

hotdocs presents



FINAL IMPACT REPORT

JUNE 2021 - JUNE 2022

RING FIVE

IMPACT DOCS

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ABOUT THE SERIES

Commissioned by Hot Docs, the Citizen Minutes project is a short doc collection that highlights ordinary Canadians doing extraordinary things to make their communities better places. In 2020, eight filmmaking teams from across the country were selected to create short films about bold and unlikely change-makers who inspire us to jump in and get involved in civic issues close to our homes and hearts.

The Citizen Minutes project premiered at Hot Docs in 2021, and went on to screen at several other Canadian and International film festivals before being broadcast on Crave TV. Beyond that, an impact and engagement strategy was activated to ensure the films were used as tools for change in educational, community and professional settings. This report highlights the results of those efforts.

Creative Producers

Lisa Jackson, Door Number 3 Productions
Lauren Grant, Clique Pictures

Resource Development Partner



Official Broadcast Sponsor

Crave

Citizen Minutes Films

Body Politics

Director: Aisha Fairclough

Excluded By Design

Directors: Simon Madore, Gabriel Tougas

The Gift

Director: Rachel Garrick

Jean Swanson: We Need a New Map

Director: Teresa Alfeld

Mending a Crack in the Sky

Directors: Roble Issa & Zach Jama

Militant Mother

Director: Carmen Pollard

Nourrir Les Rêves

Directors: Kimberley Ann Surin & Aïcha Morin-Baldé

Ride Fair

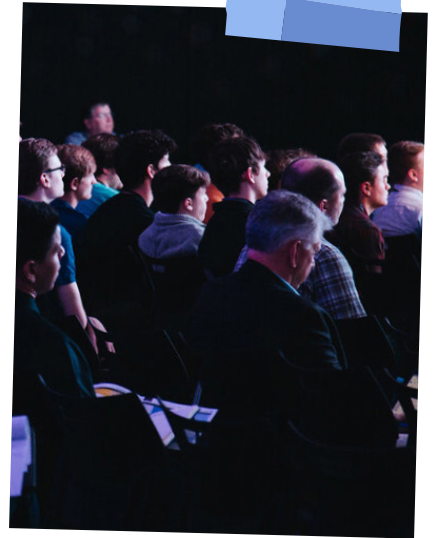
Director: Javier Lovera



IMPACT VISION BOARD

FOR THE SERIES

- inspire interest and engagement in Canadian democracy and public affairs by exploring and celebrating stories of civic participation across the country.
- increase civic literacy levels
- de-mystify processes of engagement and illustrate different ways we can participate in a healthy democracy
- encourage audiences to recognize everyday heroes and changemakers in their own lives
- Fight apathy and skepticism by demonstrating we can all make a difference
- inspire people to get involved in civic issues close to their homes and hearts



FOR HOT DOCS

- attract completely new audience segments to Hot Docs by reaching out to community organizations, post-secondary groups, professional associations, advocacy groups and new geographic regions and territories
- position Hot Docs as a distributor of social change films
- demonstrate the effectiveness of film as a youth and community engagement tool
- build institutional capacity in better understanding the process and realities of impact work with film
- develop a brand and program awareness for Citizen Minutes so it is positioned for potential expansion



WHAT DO YOU WANT YOUR FILM TO DO?

✔
"Raise awareness about negative impacts Uber and Lyft have in the City and bring together affected communities to the same room to discuss how they can get involved."
- Javier Lovera, director of *Ride Fair*

✔
"Inspire togetherness, show the power of community and encourage selflessness."
- Kimberley Ann Surin + Aïcha Morin-Baldé, co-directors of *Nourrir Les Rêves*

✔
"It's so easy to feel protest fatigue. Protests don't always lead to direct results but are truly effective in a variety of ways. I hope to remind people that peaceful protest can lead to fulsome change."
- Carmen Pollard, director of *Militant Mother*

✔
"Spotlight the work and resilience of the mothers in *Mending a Crack In the Sky*, while raising awareness about gun violence and inequality in accessing justice within metro housing communities."
- Roble Issa + Zach Jama, co-directors of *Mending a Crack in the Sky*

✔
"Reach and empower the next generation of citizens and show them that no issue is too small. If their government is failing them or their communities, seek out creative solutions!"
- Simon Madore + Gabriel Tougas, co-directors of *Excluded by Design*

✔
"Raise awareness of the widespread impact of trauma on Indigenous people and provide an opportunity for viewers to think about how they are passing on their values."
- Rachel Garrick, director of *The Gift*

✔
"Inspire people young and old to become politically engaged either through grassroots, electoral, or civil disobedience activism, and to fight for systemic change."
- Teresa Alfeld, director of *Jean Swanson: We Need a New Map*

✔
"Challenge viewers to not only look inward when we talk about self esteem, but to think about society and the institutions that influence our very own body image and therefore our fight for body justice."
- Aisha Fairclough, director of *Body Politics*

MOMENTS OF MAGIC

The Gift screened for thousands in Celebration Square as part of the City of Mississauga's inaugural Truth and Reconciliation day event.

Screenings of *Mending a Crack in the Sky* and *Nourrir Les Rêves* inspired financial support to continue the work showcased in each film.

Vancouver's renowned *Militant Mother* of Raymur activists celebrated their 50th Anniversary with a screening of *Militant Mother*

The *Excluded by Design* team used their short film to pitch TVO on a larger series concept and the series received a green light.

Over 9000 highschool students across five provinces watched *Body Politics*, with six schools getting to meet MPP Jill Andrew over Zoom.

Ride Fair's community screening at the Revue Cinema re-united activists after the pandemic and re-ignited their collective calls to action.

Jean Swanson: We Need a New Map partnered with grassroots charity Women Transforming Cities and inspired a public conversation with some of Vancouver's most notable feminist change makers.

CITIZEN MINUTES SERIES PARTNERSHIPS

Skills For Change

In January 2022, we partnered with Skills for Change to host 5 virtual screenings featuring 6 Citizen Minutes films followed by a panel discussion with filmmakers, participants and community organizations. The [Reels for Change](#) series was a spin-off of their existing Spotlight Series, which has acted as a change evangelist in initiating more open discussions around socio-economic barriers that have plagued our societies, especially the racialized and marginalized communities. Guest speakers and moderators included Teresa Alfeld, Carmen Pollard, Nneka MacGregor, Zach Jama, Roble Issa, Shamso Elmi, Shamso Mohamoud, Javier Lovera, JJ Thomson, Earla Philips, Aisha Fairclough and Jill Andrew.



"Skills for Change is pleased to partner with Hot Docs and the Citizen Minutes series. It has been our real pleasure to organize these important film screenings and panel discussions. Given that the topic areas of these films all relate to the work Skills for Change does, we have been able to listen to the stories and hear from the filmmakers and subjects of the films, and our clients and staff have appreciated the opportunity to not only be able to attend a film screening but also understand the social issues that impact them. We have received great feedback from our attendees on the meaningful discussions with the panelists and just the overall opportunity to be a part of this series."

- Sampada Kukade, Director, Employer Engagement & Partnerships, and Program Marketing

University of Toronto's Youth Wellness Lab

In March 2022, we partnered with UofT's Youth Wellness Lab and the Black Social Work Student Association to host a screening event called "**Making Black Lives Matter: Three Films About Systems Change.**" The event featured three Citizen Minutes films and the moderated Q&A examined the different approaches to influencing systemic change, by, with, and for Black individuals and communities. Guest speakers included filmmakers Zach Jama, Aisha Fairclough and Kimberley Ann Surin, with moderators Cam Bautista and Divine Muzia.



"Thank you, thank you, thank you! We absolutely loved this event and it was such a pleasure to work with you and hear from the film-makers. We'd love to stay involved with projects that you hear about that connect to young people and social/community change, in particular."

- Stephanie Begun, Co-Director, Youth Wellness Lab

"Thanks to each of you - a wonderful, fascinating discussion - and I love the films!"

"I think we, the young people today, need preparedness, coalition-building, imagination, experiments, bravery...In an unpredictable age, these are tremendous sources of resilience and strength."

"Thank you all for sharing your truths...OUR truths through this media...I am both grateful and honored."

"Beautifully done films! Powerful is the word indeed. Thank you all!"

"This has been a great event! Thank you so much for Youth Wellness Lab, Black Social Work Students Association and all the filmmakers/speakers!"



Toronto Metropolitan Democratic Engagement Exchange & Apathy is Boring

On April 20, 2022, we co-hosted **Creating Power in Community**, a virtual launch event in partnership with Toronto Metropolitan Democratic Engagement Exchange and Apathy is Boring to train community groups country-wide with a framework and tools to effectively use the Citizen Minutes films in their work. Over 85 people registered for the event, which featured film participants Dave Meslin, Dr. Jill Andrew, and Shamsou Mohamoud and Shamsou Elmi and filmmaker Roble Issa.



"Documentary films tell powerful transformative stories but too often those stories are not heard by the people most directly impacted. The HotDocs Citizen Minutes series tells exceptionally powerful stories that need to be heard. Leading the development of a community engagement toolkit and organizing a community launch event in partnership with HotDocs and Apathy is Boring for this series has been so exciting because of the potential for these films to inspire other changemakers in communities. The films all touch on universal themes that inspire us and challenge us as community changemakers. This collaboration has provided a unique opportunity to develop materials that are engaging, inspiring and accessible for local community organizations seeking to engage and inspire others. By featuring the changemakers and a director from the series, the launch event attracted a wide range of staff from community organizations well positioned to use the films in their community."

- John Beebe, Senior Advisor and Adjunct Professor, Democratic Engagement Exchange

CREATING POWER IN COMMUNITY

CITIZEN MINUTES FILM SERIES LAUNCH EVENT

WED, APRIL 20, 1-2:30PM ET

FREE REGISTRATION

PRESENTED BY



IN PARTNERSHIP WITH



SERIES RESOURCE: COMMUNITY ENGAGEMENT TOOLBOX

One of the most significant things about our partnership with the Democratic Engagement Exchange is that it included the creation of a comprehensive 70+ page facilitation toolkit for the series that enables communities across the country to engage with the films through interactive activities and discussion prompts. The **Community Engagement Toolbox** is flexible enough for groups to use with audiences of varying ages, demographics and literacy levels.



SPECIAL EVENT SCREENINGS

In Downtown Toronto...
June 28, 2021

Ontario NDP invited *Body Politics* to screen at their 2021 Pride Celebration, with director Aisha Fairclough and MPP Jill Andrew as guest speakers. The event included other special guests including Leader of the Ontario NDP, Andrea Horwath, MPP Terence Kenaghan and MPP Suze Morrison.



In Sioux Lookout, Northern Ontario....
September 27, 2021

Filmmaker Rachel Garrick collaborated with St. Andrew's United Church in Sioux Lookout to screen *The Gift* as part of a Municipality of Sioux Lookout Truth and Reconciliation Committee event to commemorate the inaugural National Day for Truth & Reconciliation.



Rachel Garrick
Filmmaker, *The Gift*

In Montreal's Saint Michel neighbourhood...
October 16, 2021

Centre LaSallien held an Open House event featuring two screenings of *Nourrir Les Rêves* for a Saint Michel high school group of newcomers and for staff, donors, and local families.



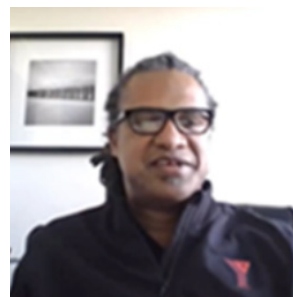
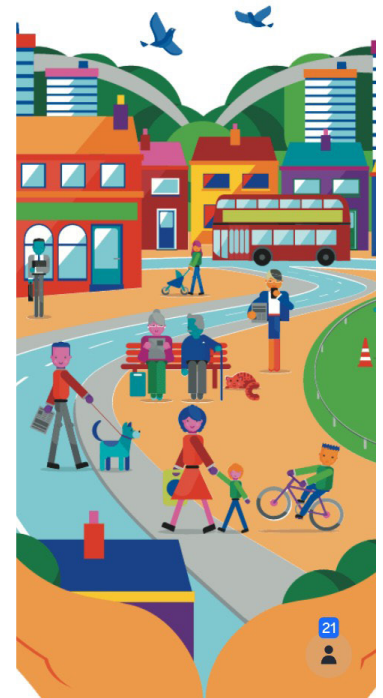
In the GTA...
October 21, 2021

We collaborated with the YMCA of Greater Toronto to hold a screening event of *Mending a Crack in the Sky* for youth in their Local Youth Leadership Development programs. The moderated discussion following the screening included co-directors Zach and Rob and participants Shamsou Mohamoud and Shamsou Elmi. We also partnered with Dedric Nelson, General Manager, Teen Strategy at YMCA of Greater Toronto to create a unique discussion guide for use in their community programs.

What does living in a "safe community" mean to you? Here in Canada or where you used to live?



Mentimeter



Dedric Nelson
General Manager,
Teen Strategy,
YMCA Of Greater Toronto

In Vancouver's east side... November 7, 2021

[Women Transforming Cities](#) and Hot Docs Citizen Minutes presented a joint screening of *Militant Mother* and *Jean Swanson: We Need a New Map* followed by a Q&A with filmmakers and local activists.

The event, titled [Lessons from the Past, Calls to Action for the Future](#) included a panel moderated by Women Transforming Cities founder (and former city council member) Ellen Woodworth, featuring filmmakers Carmen Pollard, (*Militant Mother*) Teresa Alfeld (*Jean Swanson: We Need a New Map*), and activists Audrey Siegl, Beverly Ho, Kimberley Wong and Mary Point.

"There were a number of key Vancouver changemakers and the conversation was incredibly powerful."

- [Monique Nicholas, Women Transforming Cities](#)

"It was an absolutely amazing afternoon and I so appreciate all of the work that was done to ensure that it was a safe and beautiful space of connecting and learning."

- [Audrey Siegl, Guest Speaker](#)

"Thank you so much for this very powerful and inspirational movement building event!"

- [Ellen Woodworth, Moderator](#)



Photo Credit: Sally Buck

In Burnaby, BC...
January 31, 2022

Over 150 Simon Fraser University students viewed the film *Jean Swanson: We Need a New Map* before meeting Councillor Swanson and learning about her work and perspective on creating effective Public Health Policy strategies.

On International Women's Day
March 8, 2022

Body Politics was screened by Youth Rising Above's BeYou Program for youth exploring womanhood. Director Aisha Fairclough joined after the screening for a discussion on body positivity and self-esteem.



Certificate of Appreciation

Presented to

Hot Docs

For your contribution towards our life changing programs for youth at-risk. Thanks to your support, our most vulnerable youth will have the opportunity to participate in meaningful programs that will create lasting memories. Thank you for your commitment to positively developing the lives of young people.



Jonathan John, Executive Director



Salvatore D'Agostino, Chairperson

March 21, 2022
Date

"Work from individuals like you and organizations like HotDocs provides the support needed to continue our mission to provide youth who are marginalized or living in poverty with the opportunity to live wholesome, successful and enriching lives through engaging and dynamic psycho-social programs and services, while encouraging them to be changemakers within their own community. We would like to personally thank you for supporting us in accessing these engaging opportunities. You were all so timely in providing information and connecting us to the appropriate channels. Thank you for doing the work you do!"

- Lela Pacitti, Coordinator, Youth Rising Above

In Downtown Toronto...
March 30, 2022

Filmmaker Aisha Fairclough and participant Dr. Jill Andrew joined students in the Art & Social Change Program at OCAD University for an in-person screening and Q&A of *Body Politics*.



Online and across Canada... April 21, 2022

Approximately 200 Indigenous youth gathered from across the country for an online screening of *The Gift* and panel discussion with filmmaker Rachel Garrick, hosted by We Matter, an Indigenous youth-led and nationally registered organization dedicated to Indigenous youth support, hope and life promotion. The screening was so successful that the organization plans to host another screening and talkback for their Annual Youth Hope Forum in Vancouver in July 2022.



In Downtown East Side, Vancouver... May 8, 2022


In 1971, the mothers featured in *Militant Mother* known as the Militant Mothers of Raymur not only spurred the City and railway to respond with safer train crossings and the construction of the Keefer Street Pedestrian Overpass, they were also instrumental in opening Ray-Cam as a social recreation center and food co-operative, which over the years has developed into a full fledged community-run service center. *Militant Mother* was screened at a special anniversary event for Mother's Day 2022. Filmmaker Carmen Pollard and Militant Mother Carolyn Jerome and others were in attendance.



Photo Credit: roaming-the-planet

In Roncesvalles, Toronto
May 10, 2022

We partnered with the Ride Fair Coalition and West End Phoenix to present a film screening event called ALL HAIL CONVENIENCE @%#! at the Revue Cinema featuring short films *Ride Fair* and *Behind the Fare* (dirs. Mariam Zaidi & Loveleen Kaur). The screening was followed by a community discussion about ride-hailing corporations and their impact in Toronto. Guest speakers included Thorben Weiditz (RideFair Coalition co-founder), Reza Mohammed Hosseinioun (Cab Driver) and Albert Koehl (Environmental lawyer) and was moderated by Sean Micallef, author, Toronto Star columnist, and senior editor of Spacing Magazine.



ALL HAIL CONVENIENCE *@%#!
REVUE CINEMA: TUESDAY, MAY 10TH, 7-9 PM
** FREE ADMISSION **
400 RONCESVALLES AVE, TORONTO, ON M6R 2M9

RIDEFAIR
DIR: JAVIER LOVERA

DAYS OF BLACK & YELLOW
DIR: LOTFY NATHAN + WILLIE MIESMER + RAY LEVÉ

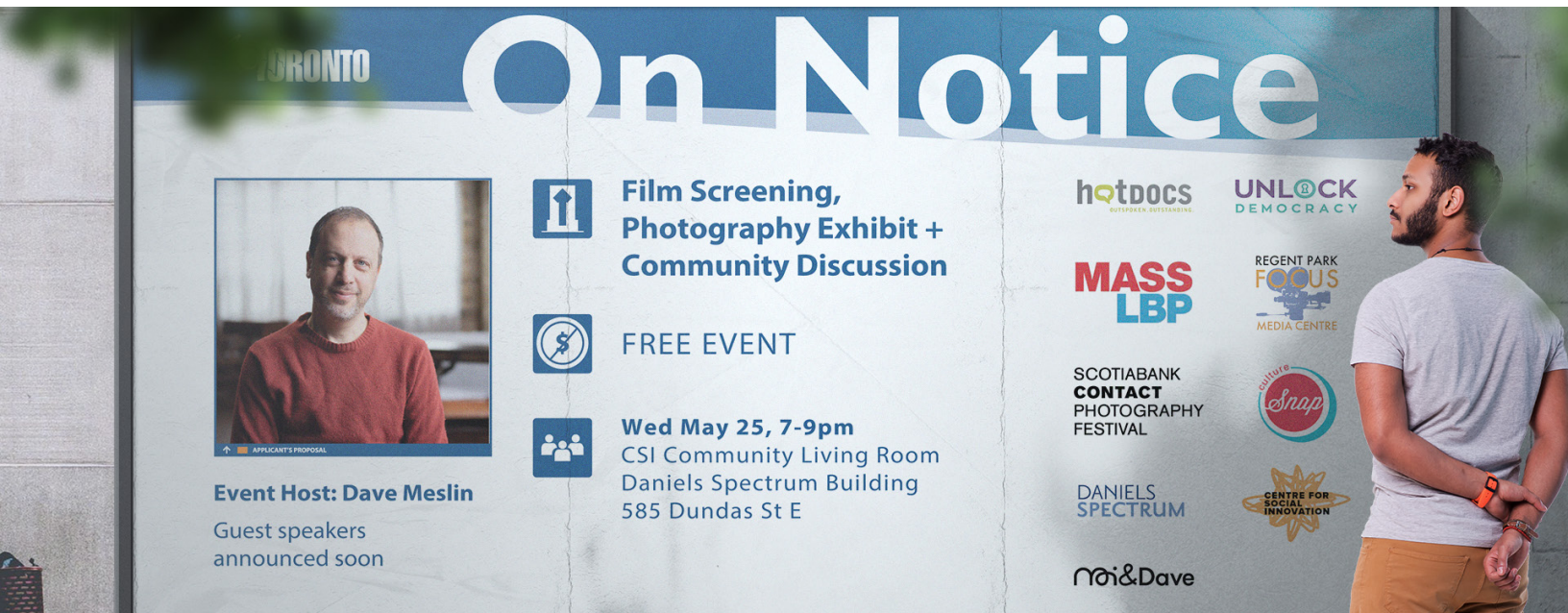
BEYOND THE FARE
DIR: MARIAM ZAIDI + LOVELEEN KAUR

FOLLOWED BY A PANEL DISCUSSION MODERATED BY SEAN MICALLEF
FEATURING GUEST SPEAKERS: THORBEN WIEDITZ, EARLA PHILLIPS, REZA MOHAMMED, AND ALBERT KOEHL



In Regent Park, Toronto May 25, 2022

The *Excluded by Design* team held a special event at the Centre for Social Innovation Community Living Room in Regent Park that included a screening of the film, community roundtable and photo exhibit. Hosted by activist Dave Meslin and featuring guest speakers Chimwemwe Alao (Project Manager, Mass LBP) Hanen Nanaa (Founder, BAM Collective) and Daniel Fusca (City of Toronto). Additional partnerships included Unlock Democracy, Artscape, Contact Photography Festival and photographer Henry Vanderspek.



EDUCATIONAL SECTOR IMPACT

Feedback from Post Secondary Screenings

"We had an amazing moderated discussion after the screening. Roble and Zach impressed the audience and organizers for their insights into youth violence and neighbourhood dynamics, and Somali mothers and survivor activism in the Somali community. We also deeply appreciated their ethicality and commitment to community work and engaged filmmaking."

- Carleton University Professor (screening of *Mending a Crack in the Sky*)

"Thank you to Aisha and Jill for engaging with the audience in such a genuine way. The audience appreciated how involved the two of them were in answering their questions and validating their stories."

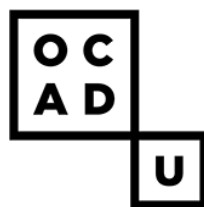
- Maricruz Rodriguez, Mentoring Facilitator, Toronto Metropolitan University (screening of *Body Politics*)

"The participants that attended were engaged and excited about the documentary, and we had a really lovely discussion about fatphobia, race, and gender after. Thank you again for the opportunity to show this amazing short film!"

- Student Leader (screening of *Body Politics*)

"I used the film in my first year professional writing course. Students discussed the film and what it could offer their understanding of professional writing. Many are new to Toronto too so it was a helpful discussion about the city. These students will be future sign writers!"

- Jane Griffith, Professor, Toronto Metropolitan University (screening of *Excluded by Design*)



Middle + High School Screenings with Educator's Discussion Packages

The Citizen Minutes films have been offered through the [Docs for Schools](#) program accompanied by Educator's Discussion Packages. The films have been very well received to date.

Total # of Student Views	33,445
Total # of Bookings	397
Total # of Teachers	358
Total # of Schools	274
Total # of Elementary Schools	118
Total # of Secondary Schools	156
Total # of Boards	42
Total # of Independent/Other Schools	13



Teacher Training + Professional Development



SSENC/RESSC

We have partnered with the [Social Science Educators Network of Canada](#) to host two professional development sessions featuring the Citizen Minutes Project in January and March of 2022. The first event was very well received:

*"Variety of voices, variety of presentations, the potential of these short films is unlimited, so many courses, in so many ways. I plan to use **Nourrir Les Reves** in my economics class."*

- Zoe Flatman, Education Coordinator, Elections Canada

"The films are so short but so rich. Perfect for classroom use. The teachers packages for Citizen Minutes are phenomenal. Teachers will be well supported."

- Meghan Cameron, Grand Erie District School Board, Civics Teacher

*"Looking forward to using *Excluded by Design* in my grade ten civics class and possibly partnering with a teacher in Media Arts for a week-long activity."*

- Laura Nigro, Toronto Catholic District School Board



AUDIENCE FEEDBACK

"Some of my takeaways was that often times the work we do is not our own, but is part of a broader communal goal. I was especially moved by the way the filmmakers carried the stories of the community in pursuit of social justice. It can be a heavy weight to carry at times, and I thought the filmmakers carried that weight with grace."

"Thanks to each of you - a wonderful, fascinating discussion - and I love the films!"

"Thank you all for sharing your truths... OUR truths through this media...I am both grateful and honored."

"It is inspiring to see the difference one can make in others' lives with the courage to speak up and participate."

"So much influence can be made through storytelling, art, and film. Continuing toward goals and dreams is so important, especially when being told "no." Change can be made by anyone, at any age, identity, or social location."

"I think we, the young people today, need preparedness, coalition-building, imagination, experiments, bravery...In an unpredictable age, these are tremendous sources of resilience and strength."

"Beautifully done films! Powerful is the word indeed. Thank you all!"

"This has been a great event! Thank you so much for Youth Wellness Lab, Black Social Work Students Association and all the filmmakers/speakers!"

"Thank you all for sharing your films and your continued advocacy work."

"This was such a beautiful experience. It was such an honour to be here and witness these powerful films. Thank you."

"Really enjoyed this event! Thank you all so much for sharing your powerful and impactful films. <3"

FILMMAKER CAPACITY BUILDING + CAREER ADVANCEMENT



"This is my first experience working with Impact Producers through distribution. Having Ring Five attached to the project has been integral. I've learned so much through the experience and can see first-hand what a difference it makes in getting the work we do as documentary filmmakers to the right audiences."

- Carmen Pollard, director of [Militant Mother](#)



"Through Citizen Minutes, not only was I able to gain invaluable skills and knowledge that has made me a much better filmmaker and storyteller, but we were also able to highlight and amplify an important cause that is dear to our hearts."

- Roble Issa, co-director of [Mending a Crack in the Sky](#)



"Impact and distribution was never something I was super enthused about - it felt like a chore, I wasn't very good at it. But I'll be digesting everything you shared for quite a while, not just on this project, but many others I care about. Thank you."

- Gabriel Tougas, co-director, [Excluded by Design](#)



Leveraging Funding for a Documentary Series

The team behind *Excluded by Design* used their short film as a proof of concept to secure a development deal with TV Ontario on a larger project about civic engagement. They are currently working with TVO on *Unrigged*, a six episode documentary series.

Further Mentorship + Networking

Roble Issa, co-director of *Mending a Crack in the Sky*, was selected as one of Reelworld's Emerging 20 in 2021 and as one of Hot Docs Doc Accelerator Fellows in 2022. These highly competitive programs connect Canada's emerging filmmakers with executives and professionals within the Canadian entertainment industry.

Festival Prestige and Award Recognition

Collectively, the films in the Citizen Minutes series have screened in over 30 film festivals across Canada and internationally. *The Gift* won People's Choice at the Vox Popular Film & Media Arts Festival, and *Excluded by Design* won Best Canadian Doc at the 300 Seconds Short Film Festival. Most recently, *Militant Mother* was nominated for four Leo awards, including Best Short Documentary.



SURVEY SAYS!

80% of screening partners said that the films helped attendees better understand what it means to be an active and engaged citizen

75% of screening partners said that the films helped attendees recognize and celebrate everyday heroes and changemakers in their own lives

75% of screening partners said that the films inspired attendees to get involved in a community issue explored in the film or another civic issue of interest

65% of screening partners said that the films fostered thinking or discussion about ways to participate in a healthy democracy



FILM PARTICIPANT GROWTH: HARNESSING THE WISDOM OF LIVED EXPERIENCE

We have been honoured to include participants from the films at certain impact screenings to share with audiences speaking about their experience being documented for film and to share insights and wisdom as experts in their own lives.



Shamso Mohamoud
Founder, *Mending a Crack in the Sky*



Shamso Elmi
Founder, *Mending a Crack in the Sky*



Earla Philips
Uber Driver /
Activist



Jill Andrew
MPP,
Toronto-St. Pauls



David Meslin
Unlock Democracy



Jean Swanson
City Councillor,
Vancouver



Carolyn Jerome
Community Leader,
Mothers of Raymur



Thorben Weiditz
RideFair Coalition
co-founder

"Thank you all for such a great event! It was a pleasure to be a part of this!"

- Earla Phillips, Activist and Participant in Ride Fair

"Thanks for organizing an awesome event. I can't remember the last time I sat for 2 hours listening without getting fidgety."

- Jean Swanson, City Councillor, Vancouver

EXPERT ENGAGEMENT

Many of our screenings have had the privilege of including experts from diverse professions and communities to comment and give context to the issues and themes explored in the films. These amazing individuals have served as hosts, moderators, panelists and partners for our screening events and helped bring our impact to a deeper level. Even the informal planning calls before each event served as moments of networking and knowledge exchange among clusters of changemakers who may have never met.



Ellen Woodsworth

Founder/Executive Director, Women Transforming Cities



Shawn Micallef

Senior Editor of Spacing Magazine



Audrey Siegl

Artist/Activist



Loveleen Kaur

Filmmaker/Arts Manager



Beverly Ho

Community Organizer/Activist



Reza Mohammed Hosseinioun

Cab Driver, Engineer + Ridefair TO spokesperson



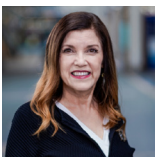
Kimberley Wong

Artist/Activist



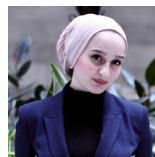
Chimwemwe Alao

Project Manager, Mass LBP



Mary Point

Community Planner/Activist



Hanen Nanaa

Founder, BAM Collective, Former President, Politics and Governance Association, Toronto Metropolitan University



Dedric Nelson

General Manager, Teen Strategy at YMCA of Greater Toronto



Daniel Fusca

Manager, Public Consultation, Parks, Forestry and Recreation, City of Toronto



Albert Koehl

Environmental Lawyer



Henry Vanderspek

Culture Snap Photography



Nneka MacGregor
Executive Director, Women’s Centre for Social Justice



Cam Bautista
Student, UofT Youth Wellness Lab



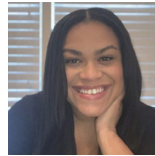
JJ Thomson
Rideshare Founder/Community Organizer



Stephanie Begun
Founder, UofT Youth Wellness Lab



Surranna Sandy
CEO, Skills for Change



Krysta Cooke
Facilitator, UofT Youth Wellness Lab



Nidhi Khanna
Director, Programs Operations, Skills for Change



Nakema Rae McManamna
Director of Special Projects, UofT Black Social Work Student Association



Sampada Kukade
Director, Employer Engagement and Program Marketing, Skills for Change



Samantha Reusch
Executive Director, Apathy is Boring



Corina Carvalho
Associate Director, Programs & Services, Skills for Change



John Beebe
Senior Advisor and Adjunct Professor, Democratic Engagement Exchange



CITIZENSHIP WEEK PROMOTION

To commemorate Citizenship Week in Canada (May 23-29 annually) we sent out a newsletter e-blast with an open rate of 26.7% to approximately 600 contacts that we collected over our time working on the project.

The newsletter contained descriptions of each film in the Citizen Minutes series and where to watch them, as well as the recently launched Community Engagement Toolbox.

We also encouraged folks to get involved and share their citizenship story online, using the official Citizenship Week hashtag, #MyCitizenship.



CELEBRATE CITIZENSHIP WEEK WITH CITIZEN MINUTES!

Free short films & community resources now available

Every year from May 23 - 29, we celebrate the rights and responsibilities shared by all Canadian citizens. During Citizenship Week, Canadians across the country and around the world show their pride in their history, culture, achievements and shared citizenship.

The *Citizen Minutes* series is a short doc collection highlighting ordinary Canadians doing extraordinary things to make their communities better places. Meet bold and unlikely changemakers who inspire us to jump in and get involved in civic issues close to our homes and hearts.



Excluded by Design

Dir. Simon Madore & Gabriel Tougas

Writer and community organizer Dave Meslin thinks that bad public notices are hurting our democracy—and he's calling on graphic designers to show us what we're missing.



Nourrir Les Rêves

Dir. Kimberley Surin & Aïsha Marie-Baldé

All eight films in the *Citizen Minutes* series are available free of charge for community groups, non-profits, professional associations, post-secondary educators, government teams, and corporate groups to screen and engage in conversation around taking action and creative positive social change.

If you are interested in bringing the films to your community, we encourage you to use our complimentary **Community Engagement Toolbox**. This toolbox can be used to prompt discussions and activities related to the themes seen in the film series.

DOWNLOAD THE TOOLBOX

The Community Engagement Toolbox was created in partnership with the Toronto Metropolitan Democratic Engagement Exchange.



Audience Feedback

"The power of our voices cannot be denied. The most powerful solutions arise when we come together to support each other."

"So much influence can be made through storytelling, art, and film. Continuing toward goals and dreams is so important, especially when being told 'no.' Change can be made by anyone, at any age, identity, or social location."

"It is inspiring to see the difference one can make in others' lives with the courage to speak up and participate."



OUTREACH SUMMARY

Outreach was done to community organizations, educators, businesses, influencers, unions, government workers, and professional groups across Canada. Over 450 individuals and organizations were contacted; however, due to burnout and limited capacity from the ongoing pandemic, not many outreaches resulted in screening events. Below is a list of organizations on our outreach list:

- School of Urban Planning, McGill University
- School of Urban & Regional Planning, Queen's University
- School of Community and Regional Planning, University of British Columbia
- School of Urban and Regional Planning, Toronto Metropolitan University
- School of Design, Fanshawe College
- School of Urban and Regional Planning, University of Alberta
- Regional and Urban Planning, Department of Geography and Planning, University of Saskatchewan
- Regional and Urban Planning, Department of Geography and Planning, University of Saskatchewan
- Urban Planning and Development, University of Toronto
- School of Planning, Dalhousie University
- Faculty of Environmental and Urban Change, York University
- Black Lives Matter Vancouver
- Pivot Legal Society
- Raycam Cooperative Community Centre
- Mosaic BC
- Ministry of Children and Family Development
- Ministry of Social Development and Poverty Reduction
- Vancouver Urban Planning
- North Shore Women's Center
- Women Transforming Cities
- Women's Monument Committee
- ROSE
- The Co-Laboratorio
- Society for Children and Youth of BC
- First Call
- North Shore Women's Center
- Alexandra Neighbourhood House
- BC Housing
- PHS Community Services Society
- Atira Women's Resource Society
- BC Poverty Reduction Coalition
- Living Wage for Families BC
- Tenant Resource and Advisory Centre
- Carnegie Community Action Project
- SRO Collaborative // Right to Remain Group
- Alliance Against Displacement
- Canadian Centre for Policy Alternatives, BC chapter
- Vancouver Tenants Union
- SFU Labour Studies
- Beck Taxi
- Co-op Taxi
- Amalgamated Transit Union (ATU)
- ATU Local 846
- ATU Local 847
- CycleTO
- Canadian Centre for Policy Alternatives
- CodeRedTO
- Environmental Defence
- Friends of Canadian Broadcasting
- Toronto Airport Workers Council
- Toronto Community Bikeways Coalition

- Toronto Environmental Alliance
- Toronto and York Region Labour Council
- Gig Workers United
- TTC Riders (Community Group)
- Toronto City Council
- Toronto Transit Commission (TTC)
- iTaxi Workers Association
- Centre for Urban Energy, Toronto Metropolitan University
- Centre for Labour Management Relations, Toronto Metropolitan University
- Environment Hamilton
- Workers' Action Centre
- Social Planning Toronto
- Our Times Magazine
- Workers Arts & Heritage Centre
- Atkinson Foundation
- Brock University - Department of Labour Studies
- Windsor Workers' Education Centre
- GLRC Global Labour Research Centre
- CWA Canada
- Cultural Workers Organize
- Canadian Council of Muslim Women
- Leave Out Violence Everywhere (Ontario)
- Coalition for Gun Control
- Canadian Municipal Network on Crime Prevention (CMNCP)
- Somali Canadian Association of Etobicoke
- Somali Canadian Women
- Foundation for Black Communities
- Progress Toronto
- Zero Gun Violence Movement
- Ontario Black History Society
- Say Somaali
- Operation Prefrontal Cortex
- Integration TV
- Somali Canadian Youth Centre (SCYC)
- YMCA
- For Youth Initiative
- The Law Foundation of Ontario
- Rise Edutainment
- Tropicana Community Services
- Taibu Community Health Centre
- Across Boundaries
- African Community Service of Peel
- Afri-Can FoodBasket
- Black Legal Action Centre (BLAC)
- National Eating Disorders Information Centre
- National Initiative for Eating Disorders
- Black Canadian Women in Action
- Progress Toronto
- Young Women in Business
- Body Confidence Canada
- Black Business and Professional Association
- Sheena's Place
- Body Brave
- Silver Linings Foundation Alberta
- Jessie's Legacy
- Women's Health Clinic
- Hopewell Eating Disorders Support Centre
- Girl Guides
- Skills For Change
- The 519
- Egale
- Equal Voice
- Heritage Toronto
- Wildseed Centre
- Central Toronto Youth Services
- Humber College
- York University Black Student Alliance
- OCAD
- York University
- Linden School
- Concordia University
- Wilfred Laurier Social Justice & Community Engagement Program
- University of Guelph
- National Centre for Truth and Reconciliation

- First Nations Caring Society
- Kwayaciiwin Education Resource Centre
- Northern Nishnabwe Education Council
- Lac Seul First Nation
- United Way
- Salvation Army Ontario
- Ojibway Cree Cultural Centre (Timmins)
- Sioux Lookout Policing
- We Matter
- Thunder Bay Catholic District School Board
- Teach For Canada
- Treaty 3 Grand Council
- UManitoba Indigenous Engagement and Communications
- Southwest Ontario Aboriginal Health Centre
- Nshwasnangong Child Care & Family Centre
- Alliance for Healthier Communities
- Wabano Centre
- First Nations Health Authority
- Enahtig Healing Lodge and Learning Centre
- Honouring Life Network
- Georgian Bay Native Friendship Centre
- Barrie Native Friendship Centre
- Native Learning Centre Toronto
- Orange Shirt Day Campaign
- Wakkenbusiness-Bryce Institute for Indigenous Health
- Crisis & Trauma Resource Institute
- New Brunswick Community College
- USask Indigenous Wellness for Practitioners
- MSW Indigenous Trauma and Resiliency Program
- University of Toronto - Faculty of Social Work
- UBC Indian Residential School History and Dialogue Centre (IRSHDC)
- Indspire - Rivers to Success Program
- Waninawakang Aboriginal Head Start
- Oshki-Wenjack Education Institute



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