



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



Message From IU Canada

In 2021, IU worked hard like a cow and uplifted people in many ways. At the beginning of the year, she released 'Celebrity' and touched everyone's hearts around the world. The encouraging song was followed by a heartwarming 'Celebrity Challenge', which IU hosted and personally interacted with fans on Instagram during the contest period. Soon after, her 5th full-length album 'LILAC' was released in March. IU filmed for the upcoming movie 'Broker', continued IU's Palette with various guest artists and collaborated with AKMU on the song 'NAKKA'. She continued to release songs throughout the year including digital single 'strawberry moon' in October and her self-composed special EP 'Pieces' in December. Moreover, IU participated in a number of endorsement photoshoots, CFs and even donated to charity. It was one of the busiest years throughout her 13 years in the Korean entertainment industry.

Thanks to IU, we had a comforting and fun-filled 2021. A big highlight of this year was when we joined hands with Uaena fanbases all around the world to establish IU Union in March. This is the first time a special bond was formed to represent Uaenas and we are proud to be a part of it. Although we couldn't physically gather and meet Uaenas due to the ongoing COVID pandemic, we were still able to interact with each other online and show our support for IU through various activities outlined in this report.

We'd like to extend our gratitude to Uaenas for their interest and support. We'd also like to give special thanks to one of our team members S. who recently bid farewell, for her long time dedication and efforts put into this group, especially helping to run all of our group orders.

As IU begins a new chapter in her life, we're excited for another eventful year with IU and Uaenas. We wish everyone a happy new year with lots of good luck and good health in 2022!

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

Written and Designed By: Cody | Founder & Vancouver Lead | IU Canada
Revised By: Rebekah | Web Designer | IU Canada

Dated: 2021.12.11

Projects

IU Canada Official Website Launch

Near the end of 2020, we began discussions about launching an official website in hopes to create an all-in-one database that contributes to the branding of the group, while expanding online presence to the general public and establishing trust with Uaena. Our goal was to design an eye-catching, engaging and user-friendly resource that showcases the work of IU Canada and at the same time promotes IU and her work. Through our website, viewers will be able to stay up-to-date on various group activities and learn more about IU. They will also have the opportunity to communicate with us and directly support IU Canada by donating to our different projects and events. The website was completed and officially launched in March 2021.

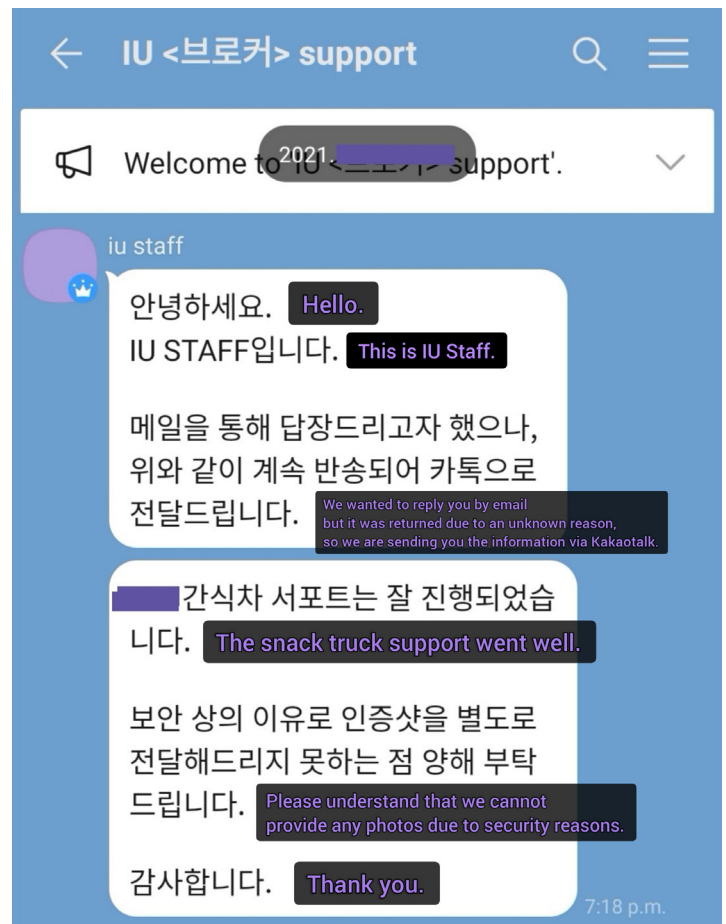
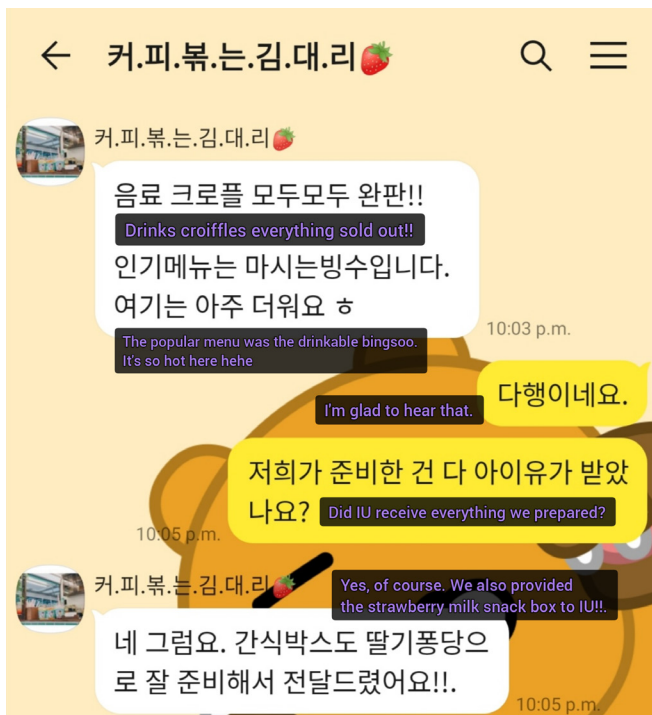
[ABOUT](#)[PROJECTS](#)[EVENTS](#)[GROUP ORDERS](#)[CONTACT](#)[IU](#)

www.iu-canada.com

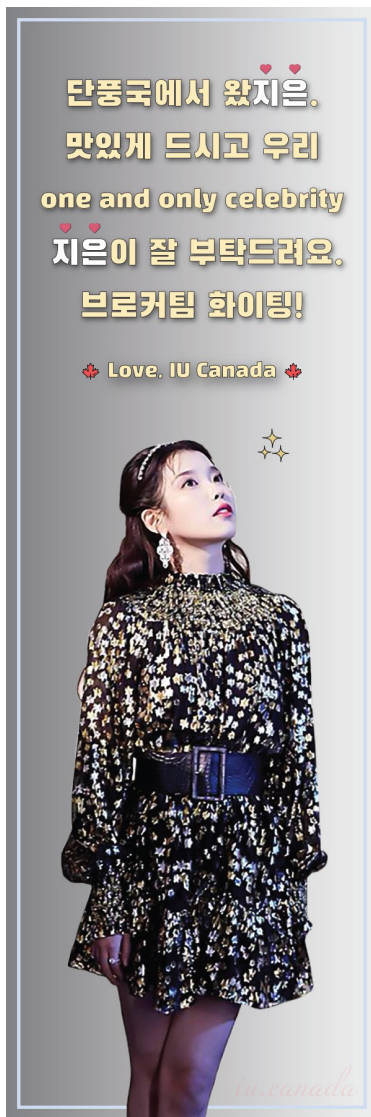
Projects

Movie 'Broker' Filming Support

Upon confirmation of IU joining Song Kang Ho, Kang Dong Won and Bae Doo Na in the upcoming film 'Broker', we immediately applied to provide coffee/food truck support through her agency, EDAM Entertainment. In South Korea, sending a coffee/food truck to an actor or actress during their filming is not only a popular way for fanbases to express love and support for their favourite artists, it is also a common gesture between celebrities themselves. As this type of project supports more than just the artist including other cast members and staff, it is often seen as a highly prestigious act. Unfortunately, due to strict security reasons, we were not provided any proof shots, but we are extremely grateful the support truck went well. We'd like to give a big shoutout to all the Uaenas who contributed in making this project a success!



Left: Catering Service 'Coffee Mr. Kim' Kakao Proof | Right: IU Staff Kakao Proof



Cupsleeve Sticker: You are my celebrity

Horizontal Banner: You're a star painted with a left hand. You are my celebrity

Vertical Banner: I'm from the maple country. Enjoy your meal and please take good care of our one and only celebrity Jieun. Broker Team fighting!

Projects

IU 13th Debut Anniversary Charity Project

To celebrate IU's 13th debut anniversary, we decided to raise money to support various Canadian charitable organizations. This was the first charity project we hosted since our launch in 2019 and it was certainly a meaningful one.

After learning about the heartbreaking discovery of 1,100+ bodies of Indigenous children buried on past residential schools' sites across Canada, we were determined to support local organizations that help Indigenous peoples. Together with Uaenas, we shared our hearts and fundraised \$900 CAD nationwide for Canadian charities 'Indspire' and 'Indian Residential School Survivors Society' (IRSSS).

We'd like to extend our gratitude to everyone who participated in this project!



INDIAN RESIDENTIAL
SCHOOL SURVIVORS
SOCIETY



On behalf of the Indian Residential School Survivors Society,
we would like to thank you for your kind efforts and donations.
~ Angela White, Executive Director

**WE RAISE OUR HANDS IN THANKS
TO EACH ONE OF YOU**

We hope this gift makes you smile and makes your day a little more special.
Courtesy of the Indian Residential School Survivors Society



www.irsss.ca | donate@irsss.ca | 413 West Esplanade, North Vancouver



IU Canada

donate@indspire.ca

[Signature]



Indspire
Indigenous education. | Éducation des autochtones

Authorized Signature:

Payment Receipt
Indspire
Toronto, Ontario, M5V 3B1
(416) fax: 416.977.1764
indspire.ca

Group Orders

IU 2021 Season's Greetings & madeEDAM Store: The Present I/II



Group Orders

IU 5th Album 'LILAC' & Assorted Albums





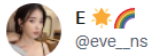
Misc. Group Order Proofs



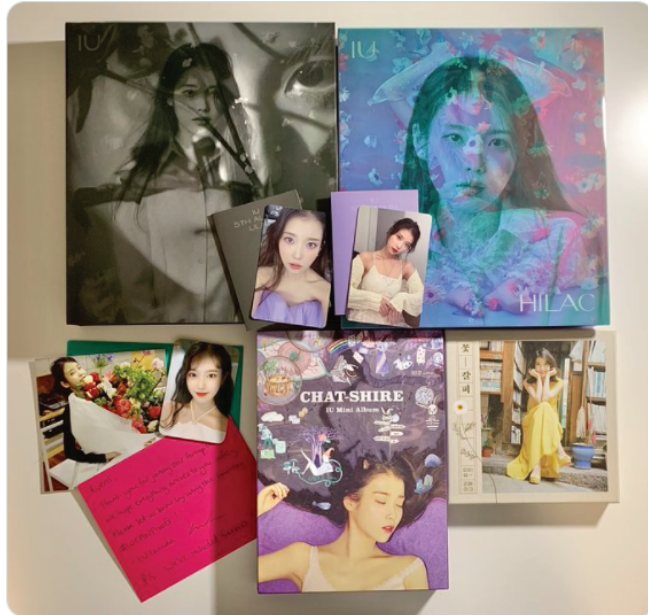
Thank you IU Canada for such an organized and wonderful GO. My first GO and definitely not my last. #IUCANProofs, #IU, #Lilac



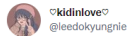
1:28 PM · Apr 29, 2021 · Twitter for Android



Thank you so much @IU_Canada for hosting this GO!
♥ Looking forward to future orders! :))
#IUCANProofs



10:19 PM · Apr 27, 2021 · Twitter for iPhone

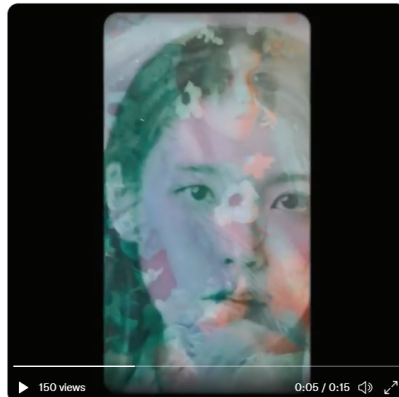


i'm so amazed how well packaged my order was. plus the freebies!?

wowwowwow

i'm so happy. thank you so much @IU_Canada

#IUCANPROOFS ♥♥♥



5:03 PM · May 4, 2021 · Twitter for iPhone



Yay! Safely arrived. Got my IU SG 2021 and Merch. Thank you so much @IU_Canada #IUCANProofs



10:04 PM · Feb 12, 2021 · Twitter for Android

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

Expenses

Overview of Expenses (\$CAD)

	Received	Expensed
Donation Funds Collected	\$3,585.65	
1. Recruitment/Marketing		
LILAC Sponsor Collab (SFU K-Storm: Spring Icebreaker)		\$25.48
LILAC Sponsor Collab (UBC K-Wave: IU Comeback Giveaway Event)		\$25.48
LILAC Sponsor Collab (YouTube: Tony Ha reactions)		\$25.48
2. Official Website Launch		
www.iu-canada.com (2-year plan & 3-year domain)		\$246.03
3. 'Broker' Filming Support Project		
Coffee & Snack Truck (printing & travel expenses included)		\$2,133.00
4. IU 13th Debut Anniversary Charity Project		
Indspire		\$450.00
Indian Residential School Survivors Society (IRSSS)		\$450.00
5. Giveaways		
Spring of a Twenty Year Old album		\$23.00
Love poem album		\$30.00
Shipping		\$45.00
6. Group Orders		
GO Supplies		\$45.00
Freebies		\$15.00
Total	\$3,585.65	\$3,513.47
		(+ \$72.18)