



IU Canada is a national fanbase in Canada for South Korean singer-songwriter and actress IU. It exists to unite IU fans in Canada and to collectively display our love and support for IU at both a local and international level.

Canada's Heart Is With IU



A Message From IU Canada

In 2020, IU was very busy. She produced different content such as Homebody Signal and Palette so Uaenas could be motivated during COVID-19 isolation. IU also released digital singles 'eight' and 'I Give You My Heart', participated in various collaborations and endorsements, filmed her upcoming film 'Dream', held a free TV concert to celebrate her 12th anniversary, teased her upcoming full-length album and more.

Similarly, we had a very active year. Despite not being able to hold many physical events due to the COVID-19 pandemic, we were still able to focus on building our online community. Just before our 1-year anniversary, we hit our first 1000 follower milestones on Twitter and Facebook. Our online Discord community, where Canaenas can chat, play games and watch movies together, also passed the 50-member mark. We launched a homepage for Uaenas to stay updated on our group orders and other activities and a CuriousCat for anonymous Q&As. We also made plans to launch our official website in 2021. Above all, we hosted multiple projects, events and group orders outlined in this report.

We'd like to extend our gratitude to Uaenas for their interest and support and give special thanks to one of our team members, R. (who recently bid farewell due to personal matters), for all her passion and effort put into this group. Finally, we'd like to give a big warm welcome to our five new team members. We're extremely grateful for their support towards this group.

Our happiest moments throughout the year were meeting, chatting and taking photos with Uaenas in Canada and putting together Canaena's heartfelt messages for IU. These are the people who help drive our community forward and spread IU's work to more people. We look forward to meeting more Uaenas at future events and we wish everyone a happy and healthy new year!

Official Social Media:

- Facebook Page: facebook.com/uaenacanada
- Facebook Group: facebook.com/groups/2677858285567479/?ref=share
- Twitter: twitter.com/IU_Canada
- Instagram: instagram.com/iu.canada
- Discord: discord.com/invite/7FgaNNM
- WhatsApp Group Chat: chat.whatsapp.com/LNTolPQMiU43WhJ0VGmdrk
- CuriousCat: curiouscat.me/IU_Canada

Written and Designed by: Cody I Founder & Vancouver Lead I IU Canada
Revised by: S. I Group Order Manager & Toronto Lead I IU Canada

Dated: 2020.12.11

Projects

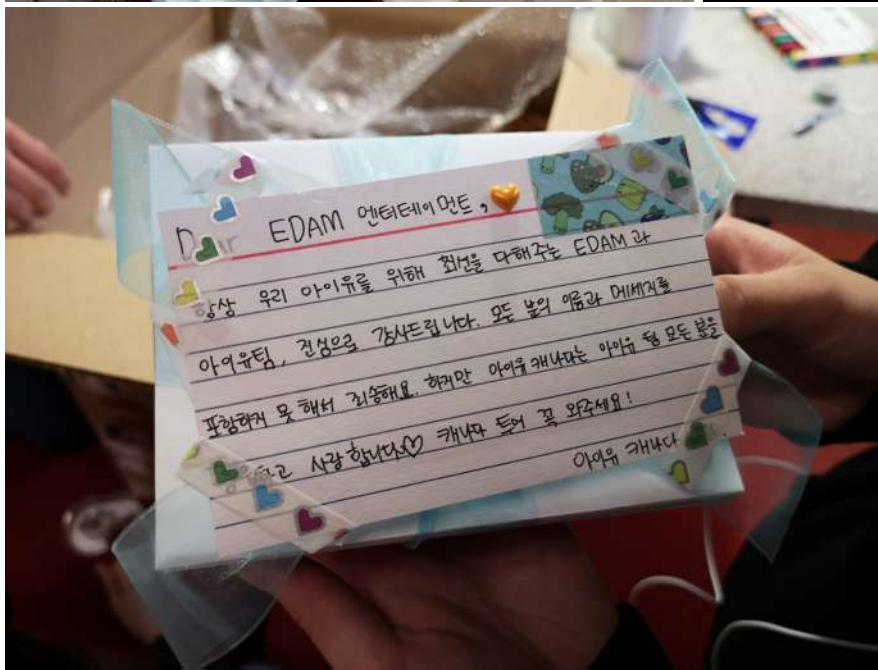
Canaena Message Journal & Gift Box

This project was organized to show support to IU and to introduce IU to Canada and Canaenas. Continuing from 2019, we collected messages (both physical submissions at outreach events and online submissions) from Uaenas across Canada and compiled them into a DIY journal. We also purchased signature Canadian goodies (including IU's favourite chocolates) and a custom-engraved rollerball pen to go along with the journal. To show our gratitude to everyone who has been working with and taking care of IU, our project team designed, printed, and wrote appreciation cards to IU Team and EDAM Entertainment's staff. All the gifts were carefully packaged in a decorated shipping box and sent to IU in time to celebrate her 12th debut anniversary.



Top Left: DIY Message Journal | Top Right: Gifts for IU | Bottom Left: Graf Von Faber Castell Tamitio Rollerball (Case) | Bottom Right: Tamitio Rollerball pen with custom engravings

Projects



Top Left/Right: Project Team Meetups | Bottom Left: Appreciation Cards for IU Team
Bottom Right: Decorated Shipping Box

Sun 2020-09-13 11:41 PM
To: You

안녕하세요.
IU STAFF입니다.

아이유팀 12주년 선물은 무사히 전달 받았습니니다.
보내주신 선물은 아티스트 및 스태프들에게 전달하도록 하겠습니다.
감사합니다.

Package Received by IU STAFF

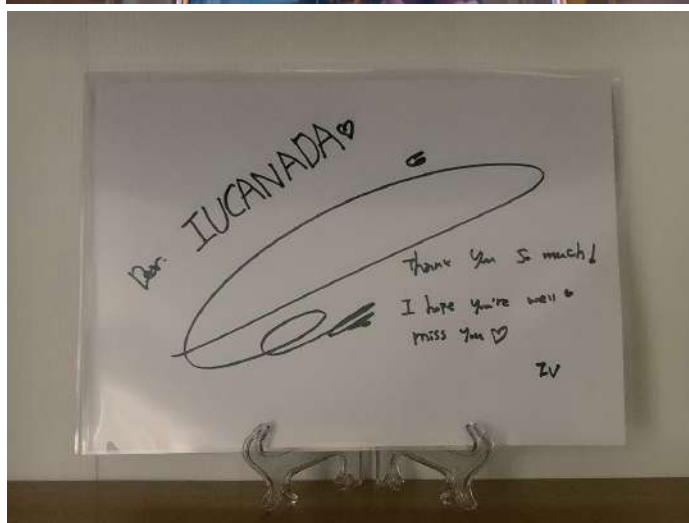
Projects

Movie 'DREAM' Filming Support

Upon confirmation of IU being the female lead in upcoming film 'Dream', we immediately applied to provide coffee/food truck support through her agency, EDAM Entertainment. However, due to COVID-19, we were unable to hold additional fundraising activities for this project so we deeply appreciate our admin team for their full support in making this project a success.



IU Instagram 'dlwlrma' Verification



'Gold Support' Instagram & IU Signature Verification



Cupsleeve Sticker: Lee So Min Hwaiting!

Horizontal Banner: Shining on you from afar. Let's meet again in our DREAM.

Our precious star, we are twinkling right here with you.

Vertical Banner: We cheer on all actors, actresses and staff. Please take care of our Jieunie.

Events

Subtle Asian Vancouver (SAV): Subtly Crazy Rich Asians [Jan 10]

This social event was a collaboration between IU Canada and Subtle Asian Vancouver where we attended as one of the key sponsors. It was also part of our Message Book Tour and was one of the largest social events held in Vancouver before the COVID-19 pandemic. While jamming to IU's greatest hits throughout the evening, we handed out assorted mochis, wallet prints and stickers to attendees. In addition, we held a raffle draw for IU's 'Love poem' album.



Top Left: Event Display Table | Top Right: Cute Group Photo | Bottom Left: Canaenas Show Their Love For IU | Bottom Right: Canaenas Receiving IU Wallet Prints and Baked Goodies



Canaenas' Messages and Delicious Mochi







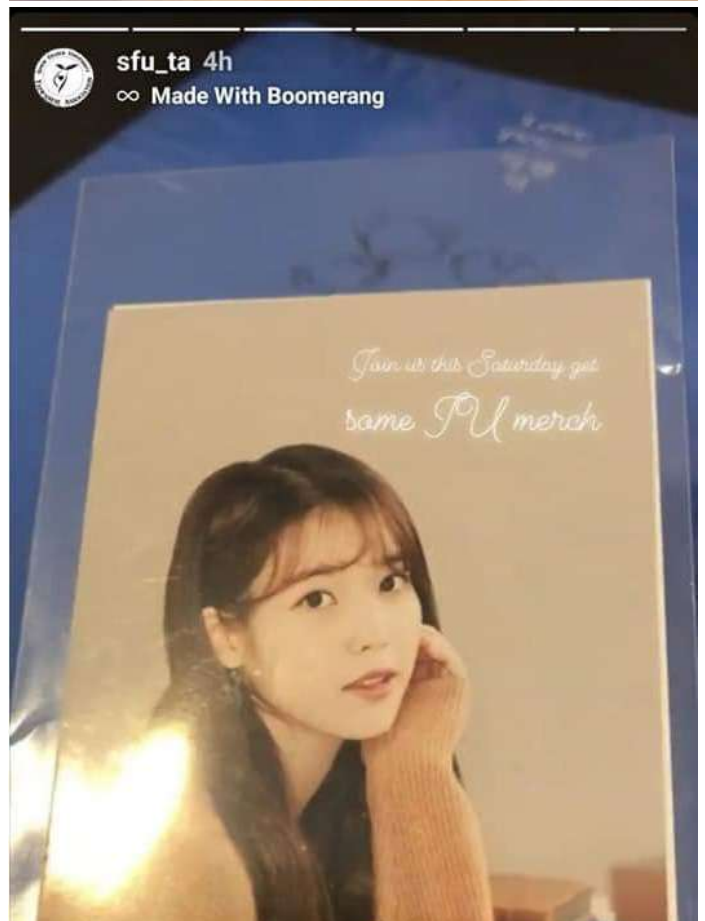
Middle: Sponsored Gifts for Event Attendees | Bottom: Love poem Album Winner

Simon Fraser University Taiwanese Association (SFUTA): Spring Social [Jan 18]

Following the success of our previous event, we were invited to sponsor Simon Fraser University Taiwanese Association's (SFUTA) Spring Social. We happily accepted as this was an amazing chance to meet and connect with local Taiwanese Uaenas. This event also allowed people who didn't know about Korean music and culture to learn a little more about IU and IU Canada. We handed out 250 IU wallet prints as greeting gifts to all attendees, and sponsored a copy of IU's 'Love poem' album and an official 'Love poem' poster as the final grand prizes of the event raffle.



Event Lucky Draw Grand Prize Winner & IU's 'Love poem' Album



Top Left: Sign-in Table with IU Wallet Prints | Top Right: Sponsored Event Lunch
 Bottom Left: SFUTA IG Story Sharing Our Love poem Album Lucky Draw
 Bottom Right: SFUTA IG Story Highlighting Our IU Wallet Print and Love poem Album



Top Left: IU Canada's Vancouver Representative Gives Lucky Draw Speech
Top Right: K-pop Poster Lucky Draw with IU Canada
Bottom Left: Sealed Love poem Album | Bottom Right: Official Love poem Poster

Events

IU Canada Logo Contest [Mar 27 – May 30]

To strengthen IU Canada's overall identity, we hosted a logo design contest to find a logo that better-suited our fanbase. This contest was held to engage Uaenas in creative fun while staying at home during COVID-19 lockdown.

Congratulations to our contest winner BananaUyu and her fantastic design!



Top Left: Old Logo | Top Right: IU Canada Logo Contest Announcement Graphic
Bottom Left: New Logo | Bottom Right: Contest Prize Pack (+\$75 Pre-Paid Gift Card)

Events

IU 12th Debut Anniversary & IU Canada 1st Anniversary Giveaway [Sept 18, 21]

To celebrate IU's 12th debut anniversary as well as IU Canada's 1st anniversary, we held global giveaways.

Prizes included: 'eight' t-shirt, IU's 'Chatshire' album, IU's 'Love poem' album

Congratulations to the winners of our giveaways and thank you to all participants!



Thank you IU Canada #IUCAN1stAnniversaryGA
#IUCANProofs



IU Canada 🇨🇦 | Team Member Applications OPEN
11:21 AM · Sep 28, 2020 · Twitter for iPhone



@IU_Canada thank you so much for the giveaway!
thank you for the freebies and the small note 🥰 I will
100% support IU Canada in the future~
#IU12thAnniversaryGA #IUCANProofs



2:20 PM · Sep 28, 2020 · Twitter for iPhone

Left: Chatshire Album Winner | Right: Limited Edition 'eight' T-shirt Winner
Congratulations to Our Giveaway Winners!

Group Orders

IU High Cut Magazine Vol. 253



IU 2020 Season's Greetings

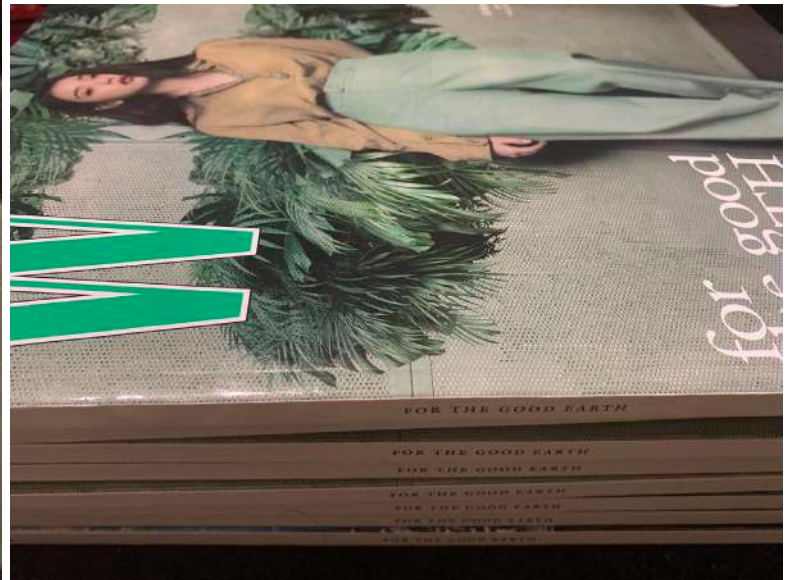


Group Orders

IU Uaena Soundwave Replica Ring 4.0



IU W Korea April 2020



Group Orders

IU April 2020 Official MD



IU Love poem Tour DVD & Blu-ray



Misc. Group Order Proofs



My IU MD came! Thanks @IU_Canada for organizing the GO and thanks so much for the freebies #IUCANProofs 💜💜💜💜



2:41 PM · Sep 27, 2020 · Twitter for Android



kataeyeon88 @kataeyeon88 · Sep 27

Thank you sooo much @IU_Canada Got my goodies today!!! #IUCANProofs

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kataeyeon88 @kataeyeon88

Replying to @kataeyeon88

#IUCANProofs



7:53 PM · Sep 27, 2020 · Twitter for iPhone



jenny @uwubao

my W Korea April 2020 magazine came in from IU Canada's GO 🤩 #IUCANProofs @IU_Canada



5:42 PM · Sep 30, 2020 · Twitter for Android

Check out #IUCANProofs on our Twitter and Facebook for more!

Expenses

Overview of Expenses (\$CAD)

	Received	Expensed
Donation Funds Collected	\$2,500	
1. Recruitment/Marketing		
Instagram 15-day ad for Message Book Project and Logo Contest		\$165.00
2. 'DREAM' Filming Support Project		
Patbingsoo Truck (Printing & Travel Expenses included)		\$1,037.10
3. Message Journal & Gift Box Project (IU 12th Debut Anniversary)		
IU Team Custom-Designed Cards		\$96.18
Maple Leaf Bookmark		\$15.00
Beaver Plush Souvenir		\$24.99
Organic Canadian Pure Maple Syrup (x2)		\$37.98
Western Family Canadian Pure Maple Syrup (x2)		\$19.98
Maple & Icewine Tea (x2)		\$12.60
Maple Ice Wine Cookies (x4)		\$20.00
Maple Cream Cookies (x6)		\$24.19
Canada-Themed Shot Glass		\$4.99
Purdy's Signature Assorted Chocolate Gift Box (x2)		\$69.30
Journal Decoration & Stationery Supplies		\$127.77
Package Shipping		\$124.44
4. SAV: Subtly Crazy Rich Asians (Message Journal Tour Stop #2)		
Baked Goods		\$50.00
Gift Cards		\$65.00
Love poem album		\$30.00
Assorted Plush Dolls		\$60.00
5. SFUTA: Back 2 The Future Spring Icebreaker (Event Sponsor)		
Love poem album		\$30.00
Love poem poster		\$0.00
6. IU Canada Logo Contest		
Winner Prize Pack (Love poem Postcard Sets, VISA Gift Card, etc.)		\$150.00
7. Giveaways		
Love Poem album		\$30.00
Chatshire album		\$29.00
Limited Edition 'eight' T-Shirt Type B		\$55.00
Shipping		\$64.14
8. Group Orders		
Group order supplies		\$50.00
Freebies		\$20.00
Total	\$2,500	\$2,412.66
		(+ \$87.34)