UNITY CHARITY

ANNUAL REPORT

SEPT 1, 2012 TO AUG 31, 2013
“I learned to not give up, because when I find what I want to do in life I will succeed.”

- Youth program participant
Dear UNITY Supporters,

I am so proud to share with you our Annual Report for the 2012-13 school year. This has been an incredible year of growth for UNITY as we continue to solidify our program model and prepare to expand our work across the country.

As a Bboy myself, having gone through my own challenges, I use my dancing to overcome stress and anger that I go through every day. Living in an ever changing society many youth struggle to find a place to positively express their voice. UNITY Charity helps provide an outlet for youth to speak up and tell their stories in a powerful way, through the arts. Each year, we reach over 30,000 youth all across Canada.

Our program engages youth 10 to 18 to positively express their stress and develop skills for success. UNITY engages and empowers youth to make better choices as leaders and mentors in their communities.

There is a strong need to have more positive role models in our communities so we can transform the negative environments that often present youth with a lack of opportunity.

To help UNITY empower more youth role models in their communities, please go to www.unitycharity.com and make a donation to support the important work we do. Thank you for supporting youth in this city to make positive choices.

Thank you for supporting UNITY.

Michael Prosserman aka Bboy Piecez
UNITY Founder & Executive Director
UNITY ENGAGES & EMPOWERS YOUTH TO BE ROLE MODELS & LEADERS IN THEIR COMMUNITIES.

VISION

UNITY empowers youth to use artistic self-expression to make positive life choices leading to more productive citizens, safer schools and healthier communities.

VALUES

UNITY embodies the following core values in all aspects of our organization:

**YOuTH**: Make all decisions with highest priority to the opinions, needs and preferences of those we serve, the youth. By maintaining youth values in everything we do, UNITY will always remain relevant, giving our programs the ability to truly engage, develop and empower youth. Everyone involved in UNITY must live and reflect positive traits of self-awareness, self-confidence, passion and responsibility that we hope our youth to embody.

**PASSION**: All members of our organization are driven by their passion for the cause and the arts.

**RESPECT**: Create a safe environment that encourages collaboration, personal growth, individuality and critical thought.

**INTEGRITY**: Maintain the highest level of artistic integrity when presenting art forms while encouraging the use of these art forms to explore individuality, identity and open-mindedness.

**COMMUNITY**: Collaboratively work with youth, schools, parents, funders, government and community organizations to create long-term impact, safer schools and healthier communities. Diversify our funding strategy so we are able to build a sustainable organization and continue growth into new communities.
UNITY
PROGRAMS

“The most outstanding presentation & workshops I have seen to date have been from Unity Charity.”

- Mr. Eugene Pivato
  Vice-Principal at St. Joan of Arc High School
UNITY’S PROGRAM GOALS

1. **ENGAGE YOUTH**: UNITY engages students through a youth to youth dialogue using professional Artist Educators and relevant art forms including break dancing, spoken word poetry, graffiti art and beat boxing.

2. **DEVELOP THEIR SKILLS FOR SUCCESS**: UNITY develops youth skills for success initially by teaching them to express their stress and anger through the arts and share personal experiences both positive and negative, and then transforming these outlets into tangible skill development tools.

3. **EMPOWER YOUTH**: UNITY staff and artists guide youth to define their own success and in turn UNITY provides practical life and work experiences that align with the youth’s skills. This process allows the youth program participants to become positive community role models.

WHO WE SERVE?

- Culturally diverse student bodies where no single ethnic, religious or racial group is specifically targeted for our programming;
- Artists from various racial and ethnic groups mirroring the diversity of program participants, and their wider communities;
- Encourage youth participants to include their own cultural additions to performances/pieces;
- Different cultural artistic outlets with hip-hop provides another dimension of diversity for our youth.

“THIS WORKSHOP HAS HELPED ME REALIZE THAT THERE ARE GOOD WAYS TO LET OUT MY STRESS”

- Youth program participant

CHALLENGES FACING TODAY’S YOUTH:

- Our schools and communities lack positive, influential youth role models
- Youth often do not have enough or any positive outlets to cope with stress and anger
- Bullying, victimization and violence are common in schools due to a lack of understanding and respect for diversity
- Youth do not have enough safe opportunities to take healthy risks
- Youth drop out due to lack of connection to school and education

SOLUTION:

TRANSFORMING COMMUNITIES ONE YOUTH AT A TIME

UNITY OFFERS ARTS BASED LEADERSHIP TRAINING PROGRAMMING TO DIRECTLY ADDRESS CRITICAL CHALLENGES FACING YOUTH.

The following model was developed by UNITY for youth living in priority communities to create sustainable peer-to-peer mentorship to develop positive school culture and safer communities.
Our Approach

UNITY After School Program

The UNITY After School Program is one of UNITY’s many offerings that empowers youth to become positive leaders to make positive life choices by engaging in artistic expression through beat boxing, graffiti art, break dancing and spoken word poetry.

It provides a positive and healthy environment for youth from high-risk and underperforming high schools to participate in a constructive after school activity. These After School Programs aim to help youth express their stress through healthy art forms while reducing negative behaviours. This program provides youth with a platform to share their stories to their peers and the feeder schools in the community.

UNITY Day

UNITY Day is a powerful day of engagement that empowers youth to make positive life choices by engaging in artistic expression through break dancing, beat boxing, spoken word poetry and graffiti art. UNITY Day provides a platform for students to find their passion, try something new and learn something new about their peers. These programs help UNITY build relationships with students that translate into ongoing community support and extracurricular offerings. This is one of our core outreach programs to introduce youth to our many ongoing initiatives.

UNITY Hub

UNITY Hub offers an open and positive environment for young people to come together and perform their art and create youth mentors in the community. This space aims to bring together people of all cultures through uniting different elements of Hip Hop culture. The UNITY Hub focuses on performance and leadership skill development.

Leadership Groups

UNITY Leadership Group programs are made of some of UNITY’s top youth leaders from the community who further develop their skills as artists, leaders, and workshop facilitators through this unique program. Current groups include “UNIFFECT” spoken word group and “UNITeam” break dancing group and “UNIStyles” all styles dance group.

Artist Training Program

UNITY Artist Training Program provides young emerging artists with the training to transform their skills as artists to be applicable in the classroom. This program teaches artists to become arts educators through learning UNITY teaching techniques and our model for delivering deep impact, arts based programming.
UNIVERSITY CHAPTERS

Youth graduates from UNITY programs move on to start their own volunteer University chapters after they graduate high school. In these volunteer groups youth have a platform to continue to give back to UNITY through fundraising and social events at Universities across Ontario including U of T, St. George, U of T Scarborough, UWO and York.

UNITY FESTIVAL

The UNITY Festival is our organization’s annual showcase event, which is held each summer. The UNITY festival is the single most important event for our organization as it presents the most dedicated and talented youth performers from across Canada. It is a multi-day festival allowing selected youth performers the opportunity to represent their communities and communicate their unique issues through their talent to a large audience. This event helps build bridges between communities and brings people together through their passion for art and a desire to make positive changes in their schools and communities.

PROGRAM BENEFITS

TEACHES YOUTH TO EXPRESS THEIR STRESS & ANGER THROUGH PRODUCTIVE ARTISTIC OUTLETS
INTEGRATES UNITY ARTISTS’ PERSONAL STORIES TO RELATE DIRECTLY WITH YOUTH ISSUES
CREATES POWERFUL YOUTH TO YOUTH MESSAGES & PERFORMANCES
CONNECTS YOUTH WITH PASSIONATE, COMMUNITY CONSCIOUS ARTISTS AS ROLE MODELS
PROVIDES YOUTH WITH LOTS OF ENCOURAGEMENT, POSITIVE RE-ENFORCEMENT, & CONFIDENCE BUILDING EXERCISES
BRINGS TOGETHER YOUTH FROM ALL CULTURES & BACKGROUNDS THROUGH SOMETHING THEY ENJOY, THE ARTS, MUSIC & HIP-HOP
CREATE NEW POSITIVE WORKING RELATIONSHIPS AMONGST TEACHERS & STUDENTS WITHIN THE CLASSROOM

“I HAVE LEARNED TO EXPRESS MY ANGER POSITIVELY. INSTEAD OF PUNCHING THE WALL, PUNCHING A FACE OR SLAMMING DOORS, I WILL DANCE IT OUT OR WRITE MY FEELINGS DOWN ON PAPER.”

- Youth program participant
GEOGRAPHIC REACH

UNITY HAS ENGAGED WITH OVER 100,000 YOUTH ACROSS CANADA SINCE 2007

EACH YEAR WE REACH OVER 30,000 YOUTH

CURRENT PROGRAMS

HALIFAX (5)
CALGARY (10)
FORT MCMURRAY (7)
NUNAVUT, NUNAVIK (4)
GREATER TORONTO AREA (45)
TORONTO, BRAMPTON, MISSISSAUGA & SCARBOROUGH

EXPANSION PLANS

VANCOUVER
MONTRÉAL
“I learned that everybody has a story about their past, but what is important is acceptance & understanding. I learned never to judge people because you don’t know what they’ve been through.”

- Youth program participant
SCHOOLS

REACHED 34,000 YOUTH

TRAINED 200 YOUTH COMMUNITY ROLE MODELS

COMPLETED OVER 130 UNITY DAYS, WORKSHOPS, KEYNOTE CONFERENCES, ASSEMBLIES ACROSS CANADA

COMPLETED A FULL AFTER SCHOOL PROGRAM IN 9 SCHOOLS IN SCARBOROUGH & BRAMPTON

COMMUNITY

UNITY FESTIVAL IS CANADA’S LARGEST YOUTH URBAN AND HIP-HOP FESTIVAL.

RAN WEEKLY COMMUNITY PROGRAMS IN 3 CENTERS

STARTED OUR FIRST EVER WEEKLY BEATBOX & ALL STYLES DANCE LEADERSHIP GROUPS

UNIFFECT & UNITEAM STARTED THEIR SECOND GENERATION OF SELF SUSTAINED LEADERSHIP GROUPS

DID A PHYSICAL EXCHANGE BETWEEN 4 YOUTH FROM THE ARCTIC AND YOUTH FROM THE PEEL REGION WITH THE CONTINUATION OF OUR BLUEPRINT FOR LIFE PARTNERSHIP (“SHARE OUR SPIRIT” PROJECT) CONNECTING URBAN AND ARCTIC HIP HOP CLUBS

NATIONAL

RAN FIRST EVER NATIONAL UNITY DAY CYpher ON JULY 20TH WITH PARTICIPATION FROM ARTISTS ACROSS THE COUNTRY IN MONTREAL, WINNIPEG, VANCOUVER, CALGARY, FORT MCMURRAY, TORONTO & HALIFAX

COMPLETED 10 UNITY DAYS AND ASSEMBLIES IN CALGARY, 7 IN HALIFAX AND 5 IN FORT MCMURRAY

—

PERFORMED & SPOKE FOR MICHAËLLE JEAN AT THE LAUNCH OF NATIONAL YOUTH ARTS WEEK AT THE AGO, TORONTO COMMUNITY FOUNDATION’S “VITAL TORONTO” EVENT, AND AFP TORONTO CONGRESS

KEYNOTE FOR THE CANADIAN SPONSORSHIP FORUM IN SASKATOON, STEPHEN THOMAS DIGITAL LEAP CONFERENCE AND YOUNG NON-PROFIT PROFESSIONALS EVENT

—

LAUNCHED THE VERY FIRST UNITY WEEKLY HUB SPACE IN HALIFAX

—

SECOND NATIONAL TRAINING PROGRAM WITH 22 ARTISTS IN HALIFAX

—

TRAINED 200 YOUTH COMMUNITY ROLE MODELS

COMPLETED OVER 130 UNITY DAYS, WORKSHOPS, KEYNOTE CONFERENCES, ASSEMBLIES ACROSS CANADA

COMPLETED A FULL AFTER SCHOOL PROGRAM IN 9 SCHOOLS IN SCARBOROUGH & BRAMPTON

COMPLETED OVER 35,000 ATTENDEES OVER 4 DAYS

—

17
UNITY EXECUTIVE DIRECTOR RECOGNIZED IN TOP 20 UNDER 40 BY SHALOM LIFE & ARONI AWARDS

UNITY RECEIVES COMMUNITY CONTRIBUTION AWARD PRESENTED BY MANIFESTO

AWARDS

ORGANIZATIONAL

HIRED
16 YOUTH WITH FULL TIME SUMMER JOBS THROUGH THE FOCUS ON YOUTH PROGRAM

HIRED
3 YOUTH WITH FULL TIME SUMMER INTERN POSITIONS

HIRED
9 FULL TIME CORE STAFF

HIRED
2 PART TIME CORE STAFF

SELECTED CHARITY BY SOCIAL VENTURE PARTNERS TORONTO FOR 3 YEARS OF FREE CONSULTING SERVICES

UNISHOP LAUNCHES ONLINE PRODUCT BASED SOCIAL ENTERPRISE (WWW.UNISHOP.CA)

MEDIA AWARENESS

FEATURED IN OVER 50 MEDIA OUTLETS NATIONWIDE WITH STORIES OF YOUTH, ARTISTS, AND THE CHARITY

Toronto Star
CTV Toronto
Global News
CTV News
City TV News
CP24
CBC TV
Breakfast Television Flow 93.5
Huffington Post Canada
NOW Magazine
Rap City, Much Music
The Canadian Jewish News
SNAP Newspaper

UrbanologyMag.com
The Grid
City Centre Mirror
OMNI TV V-Mix
InsideToronto.com
Torontoist.com
East York Mirror
Toronto Sun
Examiner.com
TheComeUpShow.com
SamaritanMag.com
Huffington Post Canada
Mississauga News
Examiner.com
Toronto.Broadway World.com
HyeMusings.com
MSN.ca
Toronto.com
Faded4U.com
Radio Laurier
BlogTo
Exclaim.ca
NOW Tube
The Vancouver Province
Halifax Chronicle Herald
Fort McMurray Today
Creative Manitoba

Ads on Clear Channel screens at Yonge-Dundas Square for 15 seconds every 5 minutes for 1 month.
FINANCIAL HIGHLIGHTS

2013 OPERATING BUDGET
$817,867

MARKETING
3%

FUNDRAISING
6%

ADMIN
6%

PROGRAMS
85%

RATIOS

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<th>Fiscal Year Ending August 31st</th>
<th>2013*</th>
<th>2012</th>
<th>2011</th>
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<td>Administrative costs as % of revenues</td>
<td>6.9%</td>
<td>9.3%</td>
<td>6.4%</td>
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<tr>
<td>Fundraising costs as % of donations</td>
<td>16.9%</td>
<td>15.1%</td>
<td>11.9%</td>
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SUMMARY STATEMENTS

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<tr>
<th>All Figures in $</th>
<th>2013</th>
<th>2012</th>
<th>2011</th>
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<tr>
<td>Donations</td>
<td>231,586</td>
<td>218,981</td>
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<td>Government funding</td>
<td>290,281</td>
<td>152,241</td>
<td>144,254</td>
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<td>Fees for service</td>
<td>166,041</td>
<td>126,206</td>
<td>70,602</td>
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<td>Special events</td>
<td>129,960</td>
<td>55,640</td>
<td>8,310</td>
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<tr>
<td>Investment income</td>
<td>0</td>
<td>0</td>
<td>90</td>
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<tr>
<td>Total revenues</td>
<td>817,867</td>
<td>553,068</td>
<td>366,794</td>
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<td>Program costs</td>
<td>557,927</td>
<td>417,474</td>
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<td>Administrative costs</td>
<td>56,154</td>
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<td>Fundraising costs</td>
<td>39,000</td>
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<td>Total expenses</td>
<td>653,081</td>
<td>502,307</td>
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<td>Funding reserves</td>
<td>245,057</td>
<td>176,511</td>
<td>136,537</td>
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* 2013 numbers not yet audited, this report was printed before the December audit
OUR PARTNERS
**STAFF**

Michael Prosserman – Founder & Executive Director
Michael Thomas – Managing Director, Operations
Malik Musleh – Director of Grants, Foundations & Government Relations
Rajni Sharma – Director of Partnerships & Communications
Andel James – Director of Local Programs
Matthew Jones – Director of National Programs
Cécile Ferandier – Festival & Volunteer Coordinator
Galyn Esmé – Bookings Coordinator
CG Chen – UNIShop Coordinator
Clinton Ghosh, Marcel DaCosta, Lishai Peel – Program Coordinators
Elena Ryabova – Administrative Assistant
Marcus Lomboy – Program Intern

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**BOARD OF DIRECTORS**

Eric Goldstrand – Chair
Azim Alibhai – Vice-Chair
Vivian Yeung – Secretary
Jennifer Wan – Treasurer
Josh Singer – Marketing
Tim Morgan – Finance
Monica Yeung – Finance
John Turley-Ewart – Finance
Marcus Lomboy – Youth
Henrick Sales – Youth

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**RESOURCE DEVELOPMENT GROUP**

Bryn Joynt
David Peltz
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Jodi Weber
Josh Singer
Louise Morwick
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Peter Kozicz
Ron Prosserman
Tim Morgan

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Jennifer Wan
Jovana Arnaut
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Jawn Taboika

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**SCHOOL & COMMUNITY PARTNERSHIPS WORKING GROUP**

Ron Canuel – Chair
Brett Boivin
Deborah Beam
Emil Boychuk
Monica Yeung
Nicole Magson
Suzie Tzimikas
Vivian Yeung

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**OVER 30**

**TORONTO CONTRACT ARTIST EDUCATORS**

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**OVER 20**

**ALBERTA CONTRACT ARTIST EDUCATORS**

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**OVER 20**

**NOVA SCOTIA CONTRACT ARTIST EDUCATORS**

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**Social Venture Partners Toronto**

www.svptoronto.org
OUR DONORS:
THANK YOU

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Solbyung Coveley
Stuart Berkowitz
Waratah Advisors
UNITY is excited about the upcoming future and expansion plans. With the support of partners including Social Venture Partners (SVPT) UNITY plans to create long-term strategies, process and structure to support the growth of the organization. UNITY plans to expand in new cities across Canada and strengthening programs and partners in existing cities.

UNITY would like to specially thank Social Venture Partners a voluntary consulting group in assisting with these plans. In 2012, UNITY was selected as Social Venture Partners Toronto “Investee”. As the investee, UNITY and SVP Toronto have entered into a three-year partnership that will build UNITY’s capacity through on-going organizational development projects, as well as a financial contribution (in each of the three years). Thus far they have assisted UNITY in creating an organizational strategy, board governance, HR process development, and marketing. SVP Toronto is a unique partnership that brings together a broad group of professionals who invest their time and funds to help address the most pressing challenges facing our city. It is based on a proven ‘venture philanthropy’ model that has attracted more than 2,300 partners in 27 cities across North America, Japan, and India.

In addition to our after school program, UNITY is also in the process of launching a flagship program, which is the all elements UNITY Hub. We are also growing various national initiatives such as National UNITY Day and increasing the number, reach and depth of all of our programs. Also, within the next 2 years UNITY plans to expand in new provinces including Vancouver and Quebec. With all of this growth and excitement, UNITY will always maintain its grass-roots culture, continue to be youth-led and relevant with youth and communities across Canada.

“When I’m feeling hurt or anything not good, I will draw to let out my anger so I will no longer hurt myself to rid my fear, anger and depression.”

- Youth program participant
FOR MORE INFORMATION ON UNITY CHARITY, PLEASE VISIT:
WWW.UNITYCHARITY.COM

FOR MORE INFORMATION ON SHARE OUR SPIRIT, PLEASE VISIT:
WWW.SHAREOURSPIRIT.CA

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