

20
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Annual Report

I  First Peoples



SDG IMPACT
A Better Way Forward

FRIENDSHIP
CAMPAIGN
New & Improved

PENNYDROPS
Financial Literacy

SEW & SEW SKILLS LABS
Unleashing a Passion For Sewing
With

FINANCE REPORT
Navigating COVID

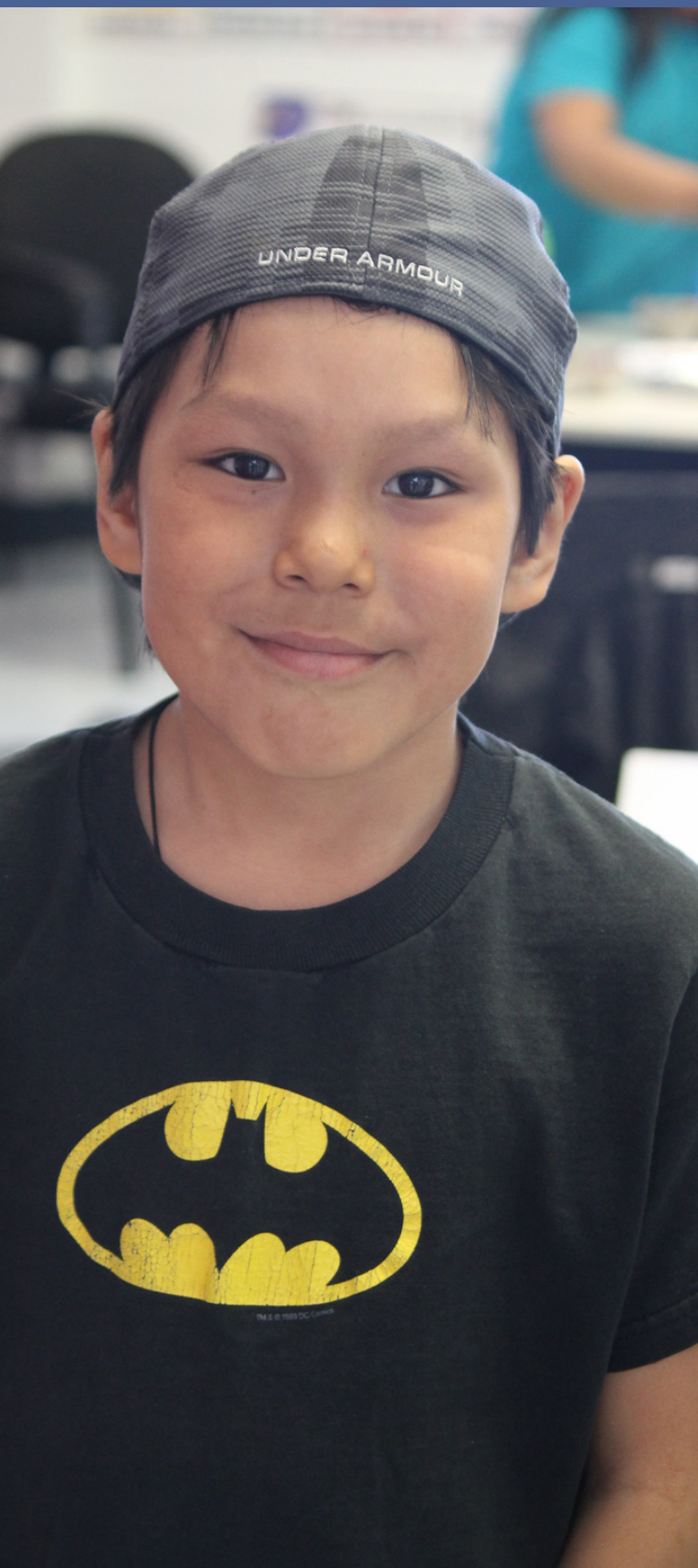
ONE BETTER WORLD
Global Spotlight

ART FOR AID
Art In The Classroom

JANOME

THIS IS TRULY AMAZING! ESPECIALLY IN THIS CONTEXT, YOU ARE GIVING OUR TEAM AND THE FAMILIES WE SERVE AN OPPORTUNITY TO SHARE SOME VERY PRECIOUS, JOY-FILLED MOMENTS. MEEGWETC FOR YOUR GENEROUS GIFTS TO THE CHILDREN OF OUR COMMUNITY!

- EDITH CLOUTIER, EXECUTIVE DIRECTOR, VAL D'OR NATIVE FRIENDSHIP CENTRE



DEAR PARTNER AND FRIEND,

We deeply appreciate your support, especially in these challenging times. Amidst the pandemic, we have remained extremely active, recognizing that many children are feeling a heightened sense of isolation as their schools and/or communities have been shut down.

While we could not hold events in the schools as we normally would, we have taken this time to implement ways of improving our programs and processes, and have seen some new programs take flight in spectacular ways - namely Sew & Sew, PennyDrops and an online event with the Dalai Lama and Buffy Sainte-Marie that brought global attention to Indigenous issues... read all about it in the following pages!

On behalf of our team, I want to thank you for making our work possible, and especially for helping to advance reconciliation in Canada.



Josée

Josée Lusignan
President and founder

OUR MISSION & VALUES

I Love First Peoples (ILFP) is a Canadian registered charity that empowers Indigenous children and youth to succeed through education and projects that help foster reconciliation. Our mandate for education enables us to create projects that are vital to the betterment, sustainability and development of Indigenous communities through the training of young people. As an organization, we believe in connecting individuals, businesses and organizations for the purpose of advancing reconciliation.

Our core values are Equality, Dialogue, Commitment, Responsibility and Integrity

Year In Review



A BETTER WAY FORWARD

High on our list of priorities in 2021 was to continue aligning our actions with the UN Sustainable Development Goals. The previous year, our analysis had revealed that the work of ILFP has the greatest positive impact on these Goals:



Our two biggest concerns were: improving our carbon footprint and improving our online service delivery. Our ability to provide Canadians with hands-on projects that help advance reconciliation is precious. Our Friendship Art Campaign is a prime example and a flagship initiative. Such a project, however, depends greatly on ground transportation, as we collect physical donations from participants across the country. It also generates much waste, as the shipping boxes are often not reusable, and the “shoeboxes” that participants were being asked to fill with art supplies prevented us from maximizing the contents of a shipping box.

In 2021, we are pleased to have moved forward with a new and better version of the program, which is drastically improving our environmental impact!

WHAT THIS MEANS FOR THE FRIENDSHIP ART CAMPAIGN

1. Greater reach. Each year, Canadians mobilize to support the Campaign, and much of our focus each fall is on providing education to participants about the inequalities and challenges that Indigenous youth face. This work is vital to the advancement of reconciliation, however, over the past nine years, this work has required much travelling to deliver in-person presentations. In 2021, we were able to expand our reach through videoconferencing, engaging with more classrooms, corporate and community groups than ever before! What's more, this new strategy enables us to put our travel budgets toward the expansion of programs that directly benefit the youth.

2. Better kits. The Campaign focusses on delivering art kits that students can take home. Participants are invited to purchase art kits through our online store, as opposed to collecting physical items, and mailing us their personal “happy” artwork to be placed inside the kits. This not only helps reduce logistics, it improves our purchasing power, enabling us to deliver even better kits.

3. Less waste. Having transitioned from the “shoebox” to a re-usable cinch bag for the kits, we have also reduced our use of shipping boxes by 40%! This is significant not only in terms of reducing cardboard use, but also because the communities do not have recycling capabilities. As a result, we will now be generating far less waste!

1600

Youth in 5 communities
to receive art kits

4500

Participants
in online educational
presentations

17423 KG

Of CO2 saved
as a result of improved
processes

Year In Review



UNLEASHING A PASSION FOR SEWING

2021 marked the national launch of the Sew & Sew program, through which we are equipping schools across the North with high-end sewing labs. This vital program, which had been started by Colleen Gray of the Art For Aid Project (AFAP), gives youth in grades 4-12 the quality tools needed to develop a valuable life skill, to increase their employability and entrepreneurial opportunities, and to connect to culture through sewing projects.

Janome Canada arrived on board as our premiere partner in this program, with astounding generosity and heart - committing to donations of 60 machines per year over three years, machines that are sturdy for sewing skins and canvas. What's more, they are also spearheading an annual fabric collection through their participating dealerships within the Toronto-Montreal corridor. The outcomes for the first year, amidst lockdowns and a variety of restrictions, were beyond all expectations! Click on the video below for the big reveal...



In total, the Janome spring collection yielded 5 skids totalling 1367 KG of quality fabrics and notions to equip our northern skills labs, in addition to what we at ILFP and AFAP also collected.

“ We put out the call to our loyal Janome fans, asking for donations of fabric, thread, rotary cutters; whatever sewing supplies any budding young sewist would need. We were blown away with the amount of donations we received... ”

- Michael Smith, National Consumer Education Manager

We cannot thank the Janome team enough for their amazing dedication, energy and generosity, and all of our donors across Canada who are making Sew & Sew a resounding success! To learn more, visit www.ilfp.ca

Following the spring collection, we shipped machines and supplies to the first four recipient schools:

- Jenns Haven Memorial School in Nain, Labrador
- Mushau Innu Natuashish School in Natuashish (formerly Davis Inlet), Labrador
- Nassivik High School in Pond Inlet, Nunavut
- Iglulik High School in Igloodik, Nunavut

Our wholehearted thanks to Baffinland Iron Mines, to Mr. Rowlandson and to the Rotary Club of Ottawa-Stittsville for sponsoring the shipments!

So happy to have shipped our first 4 labs!
Left to right:
Colleen Gray (AFAP founder),
Josée Lusignan (ILFP president),
Ian Speirs (ILFP director)



2507

KG of sewing equipment and supplies collected

4

Fully equipped labs in remote schools, also accessible to community members



Year In Review



EQUIPPING CLASSROOMS WITH QUALITY ART SUPPLIES

The Art For Aid Project (AFAP) is always growing, with an ever increasing demand from remote schools for quality art supplies. As a result, Colleen Gray, founder of AFAP, set out to find a more suitable work and warehousing space, one that would also facilitate the shipping process. So, while ILFP is based in Quebec, AFAP is now established in the heart of Carleton Place, Ontario! Here are some additional highlights:

- 15 schools across the North were equipped with quality art supplies and tools
- 215 boxes of knitting materials were shipped to Iqaluit in support of youth, community knitting programs, and individuals who teach youth to knit
- Every recipient school received an Indigenous place names map, which AFAP purchases from the University of Maine Canadian/American Centre

While donors generously support AFAP through financial gifts and donations of supplies, the AFAP Shopify store raised an additional \$17,855. If you are looking to purchase stunning art prints and gifts, while supporting AFAP, visit artforaidshop.ca !



FINANCIAL LITERACY FOR YOUTH

PennyDrops is a widely recognized, student-led financial literacy program developed at McGill University and delivered by university students across Canada. To date, PennyDrops has helped over 10,000 youth to better understand personal finances and the job market.

After a year of working with the PennyDrops team and an Indigenous learning specialist, we finalized a version of the program that would meet the needs of Indigenous youth, who often have a very different understanding of financial systems, often through a lack of exposure if they have lived in remote communities.

In 2021, we partnered with the Alberta Native Friendship Centres Association to deliver training and mentoring sessions with youth who were part of an existing leadership program. These youth are now ready to deliver the PennyDrops program within their own communities, with a PennyDrops mentor present (over videoconferencing) and ready to assist as needed.

We also trained youth at Native Montreal, who have asked us to continue the collaboration by offering an intermediate-level curriculum in 2022!

In April, the founders of ILFP, Ian Speirs and Josée Lusignan, organized an online event through another nonprofit they have founded, the ONE Better World Collective. They brought twelve global changemakers together, to seek advice from the Dalai Lama on how to deliver actionable hope for all of humanity.

ILFP played a key role in the success of the event, ensuring that Indigenous issues would be placed at the forefront. We were extremely honoured to welcome the legendary Buffy Sainte-Marie to the event (who said this was an awesome 80th birthday gift!), as well as two other Indigenous influencers: Massey Whiteknife (APTN's *Queen of the Oil Patch*) and Xuitezcatl Martinez (*Earth Guardians*). To watch the event, click on the image to the right.



Did you know...

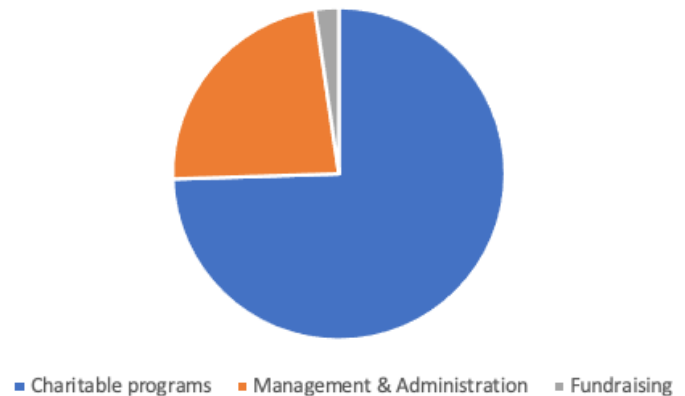
THAT ALL OUR PROGRAMS ARE OFFERED FREE OF CHARGE?

Financials

Revenue



Expenses



Total compensation for professional and consulting fees \$13,388.97

Charitable programs \$ 93,768.33 (74.5%)
Management and administration 29,138.84 (23.2%)
Fundraising \$2949.19 (2.3%)
Gifts to other registered charities and qualified donees \$0.00 (0%)
Other \$0.00 (0%)

Total expenses: \$125,856.36

Received donations \$162,888.05 (86.39%)
Non-receipted donations \$6,314.00 (3.35%)
Gifts from other registered charities \$19,303.26 (10.24%)
Government funding \$0.00 (0%)
All other revenue \$30.47 (0.02%)

Total revenue: \$188,535.78

ILFP is a volunteer-based organization. Each year we receive in-kind donations totalling approx. \$200,000. Our 2021 financial statement is available upon request.

WELCOME TO OUR NEW HEAD OFFICE !

In 2019, ILFP moved into a new home of our own - a beautiful space in the quaint village of Plaisance, Quebec, located halfway between Montreal and Ottawa, on the unceded territory of the Algonquin peoples.

In 2020-21, we renovated the building to better accommodate our need for storage and meeting space. Now, we want as many people as possible to enjoy the space, so we have made it available at no cost to any Indigenous group or organization looking to hold an event.

We were thrilled in June of 2021 to host the English Language Arts Network for the filming of a television special featuring Makhena Rankin Guerin.

Makhena is a twin-spirit dancer who eloquently shares her knowledge and passion for culture, the hoops and working with the elderly.

Click on the image to the right to watch the full interview.

