



# Annual 2016 Report

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# LETTER

## from the Board Chair

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Dear Culture Shock Friends and Supporters,

Twelve years ago, when I joined the professional troupe in Ottawa, Culture Shock Canada was a little-known dance and youth outreach organization with a handful of directors, a couple of annual events, and no broader organisational oversight. But Culture Shock always had something really special in its essence, in the positive difference it made in communities, and in the development and improvement it offered people in their daily lives.

Now in 2017, as Culture Shock Canada turns 20 years old, we've grown to more than 35 dedicated volunteer directors, guiding hundreds of dancers and youth, putting in countless hours to fulfill our mission of Community Enrichment, Dance Education, and Professional Entertainment. We continue to make that positive difference for even more communities and people on a day-to-day basis.

I'm so proud to have been a part of establishing a full and strong board of directors in the last three years, supporting the governance; financial and legal oversight; and strategic planning of the organization, with a clear vision of continued growth and deeper, broader impact for the future.

Thanks to the passionate leadership of our Executive Director Marc-Andre Clement; our dedicated and seemingly tireless National and Regional Directors; our amazing dancers and members; and the guidance of our Board of Directors, we've persevered and thrived through this wonderful, challenging, deeply fulfilling journey.

I can say with the utmost confidence that we are set up for continued and greater accomplishments as we continue to evolve and grow. This, our first ever Annual Report, is a testament to the impact that we make through our programs. We hope to tell a powerful and detailed story of that impact to garner your support: your support in helping us reach our goals of full-time paid administrative staff, more Youth Outreach programs accessible to more communities, and even more people experiencing the power and beauty of music and dance. Thank you so much for your attention and support so far, and we hope to hear from you soon!



Sincerely,

Jordan Daniow  
President, Culture Shock Canada Board of Directors



# Culture Shock Canada: THEN AND NOW

In 2017, Culture Shock will celebrate its 20th year inspiring positive change through dance in Canadian communities. As we prepare to mark this achievement, we'd also like to provide a glimpse of the organization's history and development, to highlight the growth and evolution of Culture Shock.

Culture Shock Canada was founded in 1997 by Mark Macy, as one of the country's first professional hip-hop dance troupes. In its early years, Culture Shock operated out of Goodlife Fitness Queensview in Ottawa, and was staffed by a tenacious group of approximately five volunteer directors who oversaw Culture Shock's programming.

Culture Shock Canada has since expanded, and began offering its programming in Toronto in 1998 and Montreal in 2004. Today, there are two active Culture Shock cities in Canada: Ottawa and Toronto. Within these two cities, Culture Shock has six diverse dance troupes, engaging dancers of all backgrounds, ages and skill levels. Culture Shock's programming is guided by a team of nearly 40 volunteer directors who ensure that the organization offers the highest level of training, world-class dance entertainment, and impactful community outreach programs.

The tremendous, continuous growth of Culture Shock Canada is driven by the dedication of our volunteers, without whom Culture Shock would not be the strong, creative, meaningful force for positive change that it is today.

# WHO WE ARE

Culture Shock is a troupe of individuals who, through the power of music and dance, cultivate self-worth, dignity and respect for all people.

Culture Shock is a collective of non-profit dance companies that showcases the power of hip-hop dance to diverse audiences through three distinct channels: professional entertainment, dance education and community enrichment programs.

Culture Shock began in San Diego and has since expanded to cities across the United States and Canada. Culture Shock Canada operates independently to foster the organization's mission specifically within the Canadian context, tailored to the communities we serve in Ottawa and Toronto.

Our Mission is to use hip-hop and urban dance culture to cultivate education, enrichment and entertainment to inspire positive change in the communities we serve.

Our Core Values drive all aspects of the work we do in local communities:

## Family

Culture Shock fosters a sense of family connection between all cities and programs across the broader Culture Shock network. The relationships built through Culture Shock go beyond friendship: participants forge deep bonds that last a lifetime. We act as a family, prioritizing the support, well-being and development of each member. Culture Shock strives to create a family atmosphere everywhere we go.

## Community

Culture Shock contributes to the development of strong, vibrant communities, and community enrichment is a core component of our mission. A community is any group that holds shared interests and supports each other, collaborates and shares resources. Culture Shock creates positive change in the communities where we work through our diverse arts programs.

## Respect and Diversity

We treat every person reached by Culture Shock with complete acceptance and without judgement. We recognize and respect that everyone has different life experiences. The cultural diversity of its original members inspired Culture Shock's name and it is still a vital component shaping the organization. Culture Shock breaks down barriers between people and embraces everyone as valued, equal members of the community. We are truly "for all people."





## Communication

Consistent, clear communication is the crucial foundation for a successful, functioning group. We encourage the sharing of information, ideas, thoughts and feeling between all levels of the organization, and open communication is built into Culture Shock's operations and programs.

## Growth

Culture Shock values the learning, growth and development of everyone involved in our programs. We offer the opportunity to grow and to empower the growth of others as artists, leaders and people. We also aim to continuously improve and grow as an organization and to increase both the number of people we reach and the impact of our work.

## Creativity

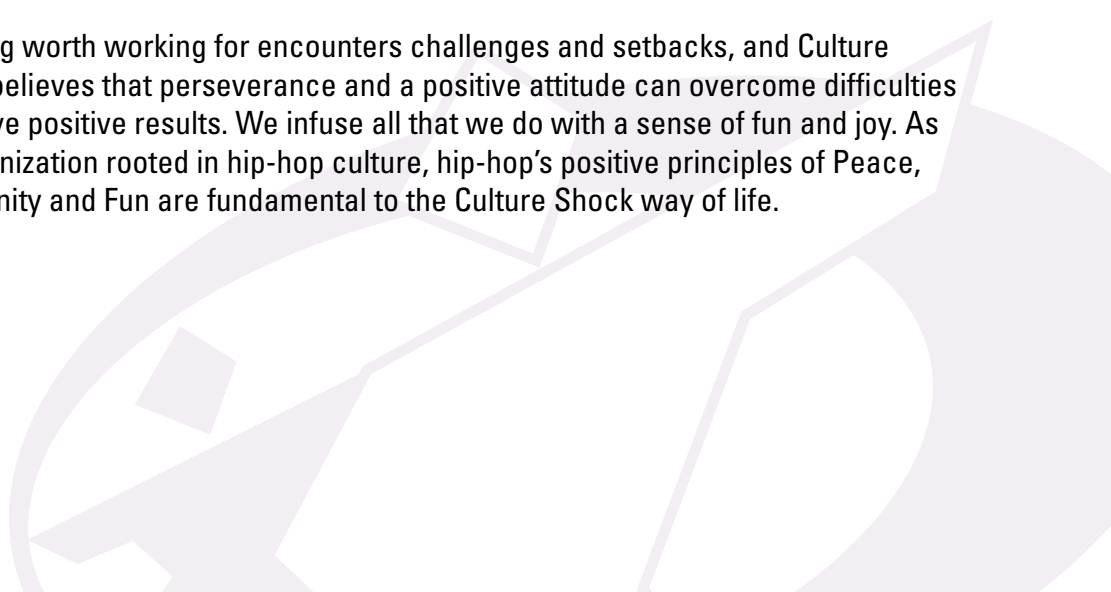
Culture Shock is an arts-based organization at its heart and as such, creativity is a central component of our work. We are passionate about the ability of dance to offer a positive, creative outlet and a form of expression to people of all ages, abilities and backgrounds. We always work toward greater creativity and innovation in performance, teaching and strategy.

## Professionalism

Culture Shock members maintain the highest standard of professionalism in all they do. Culture Shock operates with the highest level of integrity, efficiency and responsibility in all aspects of our programs, from dance team rehearsals to the events we host and the day-to-day running of the organization.

## Positive Attitude

Anything worth working for encounters challenges and setbacks, and Culture Shock believes that perseverance and a positive attitude can overcome difficulties and drive positive results. We infuse all that we do with a sense of fun and joy. As an organization rooted in hip-hop culture, hip-hop's positive principles of Peace, Love, Unity and Fun are fundamental to the Culture Shock way of life.





# HOW WE WORK

*Culture Shock's work engaging local communities is driven by our three diverse program areas.*

## Professional Entertainment

Our talented dance troupes are the core of our professional entertainment, delivering the highest quality live performances that stand at the forefront of hip-hop dance innovation. We also offer comprehensive training for younger dancers.

Culture Shock: Our professional adult troupe provides dancers with rigorous training, paid performance opportunities and exposure at high-profile events.

Future Shock: For dancers aged 17 years and younger, we offer robust experience studying and performing various styles of hip-hop and urban dance, with mentoring and leadership from Culture Shock troupe members.

Culture Shock is always looking to expand its reach, and we have the capacity to expand our programming in the future to include:

Afta Shock Troupe: Composed of dancers 25 years and older, Afta Shock proves that hip-hop isn't just a young person's game. The troupe specializes in high-energy, old-school hip-hop.

Mighty Shock: This training troupe for small but mighty dancers aged 13 and younger provides the building blocks for a solid hip-hop dance foundation.

Mini Shock: A fun program for children 7 years and under, Mini Shock dancers grow through hip-hop dance and learn to nurture self-worth and respect for others.



# Community Enrichment

Culture Shock leverages the power of hip-hop to promote positive values among young people through outreach, community classes and social interactions. Our youth outreach programs give kids of all backgrounds and abilities the opportunity to become leaders in their communities, while building self-confidence and discovering new skills through hip-hop music and dance.

Our programs focus on three key areas of empowerment:

Violence prevention: A supportive dance environment provides a positive outlet for stress and aggression.

Skill development: Our program promotes positive values, confidence and self-esteem among participants while also imparting practical skills for employment and community leadership.

Body image: Participants in our community enrichment enjoy the benefits of an active lifestyle and discover respect for their bodies.

# Dance Education

Currently in Ottawa, Culture Shock offers company classes rooted in urban dance styles. Classes aim to provide a solid workout while allowing participants to have fun and get creative dancing to a number of music styles including hip-hop, old school, house and more.

Culture Shock welcomes dance enthusiasts from all backgrounds and abilities, and our classes are well suited to beginners.



# Stories from the Culture Shock Family

I was working as a Health Promoter for Youth at the South East Ottawa Community Health Centre and was approached by Marc Andre and a researcher from Ottawa University about offering a hip hop program as an intervention for vulnerable youth in Ottawa. We partnered with Culture Shock and Ottawa U to offer that first program for youth living in vulnerable communities and it was a great success. The program was well attended, the kids were actively engaged and as a health centre we were thrilled with the benefits of participation – increased physical activity, increased sense of belonging, increased sense of pride and accomplishment. Culture Shock has always impressed me with its level of expertise in dance, but also in understanding the complexities of being a youth. They have always conducted their programs with the ‘whole child’ in mind and have really strived to build relationships, skills and individual capacity.



**- Kelli Tonner, Executive Director, South-East Ottawa Community Health Centre**

I got involved with Culture Shock when I was about 15. I was learning how to breakdance just for fun with my friends. I grew up in a community called Bellevue where we used to breakdance on pavement; we didn't have anywhere else to go. Social workers noticed and asked if we would like a place to dance, and they told us about a program Culture Shock was running at the local community centre. Culture Shock allowed us to do our thing and then we were asked eventually to take classes. I took that opportunity and started dancing with the Youth Outreach Troupe. I was sponsored so I was able to take free classes put on by Culture Shock. From there, I tried out for Culture Shock and became part of the professional troupe. They then gave me an opportunity to go back to my community and direct the Youth Outreach Troupe, which I did for a few years, and then I was invited to run Future Shock in Ottawa, all while performing with Culture Shock. I now go back every year to help direct and run Showcase.



My favourite memory of Culture Shock was when they presented a plaque for the “Phira Muth Award.” I was standing on stage when they called out the first recipient for the award, trying to stay composed the entire time. After the awards were finished, I started to walk off the stage, and just after I got out of the audiences’ sight, I just broke down and literally fell to my knees and cried hard.

Culture Shock has made me a more confident person. It was able to bring me out of my bubble. It kept me on the straight and narrow and I believe in the program because they do help kids in less fortunate situations to come out and be all they can be. Culture Shock really cares about the kids. They always want to make sure the kids have a positive direction to follow, and it shows in their work how much they care. You see the kids who go through Youth Outreach and they go on to give back to the community as well. Without Culture Shock, I honestly don't know where I would be.

**- Phira Muth, Former Culture Shock Youth Outreach Participant, Dancer, Youth Outreach Director and Current Showcase Director**





I got involved in high school when a friend who was in Future Shock told me to come to a Youth Outreach group. Joining these kids and dancing with them was just so cool for me. After dancing with the Youth Outreach group for a while, I auditioned for Future Shock and that's where I got my start. I danced with Future Shock for three years and then I joined Culture Shock for three years, and then I started as an artistic director.

Being a director helped me grow from a young boy into a man. I developed interpersonal skills and learned to deal with different people and it allowed me to travel and teach dance across the States and internationally. The woman that I will marry one day is a former Culture Shock dancer, so it gave me the love of my life.

If I had to sum up Culture Shock in one word, I would say: development. Development in your personality, in your abilities, in your relationships, in culture. It's allowed me to do so much in my life. We get to work with the community and bring in kids and develop them and give them something positive, and that's an amazing thing.

Along with the personal development, one of the beautiful things about Culture Shock is you develop family. Culture Shock members in any city will welcome me with open arms, unconditionally. And in the world we live in today, that's a beautiful thing. Regardless of gender, nationality, ethnicity, religion, it doesn't matter. If you're Culture Shock, you're family.

*- Nick Najm, Culture Shock Alumni*



I first became involved with Culture Shock Ottawa quite by fluke. I had only been introduced to the Ottawa urban dance scene just a month or two beforehand with another team I danced for called Pulse N' Limited Dance Crew. I was at practice with PNL one day, and all of my crewmates were telling me they planned to go take this free class that was being offered by Culture Shock Ottawa, and convinced me to join them. When we arrived I was told it was actually their audition day! I was very graciously accepted onto the team as a full-time dancer with Culture Shock Ottawa that day, and the rest is history.

Culture Shock Ottawa has truly become one of the grandest parts of my life. This organization has brought me knowledge, new perspective, life-long partnerships, excitement, training, a constant hunger to learn, and the capacity to understand and truly value my own self-worth.

My greatest hope is that Culture Shock, as a whole, will always continue to grow and thrive; that we as an organization will continue to shed light on the importance and the value of dance and what it can bring to communities and individuals. I hope that we may continue to educate communities from all over about why supporting the arts has such a positive influence on our society, and inspire people to want to understand the history and culture behind urban dance and its innovators. Dance is all about connection. I believe as a society this is our strongest tool but it isn't always used to its full potential.

This organization is such a wonderful vessel for positive change that can only be manifested by the community, for the community. Let's use this powerful tool of human connection to influence growth, together.

*- Laura Braid, Culture Shock Ottawa Artistic Director*

# CULTURE SHOCK BY THE NUMBERS

A snapshot of the impact Culture Shock made in local communities in 2016.

Total hours of Youth Outreach classes taught:

**NEARLY  
400 HOURS**

Number of schools, youth centres and camps involved in Youth Outreach programs:

**OVER  
100**

Number of participants in Culture Shock company classes:

**OVER  
400**

Total annual attendance for the 2016 Culture Shock Canada Showcase:

**NEARLY  
10,000**

attendees across all performances

Number of youth who participated in Youth Outreach programs:

**OVER  
10,000**

Youngest dancer involved in Culture Shock:

**10 YEARS OLD**

Oldest dancer:

**50 YEARS +**





# 2016 FINANCIAL SUMMARY

In 2016, Culture Shock Canada experienced significant growth in its programs. This growth also presented challenges in balancing customer satisfaction across our programs. In an effort to exceed customer expectations, Culture Shock Canada made an additional investment in instructor hours in 2016, which resulted in increased expenses and ultimately ended the year with a \$3,808 operating deficit. The organization is aware of this challenge and continues to work on an optimal model to balance customer satisfaction and instructor hours going into the subsequent fiscal year.

## Culture Shock Canada Statement of Operations For the Year Ended December 31

<b>INCOME</b>	<b>2016</b>
CS Canada (Ottawa)	18,549
CS Canada (Toronto)	46,958
Showcase	7,495
<b>TOTAL INCOME</b>	<b>73,002</b>
<b>EXPENSES</b>	
General and Administrative	7,501
Merchandise	5,184
Showcase	7,499
Honourariums	9,800
Troupe expenses	9,159
Rent or Lease Payments	14,960
Instructors	22,706
<b>TOTAL EXPENSES</b>	<b>76,809</b>
<b>EXCESS (DEFICIENCY) OF REVENUE OVER EXPENSES</b>	<b>(3,807)</b>

# Looking Ahead:

# 2017 GOALS AND VISION

2017 marks a monumental year for Culture Shock Canada: we're celebrating 20 years of inspiring positive change in communities through hip-hop dance. We believe this is a time for celebration, and we'll definitely commemorate the milestone at our Canadian Showcase on June 23-24, and at Culture Shock's International Showcase on October 20-21, hosted in Ottawa.

We also believe our 20th year working in Canadian communities presents a terrific opportunity to look ahead to the future of the organization, and to define our vision for Culture Shock as we move forward beyond our 20th year.

Our main goal as an organization is to nurture further growth of our programs, so we can increase our impact in local communities. We've set strategic growth goals for ourselves, so we have clear milestones to work toward. As part of these goals, we'd like to evolve our programs to the point where they're all self-sustaining from a financial standpoint. Another goal of ours that would expand our reach is to attain charitable status. This is a huge undertaking that we believe could bring enormous growth opportunities for Culture Shock.

At the heart of our goals of growth and increased impact lies the most important part of our work: people. We strive to build greater awareness for Culture Shock and grow our programs so that we can inspire more people to build confidence, learn respect and nurture leadership skills through the power of hip-hop dance.

We would like to thank all the Culture Shock members, supporters, volunteers and sponsors who have allowed us to get this far in our first 20 years. Here's to even bigger and better accomplishments for the next 20 years!

