

ANNUAL REPORT 2019/2020

# RISE UP FEMINIST DIGITAL ARCHIVE

# Greetings!

2019-2020

In 2019-2020 Rise Up focused its attention and resources on two important areas for improvement: revamping the homepage and setting up the foundations for an effective committee structure.

## Home page revamp

The revamped home page launched last fall. The new concept centred primarily on the home page and teaching resources. Our goals were to create a new homepage “look” with a refreshed logo and new setup, as well as features that could be updated regularly and would engage people and draw them into the archive.

## Volunteer Committees

Rise Up also took a big organizational step forward by adopting a new system of Volunteer Committees and Chairs to carry out its work. Each of these Committees has already moved ahead in important ways to establish priorities and carry out a plan of action. These committees are also a more effective way to integrate new volunteers.

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# About Us

The Rise Up! project aims to create a digital archive of original publications, documents, flyers, posters, and many other materials representing feminist activism from the 1970s to 1990s. Our goal is to help preserve the diversity, vibrancy and radical legacy of this era and to make it accessible online to new generations of activists, students, and researchers.

When our volunteer collective first came together in the fall of 2014, our intention was modest – digitize three feminist publications from our personal history and collections.

The project rapidly grew into something much more ambitious when we decided to invite others to dig into their own boxes of memorabilia and share their stories.

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## Solidarity Statement

Rise Up! acknowledges that our work takes place in a context of ongoing colonialism, racism, heteropatriarchy, class inequalities, ableism and other forms of structural violence and oppression.

The material included on our site records resistance to these interlocking oppressions, as well as efforts to create alternatives to harmful social and economic structures. However, we are aware that our archive is incomplete and imperfect.

A central goal is to fill these gaps, to highlight histories and voices pushed to the margins, and to do so in the spirit of solidarity and justice. Working with an archive is an engagement with the present just as much as it is with the past.

As we undertake our work, we commit ourselves to learning from movements against colonialism and racism, and to engaging in conversations that advance the commitments articulated here.

Our mission is to share  
stories of feminist activism  
from the 1970s – 1990s...

## GOALS

### Preserve

Preserve original historical materials, as many as possible, especially for voices that too often have been erased or remain unheard

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### Share

Share these materials in an accessible digital format in order to inform and educate

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### Facilitate

Facilitate current debates, research, analysis, and understandings

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### Invite

Invite critical reflection, commentary, and review

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### Inspire

Inspire future creation and action

# Collective Members 2019-2020



2020: a year of online meetings



**Alana Cattapan**

Social Media &  
Newsletters



**Amy Gottlieb**

Outreach &  
Aquisitions



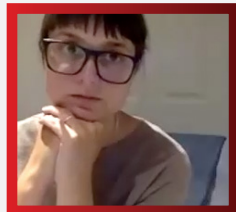
**Drea Oswald**

Social Media &  
Newsletters



**Franca Iacovetta**

Educational  
Resources



**Jessica Lapp**

Archival Content



**Lisa Boucher**

Educational  
Resources



**Marg McPhail**

Volunteers, Archival  
Content, and Outreach  
& Aquisitions



**Meg Luxton**

Outreach &  
Aquisitions



**Rosemary Donegan**

Outreach &  
Aquisitions



**Sue Colley**

Finances and  
Fundraising



**Tara Cleveland**

Website and Tech



## Our history

### 2014 .....

A group of friends got together to start an online archive of 3 publications.

### 2015 .....

The group of friends grew to include more women and the 3 publications became many documents, photos, publications, etc.

### 2016 .....

The archive was launched in October of 2016.

### 2017 .....

In December of 2017 we officially incorporated and the archive continued to grow.

### 2018 .....

We got charitable status! This allowed us to launch our first big fundraising campaign that helped us to make big strides in building up the archive.

### 2020 .....

We received a grant from Library and Archives Canada to complete an oral history project called Women Unite.

# The Committees

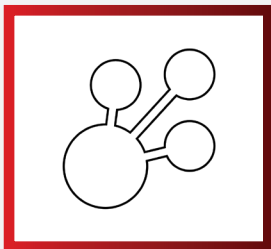
## 2020-21 Goals



### Outreach & Aquisitions

Our goals for 2019-2020 were to acquire and post materials in Indigenous women's activism, racialized and women of colour activism, and culture (including a range of forms and producers).

1. Filling regional and local gaps
2. Indigenous Activism
3. Racialized and women of colour activism
4. More cultural material



### Social Media & Newsletter

In 2019-2020 there was a concerted effort to collaborate and to have a more organized, systematic approach to the way we engage our subscribers and readership.

1. Engage with other accounts
2. Create cross-platform content
3. Increase engagements (likes/retweets/shares)
4. Grow number of newsletter subscribers



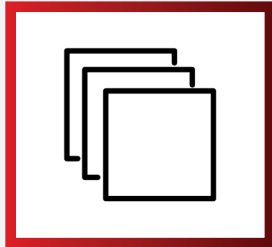
### Educational Resources

Last year we added 5 more assignments to the Teaching section. We also connected with OISE to propose developing lesson plans. We created and distributed a survey to better understand how educators are using the archive.

1. Promoting Rise Up as a teaching resource
2. Outreach to educators to build teaching resources section
3. Additon of curricular materials and links to online resources



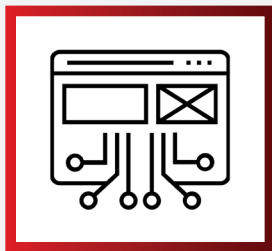
## 2020-21 Goals



### Archival & New Content

In 2019-2020 the archival and content committee made many additions to the archive, and worked towards organizing online materials and long-term storage of digital files.

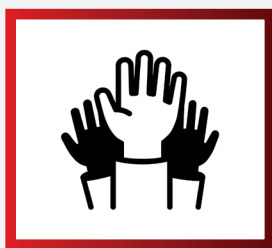
1. Add 300 new materials
2. Write guidelines for organizing filing and linking of online materials.
3. Develop finding aids.
4. Complete move to long-term storage of digital files.



### Website & Tech

Last year we completely updated the home page, developed an article/blog area and improved the educational resources area. We also moved all of our internal communications and files into an integrated platform.

1. Reorganize website
2. Develop original content areas of the site
3. Build a prototype of OCR crowdsourcing project



### Volunteer Coordination

Rise Up has welcomed 8 new volunteers in 2019-2020 with a range of interests who contributed to maintaining and growing the archive. Drafts of all of our induction information and guidelines for volunteers have been completed this year.

1. Finalize induction and guidelines for volunteers
2. Develop and implement plan for recruitment and retention of volunteers
3. Consider a plan for future Rise Up membership



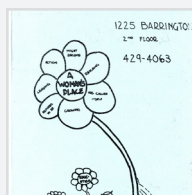
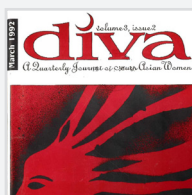
### Fundraising & Finance

Implemented an accounting system and provided 2019-2020 budgets and quarterly reports. Raised over 10k in donations. Coordinated successful grant application.

1. Apply for larger grant
2. Continue with annual budget and quarterly reports
3. Implement successful fundraising campaign

# Archival Content

## Magazines and Newsletters



962 items

11%↑

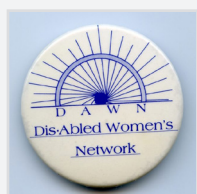
## Photos



295 items

81%↑

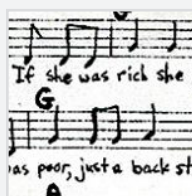
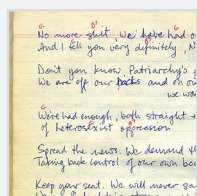
## Buttons



189 items

47%↑

## Music



15 items

0%↑

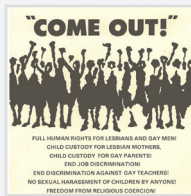
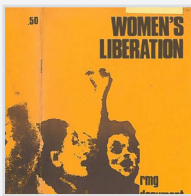
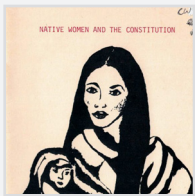
## Films



71 items

58%↑

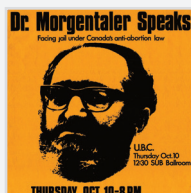
## Issues and Actions



84 items

75%↑

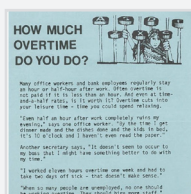
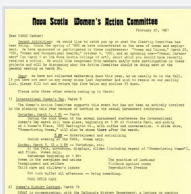
## Posters



62 items

68%↑

## Organizations



394 items

48%↑

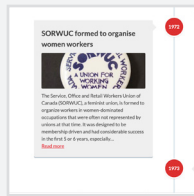
# Original Content

## Articles & Newsletters



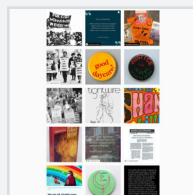
With the rejig of our homepage, we have included new articles written by the collective and members of the community. We continue to feature these and other items of interest in our regular email newsletters.

## Timeline Events



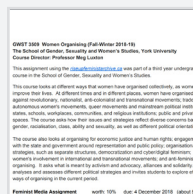
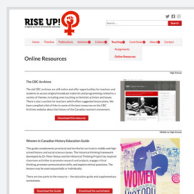
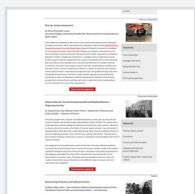
We continue to add events to our timeline of Canadian feminist history. Each event includes a short article about the event. The timeline situates each event in its time to see the progression of change through history.

## Social Media



We've stepped up our social media postings and you can now follow us on Facebook, Twitter and Instagram. The engagement with our posts grows month by month and we're excited about increasing the number of posts in the next year.

## Educational Resources



This new section of the website includes both existing online teaching resources and assignments that were created with the use of the Rise Up archive in mind. We hope to broaden the scope and quantity of these resources in 2021.

”

.....  
"We must open the doors and  
we must see to it they remain  
open, so that others can pass  
through."  
.....

Rosemary Brown

# Audience

**13%** our list grew by  
in the last year

over **1000**  
people came via social media

almost **20k**  
people used our website in  
the last year

## Email Newsletter

Our newsletter has been expanded and refined in the last year. We've put out newsletters at least once a month, with substantive articles every 6 weeks or so.

Accordingly, our newsletter subscription has increased by 13% and 42% of our readers are "highly engaged"!

## Social Media

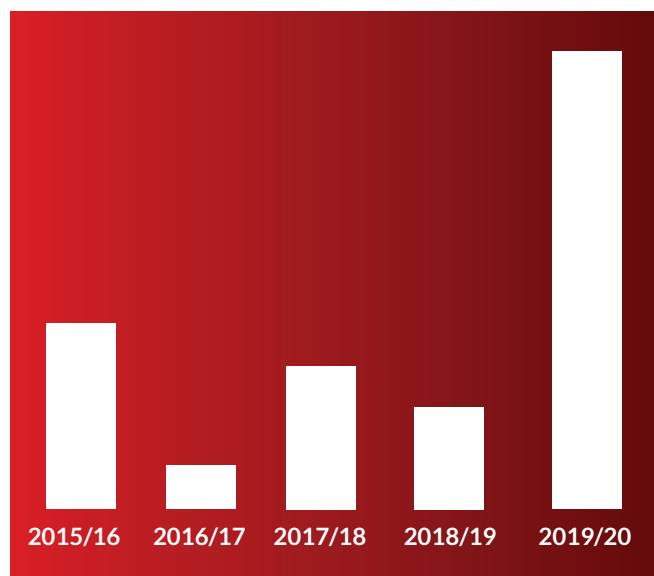
We started our social media accounts in 2019 and slowly have been building a steady following on Twitter, Facebook and Instagram. Our posts are routinely shared - especially when we use hashtags or engage with other accounts. Facebook is the platform on which we get the most attention. We'll be continuing to grow our social media presence over the next year.

## Website

This last year we have redesigned the home page of the site and added to areas such as the collections and educational resources. The archive itself has grown immensely and the number of people visiting the site has increased.

# Finance

Rise Up has grown immensely in the last few years. 2019-2020 saw especially large growth in our budgets. Our capacity has grown and our donor base has grown.

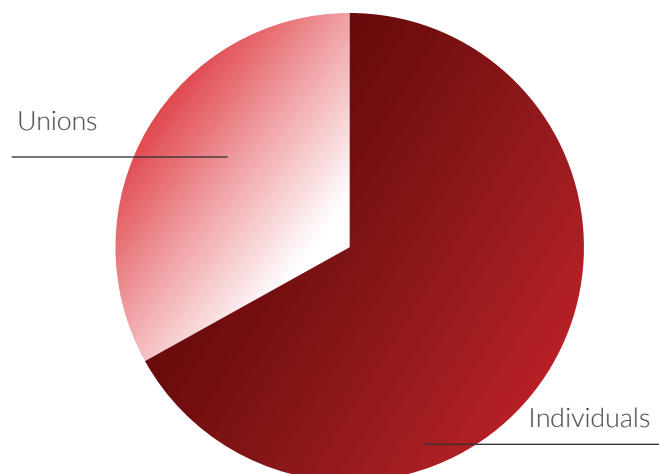


## Our budgets increased and our capacity grew rapidly.

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In the last year we have added more to the archive, expanded our resources and collections, and improved our website. We have grown rapidly as a collective and welcomed new members and new volunteers. All of this requires money! And so, our expenses have increased in the last year.

Donors 2019-2020



## We couldn't do it without our donors

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We couldn't do any of this without our donors. We have many wonderful individual donors as well as a few key organizations that have donated to keep the archive running. In the next year (2020-2021) we expect to engage in a new project funded by a grant from the Documentary Heritage Communities Programme at Library and Archives Canada.



# Financials

## Statement of Operations

(\*summarized)

	2017-18	2018-19	2019-20
<b>Income</b>			
Donations	\$4611.26	\$15,799.00	\$12,700.00
<b>TOTAL INCOME</b>	<b>4611.26</b>	<b>15,804.85</b>	<b>10,580.00</b>
<b>Expenses</b>			
Amortization		825.00	
Events and Volunteer Expenses	209.03	805.00	810.90
Bank Charges and Transaction Fees	58.73	479.00	203.78
Website Expenses	4,658.18	444.00	11,410.09
Professional Fees		900.00	365.37
Meals and Entertainment		60.00	
Uncategorized expenses			2120.00
Other general and admin expenses			826.75
<b>TOTAL EXPENSES</b>	<b>4925.94</b>	<b>3,513.000</b>	<b>15,736.89</b>
<b>INCOME OVER EXPENSES</b>	<b>(314.68)</b>	<b>12,286.00</b>	<b>(3036.89)</b>

## Statement of Financial Position

(\*summarized)

	2017-18	2018-19	2019-20
<b>Assets</b>			
Current			
Cash and cash equivalent	1,244.41	12,256.18	8319.19
Capital Assets		2175.00	675.00
<b>TOTAL ASSETS</b>	<b>1,244.41</b>	<b>14,431.00</b>	<b>8994.19</b>
<b>Liabilities and Net Assets</b>			
Total Current Liabilities			0
Accounts Payable		900.00	
Net Assets			
Unrestricted Net Assets	1244.41	13,531.00	8,994.19
<b>TOTAL LIABILITIES AND NET ASSETS</b>	<b>1,244.41</b>	<b>14,431.00</b>	<b>8,994.19</b>

# Thank You

We thank our April 1, 2019- March 31, 2020 donors for their generosity

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**Ontario Secondary School Teachers' Federation**

**Ontario Federation of Labour**

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## Individual Donors

Sedef Arat-Koc

Marilynne Bell

Jane Bertrand

Sheila Block

Lisa Boucher

Tara Cleveland

Patty Coates

Sue Colley

Mary Cornish

Kari Delhi

Rosemary Donegan

Louise Dulude

Lori Foote

Jean Franklin-Hancher

Kathleen Gallagher Ross

Shelly Gordon

Susan Gottheil

Connie Guberman

Franca Iacovetta

Nancy Jackson

Michael Kaufman

Linda Kealey

Margaret Manwaring

Liz Martin

Susan McMaster

Margaret McPhail

Susan Moger

Anne Molgat

Kate Pellizari

Marion Pollack

Sheryl Pollock

Robert Schwartzwald

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Margot Trevelyan

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Rise Up Feminist Archive  
166 Westminster Ave,  
Toronto, ON M6R 1N7  
[info@riseupfeministarchive.ca](mailto:info@riseupfeministarchive.ca)

