



Annual Report 2004

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1.0 Introduction

The last year has been one of huge challenges and amazing successes. It was only a year ago on January 6th 2004 that the idea of **Apathy is Boring** was born. It was not until a month later that work began on what would be **Apathy is Boring's** 2004 election campaign.

What has marked this first year of **The Apathy is Boring Project** is most certainly the countless volunteer hours that have been contributed by young people all across the country. Each one of those volunteers believed that youth engagement in democracy is a critical issue, and each one was willing to put in the hours to get out that message.

Over the past year **Apathy is Boring** has established itself as a voice on issues relating to Canadian democracy, and has been recognized and supported nationally by a diversity of NGO, corporate, and celebrity partners, not to mention being recognized countless times by the Canadian media. Using a website, digital media technology, and a media outreach campaign **Apathy Is Boring** was able to reach over 500,000 young people in Canada in two months.

Apathy is Boring's messaging and design in 2004 was edgy, direct, and honest. As a result, **Apathy Is Boring** has finally begun to bridge the gap between youth and politicians, making youth a part of the decision-making in our political culture.

This report outlines the key activities, partnerships, successes, and challenges that have made **Apathy is Boring** tick over the last year. Certainly a lot has happened over this past year, and we are excited that this is just the beginning.

Ilona Dougherty
National Director

Paul Shore
Media & Fundraising Director

Mackenzie Duncan
Creative Director

2.0 Program Areas

2.1 Website

The **Apathy is Boring** website was the main focus of our work in 2004. The website drew a significant amount of attention during the election campaign for its edgy messaging, unique design, and its informative content. The website design and content development was a huge challenge given that it was created purely by volunteer time. The end product was a major success allowing **Apathy is Boring** to communicate our message, receive comments from the public, sell 'Democracy is Sexy' gear, receive donations, and provide links to relevant websites. The website received over 500 000 hits in the spring (April – June 2004) and continues to receive an average of 11 000 hits per month (summer and fall 2004)

Interactive E-cards were also a critical part of the Election 2004 campaign. With the support of Transform Media three E-cards were sent out May 27th, June 13th, and June 27th 2004 to over 3000 individuals and organizations. These E-cards were eye catching, well designed, and interactive leading users back to the **Apathy is Boring** website through clickable links.

A list serve was also established and managed by Transform Media. New users were able to sign up through the **Apathy is Boring** website, providing contact information and other statistical info (if the user desired), that will be helpful in determining the demographic that **Apathy is Boring** is reaching. The list serve now has over 1000 members.

Partnerships

Plank Design www.plankdesign.com

Transform Media www.transform.tv

2.2 Youth Friendly Guide

During 2004 The Youth Friendly Guide originally written by 6 young people in 1996 in collaboration with the Canadian Environmental Network was re-written and edited by Ilona Dougherty, National Director of **Apathy is Boring** in collaboration with the original authors, and a youth advisory panel.

The guide was translated and designed by **Apathy is Boring** volunteers. A intern was hired in fall 2004 through a collaboration with Concordia University's School of Community and Public Affairs, to continue work on the Youth Friendly Guide translation and promotion 5-10 hours a week until spring 2005. We are currently looking for funding to print and distribute the guide.

Partnerships

Youth Environmental Network www.yen-rej.org

School of Community and Public Affairs (Concordia University) <http://scca-eapc.concordia.ca/>

2.3 The Civic Duty Concerts

In August 2004 planning began for a series of concerts that will take place in 2005 and 2006 across Canada, with a specific focus on the Canadian north. The Civic Duty Concerts will aim to outreach to young people around the message that –democracy is more than voting-. These concerts will have a significant local component encouraging involvement of youth in their communities, as well as serving as a way for young people to directly interact with their elected officials.

A second internship in partnership with the School of Community and Public Affairs has supported this organizing process, but most significant was the addition of Kimm Fuller to the **Apathy is Boring** team, as a volunteer/staff person (we pay her when we can!). Kimm has devoted countless hours to organizing, outreaching, and supporting the development of The Civic Duty Concerts.

Many partnerships were established during the fall 2004 that leave **Apathy is Boring** well positioned to carry out The Civic Duty Concerts as soon as funding is secured.

A partnership with D6 music based in Toronto, has also led to the development of a sample CD project to be completed funding permitting in 2005. Along with D6, **Apathy is Boring** was excited to come on board for The African Way Tour as Montreal promoter. This concert has led to significant Montreal press for **Apathy is Boring**, as well as an opportunity to support politically engaged artists from Canada and abroad. The show, which will take place on January 28th 2005, will also be a great chance for **Apathy is Boring** to outreach to the Montreal Hip Hop community.

Planning for the first of The Civic Duty Concerts to take place at Le Swimming on February 23rd 2005, was also a significant focus of efforts in 2004. This show will feature hip hop talent; Eternia, TypeCast, Euphrates, G Knight, and the Buttabees.

Partnerships

Artists: Sarah Mclachlan, Chantal Kreviazuk, Buck65, Melissa Auf de Maur, DJ Nana, G Knight, Fractal Pattern, James Murdoch, Euphrates, Masia one, Chris Brown and Kate Fenner, Sarah Harmer, Eternia, Broken Social Scene, Luther Wright, Jason Collett, Po Girl, Taima, Todd Kerns, Raine Maida, James Bryan, Tiga.

Media Sponsors: Aboriginal People's Television Network (National), CKUT Radio (Montreal)

Venues: Reds (Edmonton), Broadway Theatre (Saskatoon), Whitehorse Convention Centre (Whitehorse), Le Swimming (Montreal)

Not – for –Profit Partners:

Aboriginal Youth Network
Arctic Indigenous Youth Alliance
Vote Out Loud
Vote! Society of Alberta
Get Your Vote On
Terminus1525
Yukon College Student Council

www.ayn.ca
www.deneyouthalliance.ca
www.voteoutloud.ca
www.votealberta.ca
www.getyourvoteon.ca
www.terminus1525.ca

Corporate Sponsors:

District Six Music	www.districtsixmusic.com
Air North	www.flyairnorth.com/
In House Tickets	www.inhousetickets.com
High Country Inn (Whitehorse)	www.highcountryinn.yk.ca
Reds (Edmonton)	www.reds.ab.ca/
School of Community and Public Affairs	http://scpa-eapc.concordia.ca/
Gillette Entertainment Group (Montreal)	www.geg.ca

2.4 Gear

In partnership with Vote Society of Alberta and Inphemus Apparel, **Apathy is Boring** began sales of gear during the National election campaign in April 2004. This again was a totally volunteer driven effort. We quickly sold out all our stock through online marketing, and requests have continued to come in.

In the fall of 2004 Creative Director Mackenzie Duncan took the lead in designing a new line of **Apathy is Boring** gear. A catalogue was produced, which included photos taken during a photo shoot in Montreal with models (Miss Sixty) who volunteered their time.

Currently a strategy for production and distribution is being developed.

Partners:

Inphemus Apparel www.inphemus.com/

Vote Society of Alberta www.votealberta.com

2.5 Media Program

Media and Fundraising Director Paul Shore continued work on several projects that he is currently pitching the NFB, and CBC TV. Apathy Is Boring is developing three documentary series around the food industry, the environment and around news literacy, all of which will examine these issues as they relate to youth. In the spirit of Apathy Is Boring, the production of these series will be produced (in part) by and for young Canadians. We will also be embarking on a series of branded PSA productions for other social change organizations across the country. Reaction has been favorable, and we look forward to some of these projects becoming reality in 2005.

3.0 Overall Achievements

Spring Election Campaign

The Spring Election Campaign was a enormous success both in terms of the presence of **Apathy is Boring** nationally but also because to the effort and commitment shown by Apathy is Boring volunteers (we were all volunteers). Here are some highlights of the incredible work that went on:

- Political Party and Candidate Engagement

Not only was youth engagement a priority for **Apathy is Boring**, but so was ensuring that political parties and candidates met youth half way. We worked hard to contact as many candidates running in the federal election as we could. In the end we were able to contact over half of the Candidates running nationally which meant individually contacting over 500 people! This was a huge task only made possible by the amazing work of Lance Crossley a volunteer from Ottawa who not only made initial contact but also responded to MP questions. Lance also wrote **10 Ways to Get Youth to Vote** a guide to help Mps learn the basics of outreaching to young votes. This guide is a fantastic resource and we hope to use it for years to come.

- Media Coverage

During the Election Campaign **Apathy Is Boring** was featured on MuchMusic, CBC TV (The National), CTV (CTV News, Canada AM), CBC Newsworld, CTV Newsnet, CBC Radio (The Current, The House), The Gazette, The Vancouver Sun, and by many other local media across the country.

Summer and Fall 2004

Following the spring Election Campaign capacity building was first and foremost on our minds. We began working following the election on a strategic plan that would see Apathy is Boring becoming financially self-sustaining by the next federal election campaign (2008). This is no easy task, as it requires a huge amount of patience and resolve to keep building the organization despite a lack of resources. Nonetheless **Apathy is Boring** has worked tirelessly to ensure that we will remain a key player in engaging youth in the Canadian political process.

Capacity Building

Some Capacity Building Highlights from 2004:

- Rights and Democracy (www.ichrdd.ca) came on board as our charitable sponsor.
- We acquired an Apathy is Boring computer and printer.
- We continued to develop relationships with corporate, NGO, government, and artistic partners.

4.0 Budget

The Apathy Is Boring Election 2004 Campaign worked with a budget of donations totaling \$3410. These donations were collected from the political parties and donations made online through the site. The campaign ran between March-June of 2004. Most of the work during the campaign was done on a volunteer basis

with over 2500 hours donated by Ilona Dougherty, Paul Shore and Mackenzie Duncan (the 3 Apathy Is Boring Directors), Victor Shiffman and Shevaughn Battle from Transform Media (web marketing e-card technology), Lucinda Catchlove (publicity), Warren Wilansky and Plank Design (web consultation), Ian Rowe (t-shirt production from Vote Alberta), and countless others across the country.

EXPENSES

Registration of Organization in Quebec:	47
Letters Patent Application with Industry Canada:	200
Name Search with Marque D'Or:	150
French Name Search with Revenue Canada:	15
Digital Marketing	600
T-Shirts	388.1
Other (photocopies, taxi, postage, phone, printing):	658.4
French Translation	\$854.43
Web Design	500
TOTAL:	3412.93

DONATIONS AND REVENUES

Donations	3410
Gear Sales (t-shirts, hoodies, thongs)	445.99
TOTAL:	3855.99

5.0 Lessons Learned

Certainly **Apathy is Boring** experienced significant success this past year, but we were also faced with many challenges, the most considerable being a lack of funding. Although **Apathy is Boring** aims to be a volunteer focused organization, funding is required for us to build capacity and manage volunteers. Fundraising will continue to be our main focus in 2005, and likely our most significant challenge.

6.0 Looking Forward

2005 holds the possibility of continued success and growth. Each program area is full of potential both in terms of outreach as well as potential revenue. Our hope is that 2005 will be the year that **Apathy is Boring** begins to realize this potential in concrete ways, and that we will be able to make a significant impact on issues of youth engagement as we continue to challenge the Canadian political process by encouraging youth participation.

Thanks to all for their support.

Rock On.