

I am Eva

Take a Walk in My Shoes

Online/TV PSA Series: 20 x 1:00 min



2,000 youth
experience
homelessness
on any given night
in Toronto alone.

20 diverse personalities – Canadian celebrities and influencers of music, food and fashion, as well as successful alumni of Eva’s Initiative for Homeless Youth – share candid personal stories of how homelessness has touched their lives, how being “different” has shaped them.

20 Vignettes About Homelessness

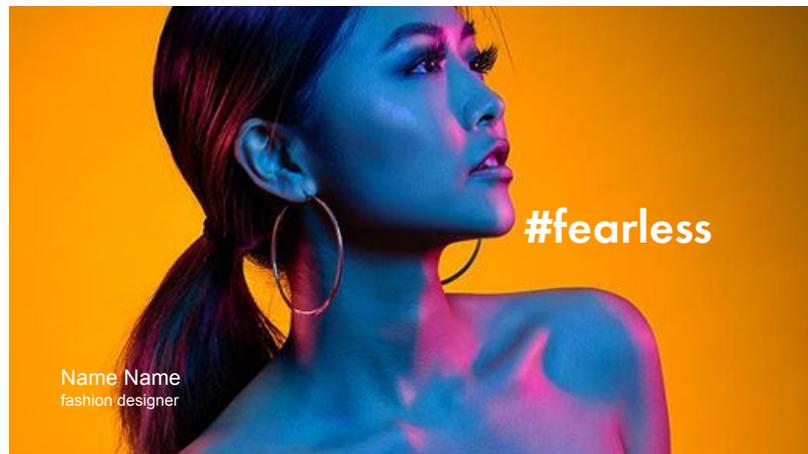
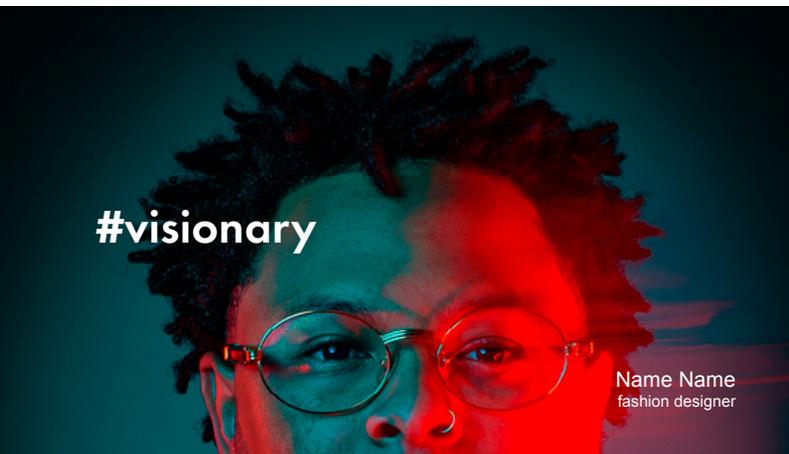
Visual Impact

Similar in mood and authenticity to the thought-provoking online series “*Humans of New York*”, *I am Eva* offers rich, authentic glimpses into the lives of the storytellers. Conveyed through thoughts, words, moments of pause, gestures, wit and laughter, each vignette exposes dare, passion and compassion, as resolve shines through.



Each vignette is unique, the challenges faced, the storyteller's personal style, how he or she moves and lives. Collectively, the 20-episode series is a testament to the different faces, depth and breadth of youth homelessness today.

As each story unfolds, the storyteller mentions a keyword that best defines their experience. The word fades up on-screen, hangs to punctuate, then slowly fades away. This word, importantly, also pays homage to the woman whose passion and relentless effort to improve the lives of young people drive **Eva's Initiatives for Homeless Youth** today...the late **Eva Maud Smith**.



I am Eva opens the door for all viewers to experience what the storytellers already know; too many young people call the streets and shelters of Toronto home, and under the guise of public misconception and scrutiny are...without a HOME. In Toronto alone, 10,000 youth, triggered by a vicious cycle of challenges stemming from family, sexual abuse, mental health, racial, gender and sexual identity, find themselves with nowhere to turn...everyday.

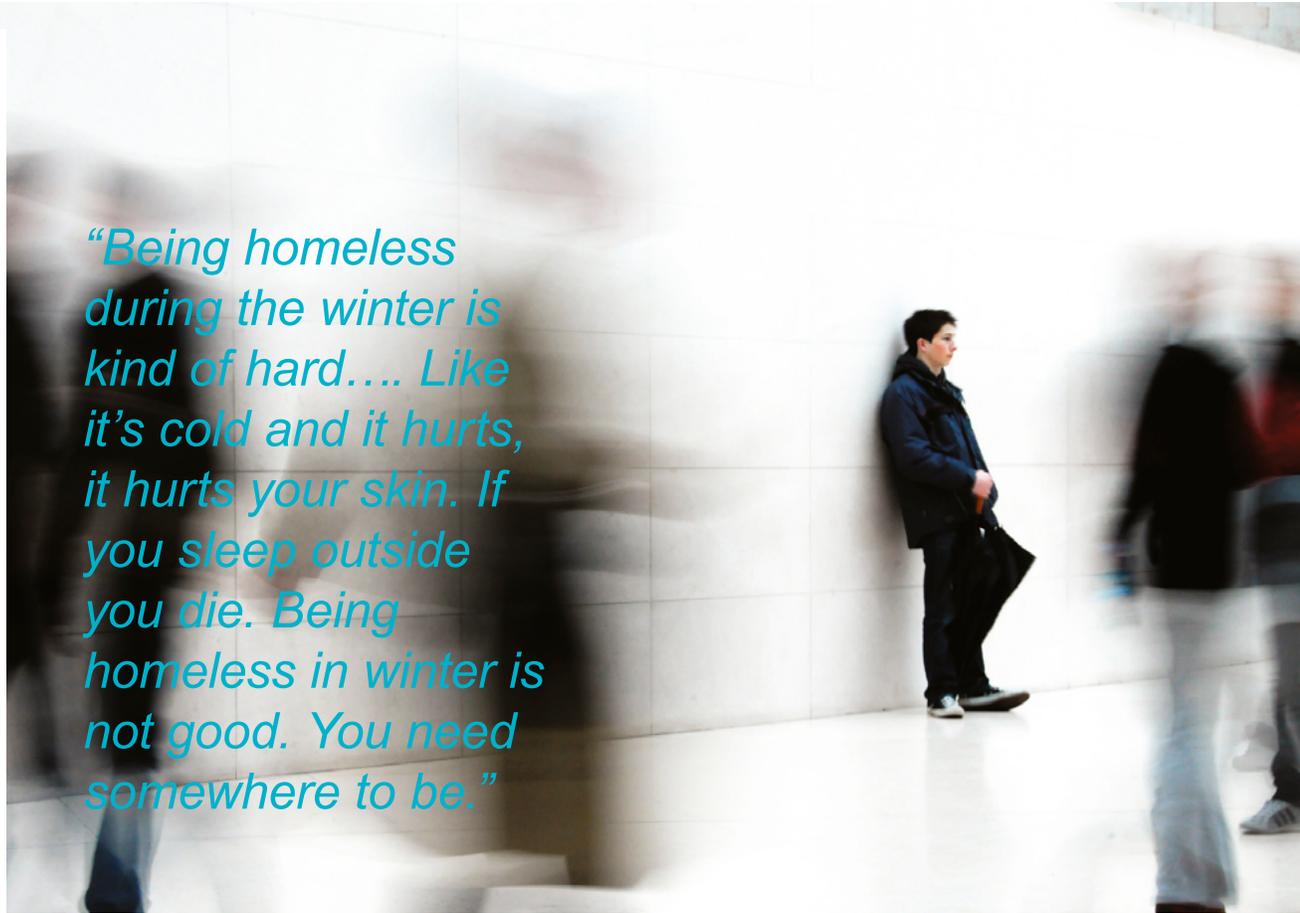
Capture

Picture + Sound

Filmed in 4K with three Canon EOS C200 Digital Cinema cameras deliver fine details, crisp images and a broad colour spectrum, optimal for viewing on personal devices, TVs and all streaming platforms.

WALK

“Being homeless during the winter is kind of hard.... Like it’s cold and it hurts, it hurts your skin. If you sleep outside you die. Being homeless in winter is not good. You need somewhere to be.”



Each storyteller might choose to stand, move or be seated framed in the foreground of a seamless backdrop to share their story. Each is lit in a unique hyper-colour scenario designed specifically for them. A combination of 5k and 10K lighting paint rich background landscapes while Kinoflex front and sidelight juxtapose the storytellers for contrast and separation, bringing out facial and physical expressions.



Filming with a combination of lens, macro, CU, MED and WS capture each storyteller’s mannerisms, movement and attire, painting a visually emotional portrait. Peewee dolly on curved track, slowly glides capturing wide and tight shots, keeping the pace moving and evolving. Moments might be blurred, rendered in slow motion, layered with b-roll or held in a seemingly still frame.

Whether silence, breath or pulsating emotion and passion, sound design plays a key role in establishing the unique mood of each vignette.

Each story concludes with the storyteller asserting **“I am Eva”**, indicating to viewers that everyone can walk in Eva Maud Smith’s shoes...united to end youth homelessness.

Who is Eva?

Background

Trailblazer, **Eva Maud Smith (1923-1993)** immigrated to Canada from Jamaica as a domestic worker in 1956. Nothing was easy about her early arrival here, but it wasn't long before she became a prominent Toronto community leader and school outreach worker.



I am Eva.

She cared deeply about young people with particular concern for their education. Volunteering numerous evenings and weekends, Eva was quick to identify the barriers many immigrant Black youth faced at the time. She soon widened her efforts to the Portuguese and broader communities to spark change for all youth, regardless of background.



I am Eva.



I am Eva.

Despite arduous challenges and pushback, Eva's indomitable championship and passion for the well-being of young people culminated in the founding of **Eva's Initiatives for Homeless Youth** and the opening of **Eva's Place** in 1994, one year after her passing. The first of its kind in North York, **Eva's Place** broke ground as a 40-bed emergency shelter for homeless youth providing invaluable support they needed to return home or transition to housing in the community.

Eva's Initiatives for Homeless Youth is today an award-winning organization operating three unique facilities, **Eva's Place**, **Eva's Satellite** and **Eva's Phoenix**, providing shelter, transitional housing, and programming to help homeless and at-risk youth reach their potential to lead productive, self-sufficient and healthy lives.

Eva Smith is inspiring. She came to Canada as an immigrant seeking a better life. She succeeded beyond her wildest dreams, making life better for countless others.

Call To Action

End Slate + Graphics

The final invitation...*"Take a Walk in Eva's shoes."*

Bold b/w graphics float right or left of frame to bookend each vignette. Together, the complement of episodes reveals **MODE CANADA ROCKS Eva's 2020**.

The 20-episode online series doubles as a promotional tool for the premiere of **MODE CANADA ROCKS**, an annual charitable gala event, bringing music, food and fashion together to raise funds and awareness for people in need.

Your Brands Call to Action
UNITE TO END YOUTH HOMELESSNESS NOW

**YOUR
LOGO**

MODE CANADA ROCKS EVA'S 2020
modecanadarocks.ca

**R
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eva's 2020