

moving we are moving

the company of young canadians  
annual report 31 march 1972

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## Cautious pitch

## CYC future on line with bu

**By Don Sellar**  
Southam News Services

When the Company of Young Canadians asks the government for a healthy budget increase this spring, its future will be on the line.

involved in a record number of projects and has 210 volunteers stationed across the country, it is generating the political heat

**CYC warrants support**

**Warrants**  
The Gazette, Montreal, November 5, 1971  
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The Company of Young Canadians may yet prove to be a generally beneficial enterprise. The way in which it has pulled together under executive director Dal

yet prove enterprise. The way  
itself together under executive  
Brodhead inspires confidence.  
Regarded essentially as a hell-raising  
organization, the CYC is not looked upon too  
kindly by the general public. It has had  
some severe setbacks, not the least of  
which was Executive Chairman Lucien  
Saulnier's sweeping charge that it was  
fomenting subversion. The activities of a  
few shattered the reputation of a whole  
organization and the worthwhile concept  
behind it, at least as far as most  
Montrealers were concerned.  
in the presumptuous and arrogant  
Secretary of State's Special

Then, in the presumptuous and arrogant report of the Secretary of State's Special Committee on Youth, which was inflicted upon the Canadian public this summer, was recommended that the C.I.B. be disbanded. Fortunately, this is

was disbanded. For a recommendation that the government have little inclination to accept. The Committee on Youth the CYC is "ineffective Canadian youth." The not be accurate. necessarily be effective considerably actually enlist young people communities of

...ad the image of the  
...that the CYC present  
...Morale is go  
...artening. Morale is go  
...is wisely keeping a  
...approximately 60 project  
...10 of them  
...across the country, 10 of them  
...The volunteers who work on  
...are chosen with considerable  
...their ranks have begun t  
...wants to serve.  
...original methods

OTTAWA (CP) — Social action groups and the Ottawa Valley branch of the Canadian Federation of National Trade Unions have asked Prime Minister Pierre Trudeau not to disband the Young Canada Council.

The original methods which did not exactly concept of dedicated you less fortunate or less able have been toned down evaluated more carefully the CYC still gets more handle, but also because afford to put up with.

All with problem employ and low effort from teen workers. Their

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November 5, 1971

makers or people who simply have  
of what they are doing.

The CYC no longer invites  
situations or issues. It responds  
from community groups for action  
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seems to do at least as  
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# CYC Has Healthy



the company of young  
canadians is moving.

simple statistics show

the facts:

	31 march	1972	1971
Community Projects CYC Supported		120	54
Volunteers		233	176
Field Staff		23	19

the company of young  
canadians is moving.



COMMUNICATIONS SECTION  
THE COMPANY OF YOUNG CANADIANS  
323 CHAPEL STREET  
OTTAWA, ONTARIO  
K1N 7Z2

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Healthy Report

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- Elderly
- Physically Handicapped
- Women
- Environmental

Issues:

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Native Projects  
Corrections  
Others



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and the issues:

Number of  
Projects

3	Welfare Rights
9	Unemployed Workers
10	Community Urban Development
8	Community Rural Development
9	Communications and Information
4	Community Services
11	Legal Aid
8	Health Clinic
11	Day Care
7	Housing and Tenants Rights
3	Consumer Education
22	Co-operatives
6	Education
9	Recreation
	Native Projects
	Corrections
	Others
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31 MARCH 1972

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- Physically Handicapped
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- Environmental

31 MARCH 1972



## WE ARE MOVING

At March 31, 1972, the Company was involved with 120 community projects. A year ago the figure was 54. Last year the CYC didn't have Field Staff in Newfoundland, Labrador, Southwestern Ontario, or Northeastern British Columbia. Today, the Company has staff in the Northwest Territories and every province except Prince Edward Island.

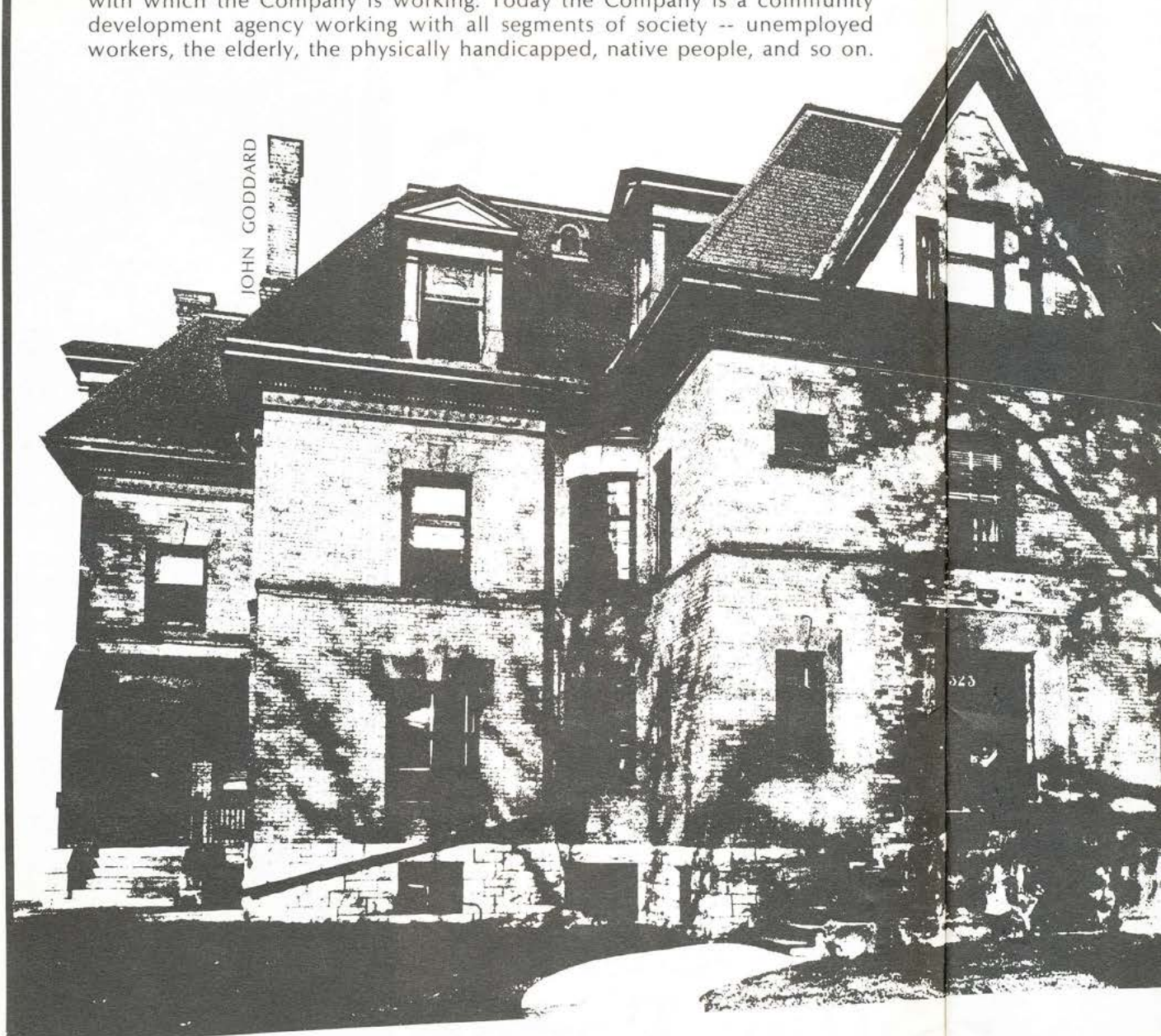
The CYC's come a long way from the days when Volunteers were zealous missionaries sent from Ottawa, using confrontation tactics to create immediate and visible change.

Confrontation was a poor tactic by itself. It created temporary excitement and awareness of problems but that wasn't enough. Few Volunteers remained in the communities to do the tough, essential follow-up work and the local people were left as before.

Now, communities no longer welcome outsiders as Volunteers and accountability to local groups is demanded. To encourage long-term development, they want young people willing to stay in an area. As a result, CYC Volunteers are now mainly selected from local areas by the citizens groups with which the Company is working. Today the Company is a community development agency working with all segments of society -- unemployed workers, the elderly, the physically handicapped, native people, and so on.

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Volunteer selection is conducted locally, thereby encouraging a more practical approach to the situation rather than a theoretical one. The illusion of dramatic, rapid change has been replaced by a more fundamental and realistic long-term development orientation.

The federal government's Opportunities For Youth program clouded the CYC's identity for many people during the last year. Too often the Company was dumped in the same pot with OFY. Nothing could be more erroneous. The CYC is different. It is a year-round community development agency working at the grassroots level. The CYC provides human resources - not funds - to citizens groups, supporting them with extensive training and experienced Field Staff. The Company is now primarily interested in unreached and unorganized groups of people across the country who are unaware of the resources and alternatives available to them. Approximately half of the present CYC project work takes place in rural areas. New initiatives are underway working with the unemployed, the underemployed or the unorganized employed. Projects of an economic development nature aimed at assisting local people to develop or strengthen the economic base of their own communities are underway. The CYC is training and fielding full-time paid volunteer-workers to tackle these challenges.



John M. Johnson  
Chairman  
CYC Council



Peter D. Brodhead  
Executive Director



Today, the Company has staff  
in the Northwest Territories  
and every province except  
Prince Edward Island.



# what is the company of you

The Company of Young Canadians is essentially a collection of Volunteers aged 18 to 28 creatively participating with community groups in social action projects. A Volunteer's primary loyalty is not to the CYC but to the community group that he or she is working with. What follows is a random listing of the CYC's identifying characteristics.

## **EDUCATIONAL EXPERIENCE**

The Company is a vehicle available to all Canadians and landed immigrants between the ages of 18 and 28 who want to participate in a unique learning experience - social action and community development. For a minimal living allowance, they work with local citizens' groups tackling many of the problems confronting Canadian society. The classroom is the community; the teacher is experience.

## **HUMAN RESOURCES**

The CYC is a pool of human resources available to community groups needing them. It is not a source of funds but a supplier of full-time volunteer workers.

## **NOT A YOUTH AGENCY**

The Company of Young Canadians' primary orientation is towards social action of the local level. It's only a youth agency in the sense that to achieve this goal, it utilizes the energy of young Canadians to work with community groups.

## **DOING RATHER THAN FUNDING**

The Company participates in social action by physically doing it rather than merely providing funds. The CYC does not provide funds - it provides people. As a result, approximately 75% of its budget is allocated to salaries and volunteer allowances. Community groups must obtain funds from other sources such as the three levels of government, and other community organizations.

## **DIVERSITY OF PEOPLE AND PROJECTS**

The CYC is involved with an extremely broad spectrum of people and projects. It works with the elderly, farmers, the unemployed, blind people, former prisoners, the alternate culture, native people, tenants, former mental patients and many more. Projects range from ecology to business co-operatives to day-care centres to television communications. The Company employs so-called "establishment" people as well as individuals often referred to as "hippies" or "radicals". There is no typical CYC employee or Volunteer.

## **CROSS-FERTILIZATION**

Because the Company works with diverse people on varied projects it is a means of national cross-fertilization of ideas and philosophies. It helps bring people together.

## **"UNREACHED" GROUPS**

The CYC consciously reaches out to locate and work with groups which otherwise would not have access to resources - for example, non-status Indian groups and people in isolated communities.



*The classroom is the community; the teacher is experience.*



# of young Canadians?

## **ACCESS TO THE POLITICAL SYSTEM**

The Company assists people to develop skills in utilizing existing political channels and to create new strategies of intervention on issues affecting their lives.

## **UTILIZATION OF GOVERNMENT RESOURCES AND PROGRAMS**

The CYC is an instrument available to community groups for developing the expertise to fully benefit from existing programs. Part of the expertise is the ability to influence these programs to become more relevant and to design and demand new policies for meeting emerging community needs.

## **SHARING OF PRIORITIES**

The Company develops its priorities with those of local groups. As a result, CYC actions and programs are co-operatively determined rather than a rigid plan conceived in Ottawa and dictated to communities.

## **NO PROGRAM TO SELL**

There is no standard program of social action for sale at The Company of Young Canadians. Its existence is a reflection of communities' needs.

## **FLEXIBLE AND RESPONSIVE**

The Company's structure is flexible and responsive so that it can reflect changing community need and support an administrative system based on human values. The CYC is dynamic rather than static and its structure reflects that condition. But dynamic forces must be channeled into a cohesive framework. That's why the Company is careful to maintain a discernible structure as opposed to a vague decision-making collective.

## **INNOVATIVE**

Because the Company is dynamic and changing to reflect community need, it is innovative. It continually develops and employs new techniques to cope efficiently with the demands made on it.

## **RISK**

As a by-product of being innovative, the Company assumes the risk associated with breaking new ground - not blind risk but the calculated risk associated with new ideas and techniques. For the CYC, such risk is a welcome fact of life.

## **TRAINING**

The Company contributes to each Volunteer's development and many other organizations, as well as the CYC, reap this benefit. Volunteers have gone on in the Company to hold positions ranging from Field Staff to Executive Director.

## **CITIZEN INVOLVEMENT**

The CYC encourages criticism, suggestions and information from all Canadians. This is essential for the formulation of effective and relevant CYC policy.



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# applying for projects

## **CONTACT THE FIELD STAFF PERSON IN YOUR AREA**

Initially, those who want to present a project proposal must contact the local CYC Field Staff person and discuss with him or her our objectives, structures ... and possibilities of cooperation.

**a**

## **ESTABLISH THE OBJECTIVES OF THE PROJECT**

From here on, consultation is carried on between the community group submitting the proposal and the CYC Field Staff person. They review the objectives and the planned strategy in terms of group priorities, local or regional needs, CYC policy.

**b**

## **ESTABLISH SPECIFIC REQUIREMENTS**

At this stage, group and Field Staff endeavour to determine the project's practical dimension: number of Volunteers required, role description(s) of Volunteers, training, selection, action timetable and operating budget.

## **SUBMIT THE PLAN TO CYC**

The Field Staff then presents the whole thing to the Executive Director who will submit it to Council for approval.

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**d**

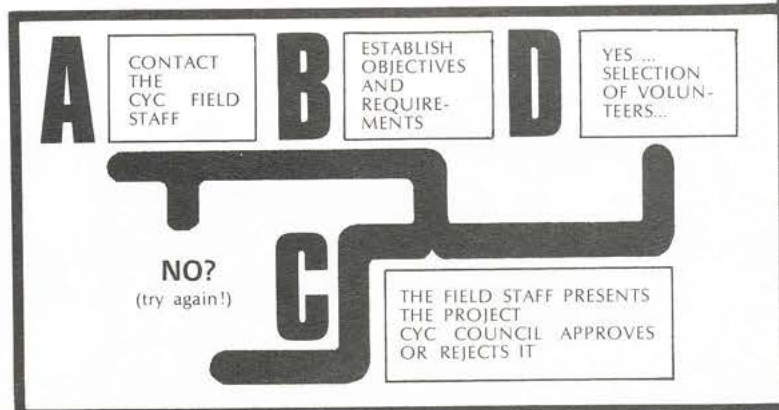
## **COUNCIL APPROVES OR REJECTS THE PROJECT**

The proposal, together with the Field Staff recommendations, is then examined by the Council. The project is either accepted or rejected. In either case, the group is notified in writing of the decision and supporting arguments are given.

WHAT IF THERE IS NO CYC FIELD STAFF PERSON IN YOUR AREA?

— Write to the Ottawa Office:

The Company of  
Young Canadians,  
323 Chapel Street,  
Ottawa, Ontario  
K1N 7Z2





# general criteria

- The Company provides only Volunteers; no material or financial assistance.
- The Company works with people at the "base" rather than with umbrella or coalition groups.
- The Company will help only those people or groups who lack the necessary resources, whether human, financial or material, to help themselves and who thus genuinely need the Company's help.
- Those with whom the Company works must actively desire our presence and assistance. There must be a "reference group", a grouping of local people which has open procedures and membership and which sets its own goals and the goals of the Volunteers. The Company and its Volunteers must not impose their own goals or values on the community people. The Company will, if appropriate, assist in the formation of a local group which will function as a reference group.
- Volunteer selection must be local and open.
- Volunteer roles must be activist and outreaching; not service, research or training roles.
- Projects must be planned with termination of Company support in mind; that is, either the project goal must be termination due to successful completion of a job or else the development of its own or other resources to replace dependence on the Company.
- Project must be planned to utilize Volunteers who satisfy the Company's age policy.
- Each project or staff area should have a diversity of projects in terms of issues.
- The Company does not commit itself to projects for more than one (1) year.
- The Company wishes to be in the vanguard of social issues in Canada and accordingly welcomes a limited number of innovative or experimental projects.

The Council reserves the power to waive some of the foregoing criteria in appropriate cases if a strong case is made out by Field Staff for such waiver.

## CYC PROJECT SUBMISSION SHOULD CONTAIN

- a) **Project name**
- b) **The citizens' committee or group making the submission**
  - 1) name and address
  - 2) one or more spokesmen for the group
- c) **District or area in which the project will operate**
- d) **Nature of project:**
  - 1) community problems
  - 2) project objectives
  - 3) how problems will be tackled (strategy)
  - 4) outline of Volunteer's work
  - 5) project duration
- e) **Number of Volunteers required**



The Mental Patients Association has developed into a special kind of community involving more than 100 people on a daily basis, and another 300 less closely. It was set up in January 1971 as an independent organization of patients and former patients, by themselves. One of the CYC workers describes himself and his group as people for whom social, economic and other problems have become unmanageable, and "whose solution does not require experts (psychiatrists or mental hospital personnel) working from above, but the involvement of those people themselves, working together." All positions in MPA are elected and everyone is encouraged to participate in decision-making at all levels.

Discipline has been a problem from time to time, but the group feels that is one of the necessary challenges of an unstructured and highly democratic society. More than anything, perhaps, a pervasive sense of humour has enabled the group to not only survive, but grow. They seem to have developed that invaluable ability to laugh at themselves. The association newsletter, "In a Nutshell", is full of examples of this.

The MPA now operates three centres with a total of 26 beds for people who have been discharged or who are "freaking out". One of these functions is a 24-hour drop-in and crisis centre in Vancouver. Another is situated on a 20-acre farm outside the city. As well, four co-op houses have been formed by MPA members.

## MENTAL PATIENTS ASSOCIATION

AVI DOLGIN



GEORGE W. STRONG



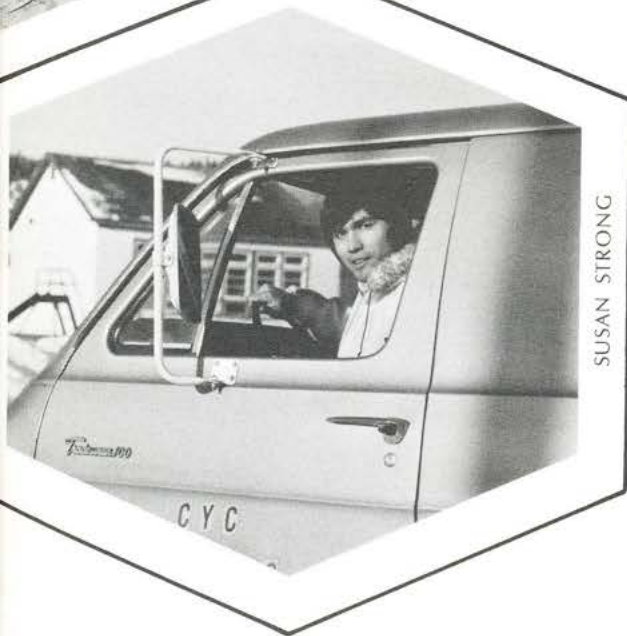
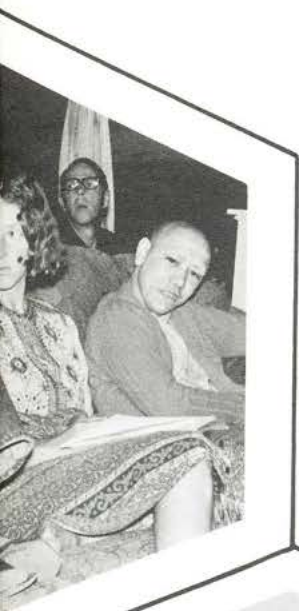
**PROJECT:**  
MENTAL PATIENTS ASSOCIATION

**PLACE:**  
VANCOUVER, B.C.

**VOLUNTEERS:**  
4



## KENOMADIWIN RADIO



SUSAN STRONG

**PROJECT:**  
KENOMADIWIN RADIO

**PLACE:**  
NIPIGON,  
AROLAND, LONGLAC,  
GULLBAY, MacDIARMID,  
PAYS PLATT  
LAKE HELEN (ONT.)

**VOLUNTEERS:**  
5

A unique broadcasting service, Kenomadiwin Radio was granted a CRTC licence to operate a mobile radio station in the Lake Nipigon area. The station broadcasts about half-and-half in Ojibway and English.

With headquarters in Nipigon, the radio van has permanent antennae in Aroland, Longlac, MacDiarmic, Lake Helen, Pays Platt and Gull Bay. The broadcasting range in each area is approximately 20 miles.

The announcer-operators have been plagued with technical difficulties which many persons such as a Thunder Bay radio technician have helped to correct. A former Volunteer on the project describes one especially hair-raising incident when she glanced down in the middle of a winter broadcast to see the coiled cable at her feet uncoiling itself in a blur of movement and disappearing out the door of the van: a passing skidoo had accidentally caught it where it lay in the snow between transmitter and antennae, and a second later there was a terrific flash and hiss of electricity, a loud crack and the station was off the air!

The original aims of this mobile community radio station were to develop closer communication between isolated settlements, and between Indian and white communities; to provide community information and education; and to encourage community participation in all aspects of the radio station. So far, the community development aspect has taken second place to the peoples' demand for music in communities which never had a chance to listen to radio before.

But this is the bare basics of what can be provided by a mobile radio set-up, the Volunteers feel. The next step is to get community people involved in programming on local life and issues.



Once he reaches retirement age, an individual is called "elderly". This means he is no longer productive in the establishment sense, that he is sick, unfit, inactive, even schizophrenic, weak-minded or naughty. He is tossed away to an old folks home where he dies a slow death.

From time to time, generous hearts will organize visits or celebrations. On rare occasions, citizens will demand that they receive better pensions or low-fare bus service. This is forever rewarding and patronizing.

At the Personnes âgées du Centre-Sud project, the elderly is considered a normal person capable of playing a role in society. The City of Montreal is about to start a housing project and a community centre for the elderly. Our project has enabled the elderly to establish a board of directors with a majority of elderly people. This board negotiates with the city the physical as well as managerial aspects of the project.

A series of services has been set up: pilot physical training program with the Red Cross, self-managed restaurant, newspaper, home care, research, etc.

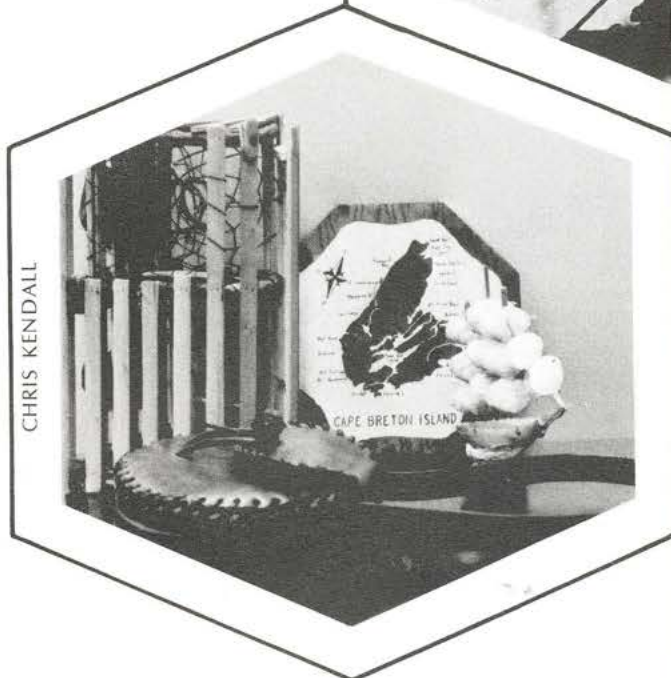
The short-term objective is not so much to have the elderly move into a new block in 1974 as to have them do it as a self-managed, animated group. The long-term objective is to prove once and for all that the elderly are perhaps of a sounder mind than younger folks because they have experience and they are out of the rat race -- they can organize and play a real part in society. Thus the project is intended to set an example.

## PROJECT VIEILLARDS

TED GRANT NFB.



CHRIS KENDALL



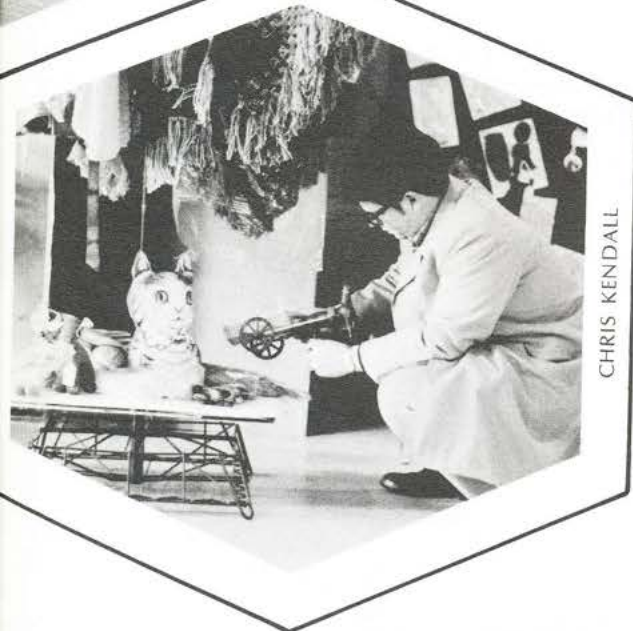
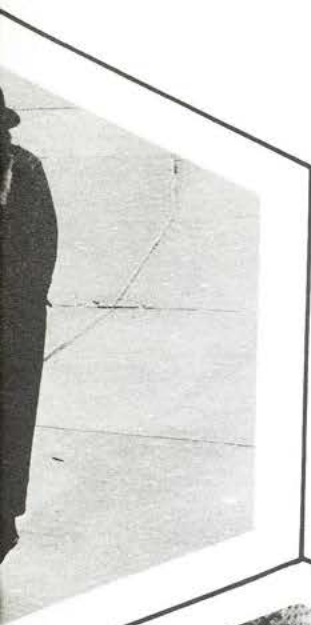
PROJECT:  
VIEILLARDS

PLACE:  
MONTREAL

VOLUNTEERS:  
2



## CAPE BRETON HANDCRAFT PRODUCERS ASSOCIATION



CHRIS KENDALL

**PROJECT:**  
CAPE BRETON  
HANDCRAFT PRODUCERS

**PLACE:**  
SYDNEY, NOVA SCOTIA

**VOLUNTEERS:**  
2

The Cape Breton Handcraft Producers Association was formed with two aims: to promote and improve Cape Breton handcraft production, and to establish better means of marketing these authentic handcrafts. The 350-some craftsmen live in various parts of the island -- for example, there are local guilds of fishermen, coal miners, Acadians from Cheticamp, and Micmac people from the Eskasoni Reserve.

One Volunteer, a person with considerable experience in making handcrafts, is involved in setting up courses in weaving, pottery, carving, woodworking and other skills, and getting in touch with related organizations in other parts of the country to learn from their experiences. He is giving Cape Breton artisans ideas in design, production and pricing, and is helping set up a handcraft centre as an equipment and course depot.

The other volunteer, an islander and a man with marketing experience, is involved in record-keeping, promotion and marketing generally, and is on the road a lot. Now that the association has chosen a "Cape Craft" symbol and trademark, this volunteer will be advertizing and promoting association functions and products as well as working with producers to alleviate current marketing problems. There is an advisory committee involving professional people for each of the two areas - programme development and marketing - that the two CYC people work directly with.

The association hopes to have about five retail outlets in various parts of the island by the summer of 1973. By that time, they also hope to have a raw material depot stocked with goods to sell to producers at less than the price they now must pay, and a learning centre set up with both equipment and crafts teachers.

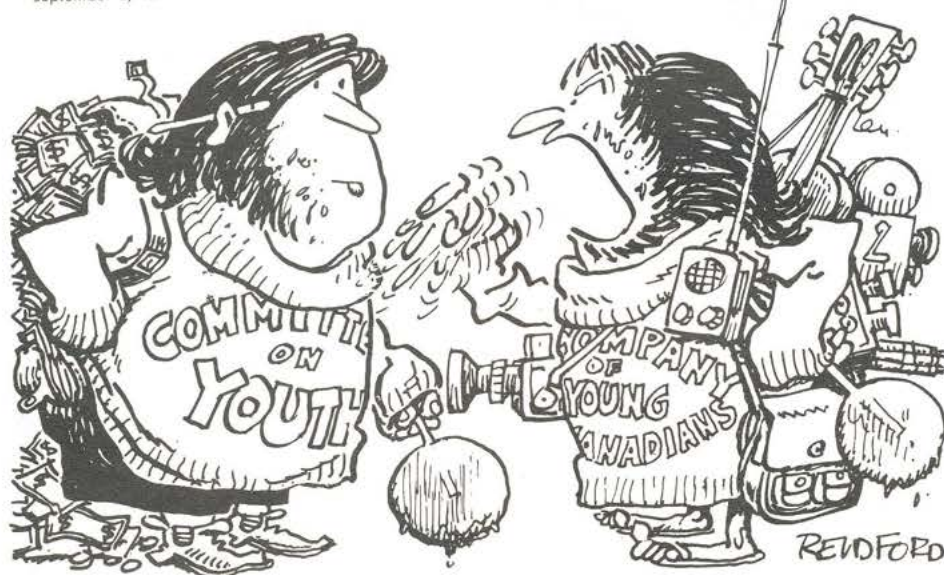


A few years ago, though you were a Prince Edward Islander and white, you could have become a CYC Volunteer in a Slavey Indian community on the shores of Great Lake. Now, though not impossible, it is not so likely. The Northwest Territorial projects, along with the hundred or so others all across Canada, have become increasingly responsive and responsible to the community groups they work for, and this often means hiring local people. Not only are the advantages obvious in cases where another language and culture are involved, and not only can the Volunteer no longer be suspected of being "an interfering outsider", but the choosing and training of a local person who shows leadership potential is an additional assurance that the community will not be left floundering when the CYC's temporary involvement is ended.

So the obvious first step, if you're interested in becoming a Volunteer, is to contact your local CYC Field Staff person. (Their addresses are on page 18.) But what if you live in Trois-Pistoles or Eecum Seecum and there's no staff person close to you? Well, you could write to Jean Lapointe or Creighton Brown who are the nearest staff in each case, but because you really are outside each of their areas you could just as well write to the head office in Ottawa. Though hiring itself is done at the local level by community people together with CYC Field Staff, the Ottawa office could send you information on the organization along with an application form. The application, when filled out and returned to Ottawa, will be copied and sent to the Field Staff across Canada whose projects seem to correspond to your abilities, interest and experience. There are usually a couple hundred applications on file and with local community people getting first preference, not everyone can be accepted.

What qualifications should a Volunteer have? Education is good, but character, personality, skills and experience are even more important. A high school dropout could rate better than a PhD if he is more patient, more willing to learn, broader in outlook and understanding. Because a CYC Volunteer works for and with a community group already formed, he or she must have the ability to take leadership every bit as much as to give it. The Volunteer must also be a supplier of information to the group, but gone are the days when he was just sent out into a strange community to "do his own thing." Above all, a Volunteer must be responsive to others.

Toronto Globe and Mail, Ont.  
September 2, 1971



'Cool it! Of course your Daddy can lick my Daddy,' cause your Daddy is my Daddy and my Daddy is your Daddy!



15



BEING RESPONSIVE TO COMMUNITY GROUPS OFTEN MEANS HIRING LOCAL PEOPLE





## AUDITOR GENERAL OF CANADA

Ottawa, June 12, 1972.

The Honourable Gérard Pelletier,  
Secretary of State,  
Ottawa.

Sir:

I have examined the accounts and financial transactions of The Company of Young Canadians for the year ended March 31, 1972. My examination included a general review of the accounting procedures and such tests of accounting records and other supporting evidence as I considered necessary in the circumstances.

In compliance with the requirements of section 77 of the Financial Administration Act I report that, in my opinion:

- proper books of account have been kept by the Company;
- the financial statements of the Company

- were prepared on a basis consistent with that of the preceding year and are in agreement with the books of account,
  - in the case of the balance sheet, give a true and fair view of the state of the Company's affairs as at the end of the financial year, and
  - in the case of the statement of income and expense give a true and fair view of the income and expense of the Company for the financial year; and
- (c) the transactions of the Company that have come under my notice have been within the powers of the Company under the Financial Administration Act and any other Act applicable to the Company.

Yours faithfully,

Auditor General of Canada.

### THE COMPANY OF YOUNG CANADIANS

Statement of Income and Expense for the year ended March 31, 1972  
(with comparative figures for the year ended March 31, 1971)

	1972	1971
<b>Income</b>		
Payment received pursuant to Secretary of State Vote 70	\$ 1,900,000	\$ 1,900,000
Interest	36,138	88,882
	<u>1,936,138</u>	<u>1,988,882</u>
<b>Expense</b>		
Staff salaries and benefits (including remuneration of Executive Officer, 1972 - \$22,729, 1971 - \$20,730)	575,000	428,791
Volunteers' allowances and benefits	843,508	498,194
Services provided by individuals and firms:		
Technicians and advisers	\$ 11,999	21,019
Public relations and advertising	1,855	1,523
Contributions to special programs	—	15,000
Accounting, legal fees, etc.	8,239	7,962
Translation	2,422	—
	<u>24,515</u>	<u>44,904</u>
Transportation and Travel	137,705	101,810
Program support - including office expense:		
Rental of premises and equipment	56,822	57,420
Printing, stationery and supplies	32,346	18,916
Miscellaneous	14,005	7,101
	<u>103,173</u>	<u>83,437</u>
Recruitment, training and conferences (including remuneration to Members of the Council, 1972 - \$2,770, 1971 - \$2,780)	62,631	48,135
Communications	40,933	28,271
Purchases of motor vehicles, furniture and equipment - net	2,534	2,376
	<u>1,789,999</u>	<u>1,235,918</u>
<b>Excess of Income over Expense</b>	<u>\$ 146,139</u>	<u>\$ 702,964</u>

### THE COMPANY OF YOUNG CANADIANS (Established by the Company of Young Canadians Act)

Balance Sheet as at March 31, 1972  
(with comparative figures as at March 31, 1971)

Assets	1972	1971	Liabilities	1972	1971
Cash	\$ 69,262	\$ 75,895	Accounts payable and accrued liabilities	\$ 19,002	\$ 50,253
Short-term investments	975,000	850,000	Accrued volunteer honoraria	54,100	66,402
Advance to staff and volunteers	6,007	25,302	Surplus:		
Prepaid expense	6,797	3,153	Balance at beginning of year	\$ 837,605	134,641
	<u>\$1,057,066</u>	<u>\$954,260</u>	Excess of income over expense for the year, per Statement of Income and Expense	146,339	702,964
			Balance at end of year	<u>983,944</u>	<u>837,260</u>
				<u>\$1,057,066</u>	<u>\$ 954,260</u>

Certified correct:   
Financial Administrator

Approved:   
Executive Director

I have examined the above Balance Sheet and related Statement of Income and Expense and have reported thereon under date of June 12, 1972 to the Secretary of State of Canada.

Auditor General of Canada

Cape Breton

Halifax

Fredericton  
Maisonnette  
Nicholas-Denys  
Tracadie  
Val-Comeau

Amos

Arvida  
Charlevoix  
Chicoutimi  
Drummondville

Granby

Hull

Joliette

Lachute  
Lafleche

Malartic

Maniwaki

Montréal

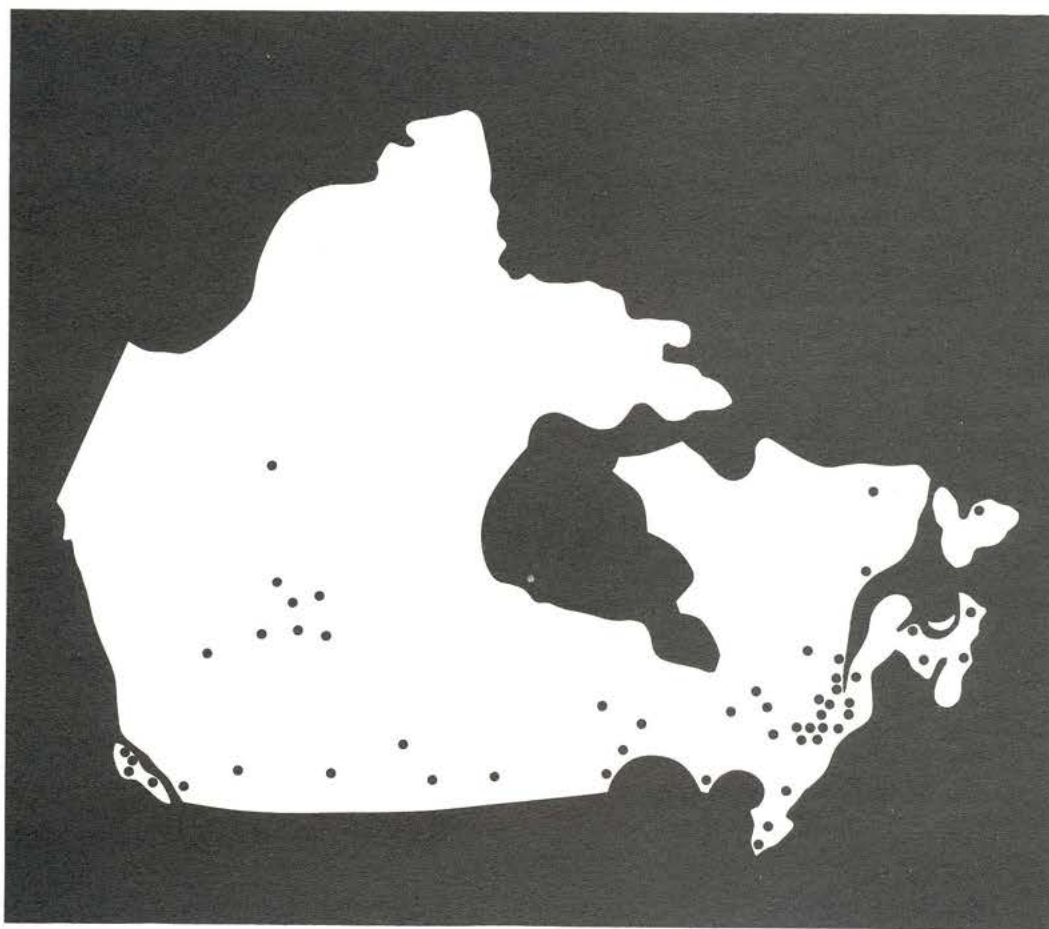
Portneuf  
Québec

Rouyn et région  
Ste-Monique  
et région  
St-Jérôme

St-Luc  
(Dorchester)

Sept-Îles  
Shawinigan  
Trois-Rivières  
Valleyfield





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985-2376

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