

THIS! IS CANADA



VOILA! LE CANADA



**experiences
CANADA**



**VIRTUAL EXCHANGES
ÉCHANGES VIRTUELS**

**DO YOU WANT TO LEARN MORE ABOUT YOUR COMMUNITY AND OTHER
COMMUNITIES IN CANADA WHILE MAKING FRIENDS AND BEING CREATIVE?**

Experiences Canada's Virtual Exchange program connects youth across Canada and provides them with the chance to learn more about Canada through a series of fun activities and media projects.

Available to Canadian youth between the ages of 12 and 17.

WWW.EXPERIENCESCANADA.CA/VIRTUAL-EXCHANGES/



ABOUT EXPERIENCES CANADA

Experiences Canada programs develop community leaders and informed citizens of tomorrow

Experiences Canada is a national registered charity that helps young Canadians to explore their country in ways they never may have imagined through reciprocal exchanges, forums, conferences and other opportunities to connect with one another.

For 85 years, Experiences Canada has opened young people’s minds and involved them in a broader world. We offer transformative learning opportunities accessible to youth across Canada – creating fun, safe, memorable experiences that deepen their connection to their community and their country, enrich personal relationships, and build confidence and skills.

VISION

We open young peoples’ minds and involve them in a larger world

MISSION

We offer transformational learning opportunities accessible to youth across Canada — creating fun, safe, memorable experiences that deepen their connection to their community and their country, enrich personal relationships, and build confidence and skills

WE BELIEVE

...in the capabilities and potential of youth

...learning is an adventure

...young Canadians need to know their own country’s diverse histories, cultures, and challenges first to better understand the world

...the most memorable experiences are shared experiences.

...exposure to new spaces and ideas will enable youth to see their world differently

...every youth deserves the opportunity to participate

...every youth deserves to be respected and included

...the safety and security of our youth is paramount

...everyone learns differently

MESSAGE FROM THE CHAIR – DAVID MCINNES



Taking over the Chair of a national charitable organization is a formidable prospect at the best of times. Doing so in the middle of a pandemic is even more daunting. However, with 85 years of experience, steadfast partners, and an amazing network of educators and parents working alongside us, I am proud of the work Experiences Canada was able to accomplish over the past year.

Despite the continuing travel limits due to the pandemic, Experiences Canada remained true to its vision to help young people to open their minds and engage in a broader world. Following our successful Online Conversations series on Reconciliation in Spring, 2020 we launched a second series on Anti-Racism in Fall, 2020. Building new partnerships with some incredible youth organizations, they helped us to support important discussion lending their voice and expertise to webinars, discussion guides and aggregate learning resources that will be freely available on our website in both French and English to support youth and teachers for years to come. Already, the two online series have reached an audience of over 50,000 and it continues to grow each week.

Our most important goal for the year was finding another way to help Canadian youth connect and exchange with one another when so much was keeping them apart. We took a look at the types of exchanges that would typically take place – opportunities to develop second language skills, learn about Indigenous cultures, and explore the history and heritage of Canada’s diverse communities.



Throughout the Fall we worked on the design of a whole new Virtual Exchange program that was launched in January. We created 6 e-learning activities that teachers could run inside a classroom, or that students working from home could complete independently. . Over 2,000 youth participated in creating videos, websites, photo galleries, maps and graphs to teach other youth about the daily life, history, and unique aspects of the places they lived. Although they were twinned with one other group, we also found a way to connect all of them together by creating a virtual map of Canada and pinning all of their online projects to it. If you are longing to travel across Canada, check it out, and explore our country through the eyes of our youth!

We also created special projects for youth interested in music and art. Our virtual choir produced four music videos and over 60 youth submitted artwork to our virtual gallery (as seen on the front cover).



Lastly, our in person Youth Forum on Reconciliation that was deferred from July 2020 was finally held virtually in October, 2021. Given the recent confirmations of gravesites at former residential schools across Canada, we were grateful for the advice and participation of Indigenous leaders, Elders, residential schools survivors, and inspiring youth activists who helped us to build a stronger program focus on concrete actions youth could take to support Indigenous people and communities. Over the coming year, thanks to the generous support of Canada Life, the work of the Forum will continue through the 28 local projects youth participants will be implementing over the rest of the current school year.

Looking back, it has been a challenging, but amazing year for us. None of this would have been possible without the generous and steadfast support of our partners, beginning with the Department of Canadian Heritage. This also includes RBC Foundation who was the first to support our shift to online programming, as well as North West Company; Power Corporation of Canada; Winnipeg Foundation; and Pollard Family Foundation, who stood by us as we reworked our Exchanges and Youth Forum programs. For the first time, we also appealed to family, friends and individual donors to support us through the transition and we are most grateful for that support.

Finally, I would like to highlight the Board and staff at Experiences Canada whose commitment, creativity, and dedication, ensures that Experiences Canada will emerge in the pandemic recovery stronger than before, and ready to support youth in their travels and explorations of Canada both online and in person.

Thank you.

David McInnes



MESSAGE FROM THE CEO - DEBORAH MORRISON



Remember this time last year? We were so eager to see the end of 2020, having every confidence that 2021 would be the road to recovery! Even if we are all a little more circumspect about these prospects for the start of 2022, I know we are on the right road, even if it is taking us a while to get there. I have had a lot of conversations with community leaders, educators, and parents who share our belief that providing opportunities for youth to get outside of the bubbles and squares they've lived in for the past 20 months and re-engage in a broader world will be critical to restoring youth confidence and strengthening resilience during the recovery phase.

We know the effects of the pandemic have been particularly hard on youth. They have dealt with the stress of online living and learning, the social isolation, and the increasing fragmentation of communities in the wake of social change and economic uncertainties. These difficult times have left many youth feeling more disconnected from their country, and from each other, than ever before.

The pandemic has also taken its toll on many youth organizations that were providing meaningful opportunities to fuel interest in civic engagement, leadership and public policy. Our goal at Experiences Canada has been to provide relevant alternative resources to meet the needs of our audience, while also managing resources to ensure that when the time for travel resumes, we are ready to get everyone moving as quickly as possible.

Over the past year, we have invested time and resources to offer pre-trip planning tutorials online for group organizers. Our Virtual Exchanges program was a popular alternative for groups hoping to travel in the coming year and interested in building a relationship between their schools or groups during the pandemic. A lot of the feedback we received confirmed its value in helping participants get to know more about their own communities before hosting an exchange, as well as providing an opportunity for those who may never travel in person to still connect with and explore another part of the country.

“It was great to be able to forge a new connection during the pandemic, because I think we really lost a lot of our human connections and our social interactions, so it was great to have that thing once a week where I got to talk with my twin”

Julia Kai, virtual exchange participant

This year also we also opened up opportunities for individual youth to apply to participate in exchanges. This has opened up our program to many youth in schools and communities that do not currently offer exchange programs. These opportunities are being extended for the 2021-22 program year and we are looking at ways to offer exchange programming on an individual basis for the longer term.



Thomas Dumont. Boucherville, Quebec
Individual Virtual Exchange Participant

This Fall we created a new Online Series to support youth interested in exploring their Career Options. Monthly webinars and workshops will continue throughout the school year on a range of relevant topics such as skills identification, job prospecting, entrepreneurship, and careers in the gig economy are available free in both official languages. Youth looking for a more customized experience can access e-learning modules for a nominal fee on resume and cover letter preparation; applying to post-secondary schools and finding ways to finance it; and building your plan for a business or social enterprise.



Next month, we will be opening applications for our newest National Youth Forum on Allyship. A true hybrid event – youth will first get to know each other by collaborating in a series of monthly online webinars and activities that cast light on the lived experiences and challenges faced by a range of different diverse groups. Over the Winter, our aim is to give them a broader perspective about the many social divisions that currently exist as well as offer strategies for how they can play a leadership role in bridging those divides. At the end of the program, the youth themselves will become the teachers gathering in Winnipeg to receive training and tips for producing their own series of podcasts that we will later make available through our networks.

By most accounts, we are forecasting some travel to resume in Spring and Summer 2022 with a significant increase in demand for exchanges beginning Fall, 2022. Before the pandemic, we already received 20-35% more applications than we could accommodate and we expect that number to rise to 40-50%. Adding to our challenge, airline prices are currently 30% higher than they were before the pandemic and are expected to stay at these levels meaning we need to find new sources of revenue to keep pace with rising demands for our programs.

We are grateful for the support of our funding partners, our network of parent, teachers and alumni, and the new relationships we have made with other youth organizations on this journey. Together we have done amazing things that will carry forward long after the pandemic is over.

When I speak with people about our activities during the pandemic, many are surprised with the scale and scope of what we have accomplished. They often say how impressed they are thinking this must be a struggle for an organization largely known for travel. It is true. It has been far from easy. And I agree, what our small but mighty team has been able to achieve since the pandemic began is more than impressive. Most staff are now proficient in skills and content areas they never imagined themselves being involved in a year ago, and every one of them remains singularly focused on creating fun, engaging opportunities that support youth in discovering themselves and realising their full potential.

So bring on 2022, a whole new world awaits us. We will be there, as we always have, to provide safe, meaningful, accessible ways for young Canadians to discover it.


Deborah Morrison





REPORT FROM THE CHAIR, AUDIT AND FINANCE COMMITTEE

DAVID ROSS



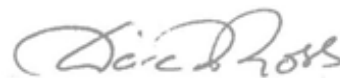
On behalf of the Audit and Finance Committee of Experiences Canada, I am reporting the financial results for the 2020-21 fiscal year. This report is derived from our audited financial statements for the year ended August 31, 2021, which are available on our website or upon request.

Experiences Canada completed its second year of a three-year funding agreement with the Federal Government's Exchanges Canada Program. We wish to thank the Minister and staff at the Department of Canadian Heritage Exchanges Canada for their steadfast support and commitment to our program.

The pandemic brought significant challenges to our programming. For the first time in 85 years, we were unable to travel any youth during the year. We invested in the development of new online alternative programming including a Virtual Exchange program, a Virtual Choir, and a Virtual Art Contest to help young Canadians stay connected throughout the Winter months when so many were staying at home. We also produced an online webinar series entitled BLM – Anti-Racism Conversations in the Fall, and we continued work in redeveloping the Youth Leadership Forum on Reconciliation originally scheduled for Winnipeg in July 2020 as virtual event eventually held in October, 2021.

Wholly due to travel restrictions related to the pandemic, 2020-21 revenue was down by 63% at \$1.38 million compared to the previous year's revenue of \$3.73 million. Net expenditures also decreased by 60% from last year, from \$3.73 million to \$1.47 million.

We would like to thank our individual contributors and funding partners RBC, Canada Life, Uniglobe, and Westjet, for their generous support of this year's programs.

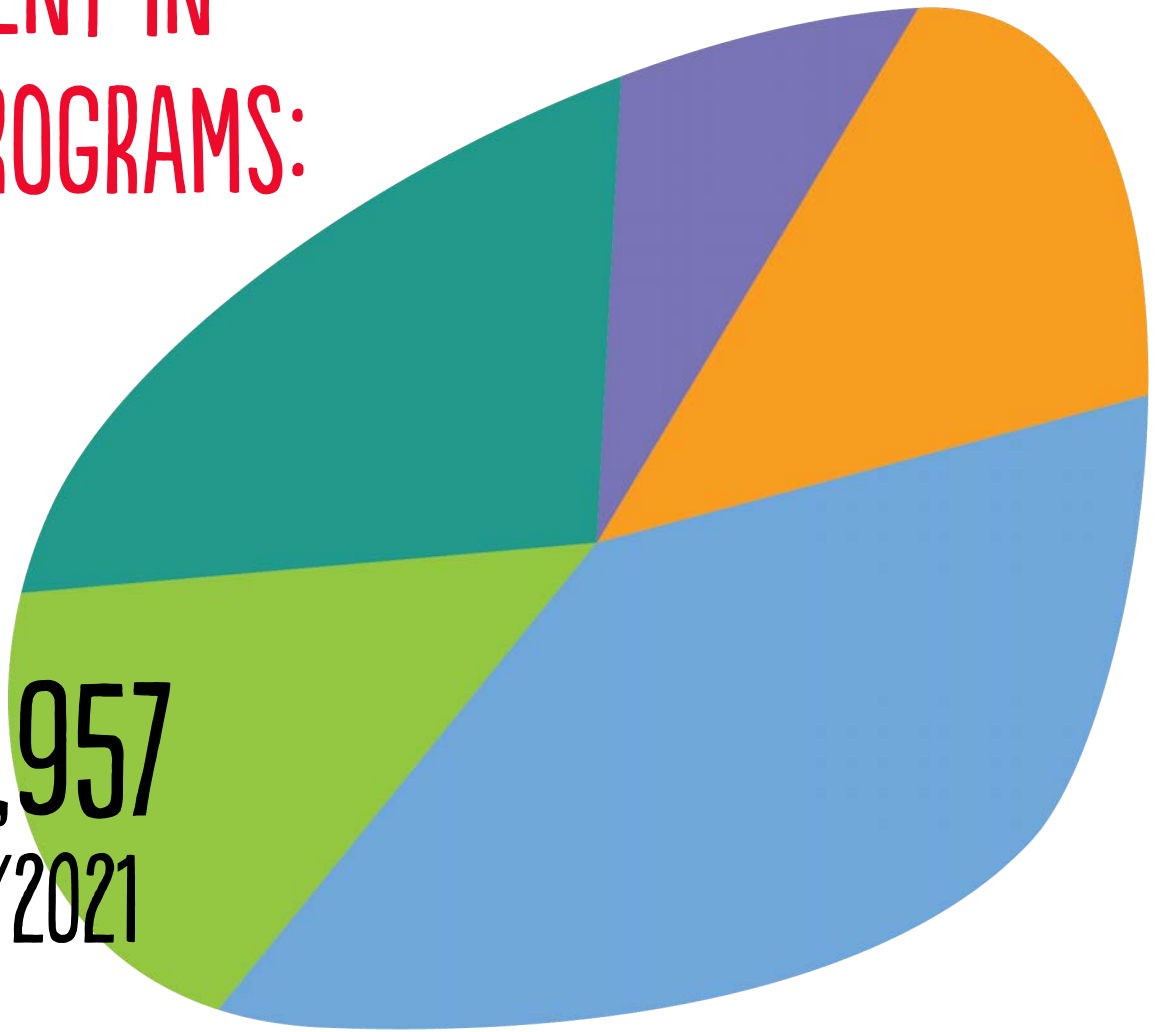


David Ross



INVESTMENT IN YOUTH PROGRAMS:

\$1,472,957
IN 2020/2021



40% Youth Programming
\$ 588,731

13% Youth Forum
\$ 196,370

27% Program Delivery
Nat'l Coordination
\$ 399,593

8% Marketing/PR
\$ 111,816

12% Corporate/Other
\$ 176,447

0% Special Measures
\$ 0



THANK YOU TO OUR SPONSORS

Investing in the education and future of Canadian youth benefits us all. Every gift has an immediate impact, helping young Canadians broaden their connections and increase their exposure to diverse experiences will help them grow as the leaders of tomorrow we need them to be. We could not accomplish our goals without the support, involvement and enthusiasm of all our generous donors and partners. Thank you for bringing young Canadians together at a time when they need it most!

We wish to extend our deepest appreciation to the following organizations and individuals who have contributed so generously.

- Andrés Garami – Garami Family
- John Kenny
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- Dave McInnes
- David Ross
- Amex
- Brian Morrison
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- Jill Seymour
- Robert Johnston
- Denise Nawata
- Judith Sullivan-Corney
- Taking It Global
- Whom Consulting Inc

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CAREER CHOICES

A series of monthly webinars & workshops,
e-learning modules, vlogs, and resources, designed to help
youth navigate life after high school.

WWW.EXPERIENCESCANADA.CA/CAREER-CHOICES



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WE NEED YOUR SUPPORT

At a time when so much is keeping us apart,
you can bring us together!

Every youth deserves a chance to participate in our programs but we need your help to make this happen. Your donation will help youth who may not be able to participate without additional financial support and resources.

WWW.EXPERIENCESCANADA.CA/DONATE/