



## **Annual Report 2005**

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## **1.0 Introduction**

Apathy is Boring is Two Years Old! Our second year was just as full of surprises, successes, and challenges as our first. We were yet again faced with another election campaign, which meant a lot of work, but also a lot of opportunity for organization to continue to grow. Year two was also filled with learning, building infrastructure, and continuing to shape the company into something that will last far into the future. We moved into an office, acquired computers, hired staff, and we have continued to have amazing support from our volunteers, organizational partners, artists, media, and of course our friends and family.

This report outlines where we have been and a bit about where we are headed. As co-founders all three of us continue to be committed to the work of this organization, and the opportunities it presents, and we look forward to continuing to build Apathy is Boring into the innovative company it has the promise of becoming.

Ilona Dougherty  
National Director

Paul Shore  
Media & Fundraising Director

Mackenzie Duncan  
Creative Director

## **2.0 Program Areas**

### **2.1 Website**

The website was much less a focus in 2005 than it was in 2004, simply because of a lack of resources. We continued to update the site almost weekly, most notably was the development of an online store to facilitate the sales of the Apathy is Boring clothing line. We continued to receive constant traffic on the site which spiked during the December & January Election campaign, and especially when our site was featured on the front page of [www.michaelmoore.com](http://www.michaelmoore.com) in the US.

Despite the lack of resources we continued to plan and brainstorm ideas for the eventual reconstruction of the Apathy is Boring website. The most exciting development was the news in December 2005 that we had received a grant from the McConnell Foundation that will allow to completely remake our website over in the coming three years. Plans are currently in the works for this make over which will get into full swing in April 2006.

### **2.2 Youth Friendly Guide**

The Youth Friendly Guide Project took on priority in 2005 when we received a grant from the Department of Canadian Heritage to develop a website, and focus test a workshop to accompany the Youth Friendly Guide.

The spring and summer saw the creation of [www.youthfriendly.com](http://www.youthfriendly.com) which included resources, success stories, the youth friendly guide itself, as well as video clips of young people discussing political engagement. The site continues to develop and 2006 will see the launch of an intensive marketing campaign in this area, which will focus on promoting workshops & consulting that Apathy is Boring offers. Workshops in Moncton, Montreal, Edmonton & Whitehorse were all very well received in the fall & winter of this past year, and we look forward to continuing this work.

### **2.3 Concerts & Events**

We held several concerts & events over the course of 2005:

K'naan & Tumi & the Volume – January 28<sup>th</sup> 2005

The Civic Duty Concerts – February 23<sup>rd</sup> 2005  
featuring Euphrates, Eternia, Typecast

The Civic Duty Concerts – May 11th  
featuring Taima, Chris Brown & Kate Fenner, Sarah Siddiqui

K'naan, Tumi and the Volume & Euphrates – September 29<sup>th</sup>  
In partnership with Uberculture Collective & Pop Montreal

COP11 Youth Declaration Launch Event – November 28<sup>th</sup>  
With Chris Brown, DJ mr. Nemo

Climax: World Urban Café – December 7<sup>th</sup>  
With Melissa Auf Der Maur

Voter Party – January 23<sup>rd</sup>  
Toronto, Ontario with DJ Nana

The above events were overall very successful, although many lessons were learned about the challenges of event promotion & production. These events allowed us to build up our email Database, get our message out to the Montreal & Toronto communities, as well as build relationships with artists, and others in the music industry. The most successful part of these events was the extensive media they received including coverage in The New York Times, Etalk Daily, CBC TV, The Montreal Mirror, & many more.....

We are excited about the artistic integrity of the events we produced and the opportunities that they offered to emerging and established artists. We will continue producing events in the future that will integrate the ideals that Apathy is Boring is all about.

## **2.4 Gear**

In 2005 Apathy is Boring worked hard to develop a clothing line that will eventually help fund our not for profit work. We made strides in this area including:

- launch of our 2005/2006 catalogue in Spring 2005
- launch of online store in November 2005
- began manufacturing product in August 2005

This project area was significantly under funded which lead to less the adequate sales to justify continuing the program without review. The plan for 2006 is to hire a marketing consultant with experience in this industry to advise us on realistic next steps. In the meantime Apathy is Boring gear is available for sale online!

## **2.5 Media Program**

The Media Program continues to be a project area that Apathy is Boring is developing, Paul Shore our director of Media Projects continues to work on pitching several projects to major Canadian Broadcasters. As well as editing a series of short videos for the NFB.

Our major breakthrough in this area was the development of an election focused PSA in partnership with the Go Vote Coalition which aired in Cineplex Odeon Theatres across Canada for a week in January 2006. The piece was produced and edited by Paul Shore, graphics were created by Mackenzie Duncan & beats were generously provided by Euphrates.

## **2.6 Election Campaign**

The 2005/2006 Federal Election Campaign came at a bad time for Apathy is Boring, short on staff, resources, & without a clear election strategy, we were forced to be reactive rather than strategic about our campaign, none the less our work was successful and we were able to continue to play a significant role in getting out the youth vote throughout Canada.

### **- Resources**

Apathy is Boring created a number of resources that we put online throughout the course of the campaign including: A Summary of Party Platforms, Youth Voter Stats You Should Know & Ten Tips on Getting Politicians to Listen to You.

### **- Media Coverage**

Once again Apathy is Boring was a leading voice on young voter issues throughout the election campaign doing interviews & providing commentary for: Canada AM (CTV), CBC Radio News & Election Coverage, The Strombo Show

(CJAD & CFRB), Muchmusic, The New York Times, Global Television, Etalk Daily, & many more.

- **Go Vote Coalition ([www.govote.ca](http://www.govote.ca))**

Apathy is Boring was a founding member during the 2006 Election Campaign of the Go Vote Coalition, a national coalition of groups focused on a January 16<sup>th</sup> day of action to encourage youth to: Find an Issue, Find a Party, & Go Vote. Apathy is Boring actively participated in the coalition planning and activities including creating the PSA mentioned above (media projects).

### **3.0 Capacity Building**

Some Capacity Building Highlights from 2005 are:

- Electing our Board of Directors (Victor Shiffman, Hannah Wizman, Cynthia Gervais, Yassin, David Prodan & Jonathan F. Lebensold)
- Moving into our own office at 5620 Du Parc in the fall of 2005.
- We continued to develop relationships with corporate, NGO, government, and artistic partners.
- Setting up working spaces for 5 of us, including interns & volunteers.
- Having an intern for Concordia's School of Community & Public Affairs.
- Getting calls from more volunteers that we can handle!
- Getting the grant from Canadian Studies Program & The McConnell Foundation.

### **4.0 Financial Report**

Please see attached Audited Financial Statement.

### **5.0 Lessons Learned**

Certainly **Apathy is Boring** experienced significant success this past year, but we were also faced with many challenges, including another election & the reality of time and funding required to build the infrastructure needed to sustain our diverse programming. Given the strides we have made in 2006 we are well positioned to continue to improve in this area, although many challenges do lie ahead. Fundraising will continue to be our main focus in 2006, and likely again, it will be our most significant challenge.

### **6.0 Looking Forward**

2006 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. We have similar hope for the coming year as we did for last year, that **Apathy is Boring** will continue 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 using art, media & technology.

## **7.0 Thanks**

Special Thanks to:

Board of Directors: Victor Shiffman, Hannah Wizman, Cynthia Gervais, Yassin, David Prodan & Jonathan F. Lebensold

Advisory Board: Stephen Toope, & Sacha Trudeau.

Staff & Interns: Justin Clemont, Raphael Ettore, Carla Klassen, Paul Guelpa, & Ken Chong.

The artists we work with especially: Chris Brown, K'naan, Tumi & the Volume & Melissa Auf Der Maur.

Sponsors & Partners: Mercury Sun, Go Vote Coalition, District Six Music, Le Swimming, Pop Montreal, uberculture collective, Edmonton Chamber of Voluntary Organizations, Octoplay, The Dept. of Canadian Heritage, & The McConnell Foundation.