



APATHY IS BORING



Apathy is Boring is a youth driven project that aims to use technology and art to re-engage youth in the democratic process.

In January 2004, the idea of **Apathy Is Boring** was born; 5 months later the 2004 Federal Election was called and work began on what would be **Apathy Is Boring's** first federal election campaign. **Using a website, digital media technology, concerts, and a media outreach campaign, Apathy Is Boring was able to reach over 500,000 young people in Canada in less than four months.**

Apathy Is Boring believes that young people have been excluded from the democratic process. We use the space, language and format of youth community to reach out to our peers and provide them with tools to get involved in democracy.

Apathy Is Boring's messaging and design is edgy, direct, and honest. As a result, **Apathy Is Boring** has finally begun to bridge the gap between youth and community leaders, making youth a part of the decision-making process.

Apathy Is Boring has established itself as a respected voice on issues relating to youth and

Canadian democracy, and has been recognized and supported nationally by a diversity of NGO, corporate, and celebrity partners; not to mention continual recognition by the Canadian media.

Apathy Is Boring is made up of a staff of young Canadians. Our headquarters are located in the heart of Montreal.

Our Target Market is 18-35 year old Canadians.

Users include:

- Hipsters / fashionistas
- Rural & urban demographic
- Music fans (hip hop, pop, punk, folk)
- Predominately young women
- Consumers of alternative media & hip mainstream media
- Politically interested youth



PROJECT AREAS

Website and Online Technology:

Through key partnerships with leaders in the field **Apathy Is Boring** has created an **online presence** that continues to draw thousands of visitors every month.

Our Newsletter reaches over 2000 subscribers per month. The Website gains an average of 100 new users per month. We also have an online presence on external networking sites that attracts hundreds of visitors every month.

Apathy Is Boring launched an interactive, user-generated community and web experience in October 2006. Free user profiles; user-generated art/music/video/petitions; resources for young people and organizations involved with young people; MP contact info and an eventual online phone portal for talking to your MP; will put community-building tools in the hands of young

“One way to think about this new site is a mash of the best of MySpace, YouTube, and S.K.Y.P.E....with a Canadian Youth Democracy twist... but way better and cooler.”



people who, up until now, have felt left out of the democratic process. Think of it as the MySpace/YouTube/Skype of Canadian youth democracy.

The Youth Friendly Guide:

Apathy Is Boring has developed a program to help adult organizations become more youth friendly. Through an online guide, workshops, and additional resources, **Apathy Is Boring** is able to offer a comprehensive consulting service to address the youth outreach needs of any organization. **www.youthfriendly.com**

Apathy Is Boring recognizes that it takes a lot of work to create an environment in which youth feel important, needed and engaged. AisB wants to make this process easier for organizations who work with youth and want to replenish their supply of fresh ideas and energy.

During 2004 The Youth Friendly Guide (originally written by 6 young people in 1996 in collaboration with the Canadian Environmental Network) was re-written and edited by Ilona Dougherty, National Director of **Apathy Is Boring**. This was done in collaboration with the original authors and a youth advisory panel.



The guide allows companies and organizations to learn innovative ways

PROJECT AREAS

of forming and maintaining increasingly important intergenerational partnerships. We also offer workshops and consulting services for organizations, government departments and anyone who works with youth.

Concerts & Arts Events:

The **Apathy Is Boring** Project has become a producer of art with a message over the last three years. **Apathy Is Boring** has produced shows in Toronto, Montreal and Whitehorse. To continue using music as a tool to re-engage young people in their communities, **Apathy is Boring** puts all profits earned back into our not-for-profit work.

Apathy Is Boring has partnered with internationally, nationally, and locally-known musicians to put on a series of Civic Duty Concerts. Our list of affiliated celebrities includes: **Buck65**, Chris Brown and Kate Fenner, **Chantal Kreviazuk**, James Bryan, **Melissa Auf de Maur**, James Bryan, **Raine Maida**, Sarah Harmer, **Sarah McLachlan** and more.

Merchandise:

Apathy Is Boring has developed a clothing and accessory line to help fund our not-for-profit work.



We launched our 2005/2006 catalogue in Spring 2005 and launched our online store with a fashion show at the World Urban Cafe in December 2005. The line features clean and simple pieces with quotes relating to democracy, the charter of rights and freedoms, and calls to action.

Highlights:

During our first publicity campaign from January 2004 until June 2004, we were able to outreach to 500 000 young people across Canada. Since then, we have been able to reach approximately 100 000 youth per year all across Canada. Our capacity to reach Canadian young people keeps growing every day.

Media Sponsor: MuchMusic TV

Media Hits per year: 50

Including: The New York Times, Macleans Magazine, The Toronto Star, CBC TV, Global TV, CTV News, Etalk Daily, CBC Radio, The Montreal Gazette.

Current Sponsors include: Hype Energy Drinks, The J.W. McConnell Family Foundation, Concordia University, Telefilm Canada, Gillett Entertainment Group



TESTIMONIALS



“By creating this engaging, sarcastic, cynical and substantive website, Dougherty’s team is trying to ensure people know why, where, when and how to vote. There is heaps of information in a condensed format.”

The Yukon News, Friday 06.25.2004

“**Apathy Is Boring** is the ONLY group I trust to be able to reach Canadian youth and engage them in national politics in a way that is even remotely relevant to their lives. They’re the most innovative group that I know doing national youth engagement work.”

Tad Hargrave, Radical Business
www.tadhargrave.com/radicalbusiness

“Apathy is Boring is an organization that’s focused on creating new dialog and opportunities for youth to get engaged in the political process in and empowered and informed way. Breaking new ground making it cool to be in the know, this is no easy task but one that Apathy is Boring takes seriously and does really well.”

Sol Guy,
Music Producer / Direct Current Media

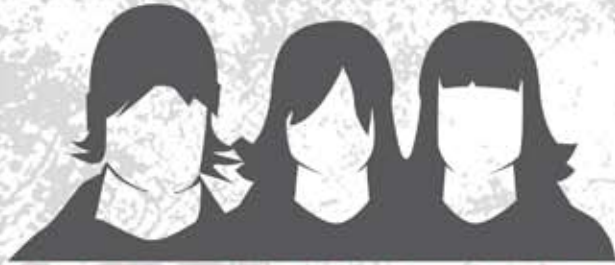
“Plank is very proud to be working with **Apathy Is Boring**. There is no other organization that we know of that is working harder to invigorate youth action, involvement and passion about our political system and society. Changing the world is not an easy thing, but they are doing it relentlessly; one person at a time.”

Warren Wilansky,
founder, Plank.

“We have been supportive of the Apathy Is Boring project from Day One. Their sarcastic attitude truly reflects a pervasive sentiment, and their strategies for youth engagement offer a substantive approach to getting kids interested in politics. Their unique mission positions them as key political organizers in Canada, and will help to identify and empower the next generation of leaders in Canada. In the current political landscape, where disinterest prevails, Apathy Is Boring is addressing a long-standing problem and is helping to bridge the gap between young Canadians and decision makers in Ottawa.”

-Guerrilla News Network (<http://www.gnn.tv>)





APATHY IS BORING

HOW YOU CAN HELP

DEMOCRATIC RIGHTS AND
CITIZENS. THE
CITIZEN HAS THE
TO VOTE IN THE
MEMBERS OF THE
HOUSE OF REPRESENTATIVES
OF THE
APATHY IS BORING
FOR THE
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NATION

SPONSOR BENEFITS

Title Sponsors \$10 000 +

Benefits:

- National Category Exclusivity
- Logo Placement on www.ApathyIsBoring.com (sponsor page)
- Banner ad on the Apathy is Boring website for one full year (connect page)
- Acknowledgement in all Apathy Is Boring publicity materials
- Verbal recognition at Apathy is Boring Concerts
- Logo Placement in Apathy Is Boring Monthly Newsletter
- All access passes to Apathy Is Boring Concerts
- Logo Placement on Apathy Is Boring Event Posters
- Logo Placement in Apathy Is Boring Print Advertisements
- Center stage Banner placement at Apathy is Boring Concerts

Presenting Sponsors \$5 000 +

Benefits:

- Logo Placement on www.ApathyIsBoring.com (sponsor page)
- Acknowledgement in select Apathy Is Boring publicity materials
- Verbal recognition at Apathy is Boring Concerts
- Name mention in Apathy Is Boring Monthly Newsletter
- All access passes to Apathy Is Boring Concerts
- Logo Placement on select Apathy Is Boring Event Posters
- Logo Placement in select Apathy Is Boring Print Advertisements
- Banner placement at Apathy is Boring Concerts

Media Sponsors

Benefits:

- National Category Exclusivity
- Logo Placement on www.ApathyIsBoring.com (sponsor page)
- Acknowledgement in all Apathy Is Boring publicity materials
- Verbal recognition at Apathy is Boring Concerts
- Logo Placement in Apathy Is Boring Monthly Newsletter
- All access passes to Apathy Is Boring Concerts
- Logo Placement on Apathy Is Boring Event Posters
- Logo Placement in Apathy Is Boring Print Advertisements
- Banner placement at Apathy is Boring Concerts

In-Kind Sponsors \$500 + (value of)

Benefits:

- Logo Placement on www.ApathyIsBoring.com (sponsor page)
- Acknowledgement in select Apathy Is Boring publicity materials
- All access passes to Apathy Is Boring Concerts
- Logo Placement on select Apathy Is Boring Event Posters
- Logo Placement in select Apathy Is Boring Print Advertisements
- Banner placement at Apathy is Boring Concerts

AREAS OF DONATIONS

Travel / Transportation:

Airmiles
Hotel Rooms
Car Rentals
Train Tickets

Merchandise:

Silk Screener
Clothing
Design Contributions

Technical Training:

Web Training
Anti-Oppression Training
Design and Layout Training

Services

Lawyer
Accountant
Free Office Space
Phone Service
Internet Access
Phone Cards
Printing
Translation
Catering / Restaurants
Shipping
Yoga Classes

Media [PSAs and Ads]

Print Ad Space
Radio Ad Space
TV Ad Space

Furniture

Desks
Shelves
Office Chairs

Lighting

Bulbs (preferable energy efficient)
Fixtures
Lamps
Lampshades

Tools

Electric Drill
Ladder

Cleaning Supplies

Organic Allergen-free Dish Detergent
Organic Allergen-free Cleaning
Detergent
Cloths
Sponges

Office Supplies

Cordless Phones
Cellular Phones / Blackberry
Stereo
Printer Ink
Fans
Fridge
Water Cooler
Paper
Pens
Paper Clips
Binders
File Folders

Quality of Life

Yoga Mats
Exercise Balls
Espresso Machine
Office Bartender
Private Pilot (just kidding!)
Swanky Stuff we can give away at
shows

Computers

Laptops
Desktop Apple G4 – G5s
Flat Screens or Large Monitors
USB Keyboards
USB Mouses
Mouse Pads
Video Camera
Digital Camera
DV Tapes
Memory cards

Donations:

Buy A Politician a Youth Friendly Kit
(\$30)
Hold a Apathy is Boring Virtual
Party (\$100)
Donate your cottage for a Staff
Retreat