



# UFORCHANGE BUSINESS CANVAS 2017

## MEET SHADIYA

My time at UforChange shows what a push in self-esteem can do. My mentors encouraged me and provided me with opportunities, including paid ones, to showcase my talent. They encouraged me to strive for the best that I could be, and gave me a blueprint to do so. Now, I'm engaged with different communities by doing what I love, and giving back by volunteering my newfound skills. Up next, I plan to come out with a clothing collection within a sustainable lens, in the next couple of years.

## OUR DONORS & CHAMPIONS

None of this work is possible without our champions and donors:

MCYS	HRH Prince Charles
MPP Glen Murray	Barbara Atkin
State Street	Barry Avrich
RBC	Sarah Paterson
Hellyer Foundation	Josh Hellyer
EW Bickell	Prince's Charities
Daniels Corp	Children's Aid
City of Toronto	George Brown
Hillary Weston	CSI
Weston Foundation	Soulpepper
Google	Community Matters
AMBI Foundation	Fashion Arts TO
Artscape	Toronto Arts Council
AGO	Our YOUTH!

## MISSION

TO MENTOR YOUNG PEOPLE IN THE PURSUIT OF THEIR ARTISTIC AND ASPIRATIONAL PASSIONS IN AN INCLUSIVE COMMUNITY.

## VISION

EVERY YOUNG PERSON CONFIDENTLY PURSUES A FUTURE RICH WITH OPPORTUNITY.

## OUR YOUTH

UforChange serves a wide array of young people:

- 75% identify as female
- 16-29 years old
- Strong entrepreneurial ambitions
- Newcomer & refugee youth
- LGBTQ+ youth
- Youth travel from as far East as Oshawa, and as far West as Brampton to attend UforChange
- Racialized youth
- Youth with barriers to access to resources and opportunity

## OUR WORK

- Combatting youth isolation, violence and promoting social mobility through mentorship and providing a safe, inclusive community space to explore creative voice and entrepreneurship
- Providing youth with a wide array of creative arts programming to empower resilience, heighten sociopolitical awareness, and increase community engagement
- Enabling strong and nurturing mentor-mentee relationships in various areas of youth interest

## OUR MENTORING

UforChange has played a significant role in incubating and mentoring highly successful grassroots organizations, including:

- TEEN LEGAL HELPLINE
- SQUARE CIRCLE
- BUSINESS IN THE STREETS
- STEPS INITIATIVE

## OUR IMPACT



Since its inception in late 2009, UforChange has served young people in a unique, creative and nurturing space. Unlike many programs in the GTA, we do not enroll young people based on their raw talent or skill, but on their determination to be active, contributing, and healthy - mentally, socially, financially - young people who want to change the world. Our tagline, "Creative Culture. Better World." is built around the principle that with creative nurturing and tangible next steps, any young person can achieve impact in whichever vocation they choose.