

tvo

Annual Report

2020 – 2021



Education is the most powerful weapon
which you can use to change the world.

Nelson Mandela

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Board Chair's Message

With vaccination light at the end of the pandemic tunnel, I hope you and your loved ones have got your shots or soon will.

As TVO entered its second-half century this year, we responded to new calls in new ways.

Our digital education materials transitioned and expanded to help parents, students and educators affected by COVID closures.

Our current affairs content kept audiences informed about the pandemic's impacts and policy-makers' responses.

And our documentaries and co-productions provided employment opportunities for a number of independent creative teams and streamed welcome diversions for viewers.

None of this would be possible without the contributions of TVO employees and volunteers, our board and regional advisors, our sponsors, government funders, and the tens of thousands of individual donors who share TVO's vision of a world made better through the power of learning.

TVO's vital role in these challenging and unprecedented times was acknowledged by the Ontario government, when they passed legislation to expand our mandate. That, coupled with the arrival of new CEO Jeffrey Orridge and the work we're doing to chart a new strategic path forward, will serve the organization and all Ontarians well.

We are excited about TVO's future. Thank you for being part of it.

Sincerely,

Chris Day
Chair, TVO's Board of Directors

CEO's Message

For Ontarians, indeed for the world, 2020-2021 was a year unlike any other. COVID-19 took so much from so many. Precious time with family and friends, economic stability and, most importantly, the health and the lives of loved ones. It also put life into perspective. It reminded us to honour our frontline and essential workers, and it refocused our attention to what truly matters. When there were opportunities to learn and grow from the experience, I believe we did our best to make the most of them.

The same can be said for TVO. Because although the challenges of 2020-21 were many, this year was one of inspired ingenuity, historic opportunities to make positive contributions to learning in Ontario, and major milestones that made us all proud.

We celebrated our 50th anniversary in 2020, recognizing five decades of contributions to learning in Ontario and honouring the thousands of donors who help make it all possible. Legislation was passed to expand our mandate, opening the door for a tremendous opportunity to play a more significant role in delivering online education to students across the province. We rose to the challenges presented by the pandemic, providing unmatched current affairs coverage and curriculum-linked learning tools and programming for families across the province. And we began the process of developing a new strategic plan to lead TVO into the future.

I joined TVO midway through this momentous year, so while I didn't share in all these successes, I certainly share the pride we have in them. I extend my sincere congratulations and thanks to the TVO team, including Jennifer Hinshelwood who so ably led the team during our leadership transition, the board of directors and its Chair Chris Day, for all they've accomplished. It's a team I am thrilled to have joined and am excited to be a part of.

This year has served as confirmation that—thanks to the talent and commitment of our people—TVO can adjust and adapt quickly to meet the needs of Ontarians. It proved, unequivocally, that we are nimble, dedicated to going above and beyond to keep Ontarians informed, and we are prepared and poised to play a central role in the online learning space in this province.

While it was a historic year for TVO, history of a very different nature was also being made across North America. The killing of George Floyd catalyzed a movement that brought about a new, heightened level of consciousness concerning the treatment of racialized communities and marginalized groups. At TVO, it re-energized and elevated the importance of the on-going conversations we were having about issues related to racism, diversity, equity, inclusion, and belonging. We came together to discuss, debate, and decide what additional action we can take as individuals and as an organization to effect meaningful change.

As an organization, TVO excels at encouraging this kind of discourse. This is evident in our diverse programming and current affairs coverage, our leadership team's commitment to the core values of Diversity, Equity and Inclusion, and the increasingly high levels of participation in DE&I-related activities and development opportunities. There is still a long road to travel on our DE&I journey, but TVO is well on its way, and our commitment is only getting stronger.

Our new strategic plan will help guide us on that journey. When completed and finalized in the coming months, the new plan will be an exciting refresh of our vision for TVO's future. It will bring all of TVO together as we work towards our common goal: To inspire learning that changes lives and enriches communities.

Sincerely,

Jeffrey Orridge
Chief Executive Officer

Education On Demand

Uniquely Positioned

As the Ministry of Education's partner in digital learning, TVO is uniquely positioned at the intersection of technology, evidence-based pedagogy, and Ontario's curriculum. With an expanding mandate to help grow the province's online education capabilities and a host of new and expanded learning tools, TVO is here to support students, educators and parents with best-in-class resources whenever they need them.

Expanded Mandate – Online Learning

In 2020, legislation was passed expanding TVO's mandate in the English-language publicly funded education system. At the time of writing, this change to TVO's mandate awaits proclamation by the Lieutenant Governor. The objective of this expanded mandate is to enable TVO to play a larger role in supporting a more coordinated, robust online learning system – one that gives secondary students across Ontario access to quality, teacher-taught online courses no matter where they live or go to school.

This year, the first major milestone was reached, with the development of a business plan (together with Groupe Média TFO), which outlines how we propose to implement an expanded mandate. Our joint TVO/TFO proposal was submitted to the Ministry of Education in December. At the time of writing, this plan is being reviewed by the Ministry and we await their policy direction.

Development of Online Course Packs for Elementary Students – A First for TVO!

This year, TVO was asked by the Ministry of Education to create full sets of course materials for the 2021-22 school year to facilitate learning for Kindergarten through Grade 8 students. This initiative is a first for TVO!

Phase one and two have been submitted to the Ministry, and work is progressing on the remaining seven phases. When complete, the full course pack selection—which includes a teacher guide for each curriculum strand by subject and by grade—will help elementary educators in all 60 English public-school boards to deliver a common slate of quality online course content to any student across the province.

Education On Demand (continued)

Online Learning Products

TVO is here to support students, educators and parents with free, high-quality resources that help make learning successful, both in the classroom and from home.

TVO Learn

Launched this year, TVO Learn offers comprehensive learning resources to support students, parents and educators with remote learning of the Ontario curriculum. It features curriculum overviews, resources, activities and vocabulary to support Grade 1-8 learning of math, language, science and technology, and social studies. The TVO Learn website also offers a searchable catalogue of 144 Independent Learning Centre (ILC) courses to support study and supplemental learning for secondary school students.

TVO Mathify

An interactive digital learning tool, TVO Mathify offers students in Grade 6-10 live, one to one online math tutoring with an Ontario Certified Teacher. It features an interactive whiteboard where student and tutor can work on problems together. Over 176,000 Ontario students now have a Mathify account. The number of tutoring sessions increased by 43% this year, and the number of questions per student more than doubled. Our offering expanded, too—from serving students in Grades 7-10 to now serving Grades 6-10 and extending our hours of service. We also introduced the Mathify question bank—200 curriculum-based math, financial literacy and coding questions students can tackle independently or with our tutors.

TVO mPower

TVO mPower's free, creative online games support the development of foundational K-6 math and STEM skills in the classroom and at home. This year, our 246,686 registered users played mPower math games more than 4.5 million times. We made several upgrades, including the creation of one new game, and the introduction of new features to six current games, including enhancements that support new curriculum areas like coding. We also added a financial literacy component that includes printable activity sheets

Education On Demand (continued)

Online Learning Products (continued)

TVO in the Classroom

TVO in the Classroom enables educators to easily incorporate in-depth current affairs, thought-provoking documentaries, and award-winning TVOkids content to enhance in-class and remote learning for students in Grades K-12. In 2020-21, TVO in the Classroom added a helpful new search feature, as well as 80 new Grade 7 and 8 resources. More than 10,000 TVO videos, articles and games are available.

TVO ILC

The province's largest online high school, TVO ILC offered independent learning to more than 22,000 Ontario students in 2020-2021. Rooted in the Ontario Ministry of Education curriculum, ILC courses are available in the Ministry's Virtual Learning Environment (VLE) and offer students an engaging experience through interactive, multimedia course content. This year, TVO ILC increased service hours for administrative staff in order to offer even more student support. A new more user-friendly ILC website was also launched this year, which streamlines the application, course enrollment and payment process.

A revenue generation opportunity for TVO, TVO ILC continued to pursue international markets in 2020-21. Course enrolment for international direct students (i.e., those enrolling directly with ILC) increased by 73% over the previous year. In addition, five new affiliate partnership agreements were signed this year, for a total of 23 in the following 12 markets: China, South Korea, Taiwan, India, Mexico, South Africa, Brazil, Vietnam, Nigeria, United Arab Emirates, Libya, and Kenya. As of April 2021, 464 international students enrolled in 763 TVO ILC courses.

TVOkids

With a commitment to quality and diversity, TVOkids gets Ontario kids ready for school and life. Our 65+ programs and 100+ interactive digital games are advertising-free and support the Ontario curriculum. Developed for students from K to Grade 5, our content is built in collaboration with subject matter experts and educational consultants to ensure specific educational objectives are met, and our multiplatform approach ensures young learners can benefit from TVOkids anywhere, any time.

Education On Demand (continued)

New TVOkids Programs Added in 2020-21

TVO Originals	<i>16 Hudson Refugee Special</i> <i>ABC Singsong (Season 2)</i> <i>All-Round Champion (Season 2)</i> <i>Big Top Academy Special Edition</i> <i>How Do You Feel?</i> <i>Leo's Fishheads</i>	<i>My Home Life</i> <i>My Stay-at-Home Diaries</i> <i>Odd Squad Mobile Unit (Season 2)</i> <i>Space Kids</i> <i>Wacky Word Songs</i> <i>Wolf Joe</i>
Selected Acquisitions	<i>Jo Jo & Gran Gran</i> <i>Kit and Pup</i>	<i>Xavier Riddle</i> <i>Yakka Dee</i>

TVOkids Power Hour of Learning

Launched in April 2020, the TVOkids Power Hour of Learning is a series that supported young learners via broadcast during the pandemic when schools were closed. It complemented TVO's ongoing efforts to strengthen the bridge between learning in class, online and at home. The series continues to be available on YouTube and the website.

Featuring 10 teachers from boards across the province, Power Hour of Learning engaged students in lessons related to the Ontario curriculum, including language, math, science and technology, and physical education. This year, 44 episodes (21 primary and 23 junior lessons) aired on television broadcast and YouTube.

Diversity in TVOkids Programming

Representation of the many communities that call Ontario home is a priority at TVOkids, which is why we're proud to present TVO Originals like *Wolf Joe*, *16 Hudson* and many more.

Wolf Joe features young First Nations hero Joe and his three friends who carry out adventures in Ontario's North.

16 Hudson tells the stories of a group of neighbours who treasure each other's similarities and differences.

Citizen Engagement

TVO provides a valuable public service, connecting Ontarians to the information, analysis, and diverse perspectives they need to engage with the issues that matter in their communities and around the world.

TVO's Current Affairs Offerings

TVO offers thoughtful, expert-informed current affairs coverage and analysis to Ontario audiences and has been a trusted source of information during the pandemic.

The Agenda with Steve Paikin: Hosted by Steve Paikin and Nam Kiwanuka, *The Agenda with Steve Paikin* is Ontario's leading daily primetime current affairs show. This must-see program for public conversation explores a broad range of critical issues—from the impact of the Black Lives Matter movement here in Ontario, to the economy and public policy, as well as COVID-19 coverage that connects audiences with expert insights and updates.

TVO.org Articles and Analysis: On TVO.org, our journalists and contributors write balanced, in-depth articles and analysis that inform and engage citizens, while providing critical local context. Throughout 2020-21, the team maintained a laser focus on the impact and implications of COVID-19, producing hundreds of articles and segments on the subject, including a weekly roundup of pandemic news from across the province.

Ontario Hubs Network: TVO's Ontario Hubs is a province-wide network of trusted on-the-ground journalists who explore issues from local perspectives and ensure that underrepresented voices are amplified and heard. Hubs journalists are based in Thunder Bay, Kingston, Sudbury, London, and Ottawa. This year, we launched a new Hub in the Hamilton-Niagara region.

Our Ottawa-based Hub is dedicated to Indigenous stories. Launched in 2019, in partnership with Carleton University's School of Journalism and Communication, all articles and videos published through this Hub are focused on Indigenous peoples, issues, and stories from across Ontario. Many Indigenous Hub articles are translated into Indigenous languages such as Ojibwe, Cree, and Mohawk.

Ontario Hubs is delivered in partnership with local colleges and universities, and connected through ORION, Ontario's fibre-optic network connecting research and educational institutions across the province. It is made possible by philanthropic gifts from the Barry and Laurie Green Family Charitable Trust, Goldie Feldman, and the generosity of other TVO supporters.

Podcasts: TVO's podcasts connect Ontarians to the ideas and issues that matter to them in a convenient format they can enjoy anytime, anywhere. This year, we were proud to broadcast season four of the *#onpoli* podcast. Originally scheduled to run for 16 episodes, *#onpoli* now stands at more than 100 episodes as hosts Steve Paikin and John Michael McGrath continue to explore the unprecedented challenges facing Ontario.

Three of our other popular podcasts returned for new seasons in 2020-21: *The Agenda with Steve Paikin* (in podcast format), *On Docs*, and *Word Bomb*. In addition, Steve Paikin recorded *TVO at 50*, a limited series in honour of TVO's anniversary, and we launched a new podcast, *Unascertained*—a six-part series that delves into the troubling death of Soleiman Faqiri in an Ontario prison.

Citizen Engagement (continued)

Audience Growth in 2020-21

TVO's readers, listeners, and viewers have access to the highest quality current affairs coverage through an Ontario lens. That quality is what sets us apart and has driven this year's meaningful audience growth, which exceeded our key targets:

- 45%+ growth in number of digital page views (~ 9.9 million)
- 10%+ growth in digital video views (~ 27.2 million)
- 125%+ increase in Ontario Hubs page views (~ 833,000)

Special Initiatives and Events

By working together with partners like the *Toronto Star* and Ryerson University, and hosting important events, TVO's current affairs team is able to make a greater impact and engage more Ontarians in the political, economic, and social fabric of this province.

The Democracy Agenda: Launched in January 2021, The Democracy Agenda is a partnership between TVO and the *Toronto Star*. Through bi-weekly episodes of *The Agenda with Steve Paikin* on TVO, and accompanying columns by Steve in the *Toronto Star*, current and emerging threats to democracy are examined, as well as possible solutions.

Green Party Leadership Debate: This year, *The Agenda with Steve Paikin* hosted the federal Green Party leadership debate in June 2020. Moderated by Steve Paikin, TVO was the only broadcaster to host this debate, which was also livestreamed on TVO's Twitter, Facebook, and YouTube platforms.

Conferences: *The Agenda with Steve Paikin* partnered with the Association of Municipalities of Ontario for their annual conference in August 2020 and the Rural Ontario Municipal Association's annual conference in January 2021. Both events featured TVO's Steve Paikin, Nam Kiwanuka, and Jeyan Jeganathan as interviewers, panel hosts, and conference guides.

Understanding the Public Policy Process: This year, TVO.org partnered with Ryerson University's Leadership Lab to present the innovative digital documentary *Dive: Student Aid*, an interactive and in-depth 'case study' chronicling the creation, implementation, and ultimate withdrawal of free tuition in Ontario.

Citizen Engagement (continued)

TVO Documentaries

TVO's documentaries tell compelling stories about our province, our country, and our place in the world. With hundreds available for streaming 24/7 at tvo.org/documentaries, Ontarians can explore social, political and current affairs issues from a diverse range of perspectives.

Our documentary programming engages Ontarians with the stories that matter, like this year's TVO Original *Striking Balance*, which took our audience on a tour of Canada's unique UNESCO Biosphere Reserves, and the TVO Original *Political Blind Date* (season four), which brings politicians with different points of view together.

Our Documentary Audience

TVO remains the most-watched channel in primetime for documentaries in Ontario, outperforming all other Canadian and US broadcasters like National Geographic, Discovery, CNN, and PBS. These outstanding results reflect our commitment to commissioning and acquiring only the highest quality films.

On YouTube, our viewership is also strong. This year, these TVO Original top-performing premieres streamed over 2.3 million times on the platform:

- *Borealis* - 205,000
- *Captive* - 293,000
- *Dispatches from a Field Hospital* - 162,000
- *Margin of Error* - 272,000
- *Picture My Face: The Story of Teenage Head* - 169,000
- *Political Blind Date* (season four, episode two) - 126,000
- *Rescuing Rex* - 285,000
- *Running Wild: The Cats of Cornwall* - 125,000
- *The Forbidden Reel* - 217,000
- *TRIPPING The Rideau Canal* - 490,000

Ontarians Are Watching Ontario Stories on TVO

More than 1.2 million viewers tuned into TVO Original *TRIPPING the Rideau Canal* on its premiere weekend in April 2020. The documentary is the first in a series of 'slow TV' documentaries that are both visually-rich travelogues and highly educational.

TVO's short videos about our province are also popular. *Main Street Ontario* and *Name That Town* introduce viewers to the history, people, and local landmarks that make Ontario communities unique. To date, they have been streamed more than 3.5 million times.

Citizen Engagement (continued)

Beyond Documentaries – TVO Encourages Deeper Engagement

By publishing articles on TVO.org and producing segments on *The Agenda* that complement our documentaries, Ontarians get a truly comprehensive picture of the people and issues shaping our world.

Black History Month: In celebration of Black History Month, we packaged a 12-documentary (series and one-offs) for a theme week dedicated to sharing Black stories. The week was anchored by the three-part series *African Renaissance*. Hosted by the journalist Afua Hirsch, *African Renaissance* brings together historical insights, cultural heroes and extraordinary art, music and dance, and explores how Kenya, Ethiopia, and Senegal are becoming the powerhouses of African culture. The package was supplemented by related articles on TVO.org and segments of *The Agenda with Steve Paikin*.

COVID: Inside Stories: Hosted by *Globe & Mail* health reporter Andre Picard, COVID: Inside Stories is a four-documentary package we aired to mark the one-year anniversary of the pandemic. The lead documentary featured was TVO Original *Dispatches from a Field Hospital*, which covered a MASH-style field hospital erected in Windsor to isolate and treat elderly patients who tested positive for COVID-19. The package was supplemented by related articles on TVO.org and segments of *The Agenda with Steve Paikin*.



What an outstanding, powerful show...Your documentary really showed the heart and soul of great people, and the loneliness and isolation so many have suffered...

Rhonda, long-term-care worker, on *Dispatches from a Field Hospital*

Empowered People

As an organization that embraces continual change, TVO is dedicated to ensuring that employees have what they need to be successful. From strengthening our culture of diversity and inclusivity to creating a productive and supportive remote-work environment during the pandemic, TVO's values are at the forefront of everything we do: excellence and innovation, ownership, collaboration, trust, respect, and diversity, equity and inclusion.

TVO's Diversity, Equity and Inclusion (DE&I) Initiatives

This year, we made considerable progress as we continue to build a truly inclusive organization where everyone feels that their voice, views, and ideas are valued.

DE&I Committee

Our DE&I Committee is dedicated to promoting and creating the kind of environment where people feel a sense of belonging. They hold an annual DE&I month in February that features lunch and learns, panels, and peer-led discussions, including talks about DE&I with the CEO. The committee was also crucial in contributing to the development of our Diversity & Inclusion Action Plan.

Diversity & Inclusion Action Plan

In 2020-21, in support of our performance agreement objective, TVO's DE&I Committee created the Diversity & Inclusion Action Plan with a focus on the following areas:

- **Content:** We strive to tell diverse stories, and to have all Ontarians see themselves in the stories we tell and in the content we produce. We recognize that educational and media organizations, including TVO, sometimes perpetuate biased narratives and stereotypes. We are committed to being increasingly discerning about the images, content, and learning resources we provide to the people of Ontario; and to ensuring they align with our belief in and commitment to dismantling unjust systems.
- **Workplace culture:** TVO is committed to creating an equitable workplace with a culture of inclusion in which every employee feels welcome, valued, respected and included, with no barriers or limitations to where they can contribute and what they can achieve.
- **Workforce:** At TVO, we believe in creating a workforce that reflects the diversity of the Ontarians we serve through equity in attracting, hiring, promoting, and providing leadership opportunities for all employees and the full talent pool of Ontarians. We are continually reviewing our policies and our actions to identify any equity issues that may exist and take immediate action to address them.

DE&I Meter Survey

This year, TVO partnered with the Canadian Centre for Diversity and Inclusion for the DE&I Meter Survey. The input gathered from employees across the organization is enabling us to effectively measure our progress and ensure that we continue to develop our diverse and inclusive culture.

Empowered People (continued)

Diversity & Inclusion Foundations Certificate Program

In December 2020, we launched TVO's Diversity and Inclusion Foundations Certificate Program, a blended learning path developed with the Canadian Centre for Diversity and Inclusion. The program helps employees build knowledge of the essential topics that shape conversations, workplace policies, and the ability to advance overall understanding of DE&I issues.

Remote, Transformed Workplace


On March 12, 2020, as the threat of COVID-19 escalated and WHO declared it a pandemic, TVO's work-from-home plan was put into action. Within just a few days, 90% of TVO employees were set up at home desks and kitchen tables, and our on-air hosts were broadcasting from their living rooms and attics.

Keeping Employees Connected and Learning: Staying connected was key to TVO's successful shift to remote work. Online events via Teams, like employee-led lunch and learns, webinars, and themed months focused on wellness, and diversity, equity and inclusion were key. Our People & Culture team supported over 260 initiatives like this over the past year.

Broadcasting from Home: To ensure that our in-house programs could make it to air when recording in the studio was impossible, we turned to a technology called Stage Ten—a platform that delivers the capabilities of a live production studio and control room in a browser application.

On April 2, 2020, *The Agenda with Steve Paikin* made history as the first program ever to use Stage Ten for a linear television broadcast. This achievement was made possible thanks to collaboration between our Current Affairs & Documentaries and Technology & Operations teams.

TVOkids hosts also made use of Stage Ten to broadcast *That TVOkids Show*. From blanket forts set up in their living rooms, hosts Laura Commisso, Lucas Meeuse, Greg Liow and Monica Brighton kept kids engaged with science experiments, craft videos, fitness lessons, sketches, dances, and interviews.



Whatever was needed to get those shows to air, we did it. The team at Digital Media Services, the engineering and administrative services team, and many more, all jumped in to make sure TVO was there for the people of Ontario.

Mark Ford, Technical Producer, TVO Digital Media Services

Empowered People (continued)

Performance Agreements

TVO uses a Performance Agreement process to set annual targets and measure performance. Each year, we start with our purpose and the pillars outlined in our Strategic Directions 2.0 to identify measurable objectives for all areas of our operations.

We start by setting objectives at the TVO-wide level, and then cascade these objectives so that every employee can see how they contribute to the TVO goals. This approach ensures all employees are aligned and focused on established priorities that have a measurable impact on the success of TVO's business plan.

In 2020-21, we successfully delivered on TVO's Performance Agreement.

Some of our achievements this year include:

- Achieved the objective for the number of TVOkids digital video views.
- Achieved the target for increase in number of TVO Mathify questions answered.
- Achieved the target for number of TVO mPower games played.
- Achieved the target for the number of TVO.org digital video views.
- Achieved the objective for an increase in page views for Ontario Hubs.
- Achieved our goal for all employees to complete five or more professional learning days in the year.
- While we made significant progress in our DE&I action plan, we did not achieve the goal we set for our employee survey score.
- Achieved our objective to increase our Net Promoter Score (NPS) for TVO.org, mPower and Mathify.
- Achieved the targets for self-generated revenue and cost-savings identified.

'Best People' Approach

In order to achieve these objectives, and serve the people of Ontario, TVO is committed to building a high-performance team by hiring, retaining and developing top talent. We empower our people to weave learning into everything they do, and to innovate and continuously look for ways to work more efficiently. By embracing change and lifelong learning, our team will continue to thrive and to evolve to meet the changing needs of the province.

Empowered People (continued)

Recognition and Awards

This year, TVOkids and our documentaries and current affairs teams brought home numerous high-profile honours—recognition that is a testament to the hard work and creativity of our incredibly talented people and producing partners.

TVOkids Honours

With a steadfast commitment to quality and diversity, TVOkids continues to win accolades for its advertising-free children's programming and content that supports the Ontario curriculum.

2021 Canadian Screen Awards wins

- Shaw Rocket Fund Kids' Choice Award - *Wild Kratts*
- Best Pre-School Program or Series - *PAW Patrol*
- Best Children's or Youth Fiction Program or Series - *Odd Squad Mobile Unit*
- Best Direction, Children's or Youth - *Odd Squad Mobile Unit*
- Best Writing, Animation - *Xavier Riddle and the Secret Museum*
- Best Sound, Animation - *PAW Patrol*
- Best Original Music, Animation - *Let's Go Luna!*
- Best Performance, Children's or Youth – *Dino Dana*

2021 Yorkton Film Festival wins

- Best Children's & Youth Production - *All-Round Champion*

2021 Youth Media Alliance Awards of Excellence wins

- Best Program, Live Action/Non-Scripted, Ages 6-9 - *Backyard Beats*
- Best Program, Live Action/Non-Scripted, Ages 9+ - *It's My Party!*
- Best Program, Live Action/Scripted, Preschool- *Dino Dana*
- Best Program, Short Form Content, Ages 6-9 - *Space Kids*

Empowered People (continued)

Recognition and Awards (continued)

TVO Documentaries and Current Affairs Honours

This year, TVO's documentaries and current affairs journalism received over 30 nominations, and took home major awards, including:

- Rogers Audience Award for Best Canadian Feature (co-winner) – TVO Original *The Forbidden Reel* (Hot Docs Canadian International Documentary Festival)
- Best Lifestyle Program – TVO Original *Employable Me* (Banff World Media Festival - Rockie Awards)
- Best Non-Scripted Representation of Disability Program – TVO Original *Employable Me* (MIPCOM Diversify TV Award)
- Best Editing in a Feature Length Documentary – TVO Original *Propaganda: The Art of Selling Lies* (Canadian Screen Awards)
- Best Long-form Video – TVO Original *The Arrest* (Amnesty International 2020-2021 Media Awards in Canada)
- Central Regional Digital Award, Opinion Category – Nam Kiwanuka “Does talking about racism make you uncomfortable? Too bad.” (RTNDA Awards of Excellence)

Financial Sustainability

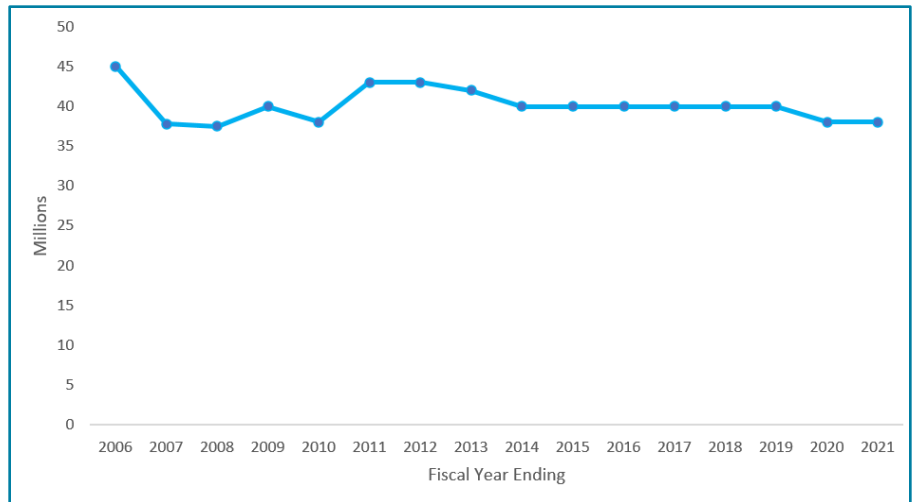
TVO's Strong Record of Financial Stewardship

Funded primarily by the Province of Ontario, and a registered charity supported by sponsors and donors, TVO emphasizes prudent stewardship of public funds and a focus on self-generated revenue.

Every year, TVO finds new savings to offset inflationary pressures, and our record of financial sustainability has created the capacity for targeted investments that have kept TVO at the forefront of digital learning.

At TVO, we are proud of our record of strong financial stewardship that has allowed us to deliver increasing value to Ontarians while our base government funding has remained at or below the previous year's level for ten consecutive years.

TVO Base Operating Grant



TVO's base operating grant for the 2020-2021 fiscal year was \$38,303 million (consistent with the previous fiscal year).

Self-Generated Revenue

As a public agency, TVO is accountable for how we manage our resources. Raising self-generated revenue enables a virtuous cycle where funds raised outside of government are invested to support digital learning and current affairs journalism for the benefit of all Ontarians.

In a March 2020 mandate letter to our Board Chair from the Honourable Stephen Lecce, Minister of Education, the Minister set out his expectations for TVO for the 2020-2021 fiscal year. This included a recommendation that TVO continue to develop self-generated revenue, including through philanthropy and sponsorships, the ILC, and other TVO products.

In accordance with the goals set out in our strategic plan and the Minister's recommendations, TVO continues to build out our self-generated revenue sources, which include our generous donors and corporate sponsors.

Financial Sustainability (continued)

Self-Generated Revenue (continued)

TVO ILC Revenue

In 2020-21, TVO ILC continued to be the key growth driver for revenue, with a 60% increase over last year. Our focus continues to be on international market growth. This last year we signed five new affiliate partnership agreements, for a total of 23 in the following 12 markets: China, South Korea, Taiwan, India, Mexico, South Africa, Brazil, Vietnam, Nigeria, United Arab Emirates, Libya, and Kenya.

In the coming year, we will continue to expand into new international markets and develop new partnership opportunities to help us scale our funnel of international students to deliver meaningful revenue to TVO.

Philanthropic Revenue

TVO was supported by more than 31,000 donors in 2020-21—their generosity unwavering throughout the pandemic.

This year, we were presented with a unique opportunity when, for the second time, The Barry and Laurie Green Family Charitable Trust committed to matching all donations in support of Ontario Hubs up to \$500,000. Thousands of donors answered the call, helping us exceed our goal and raise over \$1 million for this valuable local journalism initiative.

Our TVO Telethon in October 2020 was another notable fundraising success raising more than \$250,000, and TVO's #GivingTuesday campaign in December 2020 was our most successful ever, raising over \$100,000 in just 24 hours.

Corporate Sponsors

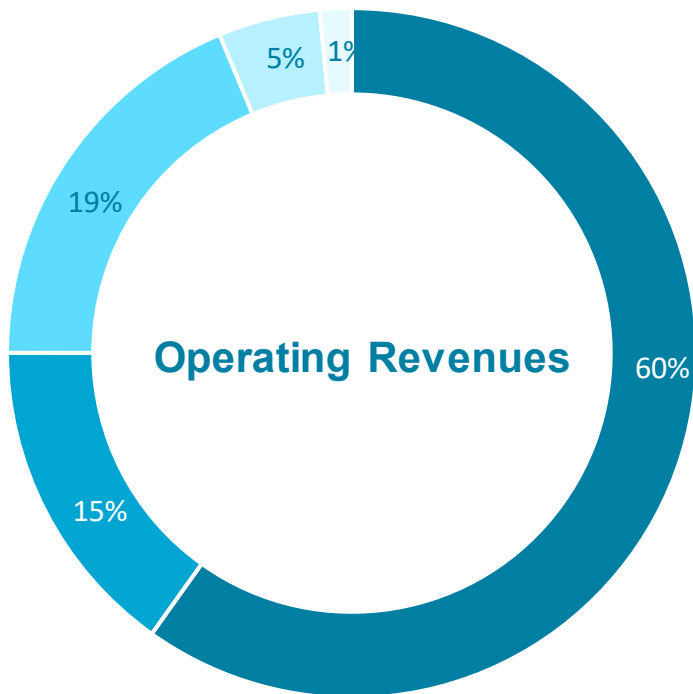
Sponsorship continues to be an area of growth, with a 63% increase in revenue. TVO was proud to collaborate with the following 10 corporate sponsors this year.

- 3M
- Chartered Professional Accountants of Ontario (CPAO)
- CIBC Children's Foundation
- The Dairy Farmers of Ontario
- Kidde Canada
- Metrolinx
- Mirvish
- Novo Nordisk Canada Inc.
- Ontario Power Generation (OPG)
- The Toronto Dominion Bank (TD)

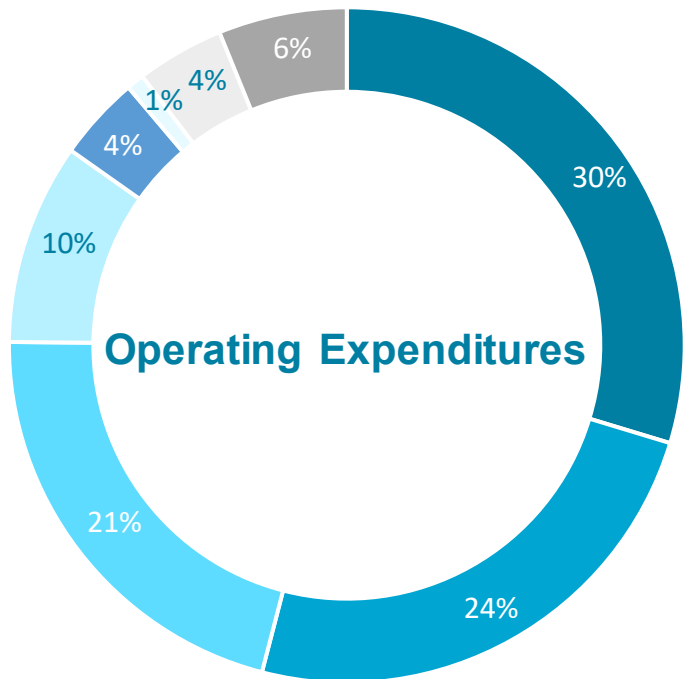
Financial Sustainability (continued)

Financial Summary

As a public service agency, TVO is accountable to the government and the people of Ontario for how we manage our finances. Each year, we pursue earned revenues and identify new savings to provide products and services to Ontarians in a fiscally responsible manner. This year's operating revenues reflect government operating grants and contracts, ILC fees, and revenue from donations and sponsorships, as well as one-time gifts supporting our Ontario Hubs initiative. Operating expenses show TVO's investment in strategic priorities such as content and programming, current affairs journalism and online course development.



- Government operating grants \$38,303
- TVO ILC and TVO Mathify Contracts \$9,698
- Earned Revenue \$11,973
- Government project funding \$3,061
- Amortization of deferred capital contributions \$958



- Content and Programming \$18,436
- Technical and production support services \$15,128
- ILC & Mathify contracts \$13,114
- Management and general expenses \$5,984
- Online course development & technology support \$2,501
- Employee future benefits \$521
- Cost of other earned revenue \$2,606
- Amortization of capital assets and accretion expense \$3,820

All figures in C\$000s

Celebrating Our Donors

Each year, thousands of people from across Ontario donate to TVO. Every gift, no matter the size, makes a big difference supporting impactful digital learning resources and in-depth current affairs.

Thank you so much for being a valued member of our donor community.

Leadership Circle

Members of TVO's Leadership Circle donate \$1,000 or more—support that makes an impact and helps shape how Ontarians learn. This year, more than \$725,000 was donated by our Leadership Circle members, and we are honoured to recognize them for their generous support.

\$25,000 – \$99,999

Stephen Smith & Diane Blake
The Barry & Laurie Green Family
Charitable Trust
Rosamond Ivey
David Allan & Cynthia Young

\$15,000 – \$24,999

Dave Samuel & Cindi Alexander
Mr. and Mrs. Robert & Francine Barrett
Nancy Leclerc
Anonymous (1)

\$5,000 – \$14,999

William Armour
Donald & Sylvia Claydon
Jackie Collings
John & Judith Grant
Lynn Hardy
Kathryn Kennedy
Diane King
Jill Kitchen
The Tom & Ruth Kritsch Family
Foundation
Leslie & Sandra Lawrence
Mona Levenstein
Edward & Elizabeth Richardson
Green Sanderson Family Foundation
C. Van DeGraaff
Anonymous (1)

TVO Telethon Surpasses Goal

Broadcast on October 17 – 18, 2020, the TVO Telethon was a huge success thanks to our sponsors and donors. Raising over \$250,000, the telethon far surpassed our original goal of \$150,000.

We are grateful to our telethon sponsors TD and Greenwin, and our matching donors The Barry & Laurie Green Family Charitable Trust, Diane Blake & Stephen Smith, and Birch Hill Equity Partners.

Thank you to our major gift donors Diane Blake & Stephen Smith; Mr. David Allan & Ms. Cynthia Young; Rosamond Ivey; The Barry & Laurie Green Family Charitable Trust; Mr. & Mrs. Robert & Francine Barrett; and Nancy Leclerc.

Celebrating Our Donors (continued)

Leadership Circle (continued)

\$1,000 – \$4,999

Maureen & Joseph Asselin
 Robert & Wendy Atkinson
 Karen Banner
 Robert & Dorothy Baragar
 Paul & Carol Barber
 William E. Barnett
 Isabel Bassett
 Kenneth Batt
 Laura Beattie
 Penelope Bell
 Jeanne Bergevin-Vollebekk
 Erika Biro
 Bruce Sugden & Annique
 Boelryk
 Dr. Sandra Booth
 Sandra Boswell
 Mac Bradden
 Marilyn Brebner
 Steven Brouse
 Edward & Nancy Brown
 Gwen Brown
 Phyllis & James Brown Family
 Fund
 Darrol & Susan Bryant
 Thomas Bunker
 Bruce & Edda Burchart
 Alice M. Burton
 Elizabeth Campbell
 Connie Carter
 M. A. Catford
 Anne Chan
 Stephen Chan
 Barbara & Paul Clifford
 Gisele Cline
 Rob Clocchiatti
 Barb & Cody Cooper
 Chris & Susan Corbin
 Beverley Corsini
 Donna Crockett
 Sheila Croft
 Joan Crowe
 George & Wendy Cuthbert
 Jo-Anne Poirier & Dave Darch
 Chris Day
 Ghi Dean
 Bev & Jane Dekay
 Juergen Dingel
 Deirdre Doherty
 Joan & Vern Dutrisac
 Maureen Dwyer
 Lynn Eakin
 Nermine Elgammal

E. Louise Estwick
 Gerald Fahy
 David Feeny
 Russell Finch
 Rita D. Fjarlie
 John & Alda Futhey
 Mary Ann Gallacher
 Linda Gellner
 Zeena George
 Harold Giles
 Bruce D. Gill
 Margaret E. Gillespie
 Risa Gluskin
 Philip Gosling
 Suzanne Graham
 Bill & Nancy Gray
 E. L. Gray
 Frank & Leigh Greaves
 Elizabeth Greville
 Lorne Griffith in memory of
 Rachile Griffith
 Franklyn Griffiths
 Joanne & Fred Groch
 June Gurvich
 Wolfgang Hagenhofer
 Hugh Halliday
 Shirley Hayhurst
 Nona Macdonald Heaslip
 Vic & Marion Hepburn
 Peter A. Herrndorf
 April & Norbert Hoeller
 Elspeth Hogg
 Catherine Holmes
 David & Mariella Holmes
 Carol Holtzer
 Malcolm Hurrle
 Gayle Hyatt
 Jean Innes
 Mildred Jackson
 Don Jackson
 Doug Jamieson
 Russell Jones
 Donald Jordan
 Francois Jubinville
 Robert Slater & Karen Junke
 Audrey Kenney
 Andrew Kenyon
 W. Robert Keyes
 W.C. Kitchen Family
 Foundation
 Martin Kuhn
 Mr. J. Laughton

Beverley A. Leaman
 Donald Lee
 Michael P. Leo
 Louise Leonard
 Susan G. Levesque
 Jocelyne Leyton-Matthews
 Geraldine Lloyd
 Sandi MacCulloch
 Maria Maingot-Douketis
 Kerry Marshall
 Donna Mayor
 Robin P. McComb
 Elizabeth McDonald
 John McKellar
 Susan McLeod
 Don McMurtry
 Helen McNeely
 The Merryweather Fund
 Marlo Miazga
 Barbara Millar
 Doug & Sandra Moffatt
 Thomas Moon
 David G. Moore
 Helen Moore
 Alice J. Morgan
 R. Moriyama
 George Morrison
 William Motz
 Susan Muir
 Robert Muraska
 James O. Murray
 W. Danial Newton
 Robert Nixon
 Constance Nozzolillo
 Brian O'Malley
 Marnie & Larry Paikin
 William Park
 Gerald Parowinchak
 Lisa Ray Philpott
 Ronald Pilfrey
 Charlotte Danard & Don
 Plewes
 Klaus Pohle
 Brian Power
 John C. Power
 Charles Price
 Helen Price
 Cecelia Quarrington
 Graham & Marlene Roberts
 Joseph & Miriam Rogers
 Lynn Romagnoli
 David Ross

Kathryn Rumbold
 Geoff Rytell
 William & Joyce Saint
 Mary Saso
 Elke Schaettgen
 Marlies Schlichting
 The Schwartz Family, Ottawa
 Heather Sheehan
 John Sinclair
 Tom A. Skinner
 Matthew Smith
 Anne Smith
 Kyung Min Son
 Jullie-Ann Sparks
 Anne Spencer
 Janet Speth, CSJ
 Katherine Sproule
 Catherine Steele
 Victoria Steele
 Dr. Della Stanley
 Gerald Sutton
 Valerie Tait
 Nancy P. Taylor
 John Taylor
 Martin Taylor
 Wally Teska
 Jenny Thomson
 Gerard Traynor
 Mary Jo Turner
 Maria Urbanski
 Elvira Vali
 Max Wagg
 Richard & Mary Ellen Walker
 The Norman & Mary Warner
 Fund
 J. Watson
 F. Jean Wheeler
 George Whetham
 Larry Williamson
 R. M. Wintle
 Jane Witherspoon
 Morden Yolles
 Bernard Zelechow
 Margo & Bob Zimmerman
 Thomas Van Zuiden
 Tedd Zurbrigg
 Anonymous (27)

Celebrating Our Donors (continued)

Ontario Hubs Leadership Donors

TVO is telling more local stories than ever through Ontario Hubs—stories that reflect the lives and experiences of people across our immense province. We are grateful to everyone who has supported this project since its launch in 2017.

<p>\$100,000 +</p> <p>Gordon Barnes Goldie Feldman David Green The Barry & Laurie Green Family Charitable Trust</p>		
<p>\$25,000 – \$99,999</p> <p>Stephen Smith & Diane Blake Green Sanderson Family Foundation The Pace Family Foundation - Al Pace & Kristin Morch</p>	<p>\$15,000 – \$24,999</p> <p>Francine & Robert Barrett Fund at Toronto Foundation</p>	<p>\$5,000 – \$14,999</p> <p>William E. Barnett Grace Laura Daw Lynn Hardy Diane King Jane M. Wilson</p>
<p>\$1,000 – \$4,999</p> <p>Robert & Wendy Atkinson Paul Beeston Thomas Bunker Stephen Chan Barbara & Paul Clifford George & Wendy Cuthbert Russell Finch John & Judith Grant Elizabeth Greville June Gurvich</p>	<p>Anne & Teunis Haalboom Vic & Marion Hepburn April & Norbert Hoeller Mildred Jackson Donald Jordan Malcolm King Nancy Leclerc Mona Levenstein Ken & Helen Lister Joan McGeachy</p>	<p>Alice J. Morgan R. Moriyama William Motz Marnie & Larry Paikin Klaus Pohle Anne Smith Martin Taylor Elvira Vali Kathy Vey Anonymous (5)</p>

Celebrating Our Donors (continued)

Ontario Hubs – Driven by Donors

The Hubs are made possible by philanthropic gifts from the Barry and Laurie Green Family Charitable Trust, Goldie Feldman, and the generosity of thousands of TVO supporters.

In 2020, for the second time, TVO was grateful to the Barry and Laurie Green Family Charitable Trust, and Goldie Feldman, for their commitment to match all donations in support of Ontario Hubs up to \$500,000. This gave the TVO philanthropy team the opportunity to implement an integrated, multi-platform fundraising campaign that resulted in TVO raising more than \$550,000 from over 5,000 donors. Combined with the matching contribution from the Barry and Laurie Green Family Charitable Trust, and Goldie Feldman, that resulted in over \$1 million raised for the Ontario Hubs initiative this year.



The Ontario Hubs initiative has proven to be an effective platform that has allowed TVO to connect with many new voices across the province. Going forward, now more than ever, we need to be there for each other.

Barry Green, Lead Donor, Ontario Hubs

Leadership | Board of Directors

(as of June 15, 2021)

TVO's Board of Directors governs the activities of the organization's executive team while ensuring value for all Ontarians.

<p>Chris Day President of Winston-Wilmont Inc. (Ottawa)</p> <p><i>Chair of the Board</i> 09 Jan 2020 – 28 Aug 2022 Term: 29 Aug 2019 – 28 Aug 2022 Remuneration: \$16,362.50</p>	<p>Ravina Bains Vice President of Canadian Business Banking & Scotia Wealth Management Sales Integration (Toronto)</p> <p><i>Vice-Chair and Chair of the Finance & Risk Management Committee</i> Term: 16 Apr 2020 – 15 Apr 2025 Remuneration: \$2,150.00</p>	<p>Steve Cassar Principal, Cassar Communications (Barrie)</p> <p><i>Member, Governance Committee</i> Term: 29 Aug 2019 – 28 Aug 2022 Remuneration: \$1,093.75</p>
<p>Thérèse Culnan Executive Financial Services professional (Innisfil)</p> <p><i>Member, Finance & Risk Management Committee</i> Term: 06 Aug 2020 – 05 Aug 2025 Remuneration: \$1,400.00</p>	<p>Conway Fraser CEO and Managing Director, Fraser Torosay Inc. (Waterloo Region)</p> <p><i>Chair of the Governance Committee and Digital Transformation Committee</i> Term: 07 Mar 2019 – 06 Mar 2022 Remuneration: \$2,668.75</p>	<p>Stephanie Lu Co-Founder, Good Doctors Medical (Toronto)</p> <p><i>Member, Finance & Risk Management Committee</i> Term: 29 Aug 2019 – 28 Aug 2022 Remuneration: \$1,093.75</p>
<p>Jo-Anne Poirier President and CEO, Victorian Order of Nurses (Ottawa)</p> <p><i>Member, Finance & Risk Management Committee</i> Term: 22 March 2017 – 02 Sept 2022 Remuneration: \$3,018.75</p>	<p>Patrick Rogers CEO, Music Canada (Ottawa)</p> <p>Term: 06 May 2021 – 05 May 2024 Remuneration: \$0.00 (N/A)</p>	<p>Kadie Ward Pay Equity Commissioner (Parry Sound)</p> <p><i>Member, Digital Transformation Committee</i> Term: 07 May 2020 – 06 May 2022 Remuneration: \$1,443.75</p>

Terms ended during the 2020-21 year

<p>Bilal Khan Managing Partner & Head of Deloitte Data (Toronto)</p> <p><i>Member, Audit Committee</i> Term: 26 Apr 2017 – 25 Apr 2020 Remuneration: \$0.00 (N/A)</p>	<p>Thando Hyman Educator and Principal, Toronto District School Board (Toronto)</p> <p><i>Member, Governance Committee</i> Term: 18 Oct 2017 – 17 Oct 2020 Remuneration: \$393.75</p>
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The total honorarium paid to the Board in 2020-21 was \$29,625.00. This amount is based on levels of remuneration set by the Lieutenant Governor in Council.

Leadership | Executive Team

(as of June 15, 2021)

TVO's executive team leads the organization in delivering excellence in all that we do.

Jeffrey Orridge Chief Executive Officer	Jennifer Hinshelwood Chief Operating Officer	John Ferri VP, Programming & Content
Owen Lambert VP, Product, Innovation & Monetization	Mitch Patten VP, Stakeholder Engagement & Corporate Communications	Todd Slivinkas Chief Technology Officer
Rashmi Swarup VP, Digital Learning and Education Partnerships	Mara Tramontin Acting VP, Finance	Julia Vrabec VP, People & Culture



At TVO, we work together toward our common purpose: To inspire learning that changes lives and enriches communities.

Jeffrey Orridge, Chief Executive Officer

Regional Councillors' Advisory Board

(April 1, 2020 – March 31, 2021)

TVO's volunteer advisory board includes people from communities across Ontario who provide valued input and feedback and contribute to the organization's outreach efforts.

Current Members:

[Lise Moore Asselin](#), CEO, John Dixon Public Library (Mattawa, Ontario)

[Lesley Bell](#), Volunteer (Thunder Bay, Ontario)

[Jorge Campos](#), Member of ADR of Canada (Willowdale, Ontario)

[Sara Chaudhry](#), Educator (Toronto, Ontario)

[Lucianna Ciccocioppo](#), Director (Toronto, Ontario)

[Marcia Cunningham](#), Educator (Toronto, Ontario)

[Jenna Goldberg](#), Educator (Thornhill, Ontario)

[John Gregory](#), Educator (Toronto, Ontario)

[Sona Khanna](#), Business Owner (Oakville, Ontario)

[Alanna King](#), Educator (Elora, Ontario)

[Alyssa Lai](#), Corporate Communications Consultant (Hamilton, Ontario)

[Rick McCutcheon](#), Publisher (Little Current, Ontario)

[Elizabeth McDonald](#), Board Member (Ottawa, Ontario)

[Tinashe Mafukidze](#), Managing Director (Toronto, Ontario)

[Kris Meawasige](#), Educator (Ottawa, Ontario)

[Melanie Mulcaster](#), Educator (Oakville, Ontario)

[Tamara Needham](#), CEO, Marathon Public Library (Marathon, Ontario)

[Upali Obeyesekere](#), President, Canada-Sri Lanka Business Council (Toronto, Ontario)

[Frank Paul](#), Communications Professional (Toronto, Ontario)

[Ruth Reyno](#), Registered Psychotherapist (Madoc, Ontario)

[Barb Rodezno](#), Director, Strategic Communications, Marketing and Outreach (Toronto, Ontario)

[Christopher Rous](#), Retired Principal (Sault Ste. Marie, Ontario)

[John Storm](#), Chair, Niagara Workforce Planning Board (St. Catharines, Ontario)

[Melony Ward](#), Director (Toronto, Ontario)

Departures:

We extend our thanks to [Colleen Rose](#), an educator from Red Rock, Ontario, who served on the Regional Councillors' Advisory Board from 2016-2020.

TVO By the Numbers

31K

donors

TVO was supported by more than 31,000 donors in 2020-21 – their generosity unwavering throughout the pandemic.

4.5M

math games played

Ontario K-6 students played more than 4.5 million TVO mPower math games.

#1

ranking for documentaries

TVO was the most-watched TV channel in Ontario for documentaries during prime time.

872K

Ontario children watched TVOkids

More than 872,000 Ontario children ages 2-11 watched TVOkids programming.

1¢

per day

Each Ontarian pays just one cent per day for TVO through government funding.

22K

TVO ILC students enrolled

More than 22,000 Ontario students enrolled in TVO ILC in 2020-21.

3.1M

articles read by Ontarians

More than 3.1 million Ontarians read articles on TVO.org in 2020-21.

\$262K

raised during the TVO telethon

The telethon surpassed its original goal of \$150,000, raising a total of \$262,295.82.

176K

TVO Mathify students

176,301 Ontario students have a TVO Mathify account.

8.1M

Ontario viewers

More than 8.1 million Ontarians watched TVO this year.

