

INSPIRIT
FOUNDATION



FONDATION
INSPIRIT

2022 ANNUAL REPORT



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We Believe

A pluralist society is one in which people of different beliefs and backgrounds can participate equally, coexist peacefully, and thrive together. Pluralism ensures that we all belong.

Vision

We envision a more inclusive and pluralist Canada where our differences are valued and engaged, and everyone has an equal opportunity to thrive both socially and economically.

Mission

We promote inclusion and pluralism through media and arts, support for young changemakers, and impact investing—specifically addressing discrimination based on ethnicity, race, or religion.



A Year in Review

CEO

For the Foundation, 2022 was focused on a lot on internal housekeeping: theory of change, evaluation frameworks, and a recognition that a more focused approach meant we also had to think about tweaking our mission. This conversation would continue at the board level in 2023. Together, we also started to reimagine governance, and shift towards a more emergent framework that relies on interval planning and inputs in real time to determine next steps.

We solidified our granting themes and programs, and outlined clearer guidelines for eligibility, and hired a new member of the Programming team. We also sustained the granting envelope from 2021, the largest in the foundation's history. Recognizing the impact of high inflation we took proactive steps to increase pre-existing 2022 grant payments by 8.1%. Inspirit continues to allocate a significant amount of funding to Indigenous-led initiatives, and we started to ask ourselves how we could move some decision-making around these grants outside the Foundation, a question we will examine more deeply in 2023.

In 2021 we had laid the groundwork for our Narrative Change Lab, a pilot to help us understand how to use pop culture to shift dominant narratives. The inaugural theme is Reimagining Muslim Narratives. In 2022 we recruited the very first Narrative Change Lab Cohort of Muslim media and arts disruptors from across Canada; for six months the Cohort met virtually and in person to build a creative community and surface deep values for narrative change. Their experiences and insights, along with those of external consultants and staff led to a clearer strategic framework, and new initiatives for the second half of 2023.

In 2022 we also finalized our commitment to a 100% impact portfolio, a six-year journey. We chaired a philanthropic committee grappling with solutions for the housing crisis, with the hope of generating meaningful change to the country's lack of housing affordability. This work continues into 2023.



Sadia Zaman
CEO

A stylized, handwritten signature in black ink, appearing to be 'Sadia Zaman'.



Read all of Sadia's
CEO Updates from 2022

A Year in Review

Board Chair

I am so proud of what the Inspirit Foundation accomplishes every year, including what we did in 2022. Our amazing staff, led by Sadia, working in deep partnership and solidarity with our investees and grantees and partners, are working to be bold and daring in pursuit of our mission of pluralism. The Board's role in this work is to help set direction, to shape and encourage decisions along the way, to learn as we go along, and to celebrate the work the team does and the impact we have. I want to celebrate that in 2022 we finally achieved our 100% impact portfolio, achieving an ambition we set out more than six years earlier to align every one of our investments with impact.

Sadia has noted many of our organizational successes, learnings, and growth in 2022. The Board has worked to develop and reimagine our role alongside this, seeking to be a board that truly enriches Inspirit. Too often in philanthropy boards slow work down or entrench current systems of power and privilege, and our board continually strives to reimagine governance to better serve our mission.

In 2022, a long time board member and Vice-Chair of the Board Ginger Gosnell-Meyer stepped away from the Board. Thank you Ginger for your many years of service. I'd like to thank Deborah Irvine for stepping in to work with me as Vice-Chair, I appreciate your wisdom, deep philanthropic experience, and passion for pluralism.

This will be my final note as Board Chair, as I completed my term on the Board and as Chair in June 2023, after 12 years on the Board and two and a half as Chair. Inspirit is a truly an incredible organization, one that inspires me and I genuinely believe it is what philanthropy at its best can look like. I am so grateful for the more than a decade I was able to share with the organization, all I learned, the people I got to work with, and the impact we have had and will continue to have in building a more inclusive and pluralist Canada.



Read Mitchell's
full bio [here](#)

Mitchell Anderson
Board Chair

A handwritten signature in black ink that reads "Mitchell Anderson".

Board of Directors



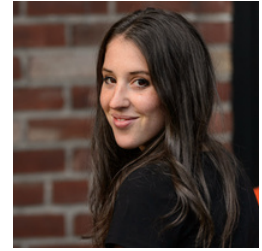
Mitchell
Anderson,
Chair



Deborah Irvine,
Vice-Chair



Alexandra
McCann,
Treasurer



Caro Loutfi



Cheryl McKenzie



James Chan



Mohamed Huque



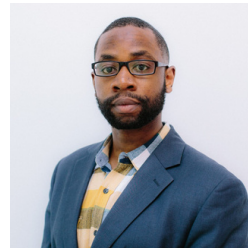
Pacinthe Mattar



Sally Ng



Shama Ahmed



Wendell Nii
Laryea Adjetey

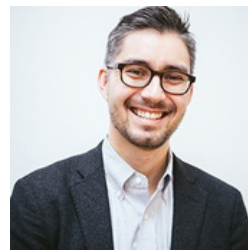
Staff



Sadia Zaman,
CEO



Jory Cohen,
Director of
Finance & Impact
Investment



Chris Lee,
Director of
Programming



Hannah Nguyen,
Manager,
Administration
and Special
Projects



Angie Balata,
Program Manager



Jozef Agtarap,
Communications
Manager



Ana Sofia Hibon,
Program Manager

Granting



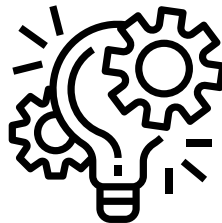
Through our grants, Inspirit champions people and projects that challenge and change the norms and narratives that have historically dictated racial, ethnic, religious, and cultural representation. Through this work, they shift the balance of power, specifically, narrative power.

Each year, we distribute grants to Canadian-based organizations, primarily within the arts and media sectors. We prioritize organizations led or deeply shaped by Indigenous, Muslim, Black, and racialized voices, and recognize intersectionality across identities and issues.

We have three granting streams:



**Research and
Sector-building**



Projects



Organizational

We have three priorities::



**Build Equitable
Narrative
Ecosystems**



**Support Indigenous
Narrative Sovereignty
& Advance Reconciliation**



**Challenge
Islamophobia**

Research & Sector-building Grants



Research and Sector-building Grants



Research Grants provide support for research that bridges knowledge gaps and builds capacity to advance narrative power. Projects identify policy and practice solutions to equity barriers, as well as opportunities for knowledge mobilization and advocacy that promote systemic change. Research Grants are up to a maximum of \$50,000.

Sector-building Grants (maximum \$50,000) provide support for events that bring arts and media practitioners together to develop networks, capacity, and strategies to strengthen advocacy efforts that help redistribute access and power. We prioritize newer projects that fill gaps in the current landscape. Sector-building Grants are up to a maximum of \$50,000.



Image courtesy of Anushay Sheikh and Muslim International Film Festival

Spotlight: Muslim International Film Festival

Muslim International Film Festival (MIFF) is a non-profit organization that is committed to providing a platform for both current and aspiring filmmakers, creative storytellers, videographers, designers, creatives and media junkies to portray Muslim Excellence on the big screen.

MIFF is using the power of storytelling to shift narratives and create multiple different narratives on who and what Muslims are. This is done by showcasing and providing a platform to diverse stories and storytellers from all around the world. This allows a shift away from the narrative that Muslims and Islam are monolithic.

The funding and support from Inspirit allowed the Muslim International Film Festival to host a much needed space for our community. The space not only allowed our community to connect, network, and have important conversations this year. It also provided a space for our community to unapologetically be themselves and take steps towards collective healing through community and conversation.



HIRRA FAROOQI
CO-FOUNDER/CEO



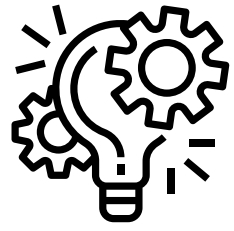
[Learn about all 2022 Research & Sector-building grantees](#)



Project Grants



Project Grants



Project Grants support emerging and innovative initiatives or programs that help communities build narrative power. These grants are divided into two streams: **Seed Grants** and **Major Project Grants**.

Seed Grants are flexible grants that support fledgling initiatives or early-stage organizations that are developing new models for industry interventions. We generally fund in the following areas: screen-based industries such as film and television, digital media, community-led and public-interest journalism, and audio storytelling. We emphasize initiatives that have the potential to scale, engage, and influence industry decision-makers, and attract additional partners. Seed Grants are up to a maximum of \$50,000.

Major Project Grants are larger grants that support more extensive, collaborative projects that build infrastructure, skills, capacity, and resources for communities to increase long-term leadership development or challenge systemic barriers within narrative ecosystems. These grants may be multi-year. Major Project Grants range from \$50,000 to \$100,000.



Image courtesy of Indigenous Visual Culture at OCAD University

Spotlight: Institute of Islamic Studies

The Institute of Islamic Studies at the University of Toronto develops research projects that fill critical gaps in society's understanding of Islam and Muslims. Muslims in Canada Archives (MiCA) is an archive collection, uniquely designed to document and share the experiences of Muslims in Canada.

Muslims in Canada have made innumerable contributions to its history and capacity. But those stories are not featured in our existing memory institutions. By acquiring, arranging, describing and stewarding records of Muslim lives in Canada, and the contributions those lives have made to the fabric of our society, MiCA has the capacity to support unique, innovative, and pathbreaking storytelling about the diverse strands that make up Canada's multicultural mosaic.

We are mindful that this archive is coming to fruition at a time when many are concerned about the Islamophobic narratives and biases that proliferate across sectors of society. MiCA presents the institutional infrastructure that enables tomorrow's storytellers to combat Islamophobia, one story at a time.



ANVER EMON
DIRECTOR,
INSTITUTE OF
ISLAMIC STUDIES



[Learn about all 2022 Seed grantees](#)



Muslims in
Canada Archives





[Learn about all 2022 Major Project grantees](#)



 Adobe Spark



Organizational Grants



Organizational Grants

Organizational Grants are unrestricted, general operating grants that support organizations that advance narrative power and provide solutions to address systemic barriers. Organizational Grants are typically \$100,000 per year.



For Organizational Grants, we generally partner with not-for-profits or charities that have an annual budget between \$250,000 to \$1 million and are:

- Attractors and drivers whose work has influence within and beyond their geographic community
- Focused on building infrastructure and platforms to support communities to build collective narrative power and shift resources
- Grounded in their communities and work with an array of partners and audiences to influence new cultural norms, behaviours, or policies in their field



Image courtesy of Uvagut TV

Spotlight: Story Money Impact

Story Money Impact (SMI) brings together documentary filmmakers with change makers around urgent social issues to forge new coalitions that are good for the films and good for society. The SMI Pod Program helps build the skillset and toolbox of an impact producer.

I was a participant in the inaugural SMI Pod Program. The program was a facilitated space where we were being supported but also getting our feet wet in the actual work. Structurally, the program was designed to make sure participants were steeped in the theories of impact producing, and change making, as well as community organizing and distribution theory. Eventually, I was asked to help run the program, which was a big honour. I implemented a focus on relationship building, because strong relationships are the foundation of this work. Relationships to those on the front line, relationship to these various issues, and relationships with people as we organize films for change.

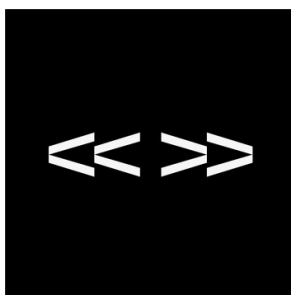
“Impact producing” may be a new term, but documentaries have been used to spark activism or build communities for a long time. Through the program, I brought in mentors and guests who have been doing this work for a long time. And I mixed these guests in with actual workshops around issues, like decolonizing our practice. Values are just as vital as the learned skills, for those people in the field.



TAMO CAMPOS
CAMPAIGNS AND
MENTORING LEAD



[Learn about all 2022 Organizational grantees.](#)



Narrative Change Lab: Cohort Program



Narrative Change Lab

Inspirit Foundation's Narrative Change Lab houses a series of initiatives aimed at changing dominant narratives about Canadian Muslims. Muslim creators have been telling stories, making art, and engaging in culture in Canada since the initial waves of migration to the Maritimes in the 1800s. However, the popular depiction of Canadian Muslims is still one of the recent arrival, and as the 'other.'

It is not surprising that the dominant narrative landscape for Muslims in Canada is one where Muslims exist primarily in the context of Islamophobia. Narratives that speak to the diversity and complexity of being a Canadian Muslim beyond responding to Islamophobia are a privilege rarely extended to Muslims. Inspirit believes that the ability of Canadian Muslims to define and see themselves reflected as complex and diverse peoples in dominant narratives is a powerful tool for promoting pluralism, the ultimate vision of the Foundation.

The Foundation has identified three distinct 'buckets' under the Lab:

1. Build capacity for Muslim creatives
2. Animate the history of Muslim presence in Canada
3. Challenge regionally specific Islamophobic narratives



Narrative Change Lab: Cohort Program

Inspirit's Narrative Change Lab Cohort Program addresses one of the three priorities within the larger Narrative Change Lab: the capacity for Muslim creatives to define and lead deep narrative change.

Shaped by a vision of a Canadian pop culture landscape where Muslims can authentically represent their diverse dreams and reflect their complex realities in the public space, the three primary goals of the Cohort Program were to:

- educate Muslim creatives about how to engage in narrative change work;
- lead Muslim creatives through a process of building a narrative system based on Muslim values; and
- cultivate a Muslim community of practice among Muslim creatives focusing on reimagining Muslim narratives.

Led by program manager Angie Balata and two external consultants (Rabiah Ahmed and Dr. Sameena Eidoo), the six-month program brought 17 Canadian Muslim creatives together to develop a framework to identify shared values that could inform broader narratives about and by Muslims.



Cohort Members



Adnan Khan



Cadar Mohamud



Eman Bare



Idil Issa



Javid Jah



Mariam Zaidi



Mohamed
Shaheen



Moska Rokay



Muna Deria



Razeem Nauth-Ali



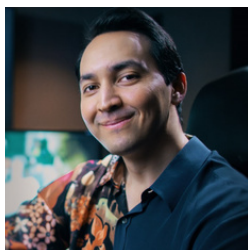
Reem Morsi



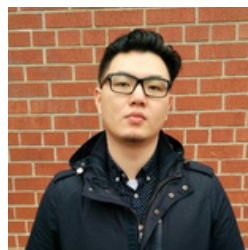
Rolla Tahir



Sikandar Atiq



Sina Sultani



Steven Zhou



Timaj Garad



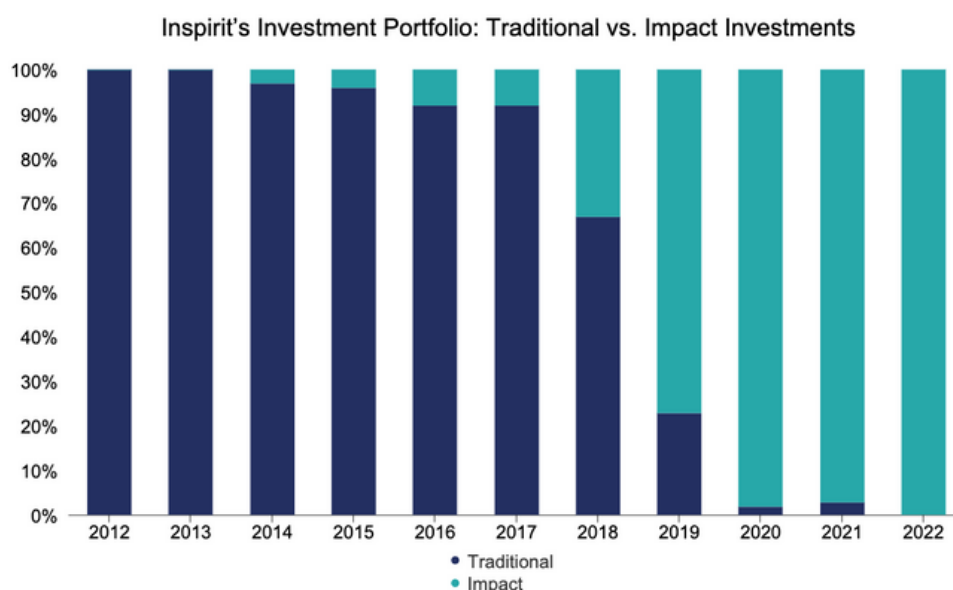
Yazmeen Kanji



Impact Investing

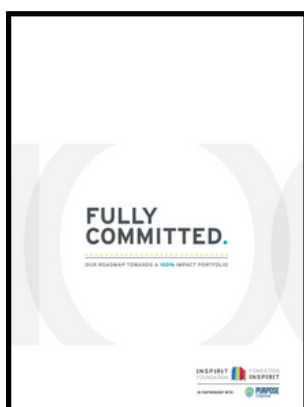
The journey towards our vision of an inclusive and pluralist Canada requires leveraging our investment capital. We are committed to a 100% impact portfolio, with the goal of using our full asset base to further our mission.

For many, impact investing is a financial tool with social considerations. For us, our commitment to a 100% impact portfolio enables the systemic change needed to realize our mission. In 2022, we completed the transition of our investments to a 100% impact portfolio.



Learn about
[our journey.](#)

Read our [Investment Policy Statement.](#)



Spotlight: YMCA Alternative Suspension

YMCA Alternative Suspension is a dropout prevention program offered to secondary level schools to support students who, for different reasons, are temporarily dismissed from the school setting. The program hopes to develop students' social skills and sense of self-worth, and help them adopt a new positive attitude towards school.

The YMCA Alternative Suspension program sits at the intersection of the community sector and education. By providing space for growth, ensuring youth stay ahead of their schoolwork and accompanying the back-to-school reintegration process, YMCA Alternative Suspension comes full circle and contributes to their long-term success in education.

Thanks to Inspirit's generous investment, the YMCAs of Québec and its partners were able to launch Canada's first social impact bond in community safety. Through this, 11 YMCA Alternative Suspension program sites were launched in Québec, Ontario, Alberta and British-Columbia. In 2022, nearly 500 youth were provided with a safe and supportive environment to transform their school suspension into an opportunity for positive change.



NICOLAS GREENFIELD
DIRECTOR,
NATIONAL PROGRAM
DEVELOPMENT



[Read about new impact investments in 2022.](#)



[Read about all active impact investments in 2022.](#)



Financial Statements



See our complete
2022 audited
financial statements

Financial Statement

Inspirit Foundation Statement of Operations

Year end December 31, 2022

2022

2021

Revenue

Investment Income	\$ 743,415	\$ 1,980,997
Other	185,019	107,336
Realized gain on sale of investments	-	1,469,253
	\$ 928,434	\$ 3,557,586

Expenses

Unrealized loss on investments	\$ 3,828,511	\$ 564,622
Grants and programs	2,257,572	2,010,052
Salaries and benefits	836,374	660,402
General and administrative	466,572	240,861
Realized loss on sale of investments	205,752	-
Investment fees	142,242	157,981
Professional fees	71,344	56,025
Amortization of property and equipment	28,289	29,110
	7,836,658	3,719,053

Deficiency of revenue over expenses \$ (6,908,224) \$ (161,467)



[See our complete
2022 audited
financial statements](#)

Financial Statement

Inspirit Foundation Statement of Financial Position

Year end December 31, 2022

2022

2021

Assets

Current

Cash	\$ 603,700	\$ 1,726,930
Accounts receivable	39,509	45,275
Prepaid expenses	41,967	34,496

685,176 1,806,701

Founding investments	\$ 31,007,897	37,147,251
Mission-related investments	2,650,817	2,178,914
Property and equipment	879,461	905,879

\$ 35,223,351 \$ 42,038,745

Liabilities

Current

Accounts payable and accrued liabilities	\$ 439,920	\$ 347,090
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Partners' capital

Invested in property and equipment	906,353	905,879
Unrestricted	33,875,078	40,785,776

34,783,431 41,691,655

\$ 35,223,351 \$ 42,038,745



[See our complete
2022 audited
financial statements](#)