

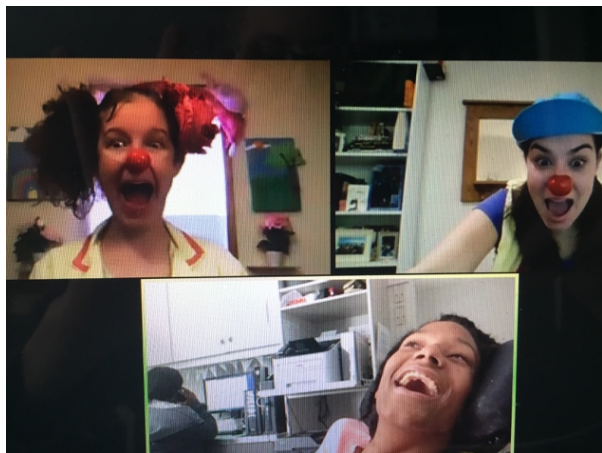
Annual Report 2020-2021 (Year 2)



Our second year took place entirely during the pandemic. The in-person visits in an instant became a thing of the past and as a company we needed to quickly adapt to this new way of being with our clients. We went from this:



....to this:



RETRAINING:

COVID 19 taught us many lessons: we knew we had to adjust the way we served our clients. So we halted our services from mid-March to the fall of 2020 in order to have the time to retrain our troupe in the art of online clowning via Zoom.

To do this, we sought out the expertise of colleagues who had paved the way to offering 'Nose to Nose' virtual visits. Using their techniques and following in their footsteps, our clown artists took the time to adapt to online clowning.

By September the company was ready to serve once again, using Zoom as the preferred method of communication.

OUR CONTRACTS:

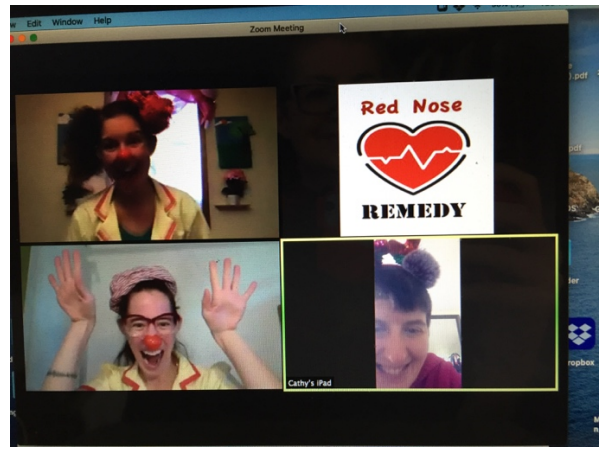


Our long-standing client **Safehaven** was thrilled to have the clowns back as were the clients! Safehaven houses children and adults with multiple disabilities; we are serving all 4 sites, and have been renewed for another contract; the largest one yet: worth \$20,000. This translates into over 5 months of weekly shifts for the troupe. We aim to start up again with them by mid-May.



We were also so happy to have made a new connection with **Community Living Toronto**: a service offering housing and programming to adults with intellectual and other disabilities.

They engaged us in January 2021, with a 3-month pilot at two of their locations. The connections fostered by the Therapeutic Clowns were immediately felt by these new clients as you can see:



We are hopeful they will renew with us by this summer.

OUR COMMITMENT TO DIVERSITY, EQUITY AND INCLUSION:



As a founding member of NAFHCO (North American Federation of Healthcare Clowning Organizations), Helen Donnelly has undertaken months of workshop and learning with fellow members on numerous topics including anti-racist/anti-oppression training with the newly formed DRIVE Forward team (led by members identifying as BIPOC and queer). Spurred on by this training, Helen decided to engage the DRIVE Forward team to offer at least one such workshop for her clown team. It will be held May 18th. We have also added our commitment statement on our website:



Here at Red Nose Remedy, we humbly accept the challenge to be the change we want to see in the world. Systemic racism can and must be addressed, and so we pledge to continually examine our operations and seek ways to lift up the voices of our clients, their families and our supporters.
We see you and we hear you.
You are treasured.

PROMOTION:

Helen has created and added video footage showcasing these new Virtual Visits in an effort to entice new clients to Red Nose Remedy. They can be viewed on the 'NEWS' page and on the 'Programs' page under 'Clown Docs Program'.



In addition, she has made much effort promoting Virtual Visits via email to hospitals and Long-Term Care facilities around the GTA and beyond. Because of the nature of Virtual Visits, geography is no longer a hindrance to reaching potential clients. This opens up new possibilities we had not thought possible before. Our hope is to offer our services to underserved communities all over Ontario... and beyond!

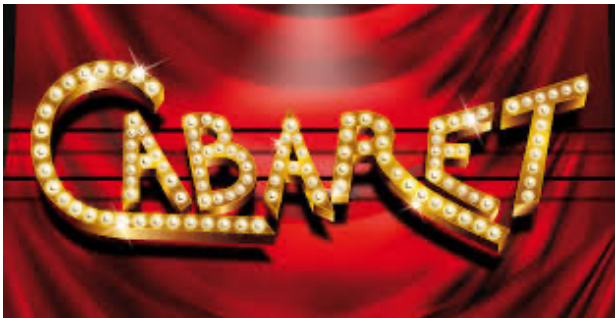
FUNDRAISING:



Helen continues to fundraise by creating original works of art (oil pastel on canvas). She sells each one for \$100 with 100% of the funds going towards programming and professional development costs. To date, she has raised over \$11,000 and the orders continue to stream in!

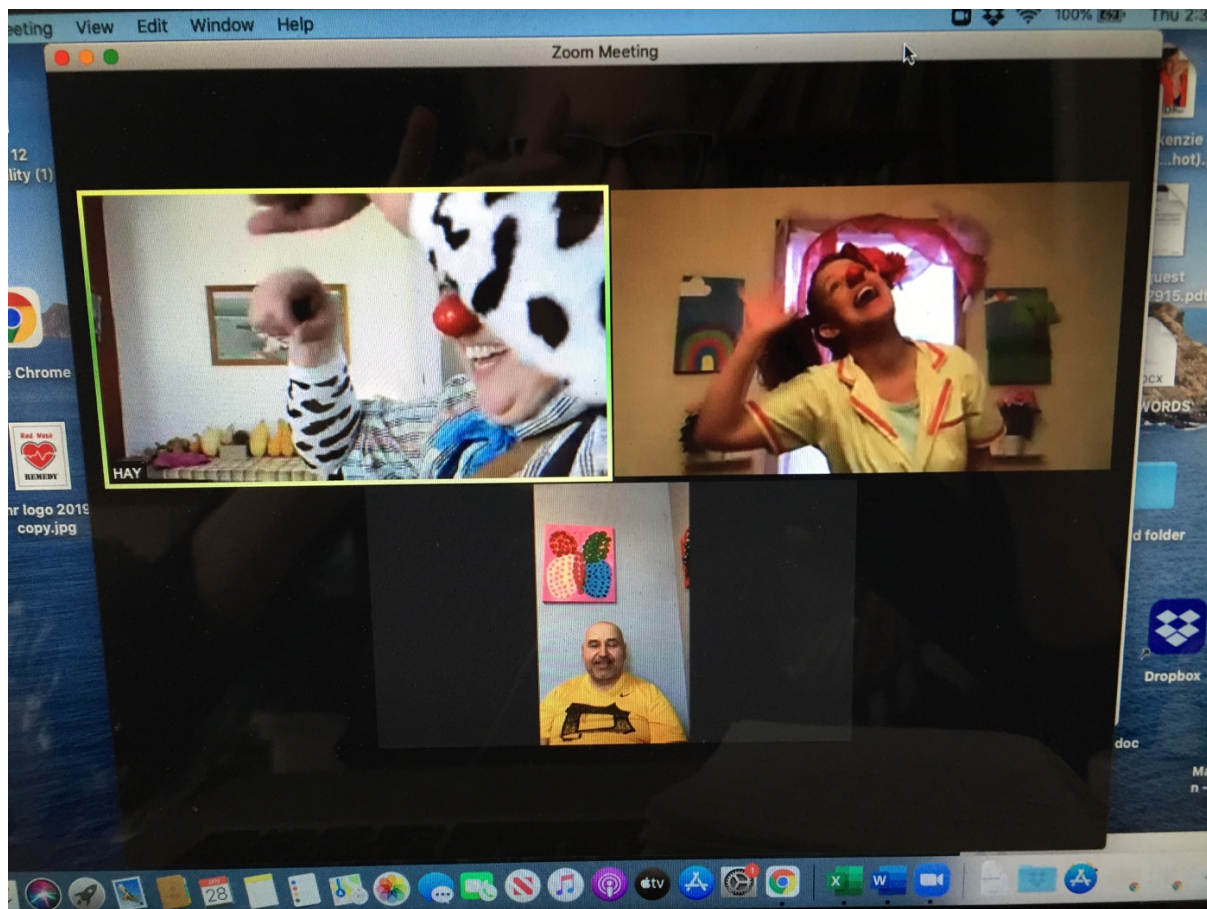
GRANTS: CANADA COUNCIL

We were granted a \$15,000 grant by the Canada Council last year and because of COVID managed to delay the start of this new program which would take place at Sunnybrook's Veteran's Centre (where the Therapeutic Clowns had their student placement during their Certificate Program through George Brown). If going ahead, the new start date would be September 2021.



One of our clown artists, Andrew Gaboury has written another excellent grant encompassing Helen's idea for a Digital Cabaret: a 30-minute cabaret hosted live by 2 Therapeutic Clowns, who showcase digital footage of other clown members' 2-minute sketches. The idea is to offer this cabaret at no cost to 10 Long Term Care facilities all over

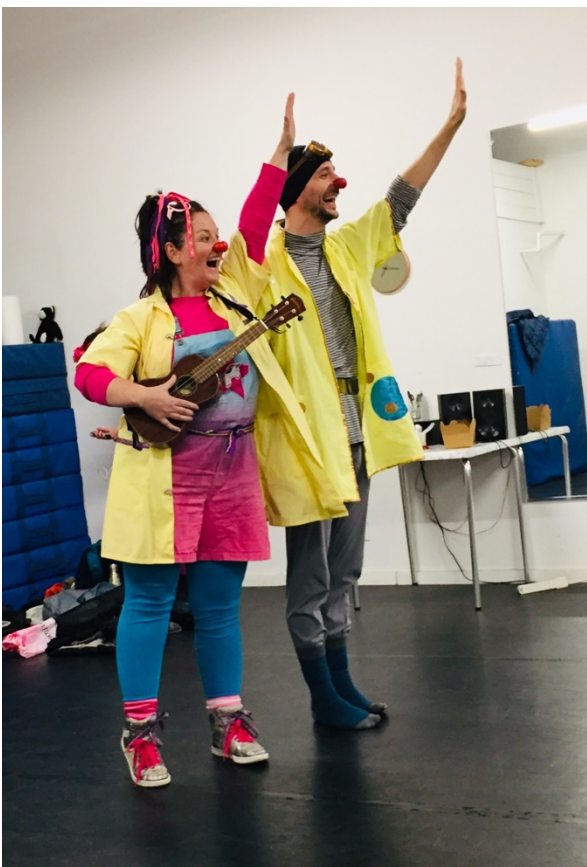
Ontario as a way of introducing our service. The hope is to foster long-standing relationships which may develop into contracts down the road. We will hear about the success of this grant in July.



Community Living Toronto



Safehaven



YEAR 2 AT A GLANCE:

Total income raised:

\$17,916.16

Total amount fundraised:

\$10,441.59

Total number of clients served:

28

ALLOCATION OF EXPENSES:

Office equipment/supplies:

Artists'.
resources/props:

Artists' and trainers' fees:

Admin/
grant writing fees:



TESTAMONIALS

What staff are saying:

Community Living Toronto:

"I absolutely loved what I saw. CS was singing, which I have never seen before! She was engaged, it was amazing to watch!"

"It was great. They totally incorporated the type of humor I had referenced and TC love of sports which resulted in genuine belly laughs from TC."

"Both gentlemen were engaged and you could tell had developed trust and relationships with them, truly amazing!"

Safehaven:

"I just love it—I get so excited! Knowing the kids are entertained and happy makes me happy too!" -Shenika Wilson, RSW, SAFEHAVEN

"Kids love it—they don't want to miss the clowns! We know that something great is happening---it's beneficial and gives us more time for us to plan and for them to be active." -Tinesha Anglin, RSW, Safehaven

What clients are saying:

"I'm going to follow you guys wherever you go!" -Client, 11 yrs old, Safehaven

"You clowns are goofy! I like you very much!" -Client, 65 years old, Community Living Toronto

"When can you come back?" -Client, 48 yrs old, Community Living Toronto

Red Nose



REMEDY