effective “For Youth, By Youth” model. We couldn’t possibly share all the stories of youth champions who have become inspirations to so many others, but here are a few!



ABDUL

participant in Youth
Ottawa’s fellowship
program

“In the beginning, I just wanted to build a platform for young artists to come together. I didn’t want to have them struggle. I wanted to see them have support through their artistic journey. With the help of generous donors to Youth Ottawa, I am now building a social enterprise that ensures support for young musicians.”



KIERSTEN

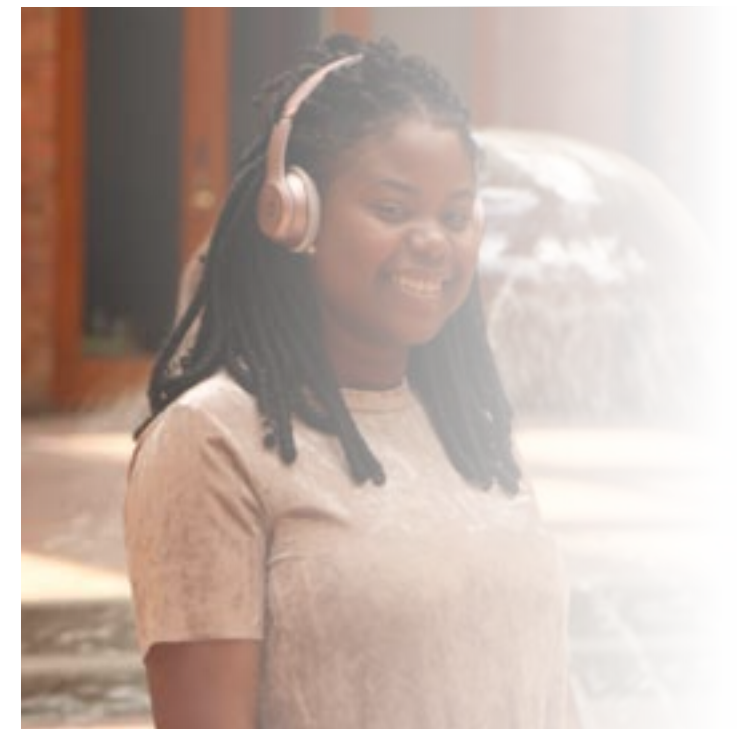
Social work University
student, Facilitator with
Active Citizenship Initiative
at Youth Ottawa

“Being a facilitator with Youth Ottawa’s Active Citizenship Initiative has been an incredible opportunity to have the chance of working with youth in an academic setting. Youth Ottawa allows for a lot of great experiences to be created, because as a facilitator, I bring my own unique perspective to the program and get to inspire youth to get involved in their own community through my passion for the exact same thing.”

“I accredit Youth Ottawa for helping build the Liz Clarke you see today. This organization is youth drive and is raising a young professional into her prime. Thanks to Youth Ottawa I get to go into schools to impact young people the same way I was impacted all those years ago.”

LIZ

participant in Youth Ottawa’s
fellowship program & Facilitator
with Artistic Mentorship program
at Youth Ottawa



DONOR HEROES

Your support means everything to us. Without you ,we would not be able to engage so many youth who now are overcoming challenges and finding so- lutions to some of our communities most pressing issues. Together, we are building the next generation of leaders and helping them realize their fullest potential.



Joshua Hendricks has been a suppoter of Youth Ottawa through our Mayor’s Charity Golf Tournament. Jordan won the 50/50 draw and generously donated the winnings back to Youth Ottawa. He has also supported our youth artists by pucharsing one of their paintings!



THE ENSOM FAMILY

The Ensom family has been supporting Youth Ottawa for a number of years through time, talent and treasure.

“When I heard about Youth Ottawa launching their youth summer program, it really stood out for me. A program that provides youth with mentorship combined with the opportunity to allow youth to become their own entrepreneurs is a win-win. The fact that this program can help youth launch their own social enterprise all while receiving business support is ideal.” - Molly

“Our family has the ability to support a number of worthy causes that have a positive impact on the community. It feels great knowing that we can help make a difference in the lives of youth and support the dedication of program staff and volunteers. We are always delighted to hear staff and volunteers talk enthusiastically about their work”.- Molly



RECOGNIZING INSPIRING YOUTH

"I was blown away by the diversity in the recipients and their stories. Too often youth feel devalued, and their self-esteem and confidence plummets when struggling with adversity of any nature. On top of that, when they see peers who seemingly are not suffering similar challenges succeed, it feels like the reason they can't succeed is because of their adversity. Events like last night show that adversity does not have to define them or hold them back." - Afroza Mohammed, teacher at Ridgemont High School



IN 2019 YOUR SUPPORT HELPED RECOGNIZE AND INSPIRE HUNDREDS OF YOUTH IN OTTAWA

2019 marked our 22nd year running the RBC Spirit of the Capital Awards, where we recognized 16 inspiring youth. Their stories continue to inspire us year after year!

What makes the RBC Spirit of the Capital Awards special is the way our community comes together to both celebrate and make a significant investment in youth.

Thank you for your generosity. Together, we are helping youth from all backgrounds find their own success and thrive as contributing members of their communities.



Right Honourable Michaëlle Jean presenting Barry Takawgak with the Arts and Culture Award on behalf of the Michaëlle Jean Foundation



WE THANK YOU FOR CHANGING THE LIVES OF YOUTH

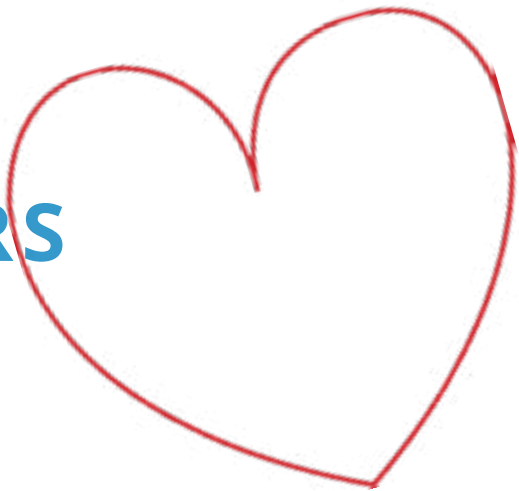


You are the reason Youth Ottawa can give youth a place where they are encouraged to take on leadership roles!

Your support provides a place where youth can harness their ideas and spark change all while developing transferable skills. The generous donations and sponsorships you provide, year over year, helps us to build the platforms for youth to engage, learn, experience, explore and use their voice to reach out to peers and significantly impact their communities. We believe in a community where youth drive positive change, but believing in something and making it a reality requires a community of support. **We could not do it without you!**



THANK YOU TO OUR SUPPORTERS



FUNDING PARTNERS



LONG TERM SUPPORTERS

- | | | |
|----------------------|------------------------------|----------------------------------|
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