



# **ARCTIC INSPIRATION PRIZE "AIP"**

## **PARTNERSHIP PROPOSAL TO YUKON FIRST NATIONS**

May 2016

## PROPOSAL: ARCTIC INSPIRATION PRIZE (AIP)

### Request

1. **Participation of the Yukon First Nations Corporations as Prize Partners of the AIP with a combined annual multi-year contribution of not less than \$60,000 as an expression of Yukon's First Nations support for the Prize and as a demonstration of northern ownership of the AIP.**
2. **Official designation of First Nation representatives as Prize 'Ambassadors' in every Yukon First Nation community, where feasible.**

### A) The Prize

The annual \$1M AIP was founded in 2012 by the two immigrants, Arnold Witzig and Sima Sharifi. The AIP is the largest annual Prize of Canada but it solely benefits the people of the Canadian Arctic. The Prize acknowledges "knowledge to action" plans by diverse teams in the fields of education, human health, social-cultural issues, environmental stewardship and the economy. They have to have a direct impact on communities of the Canadian Arctic. <http://www.arcticinspirationprize.ca/index.php>

Since its inception it has awarded a total of \$4.5M. Of those awards, two have directly benefited the Yukon: FOXY, which in 2014 captured for the first time the entire \$1M Prize is based in NWT but has expanded its activities to the Yukon and Nunavut. And in 2015, the first Yukon team with its Tri Territorial Recreation Training Project, nominated by Zach Bell and led by Anne Morgan has received \$600,000. <http://www.arcticinspirationprize.ca/laureates/2015laureates.php>

### ***Northern Ownership***

Since 2012 the Prize has grown substantially with many Partners and Ambassadors across the Arctic. This northern support has led the founders to permanently endow their share of the funding.

Recently, the Arctic Inspiration Prize Charitable Trust has been established, led by its Chair, Patti Balsillie, Whitehorse and a Board of Trustees from all across the Arctic. This AIP Trust and the Rideau Hall Foundation (RHF) with the Governor General as its' Chair, have entered into a collaboration agreement. The RHF will be responsible for operational management with accountability to the AIP Trustees and will mobilize resources to cover all the operational costs associated with the Prize.

The Prize money for 2015 has been increased to \$1.5M and it is the goal by 2017 to further increase the Prize amount to about \$3M annually with \$2M provided by the founders and the rest by the many Partners from North and South. In 2017, the founder's investment portfolio will be handed over to be invested by the northern led AIP Trust.

All past, current and future development plans of the AIP have been and will be based on the participation of the many northern Partners and Ambassadors. This partnership of North and South, Private and Public is literally the foundation of the Prize. Without it, the AIP would not exist.

For this reason and in order to secure equal chances for the Yukon to participate in the increased size of the Prize money, the AIP is reaching out to the Yukon's First Nations to be part of the AIP as Ambassadors and Partners.

## ***Sustainability Partners***

An additional goal of the AIP is to increase the number of its “Sustainability Partners”, drawn from NGOs, Family Foundations, Industry, and the southern philanthropic community. The Sustainability Partners provide expertise, networks and additional funds to help make the Laureate teams sustainable beyond the terms of their prizes. Sustainability Partners may also fund strong Finalists who didn’t achieve Laureate status.

The existence of northern Prize Partners and Ambassadors has proven particularly effective in recruiting “Sustainability Partners” and with it the leveraging of funds far beyond the Prize money.



## **B) AIP Ambassadors**

AIP Ambassadors are critical to make the AIP known on the community level and therefore secure that each Arctic region receives its fair share of AIP Laureates. They embed the AIP Prize at the grassroots level by:

- Spreading the word about the AIP (helping to make it known in every community);
- Actively finding teams/projects and encouraging and mentoring them to develop their project proposals;
- Serving as the official nominator for a team
- Vouching for the project’s quality, and
- If they become Finalists or Laureates, helping to celebrate together with them.

## ***An Ambassadorial Role for Yukon’s First Nations:***

In Nunavut each community/hamlet has at least three designated Ambassadors. Typically they are the Board Members and Liaison Officers of all of the regional Inuit Associations. The Government Liaison Officers and Economic Development Officers also serve as Ambassadors. This outreach for the AIP at the community level may be the reason that Nunavut has historically dominated the Prize. It is now the goal of the AIP to duplicate this level of community outreach in the Yukon to ensure that the Yukon produces a solid share of high calibre proposals and therefore a more equitable share of Laureates.

Please see the present AIP Ambassadors here:

<http://www.arcticinspirationprize.ca/nomination/nomination.php>

## **C. AIP Prize Partners**

The Prize Partners are responsible for funding the Prizes. During the AIP’s first four years, the prize money derived mostly from a dedicated investment portfolio established by the founders. Meanwhile many Prize Partners from the North have joined the AIP, demonstrating ‘owned’ support by northerners and their institutions and with it recognizing the genuine benefits that the Prize brings to northerners.

As of 2015, among others, the following have become Prize Partners:

- All relevant Inuit birthright corporations or regional governments in the eastern Arctic (Nunavut

- \$60K, Nunavik 35K, Nunatsiavut 15K);
- Large industry players (e.g. mining) in the eastern Arctic, already exceeding the contributions of the aboriginal corporations;
- The federal government as represented by Polar Knowledge Canada and the Canada Northern Economic Development Agency (\$50K annually).
- Government of Yukon (\$30K).

The AIP is now in the process of approaching the western Arctic, e.g. First Nations corporations in NWT and the Yukon for a total of \$60'000 annually in each Territory. The governments of NWT, Nunavut, Quebec (for Nunavik) and NF/Labrador (for Nunatsiavut) are also invited to join the AIP. Additionally, given the aforementioned participation of northern Prize Partners and therefore their recognition to the AIP, the founders will continue to reach out to all the relevant industries with stakes in the North to at least match or possibly exceed the contribution of the aboriginal Partners (e.g. mining, energy, transportation, construction, communication, finance, defense etc.). Furthermore, as many additional "Sustainability Partners" as possible will be recruited in the South. The contributions received by August will be included in the 2016 Prize allocation.

### ***Partnership Contributions as a Direct Investment in the North but with Southern Leverage***

Due to the Rideau Hall Foundation's covering of operational costs and the contributions of other in-kind partners, every Prize Partner contribution is directly used to top-up the Prize money. Therefore all partnership contributions flow, via the Laureate teams, directly to northern communities.

Additionally, the northern Prize Partners, with their financial commitment, strongly express recognition for the value of the Prize and its positive impact in northern communities. More than the actual financial contribution, this tangible northern acknowledgment has proven to be essential for the outreach to many more southern Prize and Sustainability Partners and therefore for the leveraging of the Prize money.

The AIP asks Yukon's First Nation corporations for a relatively small investment with a very significant and guaranteed return that flows directly to the North.

Please see the present AIP Prize Partners here:

<<http://www.arcticinspirationprize.ca/partners/partners.php>>