

Truly Alive Youth and Family Foundation Inc.

ANNUAL REPORT

April 2023 - March 2024



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EXECUTIVE SUMMARY

The Truly Alive Youth and Family Foundation Inc. (TAYFFI) experienced a transformative year from April 2023 to March 2024, marked by significant strides in our mission to empower youth, strengthen families, and celebrate cultural diversity within the community. This year's accomplishments reflect our unwavering commitment to fostering an inclusive and supportive environment where everyone can thrive.

Key Achievements

- **Expansion of Programs:** We successfully launched several impactful initiatives, including the inaugural Academic Upskilling Summer Bootcamp, Senior ConnectYXE, the Access to System Program, and the continuation of the English Language Enhancement Program, collectively serving over 300 participants. These programs provided essential support to students, seniors and newcomers, enhancing their academic skills, wellbeing, language proficiency, and tailored support for Saskatchewan Black communities in contact with Canada's Justice System.
- **Cultural Celebrations:** February's Black History Month was a major highlight, with events such as the first-ever Afrocentric Symposium in Saskatchewan and the Black History Month Gala, which drew widespread participation and media attention. These events underscored our dedication to honoring the rich heritage and contributions of Black Canadians.
- **Community Wellness Initiatives:** Our ongoing focus on wellness led to the introduction of a new series of virtual and in-person programs aimed at enhancing the well-being of families. From the Women Employment Readiness program to the Men's Wellness Initiative, TAYFFI reached over 200 families, offering support through workshops, counseling, and community events.
- **Partnerships and Collaborations:** Strengthened partnerships with organizations such as the University of Saskatchewan, Immigration, Refugees, and Citizenship Canada (IRCC), and CHEP Good Food were pivotal in expanding our reach and enhancing the impact of our programs.



MESSAGE FROM EXECUTIVE DIRECTOR



ANTHONY OLUSOLA
Executive Director | Truly Alive
Youth and Family Foundation Inc

Dear Friends and Supporters,

As I reflect on the past year, I am filled with immense joy and gratitude for the incredible strides the Truly Alive Youth and Family Foundation Inc. (TAYFFI) has made.

The 2023-2024 fiscal year has been one of transformation, resilience, and profound impact. Together, we have navigated challenges and embraced opportunities, all while staying true to our mission of empowering youth, strengthening families, and celebrating the rich diversity of our community.

This year, we celebrated key milestones in inclusivity, wellness, and education. February's Black History Month events, including the Afrocentric Symposium and Gala, sparked impactful conversations. Our new programs, like the Academic Upskilling Summer Bootcamp and Women Employment Readiness, have supported hundreds, underscoring our belief in education and community transformation.

Looking ahead, we aim to expand with a Blooming Petals Multicultural Childcare Co-op and provide the much needed childcare support for families and caregivers from the ever-growing Saskatoon multicultural communities.

Thanks to our dedicated staff, volunteers, board members, partners, and donors for your vital support. Together, we'll continue building a vibrant community.

Warm regards,
Anthony Olusola | Executive Director, TAYFFI

2023-2024 fiscal year

98%

Client satisfaction rate

100%

Increase of Diversity of Service Users

100%

Overall Program Impact



ORGANIZATION OVERVIEW

MISSION

We are on a mission to remove barriers which prevent members of Saskatchewan Black and racialized communities from improving their quality of life and achieving socioeconomic success.

CORE VALUES

TAYFFI delivers its service in the core values of social inclusion, responsiveness to community needs, respect and dignity, interculturalism, client centeredness, efficient resource use and outcome-based service delivery

2023-2024 AT A GLANCE



Number of clients served

13,360

Age Group of Clients

Children (0-14 years)



Youth (15-24 years)



Adult (25-64 years)

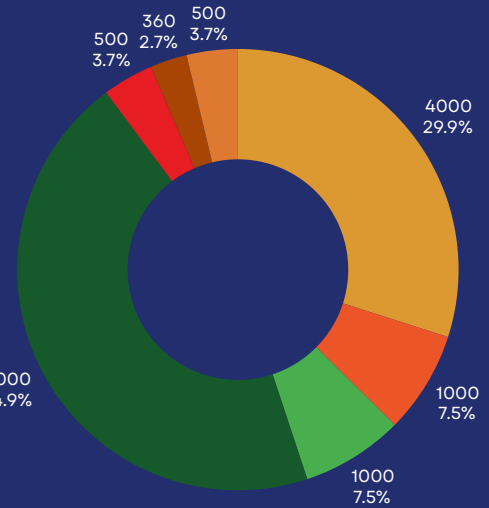


Seniors (65 years and over)



Program Participation

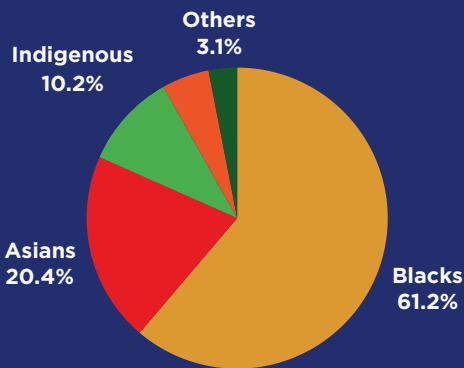
- Women & Family Support
- Clinical Counselling
- Student Learning Support
- Diversity, Equity & Inclusion
- Access to Justice
- Pre-Employment & Business Development Services
- Youth Support



Geographic Regions of Clients Served



Ethnicity of Clients



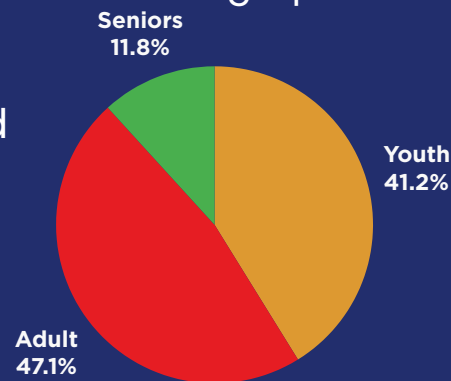
- Europeans
- Asians
- Indigenous
- Others
- Blacks

Volunteer Program

75
New volunteers recruited

1500
volunteer hours

Volunteer Demographics





PROGRAM HIGHLIGHTS

Over the past year, TAYFFI has expanded its programming to support individuals and families across Saskatchewan, with a particular focus on Black, Indigenous, and People of Color (BIPOC) communities. From education to wellness, our programs have continued to provide critical resources and create spaces for cultural enrichment and personal development.

We launched the **Academic Upskilling Summer Bootcamp**, designed to help students in critical subjects like Mathematics, English, and Science. This six-week hybrid program provided over 50 students with tailored academic support, helping them improve their learning skills and prepare for the upcoming school year.

During this period, our youth initiatives flourished. The **After School Program** for grades 1 to 9 included leadership lessons, cooking classes, art projects, golf, yoga, and games, fostering friendships and practical skills. The **Leadership Lab Program** enhanced strategic planning and communication skills for student leaders. Our **Virtual Cooking Sessions** with CHEP Good Food promoted cultural exchange and cooking skills.



“

We really enjoyed the games, golf and arts. Now I know how to cook chocolate chip cookie!

*After School Program
Participants*

”

For adult learners, the **English Language Enhancement Program** continued its success, with a newly expanded section for intermediate-level participants. This program helped over 30 newcomers improve their language proficiency, preparing them for work, community engagement, and further education.

In our commitment to Women Empowerment, we ran the **Women Employment Readiness Program** to provide skills development and career preparation to young women, helping them navigate the job market and enhance their employability. Over 90 women participated, gaining vital career skills and confidence.

Seniors also remained a focus of our support efforts. The **Senior ConnectYXE** initiative was launched to combat isolation among older adults, connecting them to technology and providing social interaction opportunities through workshops, virtual meetups, and community events.



A major milestone this year was the launch of the ***Access to Justice Program***, providing tailored support to Saskatchewan Black communities in contact with Canada's Justice system. This initiative is crucial in bridging service gaps and advocating for equitable treatment and equal protection for Black individuals navigating the complexities of the Justice system.

In February, ***Black History Month*** took center stage with numerous events celebrating the rich contributions of Black Canadians. Our ***Afrocentric Symposium*** and ***Black History Month Gala*** offered participants the opportunity to engage in meaningful discussions about racial equity while celebrating Black heritage. The ***citizenship ceremony*** and ***cultural exchange*** programs further highlighted the diverse cultural fabric of our community.



Our work with youth was further strengthened through impactful initiatives like the ***Expand Your Horizon (EYH) Scholarship*** initiative. This program provided scholarships to ***BIPOC students*** who showcased not only academic excellence but also a strong commitment to community engagement. By easing the financial burden of higher education, these scholarships have empowered students to pursue their academic dreams and unlock new opportunities for personal and professional growth. The EYH scholarship initiative has played a vital role in supporting the aspirations of deserving students, allowing them to strive despite their financial challenges.



Through these programs, TAYFFI has served over 10,000 individuals and families, building stronger communities through education, wellness, and advocacy. We remain dedicated to our mission of fostering inclusivity and providing critical resources to those in need. The upcoming year promises further expansion of our initiatives, continuing the legacy of support, empowerment, and community building.



Program Highlights

World Art Day Celebration



Community Roots Intergenerational Gardening Project



Mother's Day Celebration



Women Employment Readiness (WER)



Asian Heritage Month Commemoration



Program Highlights

World Refugee Day



Father's Day Celebration



Women-for-Women Business Academy



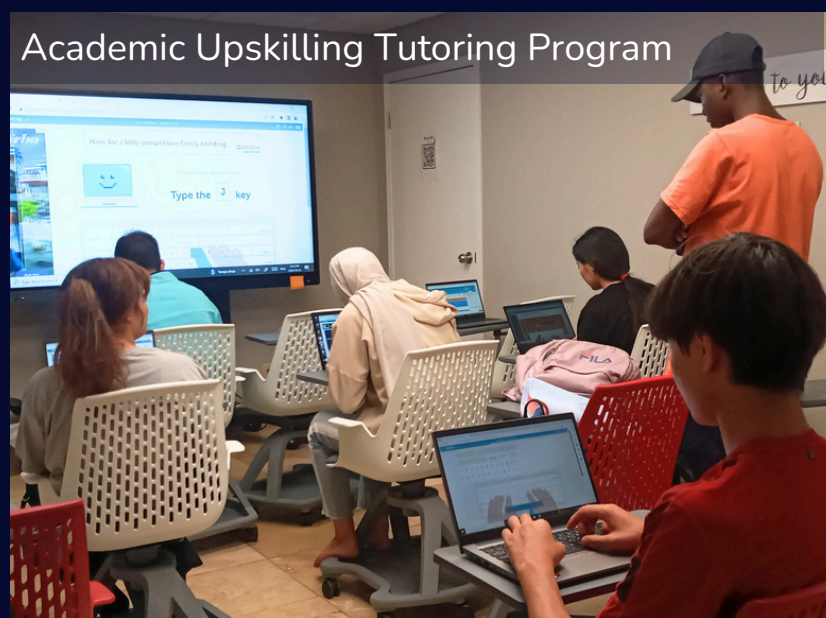
Volunteer Appreciation Day



Canada Multiculturalism Day Commemoration



Academic Upskilling Tutoring Program



Program Highlights

Inter-heritage Language Program



Blooming Bud Summer Sports



First Tee Golf Initiative



National Day for Truth and Reconciliation



Canada's Black Justice Strategy



Program Highlights

Civic Engagement Forum for Immigrant and Refugee Women in Saskatoon



Wellness Hamper Initiative



Bridging Information Gaps
Men's Program



International Day for People of African Descent



Culture Continuity on Campus



Pink T-Shirt Day



Program Highlights



Indigenous-Newcomers Building Intercultural Learning on Treaties (INBUILT) Initiative



Diversity Disco



Women's Wellness Candle Making Session



Foundational Digital Literacy Training



Advanced Digital Literacy Training

Program Highlights

English Language Enhancement Program



Youth Leadership Lab



Indigenous Storytelling Event



Interfaith Dialogue



Indigenous-Ethnocultural Seniors Dialogue



Academic Upskilling Tutoring Program

I have thoroughly enjoyed the tutoring classes I registered for, specifically in Computer Science, Mathematics, and English. Each of these courses has been incredibly helpful, enhancing my understanding and boosting my confidence. I highly recommend them to anyone looking to improve their skills!

Zaynep Asadi

English Language Enhancement Program

I want to say thanks to Truly Alive for this program and the teacher. I hope to join this program for a long time to improve my English language which will help me in life. Thank you :)

Alaa Taleb

Women Employment Readiness (WER) Program

I joined TAYFFI's Women Employment Program just five weeks after becoming a permanent resident. The program provided essential skills like intercultural competencies, interviewing techniques, and teamwork, helping me secure a job with the Provincial Government. With personalized support from the team, I gained confidence and at the end of the program I earned an educational grant to complete my Canadian law qualifying exams.

One simple but powerful lesson that stayed with me came from Anthony on our first day.

He reminded us that our outcomes were ultimately in our hands and encouraged us to approach learning with humility. I took that advice to heart and, as they say, "stooped to conquer."

Omolara Adebisi Olabanji

After School Program

The after-school program at Truly Alive Youth and Family Foundation has really helped me feel more confident and active. I've learned new skills, made friends, and had lots of fun doing different activities!

Lavinia Saeed

Senior ConnectYXE

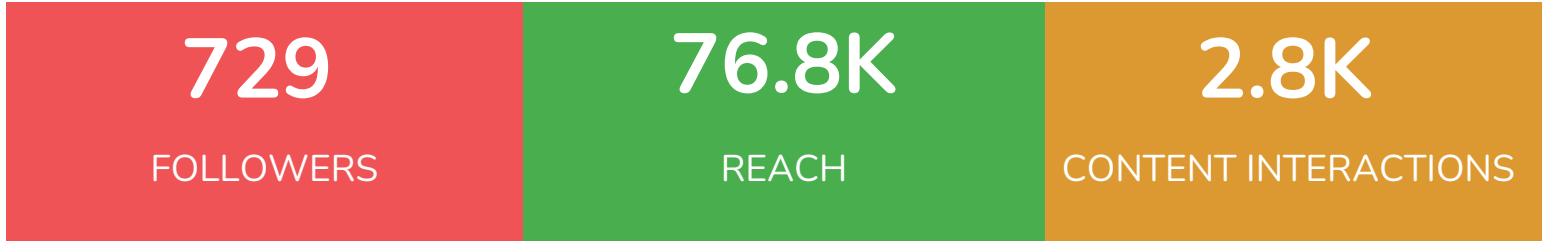
I am a senior from Sudan who fled the war and difficult circumstances in my home country. As an immigrant in Saskatoon, the Senior Connect Program at Truly Alive Youth and Family Foundation (TAYFFI) has been a great opportunity for me. Through this program, I was able to connect with other seniors, build new friendships, and feel part of the community.

Even though I do not speak English, the program's interpreter services helped me connect with diverse seniors, enhancing my well-being. Thank you

Abdallah Adam

MEDIA IMPRESSION

Instagram



Facebook

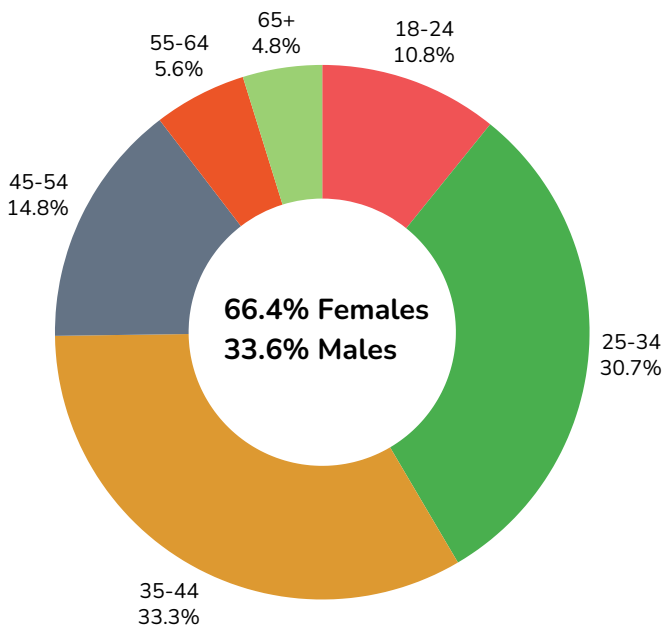


LinkedIn



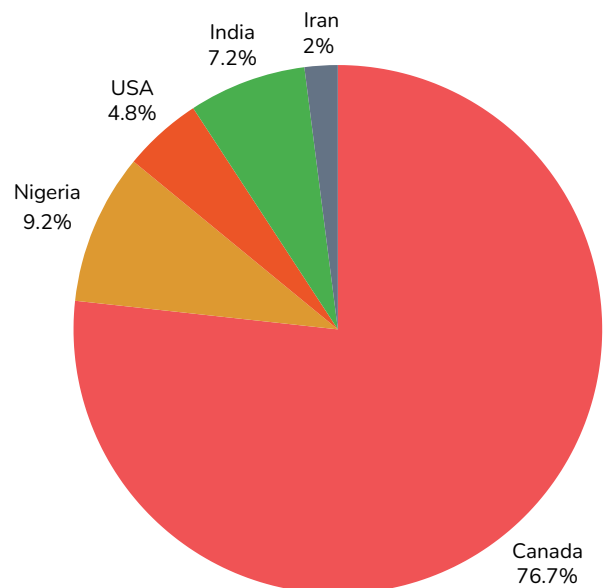
Social Media Audience

Age Demographics of our social media followers



Audience Country Distribution

Top 5 Country Distribution of our social media followers



MEDIA IMPRESSION

Google

39.6K

VIEWS

10K

INTERACTIONS

9.6K

SEARCHES

31

GOOGLE REVIEWS

5



What People are Saying



Truly Alive is a very welcoming place. They had fun activities all summer for my kid. They also promote multi cultural events



As a minority immigrant, I feel very welcoming, connecting, friendly and supporting environment with TAYFFI and staffs!!! They offer interesting and educational programs for kids, youths, women, seniors, and families.

Email Campaigns

45%

EMAIL OPEN RATE

Website Top Traffic Countries

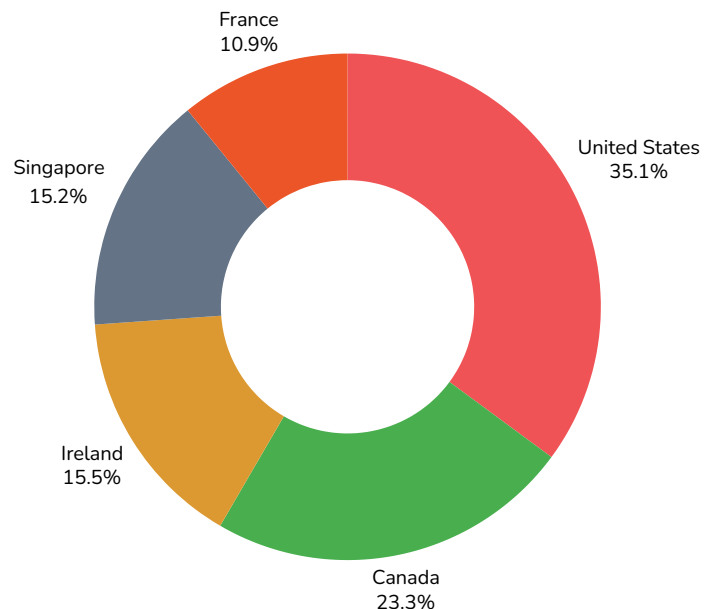
Website

149.5K

UNIQUE WEBSITE VISITORS

3840.4K

TOTAL REQUEST



PARTNERS AND SUPPORTERS

Truly Alive Youth and Family Foundation Inc. recognizes that we could not unlock the potential of our BIPOC youth and families without the invaluable support of our community. Thanks to our donors, sponsors, funders, partners, and collaborators, we remain dedicated to removing the barriers that hinder members of Saskatchewan's Black and racialized communities from enhancing their quality of life and achieving socioeconomic success.

<i>City of Saskatoon</i>	<i>Black Professionals and Entrepreneurs of Saskatchewan</i>
<i>Saskatoon Community Foundation</i>	<i>Chokecherry Studios</i>
<i>Affinity Credit Union</i>	<i>CHEP</i>
<i>Sask Lotteries</i>	<i>GLOCAL</i>
<i>CST Foundation</i>	<i>Black Professionals and Entrepreneurs of Saskatchewan</i>
<i>United Way Saskatoon & Area</i>	<i>Wakati wakafrika community center</i>
<i>Kindred foundation</i>	<i>Saskatoon Police Service</i>
<i>Government of Canada</i>	<i>Saskatchewan Intercultural Association</i>
<i>Employment and Social Development Canada</i>	<i>The Global Gathering Place</i>
<i>Futurpreneur Canada</i>	<i>International Women of Saskatoon</i>
<i>CODC Construction Opportunities</i>	<i>Immigration Partnership Saskatoon</i>
<i>Development Council Inc</i>	<i>International Students Association</i>
<i>Construction Association</i>	<i>Lets stop Aids</i>
<i>Nomad Strategies</i>	<i>USSU</i>
<i>Nutana Rotary Club</i>	<i>Chokecherry Studios</i>
<i>Varinder Kumar consulting</i>	<i>Saskatchewan Prevention Institute</i>
<i>City of Saskatoon</i>	<i>Viiv pharmaceutical</i>
<i>Sask Polytech-LINC</i>	<i>Navera Community Connections</i>
<i>Jiaying construction</i>	<i>Remai Modern</i>
<i>Saskatoon Open Doors Society</i>	<i>OUT Saskatoon</i>
<i>Saskatchewan German Council</i>	<i>Market mall</i>
<i>Child and Family Services, Ministry of Social Services</i>	<i>Reconciliation saskatoon</i>
<i>DigIT</i>	<i>Masala Talent institute</i>
<i>Stop Aids</i>	<i>Black social workers in Saskatchewan</i>
<i>First Tee</i>	
<i>Saskatchewan Association of International Languages</i>	

PARTNERS AND SUPPORTERS

Peoples Bridge Advocacy
Saskatoon Refugee Coalition
Saskatchewan Human Rights Coalition
Blacks in Saskatchewan
Saskatchewan History and Folklore Society
Saskatchewan African Heritage Museum
Pan African Student Association
SAISIA
City of saskatoon
USASK - Pentecost Students' Association
USASK - International Association of Students
in Economics and Commercial Sciences
(AIESEC)
USASK - Indian Students Association (U of S)
USASK - Gujarati Students' Association
USASK - Graduate Students' Association
Foundation and Learn Skills Saskatchewan
USASK- Filipino Students Association
Saskatchewan Intercultural Association
Nutana Rotary Club
Saskatchewan Association for International
Languages
Haven Family Connections
Saskatoon Public Schools Foundation
Federation of Sovereign Indigenous Nation
EGADZ - youth directed programming
Core Neighbourhood Youth Hangout
Aboriginal Friendship Centres of
Saskatchewan
Blue cross Canada
Vatanparast Nutritional Epidemiology Lab
University of Saskatchewan
Watson, Christa (PrairiesCan)
Student Commission Canada

Nutana Rotary Club
Saskatoon Indian & Metis Friendship Centre
USASK- International Students' Association
Saskatoon Iranian cultural Association
Youth Action for Prevention
RBC
Ahmadiyya Muslim Jamaat Canada
Bridge City Bicycle Co-Operative
Rising Youth Community Service Grants
Multicultural Council of Saskatchewan
African Canadian Resource Network
Achev Career loans
AFCS
Dress for Success Saskatoon
Katimavik
Old Navy
Golf Canada
IN Charge Sif Defense
YWCA Saskatoon
Primerica
Navera community connection
Saskatchewan Prevention Institute

2023 - 2024 TAYFFI STAFF

Executive Director

-Anthony Olusola

Accountant

-Atankpo Urang

Administrative and Projects

Officer:

-Renee Lawrence

Family Support Coordinators:

-Hannah Enti-Brown

-Firmesk Haso

Operations and Strategic

Partnerships Manager

-Nuru Nyoni

Diversity and Inclusion

Coordinator:

-Halima Hussein

Program Support Coordinator

-Thelma NaaSabie

Student Support Coordinator

-Nadera Batori

Heritage Education Program

Coordinator:

-Priya Braithwaite

Communications and Systemic

Initiatives Consultant

-Jensen Manners

Research and Social Intervention

Program Coordinator:

-Lauren O'Reilly

Youth Program Coordinators:

-Adrian Aquino

-Celeste Nunez

Program Development Officer:

-Dipo Ladigbolu

STAFF AND VOLUNTEERS



STAFF AND VOLUNTEERS



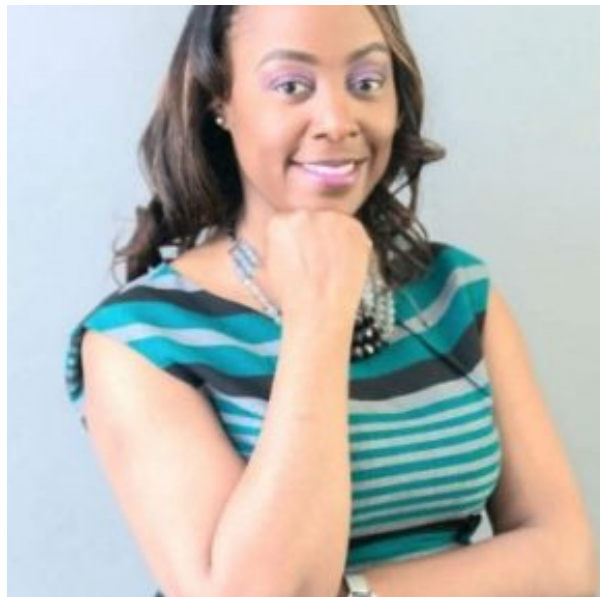
BOARD OF DIRECTORS



Ayodele Olagunju, PhD
Board President



Ngagwungrieyi Urang
Board Secretary



Petrice Dyer
Board Treasurer

BOARD OF DIRECTORS



Freda Atsunyo
Director



Syed Sazed Ali
Director



Dr. Johann Malan M.D/G.P
Director



Dr. Gift Madojemu M.D
Director

FINANCIAL HIGHLIGHTS

Summarized Statement of Operations for the year ended March 31, 2024

* REVENUES	<u>2024</u>	<u>2023</u>
Donations	\$35,609	\$8,339
Grants	\$886,646	\$886,646
Events	\$15,450	-
Services	\$35,486	\$5,600
Total Revenues:	\$973,191	\$657,435
* EXPENSES		
Advertising & Promotion	\$8,320	\$2,906
Amortization	\$12,766	\$9,259
Payroll, Employment Related Cost & Benefits	\$482,486	\$326,047
Program Delivery	\$247,375	\$165,246
General Operating	\$101,412	\$50,427
Building and Office Maintenance	\$90,634	\$97,783
Total Expenses:	\$942,993	\$651,668
* EXCESS OF REVENUE OVER EXPENSE	\$30,198	\$5,767
* NET ASSETS, beginning of year	\$84,498	\$78,731
* NET ASSETS, end of year	\$114,696	\$84,498

CONTACT US



Truly Alive
Youth and Family
Foundation Inc.

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Website: trulyalivefoundation.org

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Follow us to stay up to date!



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...committed to harnessing human potential!