

2022  
2023

**APATHY  
IS BORING.™**

Connect, Educate  
and Activate.

**ANNUAL  
REPORT**

# LETTER FROM THE ED + PRESIDENT

## DEAR FRIENDS AND SUPPORTERS

On behalf of the staff and the Board of Directors at Apathy is Boring, we are pleased to share with you our 2022-2023 Annual Report.

As we reflect on the past year, we can't help but feel an overwhelming sense of pride and excitement for what we've accomplished in engaging youth in Canada's democracy. For the first time since before the COVID-19 pandemic, we held in-person youth-led Table Topics events, creating space for young Canadians to network and share open dialogue on their lived experiences

and issues they care about. Through a combination of in-person, hybrid and online sessions, we assembled 594 youth from across the country and provided a platform for 13 youth speakers to facilitate conversations around social inclusion, multiculturalism, community organizing and the importance of youth democratic engagement and participation.

In an effort to reach even more youth in 2022, we strategically ramped up our online presence to be more accessible and to mobilize Canadian youth into civic action. The engagement results were highly encouraging and nonetheless impressive: Our increased online video presence through TikTok



garnered a total of 50,000 impressions and our collaboration with 11 Instagram youth influencers amassed an incredible 200,000 impressions. The additional cherry on top? Our expertise at curating online civic-related content for youth was recognized when we were invited to speak at the Regent Park Film Festival in Toronto on our use of TikTok as a youth engagement tool.

For the June 2022 Ontario general election, we similarly executed a hugely successful online communications plan and saw tremendous impact from our partnership with Elections Ontario. Our interactive content, which achieved 19,819 impressions on Instagram, not only helped to reach, educate and motivate

eligible youth voters to show up at the ballot box, but it helped future youth voters (who were not yet 18) prepare and pre-register to vote in the next election. We also collaborated with Instagram and TikTok influencers who represented diverse youth voices to get more young people in Ontario excited about voting.

Our RISE program turned five this year and we continued to help youth develop and activate meaningful community projects in 7 cities across Canada: Edmonton, Winnipeg, Toronto, Ottawa, Montreal, Halifax and Vancouver. This year's projects reflected a variety of issues important to youth, including urban agriculture, mental

health, housing rights & insecurity, capacity-building, and eco-anxiety and the effects of climate change. After completing the 22-week program, 100% of our RISE youth ambassadors reported they had gained new skills and 90% said they agreed or strongly agreed that they have the power to make change in their communities.

This year, it was also important to celebrate the milestone achievements of our RISE program by measuring its long-term impact on our RISE alumni youth community. After five years of inspiring young Canadians and helping them to build skills, confidence and peer & professional networks, it was time to evaluate and ensure we were meeting the changing needs of our RISE youth alumni. We conducted

extensive focus groups and research surveys to better understand how RISE had continued to impact their personal and professional lives, engagement behaviour and overall confidence. Looking ahead, our learnings will be used to improve post-RISE engagement opportunities for our growing youth alumni community and to keep youth empowered as active citizens.

Our BUILD program, now in its second year, supported 20 youth participants as they gained advanced civic knowledge, hard and soft skills, and valuable networks to make a difference at the institutional level. This year, their personal experiential learning projects focused on critical areas such as affordable housing, climate change, accessible and affordable childcare,



and migrant justice advocacy. The outcome? After completing the 14-week program, 100% of BUILD youth participants said they have the skills and knowledge needed to create opportunities for themselves and others to work on issues that are important to their community.

Our bi-weekly digital newsletter, The Feed, also grew in popularity in 2022, which only confirms that Canadian youth are hungry to learn and stay informed of our country's politics. Our audience for the bilingual jargon-free resource grew by 21% this past year, with an amazing 4,514 email subscribers in total. Notably, we dedicated five issues to important celebratory and commemorative events, observed either globally or here in Canada, including the Day of Truth and Reconciliation on September 30.

Through our Youth Friendly program, we continued to help local and national organizations in Canada create space for youth to become effective decision-makers and thought-leaders. By leading hands-on workshops with 13 organizations, we maximized our reach and impact by sharing youth perspectives and youth engagement best practices.

As we navigate the ever-evolving landscape of youth engagement in Canada, we remain steadfast in our vision of a democratic culture where every young Canadian is an active and contributing citizen. Thank you as always to our volunteers, community partners, donors and funders – together, we've created waves of change and mobilized thousands of youth from coast to coast to coast. We are excited to see what's next!

Sincerely,

Samantha Reusch  
Niamh Leonard

# ABOUT US

## MISSION

Apathy is Boring is a non-partisan, charitable organization that supports and educates youth to be active and contributing citizens in Canada's democracy.

## VISION

A Canada where every young Canadian is an active citizen, and youth are meaningfully engaged in all aspects of the democratic process.





**APATHY  
IS BORING.™**

Connect, Educate  
and Activate.



# VALUES

## Youth as Decision-Makers

We create space for youth in decision-making roles. We support and encourage governments and institutions to do the same.

## Providing Information

We provide information in an accessible way to educate and inform young people. We don't believe in preaching, we value non-partisanship. We provide road maps, showing how the process works.

## Reaching The Unengaged

We do the hard work to reach and activate unengaged youth. We recognize that systems of oppression affect youth's ability to engage in democracy in different ways and don't assume universal experiences. We believe that having more inclusive participation in our democracy is one way to have a more equitable society.

## Being Accountable

We are accountable to young Canadians. We remain authentic, open to debate and discussion. We are transparent about our successes and failures.

## Being Accessible

We provide low-risk entry points. We go to where young people are and don't expect them to come to us. We consider how our activities and resources support broad participation, where possible breaking down physical, linguistic or visual barriers.

## Being Intergenerational

We value intergenerational relationships, and seek out support from elders and community leaders.



# OUR APPROACH

## Experiment & Innovate

Apathy is Boring is not afraid to experiment and innovate. Before we commit to a new activity, we test different ways to accomplish our mission. We also gather program-level and strategic-level data for each of our activities and programs. This data is used not only to evaluate the performance of each activity and program, but also allows us to identify high-impact solutions for the problems we're tackling.

## Gather Knowledge

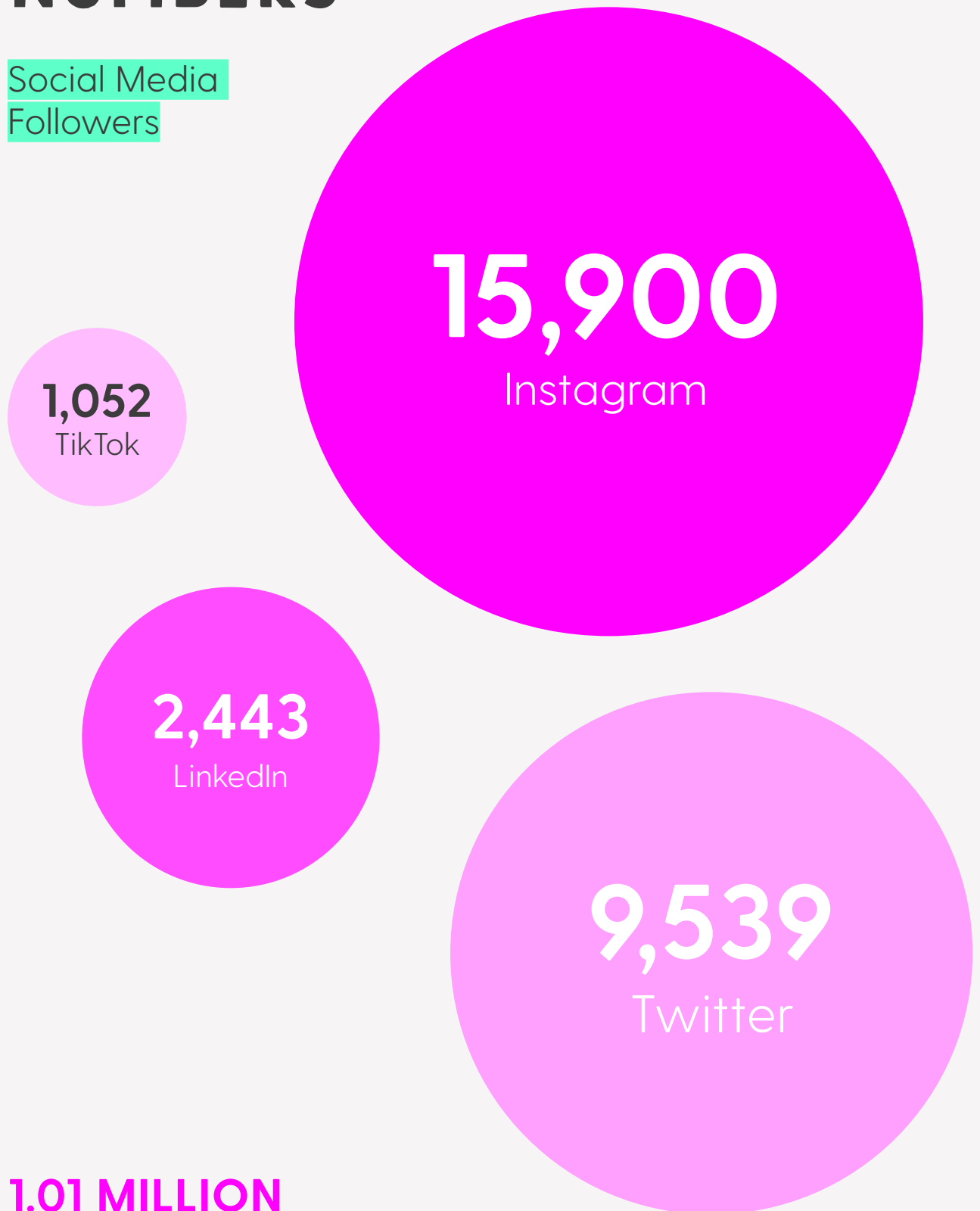
Every activity undertaken by Apathy is Boring begins with a discussion of the research that we need to do. Starting with this "homework" has two benefits: it ensures that we've correctly identified and analyzed the problems we're tackling, and it helps us be efficient. We draw on knowledge from both practitioners and researchers. If there's a lack of information, we start by conducting our own research.

## Maximize Impact

Apathy is Boring is a social innovator in the field of youth engagement. After testing and refining an activity, our next step is to maximize its impact. When we have the capacity to do so, we expand the reach of our own programs. Otherwise, we give our ideas away. By taking this "open source" approach and sharing our knowledge and strategies with other youth engagement stakeholders, Apathy is Boring can affect far more youth than any one organization could ever reach directly.

# NUMBERS

## Social Media Followers



## 1.01 MILLION

total estimate of impressions  
across social media

Instagram Influencer  
Content Campaigns

200,000

total impressions

10,000

total engagements

11

influencer partnerships

Table Topics

594

youth attendees

13

youth panelists

## The Feed

26

issues

4,514

subscribers

21%

total audience growth

36%

open rate (English)

38%

open rate (French)

## Research

4

focus groups with 13 RISE youth alumni

1

robust survey completed by 36 RISE youth alumni

2

community roundtables on polarization with youth

40

youth attendees in total



APATHY IS BORING™

19,819

impressions through our Elections Ontario Instagram campaign

14,568

impressions of the #AllThePlacesICallHome Instagram campaign by influencer Jenny Jay

1,025

interactions with our Elections Ontario Instagram content

923

interactions with the #AllThePlacesICallHome Instagram content

1

Election Night viewing party for the 2022 Quebec general election

80

youth attendees at the 2022 Quebec general election Election Night viewing party



7

RISE communities  
across Canada

---

112

RISE youth  
ambassadors

---

14

youth-led community  
projects

---

104

community partners

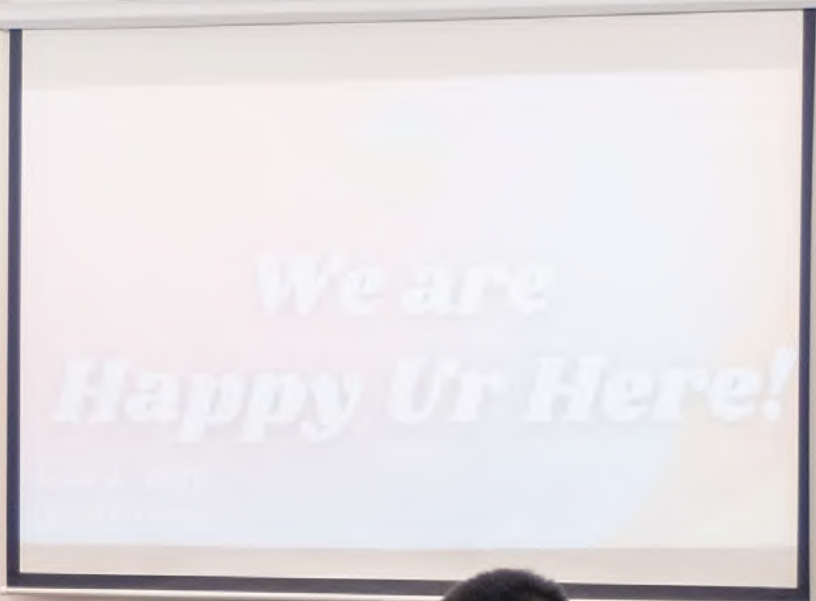
---





**APATHY  
IS BORING.™**

Connect, Educate  
and Activate.



# RESEARCH

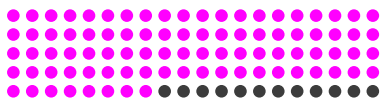
As innovative leaders in youth civic engagement in Canada, we are constantly gathering knowledge on youth values and identifying ways to maximize the impact of our year-round programs. This past year was no exception – we undertook a rigorous study of our RISE youth alumni experience to better support the program’s continuous evolution, and we co-hosted important roundtable discussions with youth to understand how polarization affects their civic participation.

## THE ALUMNI STUDY

Our flagship RISE program celebrated its fifth birthday this year! With this in mind, we were driven to measure the long-term impact of RISE on our alumni youth community for future program enhancements and to identify areas of improvement for keeping this group of young Canadians engaged. Through

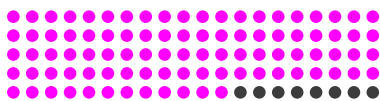
extensive focus groups and surveys, we conducted both qualitative and quantitative research to understand how alumni’s involvement in RISE had continued to impact their personal and professional lives, engagement patterns and overall sense of self, years after completing the program.

### The highlights



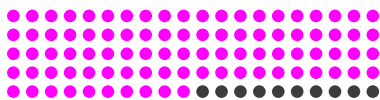
8.8/10

On a scale of 1-10, alumni rated their likelihood to vote in the next **municipal** election a 8.8/10



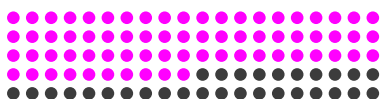
9.2/10

On a scale of 1-10, alumni rated their likelihood to vote in the next **provincial** election a 9.2/10



9/10

On a scale of 1-10, alumni rated their likelihood to vote in the next **federal** election a 9/10



70%

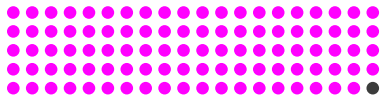
of alumni told us RISE expanded their awareness, knowledge, and perception of what constitutes civic engagement, as well as who has the agency and power to be a civic actor.



“RISE fundamentally changed my career path. Doing the program at a crossroads in my life has been the best decision ever. I made so many connections, and really expanded my horizons of what job positions to explore thanks to the opportunities I found after the program.”

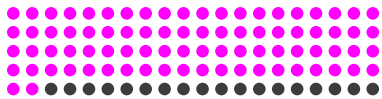
– RISE alumni youth participant

## Network



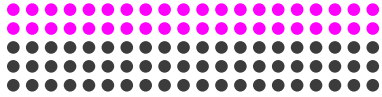
99%

of alumni mentioned the delight and fulfillment gained through the friendships developed during their RISE program.



82%

of alumni said they continue to feel a deeper connection to their community as a result of RISE.



40%

of alumni described the positive influences of the meaningful & authentic connections that RISE helped them create.



“I miss the positive, welcoming community, everyone was so warm and inviting. We built an amazing community project out of a simple idea!”

– RISE alumni youth participant



“RISE introduced me to other organizations where I'm actually still a volunteer, and helped keep up the momentum I had to do community engagement.”

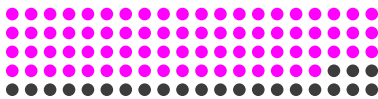
– RISE alumni youth participant



RISE fundamentally changed my career path. Doing the program at a crossroads in my life has been the best decision ever. I made so many connections, and really expanded my horizons of what job positions to explore thanks to the opportunities I found after the program.”

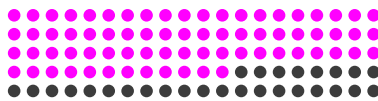
– RISE alumni youth participant

## Personal power & confidence



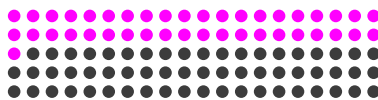
77%

of alumni said they strongly agree or agree that they have the **knowledge** available to start their own community initiative or project to address issues they perceive within their community.



72%

of alumni said they strongly agree or agree that they have the **skills** available to start their own community initiative or project to address issues they perceive within their community.



41%

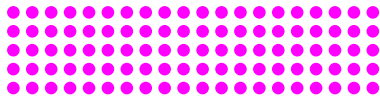
of alumni said they strongly agree or agree that they have the **resources** available to start their own community initiative or project to address issues they perceive within their community.



“Everyone in my cohort had different levels of knowledge, but we weren’t pressured to know everything or have done everything. That helped me feel so much more comfortable & confident in starting my own project, and moving towards a career in the environmental field, which I’m currently in, so yeah, RISE really affected my personal growth in a lot of ways.”

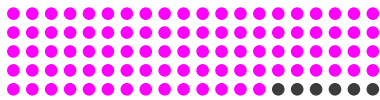
– RISE alumni youth participant

## Professional & skills development



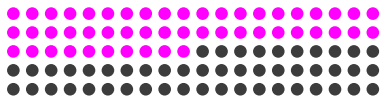
100%

of alumni said they strongly agree or agree that RISE helped them develop skills and make decisions that positively impacted their career goals and professional life.



94%

of alumni said they strongly agree or agree that they continue to use the skills developed through RISE in their personal life.



50%

of alumni said they continue to access mentorship opportunities gained as a result of RISE.

“

“Yes! I still use the resources we have in our folder, and use my work with RISE in my portfolios and resumes. It’s always something that is really interesting for potential employers and partners.”

– RISE alumni youth participant

“

“RISE helped me gain skills to lead projects which have been super beneficial in my career.”

– RISE alumni youth participant

“

“I graduated in poli-sci, but I wasn’t sure what I wanted to do. Through RISE, I gained a little push of, ‘Okay, I can actually put things in place, and I actually have the skills, resources, and ability to do it.’”

– RISE alumni youth participant

# APATHY IS BORING X THE PUBLIC POLICY FORUM

In partnership with The Public Policy Forum, we hosted two community roundtables in March to engage youth on their experiences of polarization in their communities. These honest discussions were essential to understanding youth perspectives on the issue of polarization as a barrier to democracy in Canada.

**1** community roundtable discussion in English

---

**1** community roundtable discussion in French

---

**40** youth attendees in total

---





# IMPACT

## APATHY IS BORING X REGENT PARK FILM FESTIVAL

Our impressive social media presence and expertise in engaging youth online was recognized at the Regent Park Film Festival in Toronto. Our social media manager Dena Anwar participated in a panel discussion about the groundbreaking TikTok app and spoke about the value of curating video content as a tool to help activate youth thought-leaders and decision-makers in Canada.

## APATHY IS BORING X HOT DOCS CITIZEN MINUTES

To expand our reach this year, we partnered with the Hot Docs documentary film festival in Toronto to inspire youth interest and engagement in Canadian democracy. The festival highlighted stories of civic participation across Canada and included a lively Q&A session with our Executive Director Sam Reusch.

## INFLUENCERS & THE POWER OF VIDEO CONTENT

In 2022, we substantially boosted our influencer campaigns and online video content to effectively engage year-round with Canadian youth on the importance of civic participation. We collaborated with 11 popular youth influencers, amassing a total of **200,000 impressions** on Instagram, and we raised the bar with our witty and thoughtful TikTok videos, generating a total of **50,000 impressions** on the app.

## Instagram influencer campaigns

**200,000**

total impressions

**100,000**

total engagements

**11**

influencer partnerships

## TikTok

**50,000**

total impressions

**8,000**

total likes

**1,000**

influencer partnerships

## Key influencer campaigns\*

Anushka's  
*Politics is Everywhere,*  
@anushkakurian



**23,193**

impressions



**1,287**

interactions

A content series for youth on how public policy affects everyday life

Laetitia,  
@laetitiaad



**7,190**

impressions



**283**

interactions

French content that increased our reach and engagement with Francophone youth

\*Not including election-related influencer content (find it in the VOTE section!)

# VOTE PROGRAM

## 2022 ONTARIO GENERAL ELECTION

In the lead-up to the provincial election in Ontario on June 2, we launched multiple strategic online campaigns to reach both eligible and future youth voters, motivating them to either show up at the ballot box or to pre-register to vote if they were not yet 18. Through our partnership with Elections Ontario, we created engaging, educational content for youth and generated **19,819 impressions** on Instagram. We also partnered with a diverse lineup of prominent social media influencers to deliver buzzworthy election-related videos, such as the hugely popular Instagram series #AllThePlacesICallHome, which achieved **14,568 impressions**.



**VOTE**

APATHY IS BORING™

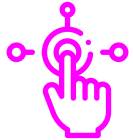


## Elections Ontario campaign



**19,819**

impressions



**1,025**

interactions

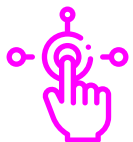
A series of Instagram posts that inspired and educated eligible youth ahead of the election. Content was also curated to target future youth voters (16- and 17-year-olds), encouraging them to be prepared for the next election by pre-registering on the Ontario Registration of Future Voters.

## Jenny Jay and #AllThePlacesICallHome



**14,568**

impressions



**923**

interactions

A series of Instagram Live conversations between Sri Lankan-Canadian influencer Jenny Jay and youth activists & community organizers from across Canada. Topics of discussion included what it means to be an engaged citizen in Canada's democracy, how youth can be empowered to become decision-makers, and what activism looks like beyond elections.

## TikTok and Instagram Lives

As part of our strategy to increase the youth vote in the 2022 Ontario election, we purposefully created on-trend TikTok videos and hosted interactive Instagram Lives to generate election awareness and to get Canadian youth excited about voting. We expanded our reach exponentially by including diverse youth voices, including perspectives from Indigenous, Muslim and Francophone youth.

# 2022 QUEBEC GENERAL ELECTION

On October 3, we organized an Election Night viewing party for youth voters in Montreal in partnership with several local youth organizations. With 80 young people in attendance, the event provided space for youth to connect with their peers and celebrated their participation in the 2022 Quebec election. The viewing party also garnered media attention from City News Montreal.

## Partners

- Conseil jeunesse de Montréal
- Force Jeunesse
- Forum jeunesse de l'île de Montréal
- Utile
- Fédération médicale étudiante du Québec
- Jeune chambre de commerce



# RISE PROGRAM

Since 2017, our pillar RISE program has provided Canadian youth with opportunities to develop and activate a meaningful community project around improving our country's democratic fabric. From initial project conception to each community activation, this year we welcomed and supported 112 youth ambassadors as they gained valuable skills and experience in leading the change they wanted to see in their cities.

**7** cities

---

**14** youth-led community projects

---

**112** youth ambassadors

---

**104** community partners

---





APATHY IS BORING™

"If you



**RISE**  
/RIZ/ VERB  
TO MOVE UPWARD  
AN INSTANCE OF

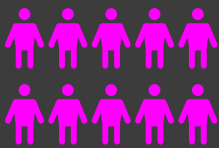
hello  
my name is  
Jen

**RISE**  
/RIZ/ VERB  
TO MOVE UPWARD  
AN INSTANCE OF

Coca-Cola  
ORIGINAL TASTE  
SODA DRINK

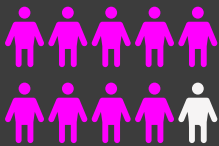


APATHY IS BORING™



100%

of RISE ambassadors acknowledged that they developed skills after completing the 22-week program.



90%

of RISE ambassadors left the program agreeing or strongly agreeing that they have the power to make change in their communities.



“I am leaving this program feeling very inspired. I have learned valuable skills regarding non-profits and event planning. I have also learned incredibly important things from the Indigenous community on how to work towards being an ally.”

– RISE Spring 2022 participant

RISE helped me gain confidence in networking, and I've met contacts that I've reached out to at my work, as I work in the non-profit sector!

– RISE Fall 2022 participant





Spring 2022  
RISE Community  
projects

**LEARNING TO BECOME  
(WORKS OF ART)  
IN HALIFAX**

An exciting one-day learning event that taught creative youth essential skills needed to succeed in their chosen careers. Some workshop topics included how to file taxes, grant writing, work boundaries & negotiation skills, and support for new creatives.

**RESILIENCE COOKS  
IN MONTREAL**

A digital cookbook assembled by local youth to showcase the power of food in shaping personal and community resilience. The contributed recipes offered culinary perspectives and stories of cultural identity.

**WEAVING THREADS  
IN TORONTO**

A multimedia digital zine and an in-person gallery that presented the healing and joy stories of QTBIPOC youth in Toronto. The initiatives allowed Toronto youth to connect with mentors in the city and to share learnings from others' journeys.

**HAPPY UR HERE  
IN WINNIPEG**

An interactive online map that invited local youth to share accessible and safe spaces for traditionally under-represented individuals and groups in Winnipeg. The website featured an online checklist where users could select the available accessibility features of a space. Users were also able to include a photo of the space to further help the community.

**KITCHEN KINSHIP  
IN EDMONTON**

A community cooking class designed by youth to highlight the importance of intergenerational knowledge shared through the creation of cuisine. By participating in the culinary event, Edmonton youth learned the value of traditions passed between generations both orally and experientially.



## **GROWING COMMUNITIES IN OTTAWA**

An informative workshop that provided Ottawa youth with the knowledge and expertise to grow their own food at home or in a community garden. This project was carried out in collaboration with Just Foods, a local non-profit organization seeking to address rural and urban farming issues.

## **FULL CIRCLE: A REMATRIATION DIALOGUE IN VANCOUVER**

An engaging in-person event where Vancouver youth discussed repatriation in Indigenous cultures and movements. The facilitated discussion was accompanied by educational workshops on tea making and storytelling.

Fall 2022  
RISE Community  
projects

**REFRESH, RESET,  
RECENTRE: SUSTAINABLE  
SELF-CARE IN EDMONTON**

A one-day wellness fair for youth in Edmonton that addressed the topic of burnout. The community event engaged local youth in art therapy and a relaxing yoga session.

**ROOTING FOR YOU  
IN WINNIPEG**

A workshop, a hands-on activity and a take-home project for youth that aimed to create meaningful and long-lasting knowledge on the topic of Nourishment through Urban Agriculture.

**HEARTS AND CRAFTS  
IN OTTAWA**

An art therapy-inspired event that invited local youth to discuss their mental health – and how their environment impacts it – through art making, workshops, discussion groups, and guest speaker presentations.

**WINTER WHEREABOUTS  
IN TORONTO**

An in-person interactive learning experience that encouraged Toronto youth to find a sense of belonging, safety and acceptance by exploring and sharing lived experiences in the city. Community leaders facilitated placemaking workshops, while the interactive gallery and public Google Maps featured participants' personal stories.

**FILLING THE GAP  
IN MONTREAL**

A series of engaging workshops that created space for newcomer and BIPOC youth to learn valuable capacity-building tools. Youth participants learned community-driven knowledge, how to navigate the healthcare system, and how to prepare for a first job interview.



## HIDDEN HOUSING STORIES IN HALIFAX

An insightful zine designed to help educate youth on their housing rights and create community solidarity among tenants in Halifax. The zine highlighted six youth-centred stories related to housing experiences in the city and provided tips for dealing with landlords and housing insecurity.

## SOLASTALGIA IN VANCOUVER

A zine and a launch event for youth that aimed to normalize eco-anxiety and the large spectrum of emotions brought on by the effects of climate change. The project provided Vancouver youth with a platform for open discussion through art.

# BUILD PROGRAM

After its successful launch in 2021, our BUILD program continued to mobilize youth across Canada to effectively engage and advocate for change at the institutional level. This year, we helped demystify politics for 20 youth participants by equipping them with advanced civic knowledge, skills and networks to wield their political agency on issues important to them.

Each BUILD participant pursued a personal experiential learning project, which involved conducting research and joining community associations and groups, to drive impactful social change. Hear what they had to say and see the results for yourself!





OVERRIDE  
Hold for 3 seconds - 5 Minutes  
Hold for 3 seconds - 45 Minutes  
in addition, make sure you are  
in a safe area to operate the  
by holding the button, most ap-  
pliances for emergency service  
and safety, after that it will  
return to normal.

OVERRIDE



**BUILD**

UP WITH US

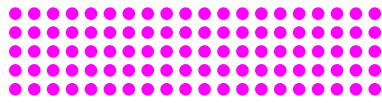
Kitchen Kinships

ERIKA

Kitchen Kinships

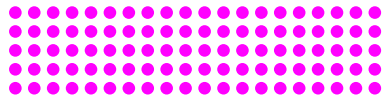
Bibin

## After completing the 14-week BUILD program:



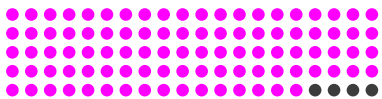
100%

of youth participants said they have the skills and knowledge needed to create opportunities for themselves and others to work on issues that are important to their community.



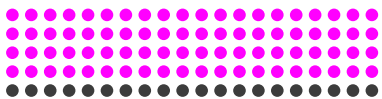
100%

of youth participants said they have the understanding to advocate for issues they care about at the **municipal** level.



96%

of youth participants said they have the understanding to advocate for issues they care about at the **provincial** level.



80%

of youth participants said they have the understanding to advocate for issues they care about at the **federal** level.

### Our Spring 2022 BUILD participants' experiential learning focused on:

- Provincial and municipal elections
- Youth poverty and homelessness
- Migrant justice advocacy
- Poverty reduction and economic insecurity
- Popular political education
- Affordable housing
- Municipal voting rights for permanent residents
- Equity, diversity and inclusivity for people living with disabilities
- Incarceration/prison advocacy for mental health access

### Our Fall 2022 BUILD participants' experiential learning focused on:

- Affordable housing & worker rights
- Climate change
- Public transportation access and safety
- Accessible and affordable childcare
- Food insecurity
- Migrant justice advocacy
- Popular political education
- Municipal voting rights for permanent residents

“

“Other programs I’ve done, they could feel a little watered down. But BUILD wasn’t, it was just like boom boom boom, get ready for Tuesday night because you’re going to learn all these things.”

– BUILD Spring 2022 participant

“With everything I have learned from BUILD, the impact will be lifelong... I know how to advocate for myself and things that are important to me and members of my community. I am better prepared for the political arenas (all levels), and have more tools to be successful in what I strive to do.”

”

– BUILD Fall 2022 participant



# THE FEED

Our bi-weekly digital newsletter, The Feed, continued to be a valuable, jargon-free resource for young Canadians looking to stay informed on the latest news in our country's politics. Now in its third year, we amassed significant reach in 2022, gaining a total of over 4,500 subscribers! We also focused five issues of The Feed on important and less-known key Canadian dates such as the Day of Truth and Reconciliation on September 30.

**26** issues

---

**4,514** email subscribers

---

**5** special editions to recognize important Canadian dates:

- Day of Truth and Reconciliation (September 30)
- International Day of Persons with Disabilities (December 3)
- World Day for African and Afrodescendant Culture (January 24)
- National Flag Day (February 15)
- International Women's Day (March 8)



“

“Thank you to THE FEED for your work. This is one of the key ways I keep myself informed and involved in the news in Canada. So, thank you.”

– The Feed email subscriber

“I don't have any critical source to consume news about what's going on in Canada, so I appreciate the newsletter, especially bc [sic] of its formatting - short, concise - and how friendly and easy it is to read. So, THANK YOU! :)”

– The Feed email subscriber

”



The  
Feed

# TABLE TOPICS

This year marked the triumphant return of our first in-person Table Topics youth forums since before the COVID-19 pandemic. With a total of four dynamic youth-led events, we assembled 594 young people from across Canada and invited 13 youth speakers to ignite candid conversations about our country's democracy, politics and their lived experiences. Read on to discover the hot topics that Canadian youth voiced their opinions on and cared about in 2022.

“

“I was absorbing all the information from the speakers.”  
– The Feed email subscriber

13

youth speakers

594

young people



Table  
Topics



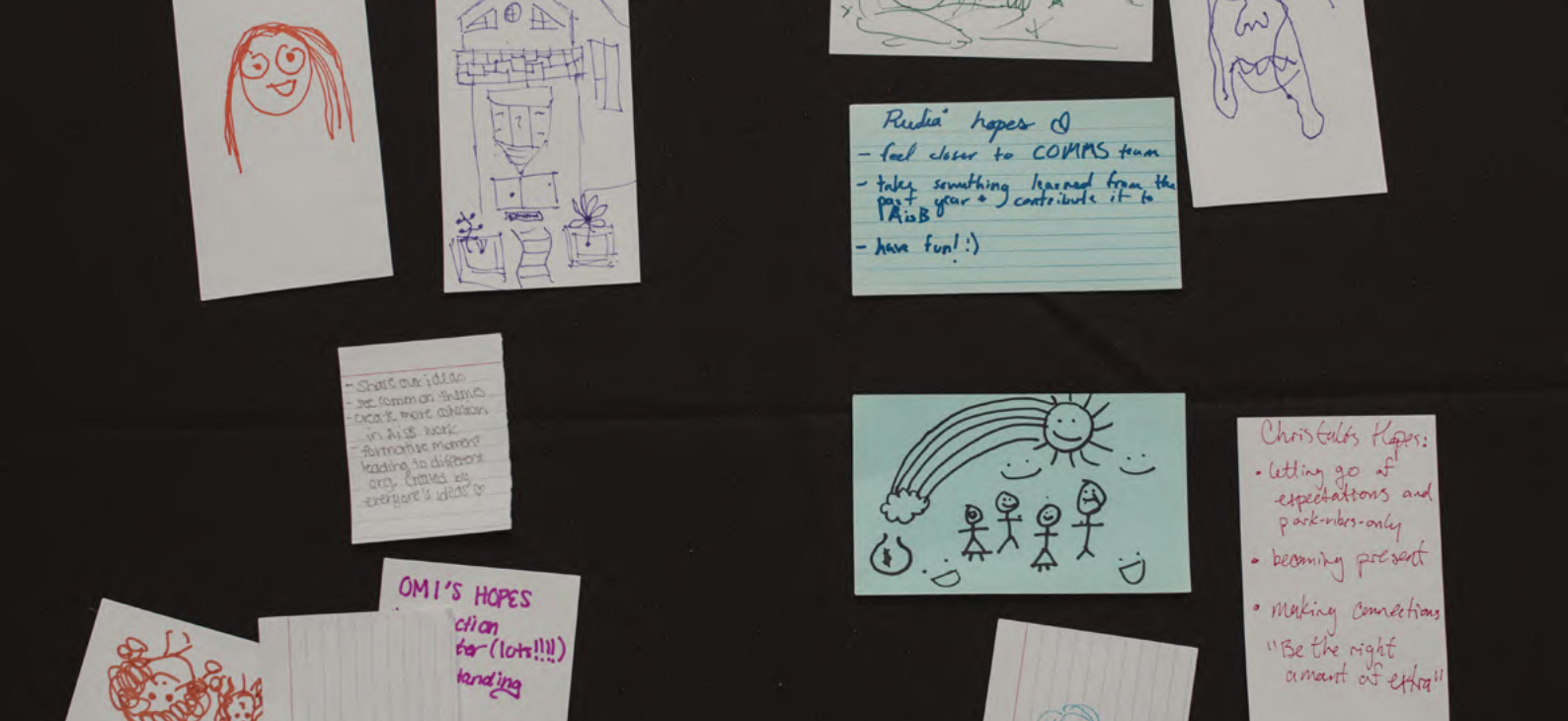
## Apathy is Motivation: Building a Movement for a Better Democracy in Calgary

- In-person event
- Panelists:
  - | Tera Leigh Cardinal
  - | Courtney Walcott
  - | Nicole Schmidt
- Community partner: The Body Shop
- On August 21, youth speakers in Calgary shared their experiences relating to inter-provincial relations, social inclusion, multiculturalism, community organizing, civic know-how and the importance of youth democratic engagement and participation. The discussions were framed with a lens of Indigenous reconciliation as one of the youth panelists, Tera Leigh Cardinal, worked with Indigenous policies and procedures.

## Building Trust and Disrupting Cycles in Montreal

- In-person event
- Panelists:
  - | Jean-Claude Mugaba
  - | Thomas Faustin
  - | Isabella Tassoni
  - | Samantha Reusch
- Community partner: Ben and Jerry's
- On November 20, a diverse and bilingual panel of youth in Montreal discussed their personal experiences with democratic engagement and participation, while highlighting their take on civic know-how and community organizing. These conversations also touched on recurring themes of social inclusion and multiculturalism.





## BUILD: Forging Your Path in Montreal

- Hybrid event
- Panelists:
  - | Samm Reid
  - | Tannia Vijeyenthiran
  - | Hasan Sinan
- On January 29, three youth leaders in Montreal engaged with youth viewers around the country by leading a panel discussion on community organizing, civic know-how and the importance of youth democratic engagement and participation. The youth panelists spoke about the community projects they were working on through the BUILD program, which included projects that focused on affordable housing, incarceration and prison mental health, and migrant justice advocacy. Naturally, this led to discussions about inter-provincial relations, social inclusion and multiculturalism.

## Dear Future Volunteer

- Online event
- Panelists:
  - | Cameron Armstrong
  - | Renmart Buhay
  - | Tayyaba Shahzad
- On March 19, three youth panelists hosted an online conversation about their experiences around climate change and environmentalism, social inclusion, multiculturalism and community organizing. They discussed the community projects they were actively involved with and they advocated for the importance of youth participating in democracy.

# YOUTH FRIENDLY

In 2022, we continued to leverage our Youth-Led Democratic Innovation framework to help national and local organizations create meaningful space for Canadian youth within their work. We maximized our reach and impact by delivering Youth Friendly presentations and workshops to 13 organizations.

## Partners:

- 4-H Canada
- Canada World Youth
- McGill Model United Nations (McMUN)
- McGill University's Quebec Studies
- Neo College
- Oceanwise
- Public Policy Foru
- Responsible Gambling Council
- The Body Shop
- University of Toronto Social Action Pop Up
- University of Western Ontario's Education Student Association
- Youth4Youth
- Youth Employment Services (YES) Montreal





# OUR TEAM



**APATHY  
IS BORING.™**

Connect, Educate  
and Activate.





# STAFF

**Samantha Reusch** – Executive Director

**Darnell Jones** – Director of Programs

**Jacqueline Sultan** – Director of Communications and Strategic Engagement

**Heather Nagy** – Director of Finance and Operations

**Erika De Torres** – Director of Impact and Development

**Kyle Visvanathan** – Rise Program Manager, West

**Stephanie Yee** – Rise Program Manager, East

**Terry Wilkings** – BUILD Lead

**Christale Terris** – Montreal Rise Coordinator

**Rebecca Simiyu** – Vancouver Rise Coordinator

**Rea-Anna Walters** – Edmonton Rise Coordinator

**Samantha Page** – Ottawa Rise Coordinator

**Jennifer Block** – Winnipeg Rise Coordinator

**Yasmine Izmeth** – Toronto Rise Coordinator

**Excel Garay** – Halifax Rise Coordinator

**Tomi Ajele** – Partnerships & Engagement Manager

**Francesca Desulme** – Communications Manager (until April 2022)

**Dena Anwar** – Social Media & Content Manager

**Andrew Ng** – Digital Communications Coordinator (until May 2022)

**Irmak Taner** – Communications project coordinator

**Hayley Bhereur** – Social Media Coordinator

**Melina Duckett** – Research and Evaluations Lead

**Daniel Twijuke** – Fund Development Coordinator

**Jennifer Nowoselski** – Finance Manager

**Kell Gerlings** – HR Manager

**Sarah el Hassani** – Operations Manager (starting December 2022)

**Jackie Ndlovu** – HR Coordinator

**Tayana Simpson** – Administration and Finance Coordinator

**Omi Rodney** – Payments Coordinator

**Fataba Kakulatombo** – Purchase Coordinator

**Tanisha Garing** – Outreach Coordinator (starting November 2022)

**Rudia Nam** – Communications Intern

**Laury Rosebert** – Admin Intern

# BOARD MEMBERS

**Habon Ali** – Chair / President

**Noelle Sorbara** – Vice Chair  
(departed November 2022)

**Danny Luong** – Treasurer

**Alexis-Carlotta Cochrane**

**Aiden Cyr**

**Terence D'Souza**

**Almeera Khalid**

**Dave Meslin**

**Rosalie Nadeau**

**Brooks Roche**





# VOLUNTEERS + COUNCIL MEMBERS

## COUNCIL

**Jean-Pierre Kingsley**

**The Honourable Lloyd Axworthy**

**André Blais**

**The Right Honourable Kim Campbell**

**Piya Chattopadhyay**

**Penny Collette**

**Phil Fontaine**

**Roger Gibbins**

**Elisabeth Gidengil**

**Frank Graves**

**Richard Johnston**

**Tasha Kheiriddin**

**The Right Honourable Paul Martin**

**Anne McGrath**

**The Honourable  
Audrey McLaughlin**

## RISE AMBASSADORS

### SPRING 2022

Ajeetha Vithiyanthan

Alex Penny

Alexandra Wade

Alexandre Geres

Anna O'Brien

Belinda Campbell

Ben Herringer

Bo Nihn Khuong

Bruce Wai Liu

Calvin Trottier-Chi

Carly McFall

Cheuk Yiu Cheung  
(Denise)

Christopher Williams

Ciana Dickie

Corinne Hinds

Dania Zafar

David Thibodeau

Dominique Ireland

E. Schaefer

Ekam Dhanoa

Esther Muloki

Feven Worede

Gabrielle Applegarth

Gabrielle Lowen-Favreau

Gareth languedoc

Hannah Goodbrand

Jacqueline Neufeld (Jac)

Jaemari Colado

Jasmine Mckay

Jessa Paddison

Joceline Maynard

Juan Chaves-Baquero

Kimberly Yang

Kokeb Haile

Koya Yasuda

La volonté

Ndimurukundo

Laura Boyle

Laura London

Lauren Cain

Leyue Xu

Marla Warkentin

Mary Kayle Telen

Md Azizul Hakim

Natalie Chu

Navneet Lally

Nicole Weir

Ojinika Ezeuko

Olivia La Caprara

Peijing Yu

Qiao Yu Zeng (Amy)

Safa Mammeri

Saharea Ahamed

Samira Cisneros

Sarah Abdelhamed

Sarah Abdillahi

Sarah Sivanesan

Sean Ryan

Soleil Babcock

Tatiana Herman

Tayyaba Shahzad

Urim Iyasere

Yomna Ahmed

Zahra Mustansir

## FALL 2022

**Abdel Aboukresha**

**Ai Zonghua**

**Amel Ahed**

**Anthony Fu**

**Armando Rivas**

**Asimwe Oloo**

**Audrey Tong**

**Brennah Doyle**

**Camille Horrocks-Denis**

**Catherine St. Jean**

**Denisse Molina**

**Elaine Le**

**Emily Guy**

**Fariba Al-Hassan**

**Francesca Berkoh**

**Giselle Lute**

**Halley Patel**

**Imandra Mudalige**

**Jerry Zhang**

**Jessie Li**

**Kaylin Lazaro**

**Keara Andrew**

**Kecha Lange**

**Leila Dorno Adolphe**

**Logan Beauchamp**

**Luiza Teixeira**

**Mari Erika Sikat**

**Merry Mulugeta**

**Mila Frolek**

**Morgan Mitchell**

**Mystic Plaunt**

**Nicole David**

**Nuha Dhooma**

**Nura Ali**

**Olajumoke Olalere**

**Omar Syed**

**Ovie Joseph**

**Polina Pevtsov**

**Rachel Lin**

**Reda Hachem**

**Renmart Buhay**

**Rylee DeJong**

**Sadia Fiqi**

**Sayemin Naheen**

**Sean Birkett**

**Sheena Mejia**

**Vanee Kachroo**

**Vinh Long Song**

**Vinn Elliot**

**F-E-A-R has  
two meanings:**

1. Forget Everything and Run
2. Face Everything and Rise.

The choice is yours.



## COMMUNITY PARTNERS

**Aakhil Lankhani**

**Adama Bundu**

**Adrian Werner**, Climate Reality Project

**Aishah Seivwright**, Black Mental Health Connections

**Akorfa Mawutor**, The Africa Centre

**Alistair Virgo**, Apathy is Boring alumni

**Alycia**, Community Disability Justice

**Anna-Marie Janzen**, Reclaim Mending

**Antonia**, Uplift Kitchen // Steps

**Aron Shaw**, The Youth Project

**ArtHouseTO**

**Ayodapomola Erinle**

**Ben and Jerry's**

**Ben Hammer**, Ecology Action Centre

**Beryl**, Cecil Community Centre

**Bria Miller**

**Britt Hudson**, The Echanté Network

**Brown Citizen Circle**

**Bryn Herbert**, Bent Arrow

**Cameron Adams**,

Creator of Cree App Nehinawewin

**Cameron Armstrong**,

Youth Climate Lab

**Carmel Farahbakhsh**, Youth Projects

**Nova Scotia**

**Carolyn Roberts**

**Cheri Hessami**, Happy City

**Clearly Love**

**Climate Reality Project Canada**

**Concordia Precious Plastics**

**Conseil jeunesse de Montréal**

**Courtney Walcott**

**Dani**, Climate Justice TO

**Danielle Norris-Pott**,  
University of Alberta

**Danielle Taralson**, Youth Co

**Deanna Miller**

**Elise Barber**, Collective Healing

**Evan Forest**

**Faelix**, Community Disability Justice

**Fédération médicale étudiante  
du Québec**

**Force Jeunesse**

**Forum jeunesse de l'île de Montréal**

**Gayle Collicutt**

**Glad Day Bookshop**

**Hafiz Jatto**

**Hasan Sinan**, No One Is Illegal

**Heather McCain**, Creating Accessible  
Neighborhoods

**Helga Jakobson**, ArtsJunktion Manitoba

**Hemali Vyas**, Red Oak

**Hiwan Bayru**, Apathy is Boring alumni

**Isabella Tassoni**

**Jade**, Food Share/Community Food  
Programmer

**Jasmine Gui**, Community Arts  
Programmer

**Jayda Hope**

**Jean-Claude Mugaba**

**Jen Brown**, City of Ottawa

**Jeune chambre de commerce**

**Joanne Swampy**, Creating Hope  
Society

**Jordyn**, Journeys in Equity  
**Josephine Galady**, Bent Arrow  
**Julien**, Project 10  
**Justine Living Hyphen**  
**Kayla**, Veggie D'Light  
**Kordeena Clayton**  
**Kung Jaadee**, Pebble Star Artists  
**Laura Blinn**, Community Fridge  
**Laura Pelser**, Fireweed Food Co-op  
**Lila Platt**, Queer Hoops  
**Liliana Lopez**, Apathy is Boring alumni  
**Lin Howes Barr**, Spence  
**Neighbourhood Association**  
**Ljudmila Petrovic**, Collective Healing  
**Lori Snyder**  
**Luke Bannis**, Edmonton Young  
Offender's Center  
**Maddie Brown**, Ottawa Hospice  
**Makulay atbp**  
**Matt Ward**, Pipikwan Pêhtâkwan  
**Mikaela Erwin**, University of Alberta  
**Miraf Dube**, Press Start  
**Natalie Pirson**, Accessibility in the City  
Advocate  
**Nicole Schmidt**  
**Noell Wood**, Reclaim Mending  
**Rachael**, Community Fridges TO  
**Rachel Wilson**, Ottawa Food Bank  
**Renee Chan**, United Way  
**Renmart Buhay**, Apathy is Boring  
alumni  
**Rowan Gentleman-Sylvester**, City Hive  
**Saara Chaudry**  
**Sabian Compri**, University of Alberta  
Sadlie Gilker, City Hive  
**Samm Reid**  
**Sandra Mostafo**, Black Mental Health  
Connections

**Sarah Kyte**, Operation Come Home  
**Sarah**, Apathy is Boring alumni  
**Sean Birkett**, Green Action Centre  
**Sharee Hochman**, Women in Urbanism  
Canada  
**Shawn Thompson**, Queer Hoops  
**Simon Benzon**, University of Alberta  
**Soomin Han**, Youth Climate Lab  
Spectrum  
**Stephan Keys**, Black Ottawa Connect/  
CTV news  
**Stephen Kirk**, Spence Neighbourhood  
Association  
**Summeiya**, Queer Muslim Network  
Toronto  
**Sydney Gen**, Apathy is Boring alumni  
**Tannia Vijeyenthiran**  
**Tayyaba Shahzad**  
**Tera Leigh Cardinal**  
**The Body Shop**  
**The Public Policy Forum**  
**Thomas Faustin**  
**Toronto Prisoners Rights**  
**Tracie Leost**, Southern Chiefs'  
**Organization (SCO) Jordan Principle  
Coordinator**  
**Trevor Lehman**  
**Umbrella Mental Health Network**  
**Utile**  
**Vanessa Cook**, Red Oak  
**Veronica Guitierrez**  
**Victoria Verhoek**  
**Welfare Avenue**  
**West End Cultural Centre**  
**Yar Anyieth**, The Africa Centre  
**Yoni Coodin**, Food Matters Manitoba  
**Youth Challenge International**

# DONORS + FUNDERS

A huge thank-you to our amazing funders and donors for helping us build a culture of engaged and active citizens. Your support enables us to mobilize youth in Canada and develop their skills and confidence as community leaders. Thank you for supporting Canada's future democracy. Donors shared in alphabetical order.

**Adriano De Torres**

**Alec Boudreau**

**Canada Summer Jobs**

**Canadian Heritage** – Canada History Fund

**Canadian Heritage** – Digital Citizens  
Contribution Program

**Canadian Heritage** – Youth Take Charge

**Christian and Josee Thibault**

**Danielle Bakhazi**

**David Tam**

**Elections Canada**

**Elections Ontario**

**ESDC Canada Service Corps**

**Jacob Bragg**

**Melissa Guay**

**Michelle Sammut**

**Niamh Leonard**

**Nicole Vallieres**

**RBC Future Launch**

**Suzanne Desautels**

**The Body Shop North America**

**Vancouver Foundation**

**Young Canada Works**





# STATEMENT OF OPERATIONS

## STATEMENT OF OPERATIONS

For the year ended March 31, 2023

<b>INCOME</b>	<b>2023</b>	<b>2022</b>
Foundation and government grants (schedule A)	3,518,807	3,055,772
Donations	128,292	75,981
Consulting revenue	47,995	93,743
Workshop and presentations	5,625	7,914
Other revenue	2,974	8,181
Amortization of deferred contributions for capital assets	7,020	4,922
Total	3,710,713	3,246,513
<b>EXPENSES</b>		
Program costs (schedule B)	2,749,040	2,549,601
Program general expenses (schedule C)	384,487	279,519
Administration expenses (schedule D)	406,025	407,505
Total	3,539,552	3,236,625
<b>EXCESS OF REVENUES OVER EXPENSES</b>	171,161	9,888

<b>SCHEDULE A</b>	<b>2023</b>	<b>2022</b>
<b>FOUNDATION AND GOVERNMENT GRANTS</b>		
Employment and Social Development Canada	2,286,818	2,446,069
Canadian Heritage	190,938	74,825
Canada Summer Jobs	13,894	13,037
Young Canada Works	18,824	25,937
RBC Foundation	800,000	395,904
Vancouver Foundation	100,000	100,000
Catherine Donnelly Foundation	8,333	-
Family foundations	100,000	-
Total	3,518,807	3,055,772

<b>SCHEDULE B</b>	<b>2023</b>	<b>2022</b>
<b>PROGRAMS COSTS</b>		
Salaries and benefits	1,697,470	1,427,864
Honorarium	518,870	721,507
Participant costs	197,661	176,144
Advertising	32,780	41,128
Conference	210,357	156,911
Equipment and merchandise	3,203	26,047
Total	2,660,341	2,549,601

<b>SCHEDULE C</b>	<b>2023</b>	<b>2022</b>
<b>PROGRAM GENERAL EXPENSES</b>		
Space rental	153,588	56,909
Office supplies	52,232	88,560
Telecommunications	26,198	37,832
Subscriptions	37,211	36,529
Training and seminars	31,104	31,582
Travel and accommodation fees	84,050	23,447
Printing costs	104	4,660
Total	384,487	279,519

<b>SCHEDULE D</b>	<b>2023</b>	<b>2022</b>
<b>ADMINISTRATION EXPENSES</b>		
Salaries and benefits	271,016	249,008
Consultants fees	6,432	21,341
Rent	11,991	9,844
Insurances	13,759	7,234
Office and general	40,895	31,669
Telephone and utilities	2,479	2,065
Travel and accommodation fees	-	356
Professional fees	12,572	13,372
Interest and bank charges	7,485	9,549
Amortization of capital assets	39,396	7,591
Total	406,025	352,029

# THANK-YOUS

## TO OUR INCREDIBLE STAFF

Thank you for your never-ending energy towards the engagement and activation of all young Canadians in our country's great democracy. Your unwavering commitment to our vision is supporting the coast-to-coast growth of youth changemakers and thought leaders in Canada.

## TO OUR COLLABORATORS

Thank you for supporting our year-round efforts as we work to reach and empower the next generation of decision-makers in Canada.

## TO OUR BUILD PARTICIPANTS AND COMMUNITY PARTNERS

Thank you for your curiosity and drive to lead the change you want to see in your community. To our community partners, thank you for giving space for youth to have a voice and make an impact.

## TO OUR RISE AMBASSADORS AND COMMUNITY MENTORS

Thank you for your perseverance, creative ideas, and desire to make a difference. To our community mentors, thank you for building connections with our Ambassadors and providing guidance throughout their community projects

## TO OUR COMMUNITY PARTNERS

Thank you for helping us to engage more youth across Canada in meaningful, community-based opportunities.

## TO OUR FUNDERS AND DONORS

Thank you for your generous contributions and believing in our vision. Your support allows us to carry out the important work that we do.

**APATHY  
IS BORING.™**

**Connect, Educate  
and Activate.**