



## 2021 Community Mindset

Can we take a minute to pat ourselves on the back and acknowledge our strength and resilience through 2020?

We're living through a global pandemic with the highest unemployment rates in our lifetime while fighting systemic racism at its roots. As humans we're programmed to adapt to our environment but we need to ensure we put the right support systems in place.

To me, community is that system! A community where you are supported for who you are and what you believe will not only get you through the hardest times but push you to learn and grow.

That has always been part of the OPEN. community objective- to be that safe, collaborative and inclusive space we all needed growing up in the East End. Listen, I know It's not easy to look forward when everything seems so uncertain but we need to stay positive and continue to work on being the best versions of ourselves. This year we look forward to bringing you more business and finance development programs to help you take your creative career to the next level.

Keep your head up xo

Maryam Bayoumi  
OPEN.innovate Executive Director



## RECAP & IMPACT

### PROGRAMS & EVENTS

- MAY 2019**  
Durham Creatives Town Hall
- JULY 2019**  
Community Vision Board Party
- SEPTEMBER 2019**  
OPEN.Connect Mentor Networking
- FEBRUARY 2020**  
Diversity in Focus - Film/TV Panel & Networking
- NOVEMBER 2020**  
Build a Business Plan Workshop Series



### IMPACT

- Since 2019, OPEN. has produced (4) sold out, over capacity events
- Served over 350 youth, creatives and entrepreneurs through events & programming
- Grew our network to over 50+ mentors, industry experts & community partners

## #PayItFwdDurham



After a year filled with uncertainty, OPEN. partnered with the PattyStop (5506 Lawrence Ave E) to introduce #PayItFwdDURHAM, an initiative that shined a spotlight on the growing concern of homelessness and lack of support for at-risk youth in the East End, especially during the global pandemic.

We received an overwhelming response of support from the community and we are happy to have assisted with donating many NEW Sleeping bags, hygiene kits, winter clothing, and non perishable items to Durham Youth Services in Ajax, ON.

#PayItFwdDURHAM is a movement we would like to see year round. Stay tuned for the next opportunity to participate in giving to those in need. If you have any ideas you'd like to make happen, reach out and let's get to work in supporting those less fortunate in our community.

## GRANT LIST

Finding grants that support your business or creative endeavours can be daunting. We've compiled a list of active grants on our website that you can access at any time to help you get the funding you need.

[Resources & Grants](#)

## INSPO



That moment when you're trying to focus, but your brain is completely run out of juice.. We know that feeling too well. We like to call that a mental roadblock, creative slump or the 3pm wall.

Lucky for you, when you do hit that wall check out some of these thought provoking links, that will hopefully get you inspired and back on the grind.

### Start With Why by Simon Sinek

[Start with why -- how great leaders inspire action | Simon Sinek | TEDxPugetSound](#)

### Side Hustle Ideas

<https://www.shopify.ca/blog/side-hustle>

### Connecting Innovation to Purpose

<https://www.fastcompany.com/90576855/connecting-innovation-to-purpose>

### 4 Secrets of Successful Side Hustles

<https://ideas.ted.com/4-secrets-of-successful-side-hustles/>

## STAY CONNECTED

We have some amazing virtual events and opportunities to connect with your community this year.

Connect with us on your socials so you're always in the loop.

The OPEN. Team



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