

# Delegation Request

This request and any written submissions or background information for consideration by either Council or Committees of Council is being submitted to Legislative Services.

**Council or Committee \***

Council

**Council or Committee Meeting Date \* ?**

2021-11-16



**Subject \***

Aurora Black Community

**Full Name of Spokesperson and Name of Group or Person(s) being Represented (if applicable) \***

Phiona Durrant Rebekah Murdoch Shaheen Moledina

**Brief Summary of Issue or Purpose of Delegation \***

1. Seeking assistance from Town for the provision of a meeting space and share our 1 yrs process report (report will be forwarded prior to meeting)
2. Seeking clarity of Councillors roles and responsibilities as it relates to the Town's Racism Taskforce
3. Seeking point of contact to address Town's communicate process with partners and community organizations

**Have you been in contact with a Town staff or Council member regarding your matter of interest?**

\*

☒ Yes

☐ No

**Full name of the Town staff or Council member with whom you spoke**

Mayor Tom Mrakas and Councillor Harold Kim  
Eliza Bennett

**Date you spoke with Town staff or a Council member**

2021-10-12



2021

# ABC 1 YEAR PROGRESS REPORT



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# ACKNOWLEDGEMENT

Thank to our Board of Directors who have worked extremely hard to accomplish organization's action plans.

They took accountability, responsibility, and the necessary actions need to measure our progress over the past year.

We acknowledge our stakeholders and partners without whose support our work wouldn't be possible. Some of our those main sponsors are: The Residents of Aurora, Aurora Film Circuit, Town of Aurora, CIBC Aurora, MPP Michael Para Office, Aurora Public Library Coconut Village, Sandra Humfries, The Auroran and The Era Banner.

Aurora Black Community focus and mission is to unify our community, One Vision Diverse Voices. We are Creating safe spaces for Black people and the entire community to strengthen relationships, build a stronger community, and create cultural connections.

We are grateful to volunteers like Victoria, Mary-Lou, Meave, Grace, Lukas, Alex, and all others who have invested time in the building of our community.



# MESSAGE FROM OUR PRESIDENT



As the President of ABC and a Black Woman, I play a critical role in the community. My focus is the lead with grace, compassion and truth. I value and respect our leaders and therefore, they are an important part of our collaborative mission.

I understand the impact and responsibility of my role to our community and have worked diligently to build trusting authentic relationships and build confidence in the community as we continue to...

- create cultural connections.
- create strategic partnerships that develop active allyship and collective change
- take actions and create solutions
- provide cross-cultural dialogues for everyone though shared experiences
- address systematic support for Black and BIPOC families to eradicate racism from our town.



*The intent to be  
supportive of  
community  
initiatives only  
matters when  
there is action  
behind it*

# PRIORITY FOCUS

In our 1st year of operation we identified that there were lots to be done. However, we knew that to be effective we must prioritize our focus. So, the focus in our 1 year of operation were community engagements & support, Education and awareness, and Leadership and Community Partnership



## **No. 01 – Community Engagement & Support**

Nothing should be done for the people without including the people. We have created a healthy community engagement and continues to build upon that. We want people to know that they belong! That they matter, and that they are heard. We are grateful to all Media platforms who made it possible to share and amplify our voice so we can reach people in Aurora and beyond.



## **No. 02 – Education & Awareness**

We provided in-depth Black History Education - through 15 different informational segments

Launched Aurora Black Community: fun interactive social to continue fostering awareness of diversity and inclusion in Aurora

Educational Movie Reviews to encourage meaningful conversations and identify changes needed in our community



## **No. 03 – Leadership & Community partnership**

Our voice, given the support of our leaders, is a powerful step of collaborative effort to support diversity and inclusion. Leaders set the tone for our community. We need leaders who are ready to make decisions to put the lives of the people in front of their comfort and politics. We have created some meaningful trusted relationships with many leaders and community organizations and continues to build on them.

# Results

## How we did overall

**June 2020** Started Facebook Group to create a safe place for our community to connect and support each other. BIRTH OF ABC <https://www.toronto.com/news-story/10070685--now-what-after-aurora-black-lives-matter-rally-mom-builds-on-momentum/>

Invited the community my kitchen table.

**June 20th** Aurora's Michael Baskin was one of the two people who made curried shrimp, jerk chicken and fried dumplings called festivals with Durrant in her kitchen on June 20.

"We even had that discussion, that there's a few things everybody has in common, even though there are always cultural differences. It's art, music and food," said Baskin.

**December 2020** we helped two families a Black family of 4 facing eviction and a White family of 3 who reached out for support with food. Together we raised \$600 for grocery gift card and basket loaded with items.

**July 3 2020**, Met with Mayor about Black History Deputation/Proclamation to have Black History Month be recognized officially by the Town of Aurora

Aurora Black Community Single-handed led Aurora's first Black History Celebration through a series of 15 on-line activities such as: discussions, art, food, music, film, and financial literacy, and so much more see list below. It was a tremendous success.

### **Feb 2nd** Black History Month Proclamation

The Mayor made a public announcement of the Black History Month Proclamation, which formally expresses the importance of celebrating Black History Month as a Town.

### **Feb 4** – Highlights of Canadian Black History

- **Feb 6** – Film night with live review and discussion – "Self-Made" a series of films with the objective of providing historical accuracy, education and fair representation of Black culture.

**Feb 9, 16, 20** Appreciation and recognition encourage participation and growth. Each week, one person from the community will be highlighted as part of our Black History Month Celebration. ~ Sponsored by Trureal

- **Feb 11** – Cooking Demonstration – Black History Food Celebration

- **Feb 12** – Legacy Transfer and Financial Literacy – speakers: Calvin Chan, Jeff Eddos, Kim Leacock-Ambrose, Jonathan Ho.

- **Feb 18** - Film night with live review and discussion – "Miss Virginia" – in partnership with Aurora Film Circuit, Aurora Black Community and Councillor Humfries

- **Feb 19** – Legacy Transfer and Financial Literacy – speakers: Terrence Yuen, Hadriana Leo, Keisha Telfer –

- **Feb 21** - Film night with live review and discussion – "What Happened, Miss Simone?" -

- **Feb 26** – Discussion – Racialized Stigmas & Mindset, Guest Speaker: Karen Carrington –

- **Feb 27** – Wrap up event – land a Black Excellence Art Contest

We continued to support anyone in need: this was another example FAMILY HELPED <https://www.thestar.com/local-aurora/news/2021/07/20/aurora-family-has-feces-thrown-on-house-hopes-for-anti-racism-education.html>



How we did overall

## Results: what we have done



### Vigil

in a difficult pandemic  
we took the heart felt  
initial to lead a vigil in  
support of our  
indigenous community.  
It was well received.



### AGE MONTH



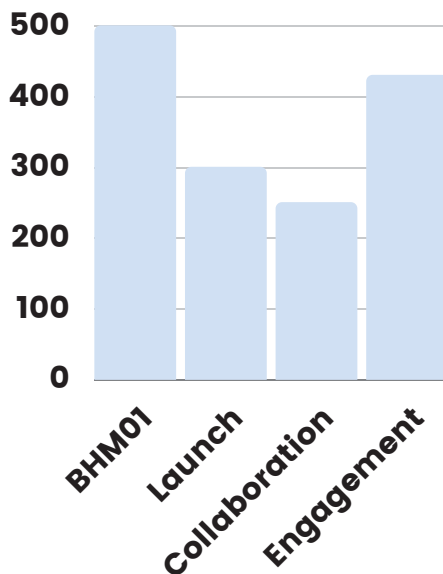
Curated a week of conversations in  
May to learn and celebrate Asian  
Heritage month.

Mayor Mrakas and Harold Kim  
canceled; however, we had some  
amazing conversations with MPP  
Wendy Wei, MPP Michael Parsa  
Councillor Grace Simon, YRDSB  
Superintend, Cecil Roach and local  
residents.



# Statics of Results

How we did overall



## 2.5k

Black History Month or Virtual Celebration was extremely successful and will be continued in addition to our in-person session

## 500

ABC Launch was engaging with 500 correspondence from 105.9 radio audience, social media, and local residents

Our goals have been met above and beyond expectation

- **Educational** - Black History Month and A successful programme with Aurora Film Circuit and Councillor Sandra Humfries
- **Launch** - over 180 person in attendance
- **Collaboration** - Aurora Public Library, Aurora Film Circuit, Small Businesses & Restaurants, Aurora Town of Aurora Museum & Achieves, Sport Aurora, Trureal, CIBC Bank, Aurora High School, Rose of Sharon
- **Engagement** - active socials, in-person community activities, Media and publications

# NEXT STEPS

2022 to 2025 our next 3 years objective

## **No. 01 — Action & Commitment**

Systematic Racism are in the system on how organizations and committees operates. Our focus to continue building relationships and giving support to those organization and work together for the success of our community.

ABC will work with our organizations such as Town of Aurora and its Committees, Chamber of Commerce, BIA, Schools, Shelters, and Churches to evaluate and assess their Diversity and Inclusion plans and offer our support. This process will help us to provide proper support and resources to the Black, BIPOC, and newcomers families in Aurora. We will know what's working and want needs to improve so we can create the equity needed for a more diverse and inclusive town.

## **No. 02 — Action: build on/expand existing ideas**

Activate our Test Project Culinary exchanges - working with the Canadian Food and Wine Institute at the Aurora Armoury, and York Region Food Network, we plan on having monthly cultural cooking experiences to help connect the community and building relationships.

Workshops/Mentoring events - to truly feel a sense of belonging in any community, one needs to have a network of people and organizations upon which they can reach out to and rely on.

Sport participation is an important socializing factor in any community.

## **No. 03 — Action: Funding and Leadership support**

building strong financial support to fund the programs need to take barriers affecting our Black Community

Key to the success of this project will be the involvement of community leaders such at Town Council, local MP's and MPP's who will meet and welcome program participants and be available for support.

# UPCOMING EVENTS

Black History Gala at Aurora Armoury: see our website for full details

- Get an individual ticket
- Sponsor the event
- Get a complimentary Ticket
- Sponsor a Table
- volunteer your invaluable time



The poster is split into two panels. The left panel features the Aurora Black Community logo (a circle with 'ONE VISION DIVERSE VOICES' and 'AURORA BLACK COMMUNITY' around it), 'sponsored by: THE ARMOURY' (with 'EST. 1874' below), and the address '89 MOSLEY ST. AURORA'. The main text reads 'BLACK HISTORY MONTH GALA 2022' in large yellow letters, followed by 'Black History is Canadian History' in white. Below this, it lists '6pm Island Cocktails', 'Niagara Vineyard Wines', 'Presentations', 'Silent Auction', and 'and much more!' in green. The date 'FEB 05 2022' is at the bottom. The right panel features 'THE ARMOURY' logo at the top, followed by 'I AM BLACK HISTORY' in large, colorful letters (green, yellow, red). Below this is a 'BHM GALA' badge and the website 'www.aurorablackcommunity.com'. A vertical text on the far right says 'Ticket code : 0002'.

**BLACK HISTORY MONTH GALA 2022**  
Black History is Canadian History  
6pm Island Cocktails  
Niagara Vineyard Wines,  
Presentations  
Silent Auction  
and much more!

**FEB 05 2022** Ticket code : 0002

**I AM BLACK HISTORY**  
BHM GALA  
www.aurorablackcommunity.com

Ticket code : 0002

## Contact

Phiona Durrant

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[abc@aurorablackcommunity.com](mailto:abc@aurorablackcommunity.com)

905.505.4673

Facebook @auroraworkingtogether

IG @aurorablackcommunity\_abc





## Black History Month Gala 2022 Proposal



## SPONSORSHIP OPPORTUNITIES

### Title Sponsor - \$5,000 x1

- Presented by...
- Prominent position on all marketing material
- ½ page ad with augmented reality video message in Neighbor magazine
- Gala event program, onsite signage, table card with augmented reality video message
- Paid and organic social media campaign with video message
- Table of 6 donation back to ABC to be given to individuals that can't afford a ticket
- Recognition during event

### Table Sponsor - \$750 x 5

- Table of 6 donation back to ABC to be given to individuals that can't afford a ticket
- Table tent card with augmented reality message from the sponsor.
- Social media promotion with video
- Gala event program with augmented reality message
- Recognition during event

### *Did you know...* Poster Sponsor - \$600 X 6

- There will be 6 posters in the venue with historic moments in Black History
- Sponsor name will be on the poster along with an augmented reality video message that includes information about that moment in history delivered by the sponsor
- There will also be a contest element to the posters. Guests will need to enter a mystery word following each augmented reality video message for a chance to win
- These *Did you know...* images will also be in the Gala event program so people can enter later at home.

### In Kind Sponsors

- Beer/Wine
- Prizes
- Program
- Food
- Music
- Venue
- Live Stream

**All sponsorship augmented reality video messages will have a direct link to DONATE to ABC**



## TICKETING & GALA PROGRAM

### **Ticket Sales**

- Ticket sales will be handled through the Neighbor platform
- Tickets are \$100 individual or buy a table for \$600 (there are limited table options) most of the venue will be set up with cruiser tables.
- We are proposing an option that people can buy a ticket and donate it back to ABC to give it to an individual that could not otherwise afford a ticket.

### **Gala Event Program (Printed Guide)**

- Information on ABC
- Messages from ABC members, Mayor, MP's
- Sponsorship info with AR
- Did you know ... with AR and contest details and prize

## EXECUTION

### Neighbor to...

- Design and produce all marketing elements (sponsorship package, print ads, Gala program, onsite signage, table cards, 'Did you know...' posters)
- Set up ticketing on Neighbor platform
- Update ABC website with event content
- Shoot AR videos for Title sponsor, Table sponsors and 'Did you know' posters
- Manage paid and organic social media campaign
- Coordinate and set up AR contest
- Themed Community Giving Back pages in magazine

**Total Value: \$8,925**



## Black History Budget

Black communities play an essential role in the economy, but in comparison to other cultures, many struggle with financial wellness. So, paying our guest speakers is critical. We must put financial resources to where they are needed in order to do the work that's needed for equity. Some of those areas to work on are with the Black, Indigenous, racialized community and for persons with disabilities. After all expenses are paid remaining funds will be used towards 2022 work plan/programs.

Black History 2022

Expense	Cost	Sponsored by:	Additional Notes
Administration/ Marketing Cost	Sponsored by	Neighbour	Includes Website updates, Social Media Ads, tickets and flyers <a href="http://www.aurorablackcommunity.com">www.aurorablackcommunity.com</a>
Entertainment	\$600.00		site and related campaigns;
Food	\$4,704.00		Armoury
Facility Rental	\$1,585.80		Armoury
Artist Fees	\$2,000.00		Including Hon. Dr. Jean Augustine's honorary \$1000
In-kind	\$500.00	Coconut Village Spa & Microhotel	Hospitality, gifts and accommodation
Town of Aurora			
Other	\$150.00		Miscellaneous
<b>Total</b>	<b>\$9,539.80</b>		

Table 1

Revenues	Requested/ amount	Received to-date	note
TD Ready Commitment Contribution	5,000		To be confirmed
Town of Aurora	10,000		
Ticket sale & Sponsors/Donations	7500	1,536	5 table sponsorship of \$250, and single tickets
In-Kind	\$8,925.00		Marketing by Neighbour see attached
CIBC	500	500	Received
<b>Total Revenues</b>	<b>\$31,925.00</b>	<b>\$2,036.00</b>	

Black History 2021

Category	Budget	Sponsored by:	Additional Notes
Administration/ Marketing Cost	\$1,500.00	Aurora Museum and Archives	Live Streaming services, <a href="http://www.aurorablackcommunity.com">www.aurorablackcommunity.com</a>
Equipments & Resources	\$500.00	COCONUT VILLAGE SPA	Streamyard membership, Zoom Account, lightings , internet booster
Gifts	\$200.00	Multiple local restaurants	Tina's grill, Local, State of Main, Harveys etc.
Facility Rental	\$0.00		
Artist Fees	\$2,000.00	Time donated by speakers	Guest speakers: Calvin Chan, Jeff Eddos, Kim Leacock-Ambrose and Jonathan Ho, Client Manager, Group Underwriting, National Accounts, Sun Life <b>Guest Speakers:</b> Terrence Yuen of ( <a href="http://learnez.ca">learnez.ca</a> ), Hadriana Leo of ( <a href="http://hadrianaleo.com">hadrianaleo.com</a> ) and Keisha Telfer, Transitions Realty Inc., Brokerage.
In-kind	\$350.00	COCONUT VILLAGE SPA	Speakers fee: Karen Carrington
Town of Aurora			
Other			Miscellaneous
<b>Total</b>	<b>\$4,550.00</b>		