



2021 **Annual** **Report**

#Soul Food For Migrant Youth

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A Word from the President





Kryssandra Heslop

Co-Founder, Creative Director & President

2021 has been challenging, but we've maintained our optimism and acclimated accordingly to match each setback with progress. During the first half of the year, we decided to lean into the fact that we were forced to work from home, and focus our energy and resources inward. Without the pressure of maintaining in-person activities, the reduced pace allowed us to continue the internal reflection we had started in 2020 and work on large-scale, long-term projects, such as our training program for staff and volunteers and our merch collection. While they mainly require a lot of behind-the-scenes work without our young members, these initiatives are vital to Soul Food's strategic planning and sustainability, as they contribute to the independent financing of our nonprofit initiatives and help us grow and solidify our team. I am delighted to be able to confidently use the term "team" now, as we've managed to build a stronger team of volunteers, who not only help us with one-off tasks, but have become a more integral part of Soul Food.

During the second half of the year, we recommenced in-person activities, started new projects, launched our online boutique, and went on our 100th cultural excursion! We also organized our second in-person event and for the first time, a permanent job contract from one of our partners was offered to a young member we placed through our Professional Development Program!

This year we learned and grew a lot as an organization. Throughout 2021, we worked tirelessly to support our young members however we could, get closer to achieving non-compromising financial stability and cultivate a sense of community between young Soul Food members, partners, collaborating artists, volunteers, and our supporters. There were many firsts for us, but we were also able to build on what we've been working towards for almost four years. Our core values remain the same. We still believe that young migrants and refugees deserve the same opportunities as young people who come from privileged backgrounds, and we are even more convinced that art, culture and humanity have the power to enrich lives. We remain driven to help young Soul Food members reach their full potential, and are eternally grateful for the help of our community. Thank you for being on this journey with us. We truly appreciate all of your generosity, encouragement and support.



Soul Food: Who We Are



At Soul Food, **we believe in the value of kindness, community and art**. We believe that everyone has the **equal right to beauty and creativity**. Everyone has the right **to be inspired**. These beliefs are at the core of our mission to expose young migrants and refugees to art and culture, in an effort to **create safe creative spaces** conducive to the type of inspiration required to sustain them as they make their way through a world that is often judgmental, cruel and unfair.

We hope that in doing so, they will learn, grow and anchor themselves to something they find inspiring, that will then allow them to bloom into their full potential. We believe that this will also allow them to integrate into their (new) local communities in a natural, productive and positive way.

Mission

Soul Food's mission remains to **expose young migrants (and refugees) to cultural events and artistic environments**, such as concerts, artist meet-and-greets, and museum visits, in an effort to provide **intellectual and cultural stimulation**, facilitate **positive integration** experiences and encourage novel levels of **autonomy** in their new home country. We work towards these goals with the hope that with each new cultural experience, migrant youth will not only make new friends and forget about their problems, but also feel like a part of French culture and life, instead of like someone who is watching from the outside.

Instead of attempting to force young migrants to forget their past and country of origin, we encourage them to discover French and European culture, and find their own level of balance between these. We show them that **culture is not mutually exclusive**. This is done partly by embarking on cultural excursions with fellow migrants, and sometimes French youth, creating safe spaces for **open dialogue** and opportunities to meet locals, and **experience art, music and food** as locals do.

Vision

Through our work, **we promote sustainable and positive integration** within immigrant communities in France. We envision a France with museums, restaurants, theatres, and concert halls full of **people from all over the world**; not only tourists, but migrants, refugees and locals too. We also envision a world where migrants and refugees have this type of **positive visibility**, and not one where we only see them sleeping in tents in crowded cities and refugee camps. We are **changing the narrative** as we actively promote positive, **authentic representations** of them.

Aims

We aim to help **provide access** to museums, theatres and other cultural spaces to migrants and refugees from all over the world. We also strive to fill in the excessive time gaps left by the French administration system, when migrant youth are not permitted to attend school, with intellectual and cultural stimulation through our excursions and activities. **We use art as a form of informal education** and aim to **encourage autonomy** through these methods.

Child and Youth Protection Policy¹

Towards the end of 2020, we completed our Child and Youth Protection Policy, which follows the core principles of the United Nations Convention on the Right of the Child and helps us ensure safeguarding within the organization. This year we sent this, along with the other elements of our volunteer training program to new and continuing Soul Food volunteers. We continue to review this policy and ways that we can further adapt to ensure that the rights of our young members are respected and their safety is prioritized.

¹ The Soul Food Child and Youth Protection Policy can be found on our website.

Soul Food's Principles and Values

1



Protect and maintain the safety of our young members and all children we interact with

2



Promote kindness, tolerance, understanding, and intercultural dialogue

3



Stimulate creativity in ourselves and others

4



Ensure that Soul Food is always a safe space

5



Help others whenever possible

6



Encourage sustainability, mindfulness and eco-responsibility

7



Cultivate youth agency and participation

8



Provide equitable, dignified opportunities to our young members

Note: These are taken directly from our Volunteer and Staff Agreement. We hold ourselves and everyone we work with to these principles and values.



Cultural Excursions & Artistic Activities



Breakdown of Excursions & Activities

We have gone on 125 excursions so far! In 2021, our programming included 31 Soul Food excursions and activities, including our 100th cultural excursion!²

Our cultural excursions were quite diverse this year, including the start of new continuous projects, new partnerships, our merch and art launch event, and the relaunch of our book exchange program. We participated in a two-day Filméo film workshop that involved our young members conceiving a film from scratch, ate amazing gastronomic meals at Refettorio Paris, experienced Prune Nourry's contemporary art exhibition, 'The Phoenix Project,' without our eyes, but rather with our hands and ears, experimented with clay in Hugo Hemmi's workshop, and tried stone sculpting for the first time at art-exprim!

Cultural Excursions

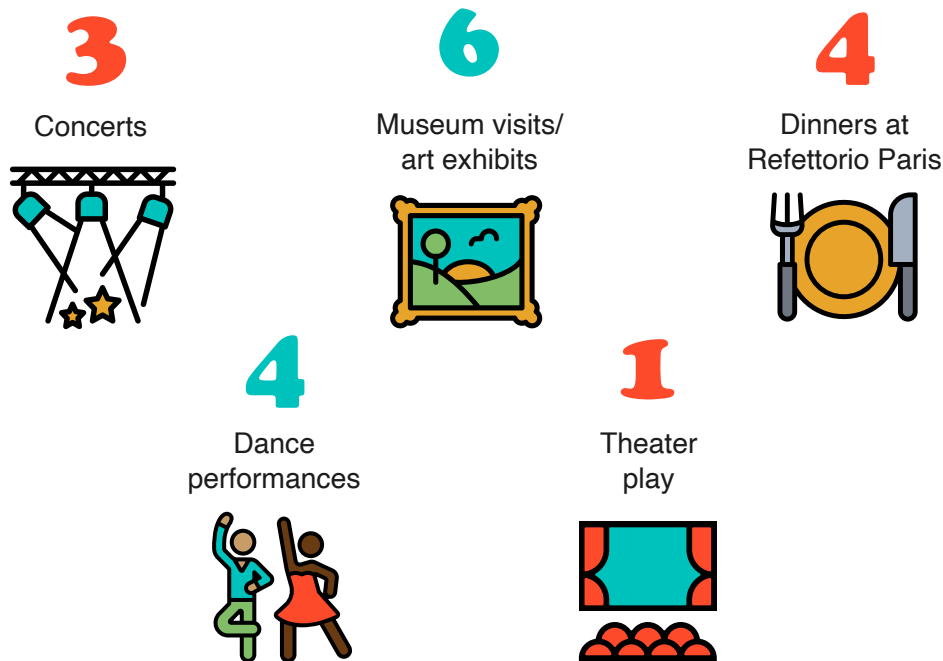


² Due to the pandemic, we did not organize any in-person excursions during the first half of 2021. We did meet with young members in person when needed, and exchanged with them a lot over the phone and via e-mail. The 31 cultural excursions reported here took place between June and December 2021.



Observational Activities

In 2021, Soul Food went to:



It's always difficult for us to choose a favorite cultural excursion, but this year, there was a special emphasis on contemporary art. We visited several partner institutions to see contemporary art exhibitions and worked directly with contemporary artists.

“Contemporary art, which very often plays with the loss of artistic and aesthetic landmarks, puts the public on equal footing.

When young Soul Food members arrive, they do not share our cultural references and landmarks. Coming from a different world, the observations and reflections of young people around a work of contemporary art sometimes take a guide, a mediator, or the artist themselves, by surprise. This diversity considerably enriches the cultural experience and how we share about a piece.

This is the strength of Soul Food's cultural excursions, which allow people from all walks of life to have an exceptional time.”

- François Le Louarn, Soul Food Co-Founder

Participatory Activities

In addition to observing art, we also created. Soul Food's participatory excursions and activities in 2021 included:

- 6** Creative and artistic workshops³
- 7** Soul Tech/EmpowerMIE sessions
- 1** Book exchange and English Club activity
- 1** Event organized by Soul Food

Tutoring and Informal Language Lessons

Several Soul Food volunteers provide informal English and French lessons over the phone, in person and via Zoom to a handful of young Soul Food members. These are done individually and according to the volunteers' and young members' availability. This level of flexibility and help has proved useful for motivated young members looking to get specific help related to their school work, jobs, etc.

English Club

Several young Soul Food members who already speak English and are interested in learning or improving their English participated in a couple of English Club activities, namely English Game Night. When we organize English Game Night, we play games such as Pictionary, created by previous Soul Food interns. The goal is to have a good time and practice English!

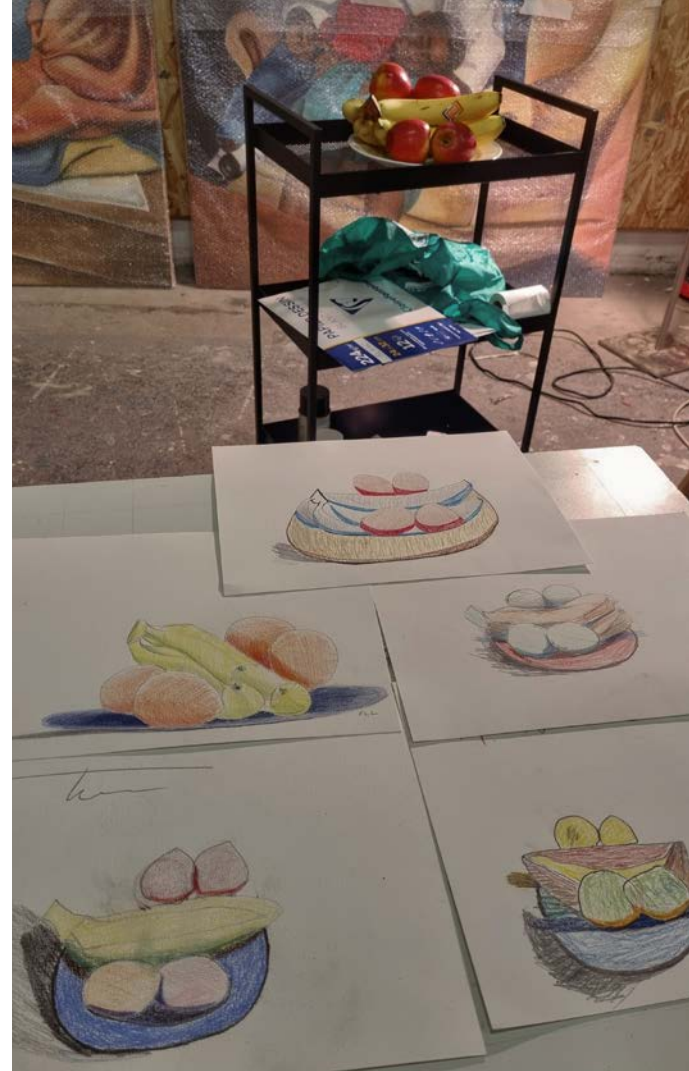
Book Exchange

This activity has been difficult to keep up during the different confinement periods we've gone through in France. This year we purchased several new books to diversify our collection. Towards the end of the year, we relaunched our book exchange program with a "goûter" (snack). We met with several young members and volunteers at Champion Bistro, had a snack, played English games, and exchanged English and French books.

Digital Activities

Culture from Home!

We continued gathering and sending out these email roundups, full of cultural links and virtual artistic activities, to our young members in 2021. During stricter curfew and confinement periods, we sent out an average of one email a week. Once the rules relaxed, we averaged one email per month.



³ There was some overlap with activities during several excursions. Two of the art workshops were conducted after visiting an art exhibition and were based on what we saw. These are not included in the cultural excursion pie chart above because we counted them as one excursion both times (i.e., when we visit an exhibition and then do a workshop during the same visit, we only count that as one excursion). English Club activities were also carried out in tandem with other activities, such as an art workshop and a book exchange activity.

Other digital creative initiatives we participated in include the virtual art exhibition, COVID-19 PAGES: The Influence & Inspiration of Women. We were invited by the Wells International Foundation to contribute pieces of art created by female Soul Food members, which were on view for several months.

Soul Food in the Time of Corona

The COVID-19 pandemic continues to negatively impact our activities and inadvertently increase our workload. We've continued our efforts to keep young Soul Food members as well-informed as possible by researching French government regulations and sending out details on these, as well as more general information on broad-spectrum topics, such as how vaccines work. This has proved challenging as rules around the vaccine change rapidly and access to accurate information is not always easily available or well-adapted to our young members' needs and comprehension levels. Many of our young members remained unvaccinated at the end of 2021, limiting the pool of potential invitees to most cultural institutions, once we were able to start organizing cultural excursions again.⁴ We sought help from medical professionals to provide our young members with access to professionals who could address their concerns, but could not find anyone who could provide this service.⁵ We were able to gather informational videos and other informative online resources and share them with our young members.

Activity Highlights

Soul Food's 3rd Birthday

Although the pandemic didn't permit us to organize the in-person birthday celebration we were planning, we managed to organize a virtual cultural festival. Organizing an online event was a first for us. While there were obvious negative aspects to not being able to connect and celebrate with people in person, a major positive was that it allowed us to engage more with our international community. People in places like Holland, Spain, the UK, the U.S., and different cities around France celebrated Soul Food's 3rd birthday with us by participating in Soul Food Festival online via social media and our special birthday page.

The festivities included a virtual birthday card, an online cinema, art raffle, and voice messages from Soul Food's co-founders and two young members. Through these, we were able to stay connected with partners, celebrate with volunteers and form new partnerships.



⁴ In France, a health pass is required (as of the end of 2021) to enter most public cultural spaces, such as theatres, museums and restaurants. Young Soul Food members come from countries where vaccines are often less available and less commonplace. They lack access to accurate, up-to-date information and during certain periods of the pandemic, did not always have places they could easily get vaccinated as it took time before vaccine centers started vaccinating people without valid IDs or health insurance. There has also been a lot of misinformation going around about the vaccine, such as that it contains pork (most of our young members are Muslims and therefore do not consume pork). Additionally, the COVID-19 vaccine and health pass have been controversial in France, where people have protested these health measures. When we have spoken to our young members individually about their vaccine concerns, they listed these among them, as well as that they are simply afraid.

⁵ We tried, without luck, to get professionals from places such as Doctors of the World (Médecins du Monde) to intervene, as we feel they are better qualified than us to address public health issues. We hope to be able to find medical professionals to serve as a resource for our young members in 2022.



SOUL FOOD FESTIVAL

ONLINE CULTURAL FESTIVAL

FEB 26 - 28 2021

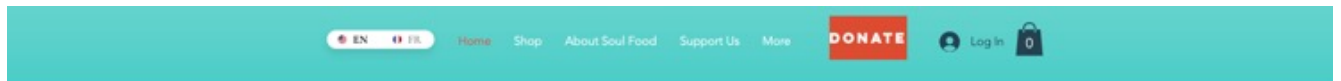
CHEZ VOUS/ AT YOUR HOME

WWW.SOULFOODPARIS.COM/3RDBIRTHDAY

Festival Program 3

Day 1	FEB 26TH	ART RAFFLE Print (illustration) by Marin Zhadok - 10€ a ticket
Day 2	FEB 27TH	ART RAFFLE Print (photograph) by Anthony Maddaloni - 20€ a ticket
Day 3	FEB 28TH	ART RAFFLE Print (digital drawing) by Larotk - 10€ a ticket
Days 1-3 FEB 26TH-28TH		ONLINE CINEMA Film 1: Just Kids, France (2018) Film 2: Petting Zoo/Layla in the Sky, USA (2015) Film 3: Timgad, France (2016)

#SoulFoodTogether
More details & surprises on the Soul Food Festival page



SOUL FOOD FESTIVAL



WELCOME TO SOUL FOOD'S 3RD BIRTHDAY CELEBRATION!

We are excited to celebrate Soul Food's 3rd birthday with you! Even though we can't organize an in-person cultural festival this year, we've created a virtual one. Have a look around! You'll find information about our initiatives, which use art and culture to help young migrants and refugees, as well as ways to support our work. You'll also find a video and photos from last year's birthday celebration, which brought together volunteers, young Soul Food members, artists, and others from the community.

It wouldn't be a Soul Food event without sharing cultural entertainment, so be sure to check out the online cinema portion of the festival too and join us in celebrating #SoulFoodTogether!

Hear a special birthday message directly from our founders & some of our young members!

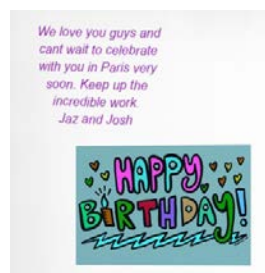


Kryssandra's Welf... - Soul Food ...



Kajula's W... - Soul Food Founder...

This is a screenshot of the interactive birthday festival page on our website, created for our 3rd birthday



We did what we could to involve young members in this year's birthday festivities, but as many lack reliable internet access and are not very tech savvy, it was challenging. A few helped with planning by sharing their ideas and letting us know what seemed more easily accessible and interesting to them, and a few also participated. We discovered new creative fundraising methods, including an online art raffle, which also allowed us to collaborate with new artists.

Overall, we made the best out of a complicated situation. It was great to be able to celebrate Soul Food again this year!

Soul Tech

At the end of 2020, we submitted a grant application to the Orange Foundation for funds to carry out two projects: Soul Tech and EmpowerMIE.⁶ Soul Tech is an idea that came about after multiple experiences and requests from young members regarding improving their tech skills. Early on we noticed that many young Soul Food members do not use email, have access to computers or know how to maximize their smartphone capabilities. We also noticed that some who are interested in fashion and have experience with this (i.e., sewing, embroidery), were completely lost when at their fashion internship, because a lot of designers use tech tools today.

We spoke with many young members to find out who would be interested and available to take basic tech classes with a creative element. Once we had a core group of seven, we created a questionnaire and skills assessment to better understand their needs, interests and current levels of tech knowledge. During the seven Saturday morning sessions we organized, we tested their knowledge and taught them how to do basic skills, such as how to correctly start and shut down a computer, complete Google searches, compose a proper email, and use keyboard shortcuts. The Orange Foundation funds allowed us to provide breakfast for each session, consisting of fresh fruit, fresh pastries from Ola's Café and refreshments. These funds also made it possible to pay someone to help us administer some of the sessions.

These sessions were held at the Maison de la Vie Associative et Citoyenne du 7e and 18e (MVAC 7 and 18 - House of Associative and Citizen Life of the 7th and 18th districts of Paris).⁷ We hadn't had the opportunity to work with the MVAC 18 previously, as their opening hours did not correspond to our needs. This project therefore allowed us to start benefitting from this resource that is available to nonprofits and therefore form a new partnership. Towards the end of the year, we contacted a nonprofit organization that specializes in teaching tech skills to underserved communities. We hope to complete the project in 2022 with their help.

⁶ We received these funds in 2021. The project will run through June 2022. Please see the section on Soul Food's finances for more details.

⁷ Kids Empowerment, the partner organization we worked with for EmpowerMIE, is based in the 7th district and therefore is registered with the MVAC 7. Since Soul Food is legally based in the 18th district, we are registered with the MVAC 18.



EmpowerMIE

We were approached by Kids Empowerment about their EmpowerMIE project a few years ago. Since this project also contains a tech element and regular sessions are required, we held them in tandem with Soul Tech sessions. Young Soul Food members moved between work stations in the different MVAC rooms during each Soul Tech/EmpowerMIE session.

The idea behind EmpowerMIE is to create a smartphone application for unaccompanied minors by unaccompanied minors, to inform them of their legal rights in France and help them navigate the French administration system. It focuses on the three legal pathways to immigration status regularization: (1) family reunification, (2) asylum and (3) benefitting from one's rights as a minor in France. Kids Empowerment is a nonprofit that works on legal issues related to unaccompanied minors (i.e., research, advocacy). They do not work directly with this population however, and therefore solicited Soul Food to help with this project.

During sessions, young Soul Food members and volunteers brainstormed about ways to convey these complex legal options, reasons why a child may have to leave her/his home country, who s/he should go to for help once in France, etc., by exchanging ideas, drawing storyboards and presenting their work.⁸ Since we had already identified young Soul Food members who are interested in improving their computer and tech skills, those who were interested also helped digitize the storyboards.

This project could not succeed during these sessions due to the lack of technologically savvy volunteers needed to take the project to the next level. Soul Food's investment in EmpowerMIE is therefore suspended indefinitely.

Soul Food Merch & Art Launch

Being somewhat limited in our in-person activity options this year, we spent more time, energy and resources on launching Soul Food's merch collection. This is a project we had been working on for two years prior to the official launch in October 2021.

The idea behind this project is to create alternative revenue streams that are ethical, independent, creative, and embody our values. We aimed to create pieces that serve as meaningful conversation starters, as well as items people would want to purchase. Since we do not yet have our own physical establishment, sales are made online, via our online boutique (housed on our website) and our Instagram store (via our Instagram page), as well as at a couple of in-person events. Towards the end of the year, we approached establishments with similarly aligned values, to inquire about the possibility of selling some of our items.

⁸ Kids Empowerment volunteers without previous training were trained by Soul Food in safeguarding, cultural awareness and trauma sensitivity. Please see the Staff & Volunteers section for more information on Soul Food's volunteer training program.



18 #SoulFoodForMigrantYouth

In producing these merch collections, ethics and quality were central to everything. We chose eco-friendly, high-quality, organic cotton, recyclable and minimal packaging, and stickers made partially from recycled materials. In an effort to limit waste, we decided to only produce t-shirts that are bought. Having the money up front also helped us fund production.

This initiative allowed us to collaborate with new and existing partners and artists in different ways. It also permitted us to get creative with Soul Food content that had previously been created, such as drawings done by young members during excursions and the database of Soul Food activities that we have been updating continuously since our first cultural excursion in 2018. Each merch item contains meaningful details that encapsulate our core values and reflect Soul Food.



Drop 1

We divided the first phase of this project into two collections that “dropped” at different times, hence the term “drop.” Our first collection dropped in October 2021. Much of the first collection functioned on a pre-order basis, which lessened our environmental impact and required less of a financial burden on us, as the majority of what we produced was paid for in advance.

Merch

Our first merch drop consisted of three different t-shirts and one sticker sheet. The t-shirts come with two custom clothing tags and the sticker sheets are made up of significant Soul Food motifs, created for us by Marin Zhadok, Tim Francis and Norah Deming.

Art

One of the ways we embody Soul Food’s values through this initiative is by working directly with different artists and promoting their work through each drop. The first of these artists was LarotK, who agreed to donate 100% of the proceeds of the three original risograph print designs we sold, to Soul Food.

Launch Event

We launched our first collection at Ola’s Café. Ola’s is located in the Goutte d’Or, the same neighborhood where Soul Food is officially based. It was a day event, while the cafe was open, so in addition to the Soul Food advocates who came to show their support, we benefitted from Ola’s regular

clientele and grew our community. A local DJ spun in the morning and musicians performed in the afternoon and early evening. We had a stand and a clothing rack outside, where we set up all of our merch and art, as well as outreach forms and general information on Soul Food initiatives.

One of our young members in the culinary track of the Soul Food Professional Development Program worked with the chef at Ola's to prepare the dish of the day – a vegan version of his favorite West African dish, *thieboudienne*. There was also a special fresh juice served to event guests for free.



Drop 2

We dropped a second, smaller collection in December 2021. There were several setbacks and delays with the t-shirt printing company, which resulted in a lot of time lost and errors on t-shirts we had already paid for. Since there were several mistakes with our order, we were partially refunded. This permitted us to approach a different t-shirt printing studio to rectify some of the original, pre-ordered t-shirts, which had been printed in the wrong color. We then released a second version of our best seller, the Logo Mashup t-shirt, without doing a pre-order sale, for the second drop.

Merch

In addition to the Logo Mashup 2 t-shirt, our second merch collection included packs of greeting cards. They were created with the help of LarotK, Marin Zhadok and La Maison Riso. These greeting cards are being sold at one of our partner establishments, Little Africa Village, in the Goutte d'Or.

Art

The artist featured for this drop was Laura Tolen. She created a print specifically for this drop that was turned into a risograph, with the help of Marin Zhadok and La Maison Riso. She agreed to donate 70% of the proceeds of the art sales to Soul Food.

Launch Event

We launched this second collection at another partner establishment, Ten Belles Bread, in the 11th district of Paris. We have been in a partnership with Ten Belles through our Professional Development Program for a couple years. We were therefore thrilled to participate in their Christmas market, where we had a stand all day on a Saturday and Sunday in December. We sold merch and art from our first two drops throughout the weekend.





Professional Development Program

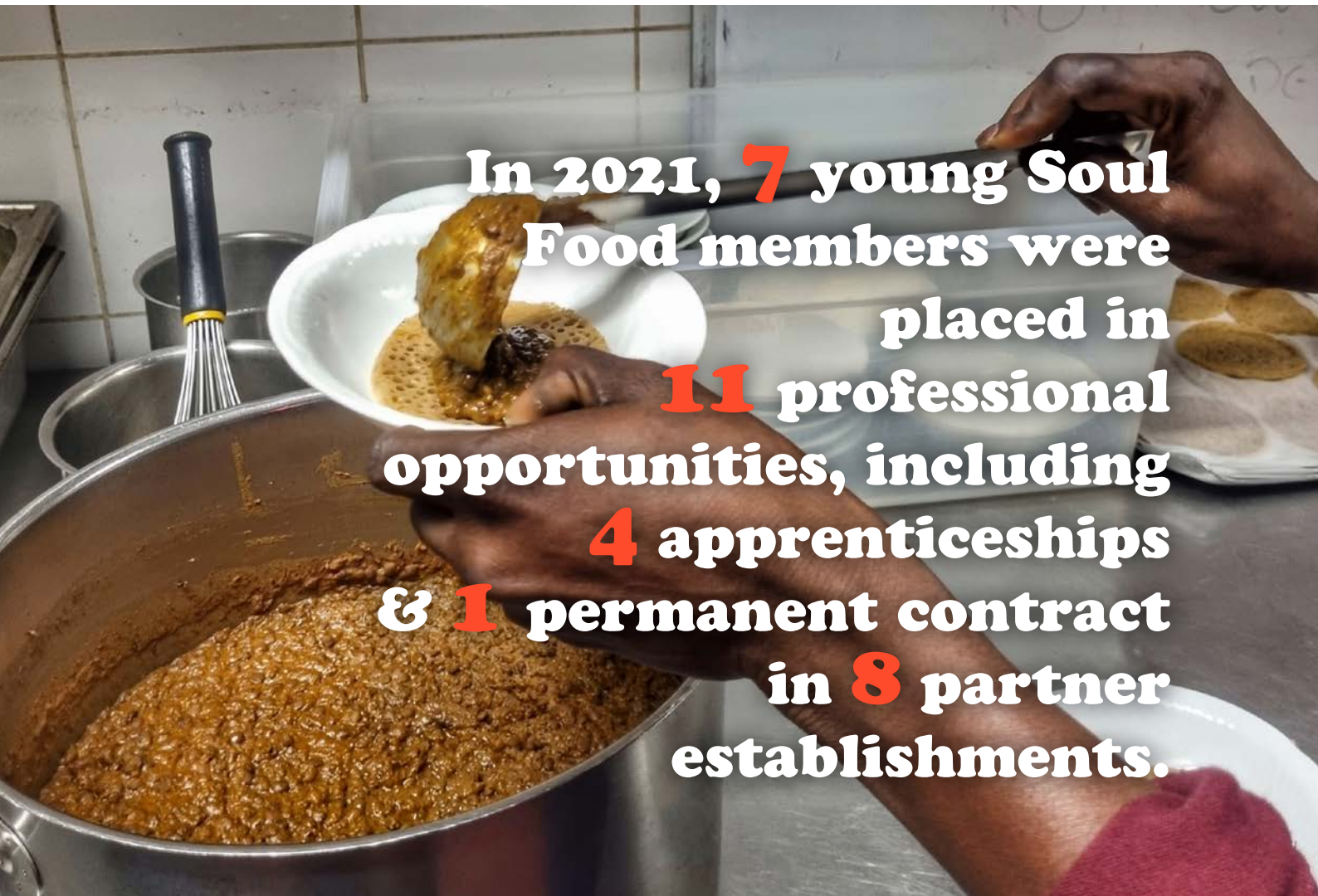


Program Breakdown

This year continued to be challenging for our partners. This is particularly true for those who own restaurants, which is where we place most of our young members in the Professional Development Program. As a result, this is one of our programs that has suffered the most during the pandemic, namely by making it more difficult to place young Soul Food members in new professional opportunities and create new partnerships.

The overall structure and flexibility of this program has remained the same. Once initial interest and motivation is identified, young members sign a contract between themselves and Soul Food, which serves as a way of holding each young member accountable. This is done after they attend an orientation meeting, where things like the importance of using an email account in one's professional life, are discussed. They also benefit from hours of administrative assistance and mediation by Soul Food, between their employers, education professionals, French Child Services, and the prefectures of the territories concerned, with the goal of ensuring their successful transition into their careers and to protect their legal status in France.

Here are a few of the things we accomplished with this program in 2021⁹:



In 2021, 7 young Soul Food members were placed in 11 professional opportunities, including 4 apprenticeships & 1 permanent contract in 8 partner establishments.

⁹ At Soul Food we are focused on quality, not quantity. We share these figures to be transparent, but they do not reflect the hours of work put into finding and securing each of these professional opportunities and partnerships, or the success of the program. Each time young members sign a new professional contract or receive good news regarding their immigration status is a win for Soul Food. Every young member's individual successes are important to us.

“ I have an apprenticeship thanks to you [Soul Food]. In my opinion, you’ve built my life. You found a boss for me. It’s a good job, a job that I like very much. They [the Ten Belles team] are very nice. They explain [the craft] well and I am progressing well. You have helped me a lot.”

- Oumar, young Soul Food member and apprentice at Ten Belles Bread



Since we work with artists and promote positive integration through cultural experiences and artistic activities, we only offer professional opportunities within fields that are also directly related to art and culture. We have partners that offer volunteer, internship and apprenticeship opportunities in the following careers:

Culinary Arts



Chef



Baker



Pastry Chef

Fashion and Design



Carpenter/
Designer



Fashion
Professional
(various positions)

Partners

We work with several prominent chefs, bakers, artists, and designers to provide professional opportunities for our young members. Our focus is always on quality, not quantity, so we only look for prestigious opportunities that our young members would not normally have access to, and we only work with professionals and establishments that uphold our values, and therefore treat our young members with fairness, respect and dignity. The following establishments and workshops are places where we look to place young Soul Food members in the Professional Development Program, as volunteers, interns and/or apprentices:

- 10 Belles Bread
- Café Compagnon
- La Pointe du Grouin
- Victor Rossi's workshop
- L'Ami Jean
- Maison Château Rouge
- Refettorio Paris
- B.O.U.L.O.M
- Nosso
- Le Richer

Communication, Staff & Volunteers



Digital Communication

Social Media

We continue to use our social media platforms to share about our values and activities, advocate for the rights of migrants and refugees, support other organizations working towards similar goals, connect with potential partners, and communicate with our community. This year, in preparation for the launch of our merch collection, we also spent time researching social media tools and preparing a strategy.

@soulfoodparis

#SoulFoodForMigrantYouth

We expanded our social media efforts in 2021, resulting in:

+1,000 total Instagram followers, **90** Facebook posts, **18,943** Twitter impressions, **77%** increase in LinkedIn followers, and **1** new Spotify account with **4** playlists

We streamlined our activity on Twitter and LinkedIn, in order to focus our efforts on Instagram and Facebook, where they make the largest impact. Our growth can be measured in different ways, depending on the platform. For instance, we do not receive as much engagement (likes, shares, post comments) on LinkedIn, but our LinkedIn followers increased considerably. Instagram remains our most effective account, with the most activity and engagement.

Most likes for a single boosted Instagram post in 2021: **228**

Most likes for a single unboosted Instagram post in 2021: **65**¹⁰

Original Soul Food GIFs: **37**

Overall, we increased our social media focus in 2021, with the goal of increasing our engagement and visibility. We also started using tools, such as the Later app, Campsite Bio, and Instagram extras (i.e., quizzes, Reels, GIFs, etc.) to magnify our storytelling on relevant social media platforms, and increase our reach.

¹⁰ “Boosted” refers to a paid social media post, whereas “unboosted” refers to unpaid posts. We sometimes pay for ads via Instagram to boost our posts, in an effort to grow our online community, and sell more event tickets, merch and art.

“@soulfoodparis I like how you not only talk about the issue, but also find your own answers and share them through Curated by us and other ways. I always discover incredible artists thanks to you.”

- Mélanie Duflo, artist & designer

Campaigns

This year we joined more global rights-based campaigns, including International Youth Day and Gay Pride. We used tools, such as Instagram quizzes, to increase our engagement and advocate for the rights of others in tandem with some of these campaigns.

We also created campaigns around Soul Food's 3rd birthday, and our merch and art drops. For the birthday campaign, seven partners contributed videos with birthday messages. The merch and art campaigns were used in tandem with our Instagram shop to sell Soul Food merch and art. Sometimes we boosted these posts because paid ads help increase our reach. Soul Food volunteers created personal graphics for all of our social media campaigns.

Blog

We published, on average, one blog post a month this year. All eleven 2021 posts were translated (English and French). They covered topics related to art, culture and migration. Three of them were written by guest writers.

Press & Interviews

Soul Food's co-founders were interviewed twice in 2021. Kryssandra was interviewed once for the Becoming Europe podcast and both Kryssandra and François participated in a radio interview that will air in 2022. Once live, we always make interviews available on our website.

Curated by Us

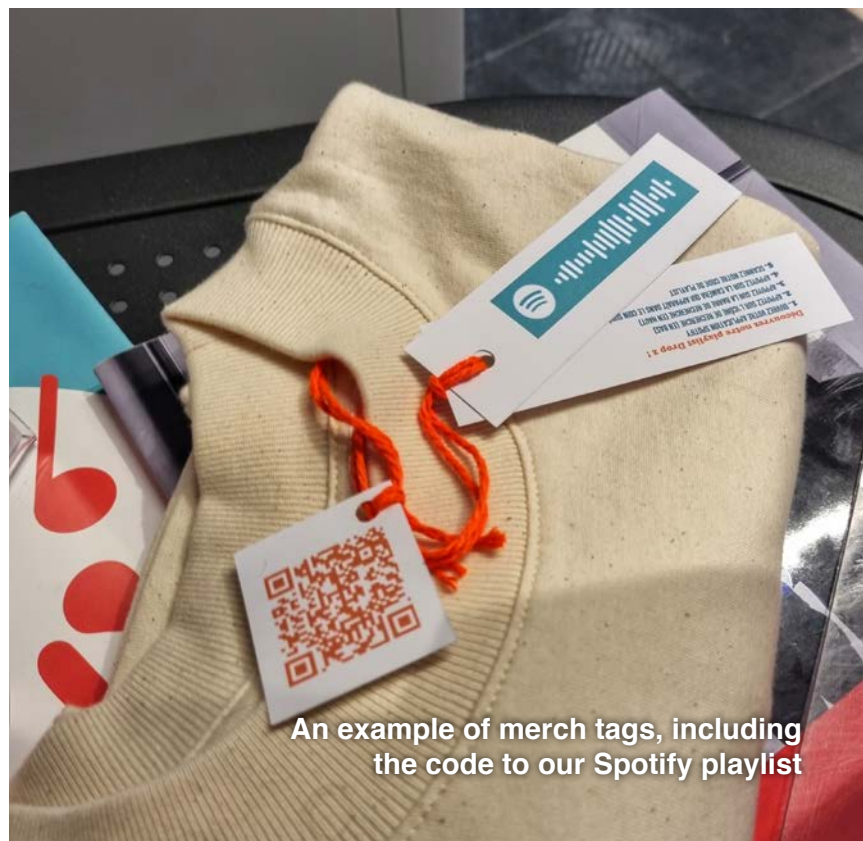
Curated by Us started as an Instagram and Facebook initiative, but grew into a digital archive of authentic, diverse, representational art. We share this art via Instagram and Facebook stories. We do so to start meaningful conversations, change the narrative, and promote artists and images of color, and diverse, authentic representations of people often not associated with art. Our Instagram highlight, 'Curated by Us' and the blog post of the same name, is a collection of some of our favorites. This inspiration also feeds into our 'Culture from Home!' initiative, sometimes providing ideas for artistic content to share with our young members. This creative digital initiative connects us with contemporary artists as well.

The Soul Food Collective

This year we launched our newsletter, The Soul Food Collective. Issues include art, Soul Food news and highlights, creative resources, special updates from our community, and ways to support our initiatives.

Spotify

This year we launched our Spotify channel. We started by curating playlists to accompany each merch and art drop. People who purchase merch and art, receive a Spotify code to these playlists. We also created a playlist inspired by musicians we've seen during almost four years-worth of cultural excursions and a fourth playlist with a collection of podcast episodes that cover issues related to our work and values.



An example of merch tags, including the code to our Spotify playlist

Staff and Volunteers

Staff

Soul Food is run by our two co-founders, Kryssandra Heslop and François Le Louarn. They collaborate on most aspects of the organization, while also using their individual specializations to complete individual tasks and special projects. François serves as Soul Food's secretary and legal expert. Kryssandra serves as Soul Food's president and creative director. She also spearheaded the merch and art initiative by designing Soul Food's merch and creatively directing the campaigns and online boutique design.

This year we added our first paid staff member. For three months we had a part-time fundraiser and grant writer, who helped us identify grants, complete grant applications and come up with fundraising strategy ideas.

Volunteers

We have volunteers in the U.S., France and Ireland. Some help us on specific tasks, such as website design and maintenance, translation and graphic design. Others help with a broader range of in-person and online activities.

Interns

We had two interns over the summer. Due to the pandemic, only one was able to travel to Paris for the full duration of her internship, while the other helped us virtually, with the exception of a few weeks, when she was able to be in Paris. Both joined our team of volunteers after their internships were complete, and continue to volunteer with us.



Soul Food Volunteer Training Program and Staff & Volunteer Agreement

During the first half of 2021, we were able to solidify our training program for Soul Food staff and volunteers. We combined available online resources on safeguarding with research (articles and reports) on unaccompanied minors and migration in France, our Staff and Volunteer Agreement, our Child and Youth Protection Policy, a background check, and a presentation on cultural awareness and trauma sensitivity. All volunteers, staff and interns must now go through this training program before working directly with our young members. Those who wish to lead cultural excursions must also shadow at least five different types of activities with qualified staff, before they are eligible.

This year, we held **4** different training sessions for a total of **10** Soul Food volunteers and a partner organization.¹¹

We have received positive feedback from volunteers, who've told us that they feel more prepared to help Soul Food and work with young Soul Food members after the training. When we are able to organize group training sessions, they serve as good ways for volunteers to get to know each other and cultivate a deeper sense of community within the organization.

Youth Leaders

Due to the pandemic, we have not had the ability to focus as much on this as we were initially planning.¹² However, we consulted with more established young Soul Food members on an individual basis to get their input on our programming, Soul Food's 3rd birthday celebration and the special dish prepared for our merch and art launch event. One of our cultural excursion highlights stemmed from one of these consultations, when a young member requested to go to a concert that ended up being extraordinary. It also resulted in a new partnership and allowed us to recruit a new young Soul Food member.

¹¹ As EmpowerMIE involved extensive work with our young members, we held a special training program for the Kids Empowerment volunteers who did not have previous experience or training in this area.

¹² Please see the previous note on difficulties related to the pandemic and the lack of vaccinated young members.



Soul Food volunteers, after a group training session at Ola's Café

Financial Resources



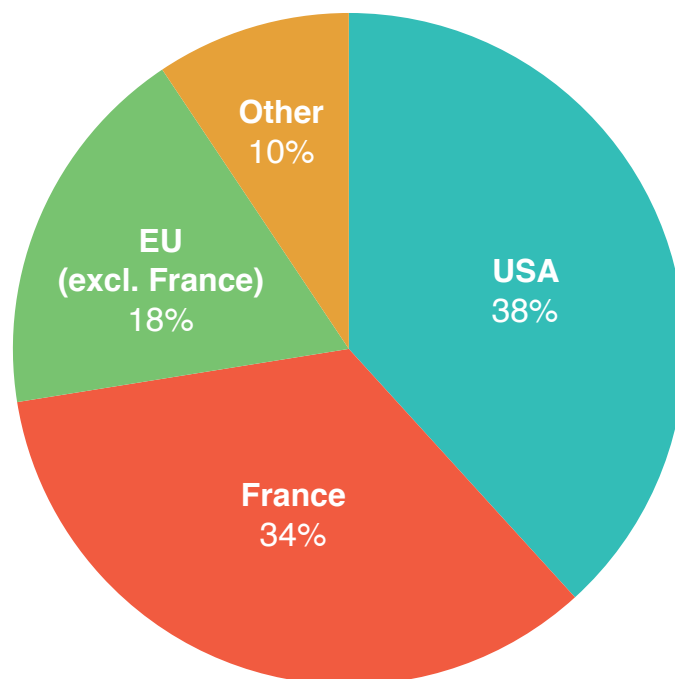
Sources of Funding and Donations

After working more on strategic planning and budgeting in 2020, in 2021 we built on this by focusing on creative fundraising methods, such as selling Soul Food merch to increase Soul Food's long-term sustainability. We also spent more resources on grants this year. Financial donations from our donors remained an integral component of our financial resources. In-kind and skills-based donations contributed immensely to our programs as well.

Direct Financial Donations

Direct monetary donations continue to be fundamental to Soul Food's success. These donations serve as non-compromising funds, which allow us the flexibility to fulfill our mission and adapt to situations when needed. This has been incredibly helpful generally, but even more so during the pandemic.

Sources of Direct Financial Donations



In-Kind Donations

Soul Food has been able to function thus far, largely thanks to in-kind donations from partners and supporters. These include, but are not limited to: free museum passes, concert tickets, snacks, art workshops, and book donations. Some partners also offer discounts on things like tickets to shows and food in their establishments. It is thanks to these donations that we have been able to accomplish so much in just under four years.

Skills-Based Donations

Some donations take the form of expertise. Our website was created by a Soul Food volunteer, who continues to ensure that it runs smoothly and handles all major updates. Artistic professionals have also donated their time and skills in areas such as photography and videography, ensuring that all major Soul Food events are well-documented, and helping to create short films for grant applications and as documentation of our special accomplishments. Others donate their time and skills when they perform at Soul Food events. These donations are instrumental, as we do not currently have the budget to pay for these services. Their work also helps legitimize our work by ensuring we have a professional website, professional videos to show to partners and potential donors, and professional entertainment at Soul Food events.

Soul Food Events

This year we organized two events. The first was in February, for Soul Food's 3rd birthday and the second was in October for the launch of our merch and art collection. Both served (in part) as occasions to raise funds for our activities.

Merch and Art

A new creative fundraising method we started this year is selling merch and art. The primary goal of this initiative is to create alternative, non-compromising revenue streams to fund our initiatives. This is in line with our strategic goal of achieving financial sustainability.

Grants

During the first half of 2021, we dedicated a lot of time and resources to applying for grants, mostly from private foundations. Thus far, we have received:

5,500 euros from the Orange Foundation¹³ for Soul Tech and EmpowerMIE

819 euros from the Seligmann Foundation for Cultural Immersion and Artistic Inclusion¹⁴

Type of Expense	Program/Expense Breakdown	Orange	Seligmann
Core Mission Support & Direct Expenses – Shared by Programs	Soul Food's basic needs, including insurance, transportation costs, legal fees, books, art, and office supplies	€500	0
Direct Expenses – Program Specific	Soul Tech and EmpowerMIE	€5,000	N/A
Direct Expenses – Program Specific	Cultural Immersion and Artistic Inclusion (tickets to shows and art workshops)	N/A	€819

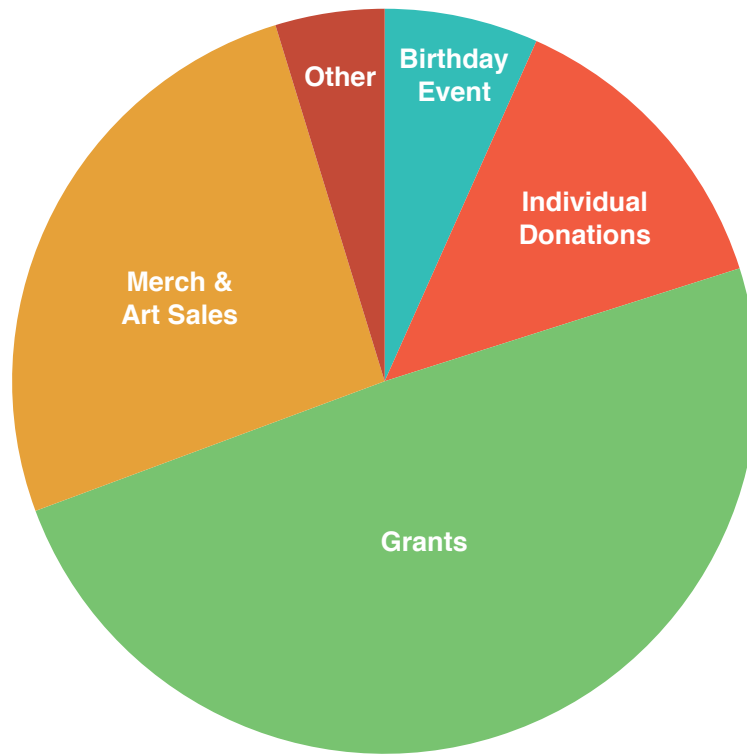
Orange Foundation Grant – Soul Tech and EmpowerMIE ¹⁵	
Core Mission Support	€500
Food and Refreshments	€1,000
Space/Equipment	€2,000
Person to Administer Soul Tech Classes	€2,000

¹³ We applied for this grant in 2020. The project(s) started late due to the pandemic and runs through June 2022. They are explained in detail in section three of this annual report.

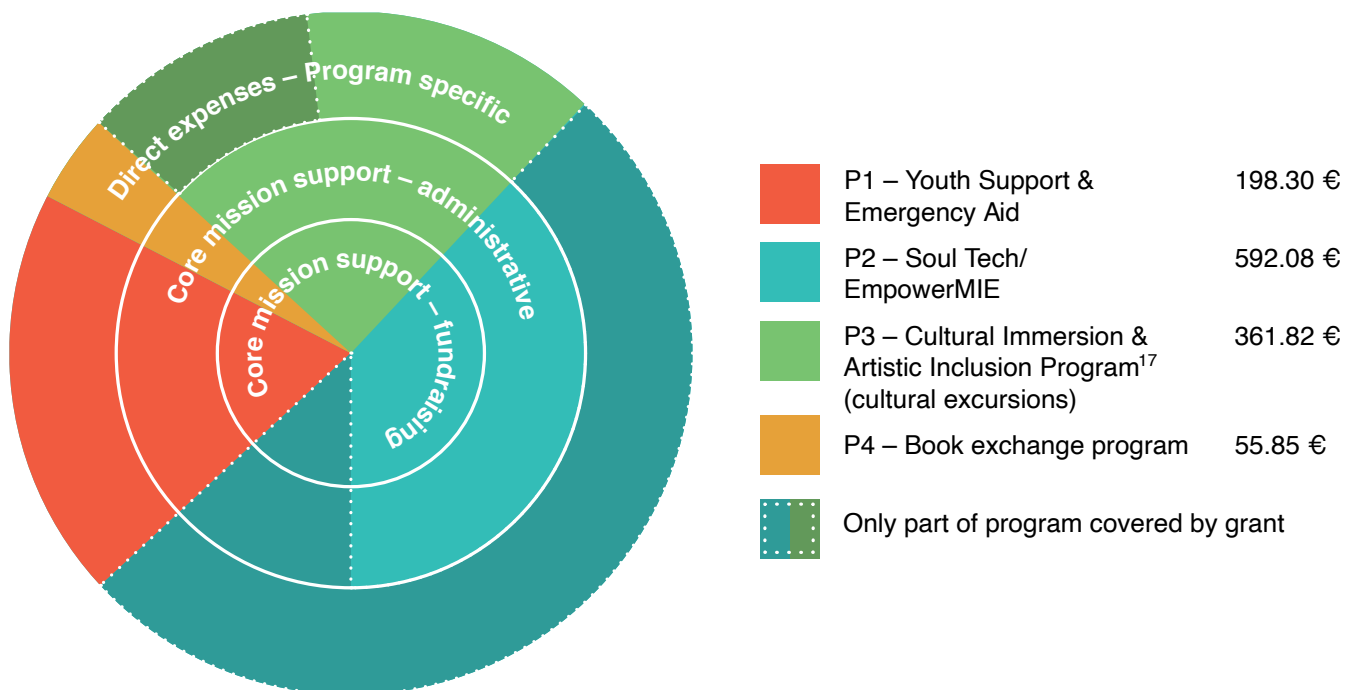
¹⁴ This project runs through June 2022 and namely refers to specific cultural excursions that we received funding to pay for with specific partner organizations. The total amount of the grant goes towards tickets to cultural activities and excursions.

¹⁵ Please see the table above for a full breakdown.

Sources of Income¹⁶



Breakdown of Expenses



This year we invested more in the organization's core to support Soul Food's mission. This is reflected in our breakdown of expenses, as are the four principal youth-centered initiatives that we spent financial resources on in 2021. Some of the funds raised and expenses invested will also have a direct impact on our initiatives next year and in the future, as the projects associated with the grant

¹⁶ While this chart shows that proportionally, grants contributed the most income in 2021, this is money that goes specifically to Soul Tech/EmpowerMIE. Only 500 euros of this money goes to Soul Food's other projects and initiatives. The "other" category refers to reimbursements, the primary of which is explained in the merch and art section and was used to reprint t-shirts after a printing studio made mistakes with our orders.

¹⁷ These are sometimes referred to as our Cultural Immersion and Artistic Inclusion Program.

funds we received will conclude in 2022, and merch and art created this year will also be sold next year. The funding gaps left by grants that primarily cover specific program costs are also evident in our breakdown of expenses.

We adhere to the emergent understanding that dividing expenses into program costs and overhead/administrative costs is not an accurate way to portray a nonprofit's activities and expenses, especially one that is small and functions with limited resources. It's also not a sustainable or realistic method of considering what it takes to run an effective organization. A more representative portrayal shows how costs are shared between programs and activities. Some expenses and funds (namely those from grants) are specific to particular programs, activities or events, such as breakfast for Soul Tech sessions and that is why they are classified under direct expenses – program specific.¹⁸ Prioritizing impact instead of overhead is also a more accurate interpretation of success. Expenses traditionally classified as overhead and administrative costs are required components of nonprofit work, in order to carry out an organization's mission. Our financial reporting reflects this.

¹⁸ This year our direct shared program expenses were minimal because we have been benefitting from the investments we made in this area the year before. We therefore did not include this category in this year's report.



Looking Toward the Future



Future Ideas & Projects

In accordance with our strategic planning priorities, we've identified that financial stability and independence are vital to Soul Food's sustainability. In the short term, this would allow us to grow our team to include full-time paid staff, provide more aide to our young members and increase our activities. Long term, it would allow us to expand our reach internationally and eventually secure a location dedicated to Soul Food.

Therefore, our strategic priorities include:

- 1.** Create financial, non-compromising security
- 2.** Enhance Soul Food's visibility and grow our community
- 3.** Expand our reach locally and internationally, to include more young migrants and refugees

Near Future

In 2022, we plan to continue working with our existing partners, form new partnerships and work more with volunteers. How our activities continue depends on the evolution of the pandemic. We already have many cultural excursions planned, and we are in the midst of organizing a mini (in-person) cultural festival for Soul Food's 4th birthday in February 2022. We hope that pandemic conditions will permit us to carry out these activities. We will also continue our efforts to adapt to the pandemic and provide our young members with access to relevant updates and vaccine information.

This year has shown us that spending our limited resources on grant research and writing is not the most effective fundraising method for us at this time. We will therefore cutback on this and continue striving for financial stability through our creative funding methods, including Soul Food events and merch and art sales. We will also work to secure more monthly donations because this is an accessible and practical way that people can help us achieve sustainability. We hope that we will soon be able to have paid Soul Food staff, as this will also greatly contribute to that sustainability.

We plan to create an official Soul Food environmental policy, in order to be as transparent as possible about our efforts in terms of producing merch, and the impact that the items we sell has. We already put a great deal of time into making the most environmentally friendly choices possible, but we wish to continue to learn and improve with time, and be up-front with our community about this journey.

Finally, we always knew that our young members would one day grow up. That day is now upon us, so we have begun working on an appropriate way to "graduate" them from their current status within Soul Food as young members, when they turn 23.¹⁹ We've always been interested in previous young members having leadership roles within the organization, so we are working on feasible ways to make this possible, while still respecting our commitments to uphold children's rights norms, as elaborated on in our Children and Youth Protection Policy.

Long-term future

Our long-term ambitions remain largely the same. The past few years have shown us how much

¹⁹ Young adults are often defined as 18-22 years old. This is based on stages of developmental shifts. In France, it is possible for a young migrant to benefit from a "young adult contract" until the age of 21. We are cognizant of the fact that safeguarding rules and children's rights norms require that adults spending time with children (legally defined as under the age of 18) are trained and have submitted to background checks. This being said, we also understand that the young migrants and refugees we work with are not "adults" in the conventional sense, when they turn 18. These young people remain extremely vulnerable and continue to benefit from our programming past their 18th birthdays. Since we do not have the capacity to ensure that our youngest young members are separated from our oldest young members during Soul Food activities, we have chosen 22 as the cutoff age for young Soul Food members, in order to ensure safety, as well as a deeper positive impact on the young people we work with.

more effective we could be with increased financial stability, and how this non-compromising financial security would make it possible to reach our long-term goals. This is therefore something we keep in mind, both in the short and long term.

Additionally, we hope to eventually expand our reach in France, but also implement our programs and initiatives in other countries. We aim to have a space dedicated to Soul Food, so that we can have more autonomy over things like organizing events, training sessions, meetings and artistic activities for young Soul Food members and volunteers. We also believe this will allow us to provide more practical help to our young members who have not yet found stability in France, as it would allow us to welcome them more regularly in a safe space. Currently, we have to go to public places like cafes or parks, when the weather permits, to meet them, or arrive at a cultural excursion with their administrative dossier and try to find a few minutes before or after to speak with them. This typically costs money, either to Soul Food or the volunteer(s) concerned, and is not always appropriate for our needs, particularly when we need to speak about delicate, time-sensitive issues, such as an asylum claim.

We also endeavor to take what we have learned and contribute to research, and eventually policy, on issues such as positive integration, the effectiveness of current migration policies and the role reception conditions have on a young migrant's life, in an effort to improve conditions for young migrants and refugees around the world. We continue to believe in the power of art and culture to positively impact lives, and we strive to be a driving force in the positive integration of young migrants and refugees.

A Final Thank You

To our supporters, thank you for following our journey this year, and supporting us along the way. Your encouragement and enthusiasm have helped us tremendously.

To our wonderful partners, we appreciate all you continue to do for our young members. We recognize that times are hard, but you continue to make time and space for them and for us. Thank you for continuing to believe in Soul Food, even when you have so many obligations to juggle.

Thank you to all of our young members. Without you, there would be no Soul Food. We are incredibly proud of your tenacity, optimism and strength, and grateful for your trust. We are also very excited to continue this journey with you!

Thank You!

#SoulFoodForMigrantYouth

Everyone who contributed to this annual report did so on a strictly volunteer basis.

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