

Annual **REPORT** *[2023–2024]*

Empowering youth across Canada to engage meaningfully in our democracy. This year, we cross-collaborated, we showed up online, and in our communities — proving that youth participation isn't just necessary, it's powerful.

**APATHY
IS BORING**

ALSB

Letter from the ED + PRESIDENT

To our dear friends & supporters,

WHAT A YEAR IT'S BEEN.

From new programs to familiar milestones, 2023–2024 reminded us of the essential role young people play in building a more just, democratic future. At Apathy is Boring, we've always believed that civic engagement goes far beyond the ballot box — and this year, we doubled down on that belief.

We saw a significant shift in how youth show up for democracy. Whether it was through our RISE and BUILD programs, bilingual content on Instagram, or digital campaigns that linked everyday life to government policy, our goal was simple: meet young people where they're at and help them go even further.

RISE continued to be a cornerstone of our programming, with youth in seven cities leading bold, community-rooted projects. From mental health and housing justice to cultural resilience and environmental storytelling, each initiative reflected what matters most to this generation. Our BUILD program returned with new momentum, offering participants a deep dive into policy, advocacy, and systems change. They left feeling confident, connected, and ready to lead.

We also launched Net-Zero and You(th) in partnership with Environment and Climate Change Canada and the Net-Zero Advisory Body. The program gave youth a space to explore the intersection of climate and democracy through storytelling, skills development, and peer connection.

Across the country, we held 14 Table Topics events — including 12 traveling editions — and collaborated with over 30 volunteers.. Our RISE cohorts alone contributed over 5,700 hours of civic action. We welcomed 300 brand new The Feed subscribers and continued to see high engagement on our bilingual newsletter, a resource youth have been reading and trusting to keep them informed and inspired.

In terms of our digital online presence, experimenting with Influencer collaborations, content series like "Politics is Everywhere," and dynamic TikTok trends helped us connect in new ways.

Behind the scenes, we focused on strengthening impact. We revisited how we evaluate programs, built alumni engagement strategies, and deepened our research partnerships to stay attuned to youth priorities in a shifting civic landscape.

To every youth who led a project, showed up to a workshop, or shared our content: thank you. To our partners, funders, volunteers, and staff — your support fuels everything we do. Together, we are creating accessible entry points into democracy and building a culture where every young Canadian sees themselves as an active, informed participant.

Onwards,

Samantha Reusch, Habon Ali





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.

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.

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.

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.

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.

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

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.



NUMBERS

Social Media Followers:

16,000

Instagram

9,961

Facebook

1,162

TikTok

Total estimate of impressions across social media

CONTENT CAMPAIGNS

TOTAL IMPRESSIONS

939,960

INSTAGRAM:

863,465

LINKEDIN:

44,063

TIKTOK:

32,037

TOTAL ENGAGEMENTS

32,496

INSTAGRAM:

27,079

LINKEDIN:

3,856

TIKTOK:

1,561

12 INFLUENCER PARTNERSHIPS

80

PIECES OF CONTENT

across

12

CREATORS

exclusively for
Apathy is Boring
platforms

Within this group of creators, we maintained long-term partnerships with 4 ambassadors generating over 50 pieces of the total content

4

AMBASSADORS

50

PIECES OF CONTENT



The creators were varied in terms of expertise ranging from politics, mental health, environment, Indigenous Advocacy, and LGBTQIA+ advocacy

**The
Feed**

190

**ISSUES
(AS OF MAY 27TH 190)**

3854

SUBSCRIBERS IN ENGLISH

316

SUBSCRIBERS IN FRENCH

33.7%

OPEN-RATE (ENGLISH)

27.4%

OPEN-RATE (FRENCH)



7

**COMMUNITIES
ACROSS CANADA**

59

RISE YOUTH AMBASSADORS

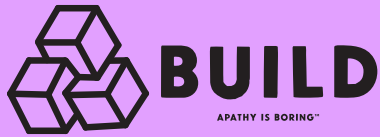
14

YOUTH-LED COMMUNITY PROJECTS

23

COMMUNITY PARTNERS

Projects ranged from climate resilience and newcomer resources to accessible arts and housing justice. Each one was a testament to the power of local community-based action.



- Overview and year's focus areas
- Youth participant projects
- Skills gained and outcomes
- Participant testimonials



24

**YOUTH PARTICIPANTS
IN C4 AND C5**

100%

**OF PARTICIPANTS EITHER
AGREE OR STRONGLY AGREE**

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

"BUILD help to foster a sense of community, provide opportunities to connect with mentors, advisors, and peers. Excellent program."

— Participant

After completing BUILD

100%

**OF BUILD PARTICIPANTS
AGREE OR STRONGLY AGREE**

that they are more likely to participate in community service or community projects.

"I think the BUILD program has given me a strong foundation to advocate for my community and implement programs that will enable more of that. BUILD has really encouraged me to be a more vocal community organizer and to facilitate events"

— Participant



(1 April 2023 - 31 March 2024)



545

(RSVP)

285

YOUTH ATTENDEES

20

**TABLE TOPICS
TOPICS**

(1 April 2023 - 31 March 2024)

**NET ZERO
& YOU^[th]
PROGRAM**

11

ATTENDEES

1

PROVINCE (QUEBEC)

the **FEED**

Rebuilding Momentum: Growth, Engagement, and Special Editions

This period marked a steady resurgence for The Feed, reflected in both subscriber growth and consistently strong engagement. As the tone and content became more intentional, open rates regularly hovered around the 40% mark, showing that the content was landing well with the audience and building trust over time.

A key turning point came with the September 2023 relaunch editions, which reintroduced The Feed with a renewed sense of purpose. These issues moved beyond simple updates, instead offering clarity around the values driving the work and setting the tone for a more thoughtful approach moving forward.

Volume 105 was especially memorable. It provided a behind-the-scenes look at impact storytelling and recent campaign reflections, highlighting not just outcomes but the learning process. This edition sparked some of the highest engagement during the period and showed how deeper, more reflective content could better connect with readers.

Together, these editions helped re-establish The Feed as a trusted and engaging space for sharing meaningful updates, building momentum that continues today.

RESEARCH & INNOVATION



This year, we continued to strengthen the research backbone of our work. In partnership with Abacus Data, we explored civic readiness among Canadian youth, uncovering key insights into what drives — and blocks — participation. We also piloted new evaluation tools to better understand the impact of our programs over time.

Through a mixed-methods approach, we found that while most young people care about democracy, they often feel disconnected from formal processes. Our content and programming responded directly to that gap, providing roadmaps and real-world applications of civic skills.

Our ongoing evaluation of RISE alumni confirmed long-term outcomes: a majority reported increased confidence, sustained community involvement, and clearer career pathways thanks to the program. These findings are shaping how we plan post-program engagement and alumni supports moving forward.

Whether through national surveys, internal assessments, or on-the-ground conversations, our research continues to inform strategy, surface emerging needs, and ensure we're building programming that's youth-centered and data-driven.

MEDIA & DIGITAL IMPACT

In partnership with Abacus
Data, we explored civic readiness
among Canadian youth



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RISE

Ambassadors

C11

(January 23rd, 2023 to
June 12th, 2023)

VANCOUVER

- Yiming Zhang
- Emily Cruickshank
- Victoria Barclay
- Monica Cheema
- Emily Skirda
- William Chen
- Alexandria Burton
- Michelle Park
- Loc Luu
- Pei-Hsuan Megan Lin
- Katerina Nieboer

EDMONTON

- Harnoor Kochar
- Rashida Clarke
- Taylor Thomas
- Gurpreet Bolina
- Amber Sayed

WINNIPEG

- Zara Sainz
- Joshua Enns
- El-Shaddai Nyakiir
- Carolina Rangel
- Kayla Seminiano
- Adhiraj Majumder
- Thorunn Vatnsdal-Trudeau
- Matthew West

TORONTO

- Elahveyini Veemharaj
- Joram Mathew Inchoco
- Merjul Napoles
- Fernandez
- Mishika Khurana
- Nicholas Marini
- Harshit Jain
- Douglas MacDonald
- Jake Bradshaw

OTTAWA

- Kristen Pecarskie
- Freeda Anwar
- Tate Chong
- Rachelle Landriau
- Narea Brown
- Shin Wah Low
- Lauren Wells

MONTREAL

- Riel Reddick-stevens
- Serina Sabbagh
- Kyria aude Amichia Guillao
- Eimi Baker
- Isabelo Beli-En David
- Ivy Guerrier-Cadet
- Rebal Turjoman
- Ioana Cornea
- Elliot Pond

HALIFAX

- Yue Guo
- Madeline Watson

VANCOUVER

- Lindsay Chavez
- Meghan Danyluk
- Annapoorna Shruthi Budnar Subramanya
- Maria Catalina Cordoba Mesa
- Alexis Dyck
- Chinmayee Chitturu
- Ciara Bugden
- Wui Ching Lo
- Anita Keshri
- Katrina Carlucci

EDMONTON

- Wol Abiamwol
- Asha Jama
- Ellean Joy Eresmas
- Iannie Gerona
- Kieran Fong
- Faith Tabladillo
- Julia Catherine
- Laurel Wang
- Galiba Tasfia

WINNIPEG

- Belinda Guerra
- Erica Wilson
- Garvey Ian Ogerio Regis
- Helen Marden Tweed Klepka
- Jason McFall
- Arielle Villarin
- Sean Altemeyer
- Colten Barlishen

TORONTO

- Natalie Enriquez-Birch
- Oluwatoni Agbaje-OJo
- Zhi Rui Du
- Ramisa Chowdry
- Lorenzo Peñate
- Talia Woodland
- Katie Cheshire
- Kimberley Chau

OTTAWA

- Michael Cardy
- María Choque
- Jordynn Bateman
- Roxanne Komuntare
- Megan Allisat
- Sharon Ayele
- Nyaluak Lual

MONTREAL

- Melanie Rider
- Alina Sophia Ali
- Jephthe Joseph
- Yasamin Movasseghi
- Arvaa Balsara
- Jesse Hammond
- Catalina Sofia Sosa
- Yeonsoo Heo

HALIFAX

- Conor Hubley
- Theodore Misseri
- Shree Rama Kamal Kumar Vengu
- Desiree Kupakuwana
- Doyinsola Egbewande
- Domenica Soraya Saldarriaga Cevallos
- Samantha Burns
- Emma Mason
- Syeda Mehar Ejaz

COMMUNITY *Partners*

EDMONTON

- University of Alberta
 - The Echanté Network
 - United Way
 - Youth projects Nova Scotia
 - Pipikwan Pêhtâkwan
 - Bent Arrow
 - The Africa Centre
 - Creating Hope Society
 - Edmonton Young Offender's Centre
 - Free Transit Edmonton
 - Unlimited Potential Community Services
 - Kickstand/Youth at the Table
 - Boyle Street Service Society
 - Catholic Social Services
-

VANCOUVER

- Collective Healing
 - City Hive
 - Youth Co
 - LET'S
 - Happy Cities
 - Van Arts
-

WINNIPEG

- Red Tent/Red Oak
 - Youth Climate Lab
 - Southern Chiefs' Organization (SCO)
 - Waanishka Movement Inc.
 - Climate Reality Project
 - Green Action Centre
 - Reclaim Mending
 - West End Cultural Centre
 - Youth Employment Services
 - Sunshine House
 - University of Manitoba - Career Services
 - City of Winnipeg
 - Women in Urbanism Canada
-

HALIFAX

- No One Is Illegal
 - Community Fridge
 - Ecology Action Centre
 - The Youth Project
 - Nova Scotia By Bike
 - Cura Heart Space
 - Imperfect Eco Hero
 - Grassroots Grandmothers
-



MONTREAL

- Black Mental Health Connections
- Project 10
- Welfare Avenue
- Concordia Precious Plastics
- Queer Hoops
- Press Start
- Cantine Tocatoca
- Growing Arc
- L'environnement c'est Intersectionel

OTTAWA

- Ottawa is not boring
- Active Youth Ottawa
- O Ottawa River Keepers
- Pegasus video
- Wabano Center
- EnviroCentre
- Nurture With Botanics
- Wool-Tyme

TORONTO

- Migrants Workers Alliance for Change
- Artists for Climate & Migrant Justice and Indigenous Sovereignty

DONORS & FUNDERS

A heartfelt thank-you to our incredible funders and donors

Your support plays a vital role in helping us foster a culture of engaged, active citizenship. Thanks to you, we're able to empower young people across Canada, building their skills, confidence, and capacity to lead in their communities.

Thank you for investing in the future of democracy in Canada.

DONORS LISTED IN ALPHABETICAL ORDER

- Danielle Bakhazi
- Alec Boudreau
- Jacob Bragg
- Catherine Donnelly Foundation
- Canadian Heritage – Youth Take Charge
- Canadian Heritage – Young Canada Works
- Community Services Recovery Fund
- Don Caruthers
- Employment and Social Development Canada – Canada Service Corps
- Employment and Social Development Canada – Canada Summer Jobs
- Environment and Climate Change Canada
- Gen Gauvin, Inc.
- Infilise Family Foundation
- Laura Jensen
- McGill Model United Nations
- Ottawa Foundation
- RBC Future Launch
- Jessica and Marc Pathy
- Brianna Smith
- David Tam
- Vancouver Foundation



STATEMENT *of* OPERATIONS

*For the year ended
March 31 2024*

INCOME	2024	2023
Foundations and government grants (schedule A)	3,465,244	3,518,807
Donations	84,947	128,292
Consulting revenue	60,937	47,995
Workshop and presentations	3,785	5,625
Other revenue	7,126	2,974
Amortization of deferred contributions for capital assets	34,096	7,020
Total	3,656,135	3,710,713

EXPENSES	2024	2023
Program costs (schedule B)	2,558,764	2,801,015
Program general expenses (schedule C)	321,108	332,512
Administration expenses (schedule D)	553,165	406,025
Total	3,433,037	3,539,552

EXCESS OF REVENUES OVER EXPENSES

SCHEDULE A	2024	2023
FOUNDATION AND GOVERNMENT GRANTS		
Federal government Employment and Social Development Canada <i>The Rise Program</i>	2,817,870	2,286,818
Internship Jobs	3,702	—
Environment and Climate Change Canada <i>Net zero Program</i>	200,000	—
Canadian Heritage Digital Citizen's Contribution Program	—	47,995
Canada History grants	22,806	60,924
Youth Take Charge	93,620	82,514
Canada Summer Jobs	6,169	13,894
Young Canada Works	4,869	18,824
RBC Foundation	56,208	800,000
Vancouver Foundation	100,000	100,000
Catherine Donnelly Foundation	30,000	8,333
The Infilise Family Foundation	100,000	100,000
Jessica and Marc Pathy	5,000	—
Ottawa Community Foundation	25,000	—
Total	3,465,244	3,518,807

SCHEDULE B	2024	2023
PROGRAM COSTS		
Salaries and benefits	1,522,281	1,697,470
Professional fees	454,618	518,870
Participant costs	237,261	249,636
Conference	216,771	210,357
Sales taxes expenses	8,989	88,699
Advertising	115,952	32,780
Equipment and merchandise	2,892	3,203
Total	2,558,764	2,801,015

SCHEDULE C	2024	2023
PROGRAM GENERAL EXPENSES		
Occupancy costs	120,488	153,588
Office supplies	882	257
Telecommunications	24,660	26,198
Subscriptions	49,922	37,211
Training and seminars	32,094	31,104
Travel and accommodation fees	92,196	84,050
Printing costs	866	104
Total	321,108	332,512

SCHEDULE D	2024	2023
ADMINISTRATION EXPENSES		
Salaries and benefits	296,576	271,016
Consultant fees	51,656	6,432
Occupancy costs	33,858	11,991
Insurance	1,573	13,759
Office supplies and expenses	35,927	40,895
Telecommunications	378	2,479
Professional fees	82,148	12,572
Interest and bank charges	11,840	7,485
Amortization of capital assets	39,209	39,396
Total	553,165	406,025



TEAM & GOVERNANCE

Our team continued to grow in diversity, skill, and impact. With staff spread across the country, we remained deeply rooted in local communities while executing a unified national strategy.

LEADERSHIP TEAM:

- **Sam Reusch**
Executive Director
- **Jacqueline Sultan**
Director of Communications & Strategic Engagement
- **Darnell Jones**
Director of Programs
- **Heather Nagy**
Director of Finance & Operations
(departed July, 2023)
- **Shah Faisal Shah**
Director of Finance & Operations
(started July, 2023)
- **Erika De Torres**
Director of Impact & Development

Our dedicated program coordinators and operations staff ensured that every workshop, campaign, and event ran smoothly — and that youth felt supported every step of the way.

STAFF:

- ***Kyle Visvanathan***
Rise Program Manager, West
(departed July, 2023)
- ***Jennifer Block***
Rise Program Manager, West
(departed July, 2023)
- ***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
(departed August, 2023)
- ***Arielle Contreras***
Ottawa Rise Coordinator
(started August, 2023)
- ***Belinda Campbell***
Winnipeg Rise Coordinator
- ***Yasmine Izmeth***
Toronto Rise Coordinator
- ***Rhea Gupta***
Halifax Rise Coordinator
- ***Tomi Ajele***
Partnerships & Engagement
Manager
- ***Dena Anwar***
Social Media & Content
Manager
- ***Irmak Taner***
Project Lead
- ***Hayley Bhereur***
Social Media Coordinator
- ***Melina Duckett***
Research and Evaluations Lead
(departed August, 2023)
- ***Sydney Penner***
Research and Evaluations Lead
(started September, 2023)
- ***Molly Mckenzie***
Research Intern
- ***Sarah el Hassani***
Operations Manager
- ***Omi Rodney***
Payments Coordinator
- ***Fataba Kakulatombo***
Purchase Coordinator
- ***Tanisha Garing***
Outreach Coordinator

Our Board of Directors, led by Habon Ali, brought experience, oversight, and vision. Their guidance was instrumental as we navigated post-pandemic realities, digital risks, and funding landscapes.

**BOARD OF
DIRECTORS:**

- *Habon Ali (Chair and President)*
- *Alexis-Carlotta Cochrane*
- *Aiden Cyr*
- *Terence D'Souza*
- *Almeera Khalid*
- *Danny Luong (Treasurer)*
- *Dave Meslin*
- *Rosalie Nadeau*
- *Brooks Roche*

COUNCIL:

- *Jean-Pierre Kingsley*
- *The Honourable Lloyd Axworthy*
- *André Blais*
- *The Right Honourable Kim Campbell*
- *Piya Chattopadhyay*
- *Penny Collenette*
- *Phil Fontaine*
- *Roger Gibbins*
- *Elisabeth Gidengil*
- *Frank Graves*
- *Richard Johnston*
- *Tasha Kheiriddin*
- *The Right Honourable Paul Martin*
- *Anne McGrath*
- *The Honourable Audrey McLaughlin*

With **GRATITUDE**

To our incredible team

Your passion and dedication power everything we do. Thank you for showing up every day with energy, purpose, and heart. Because of you, a new generation of leaders is stepping forward.

To our collaborators

Your support keeps us moving forward. Thank you for partnering with us throughout the year as we work to amplify youth voices and shape a stronger, more inclusive future.

To our BUILD participants and community partners

Thank you for stepping up with curiosity, courage, and vision. To our partners—thank you for creating the spaces where ideas are heard, valued, and put into action.

To our RISE Ambassadors and community mentors

Thank you for meeting challenges with creativity, and for leading with care and conviction. To our mentors—thank you for showing up with wisdom and encouragement, and for walking alongside our Ambassadors every step of the way.

To our community partners

Your commitment to youth engagement makes our work possible. Thank you for opening doors and making space for meaningful, community-based experiences across Canada.

To our funders and donors

Your generosity is the foundation of our impact. Thank you for believing in our mission and investing in youth-led change. With your support, we're building a stronger democracy—together.

APATHY_{is}BORING

**CONNECT,
EDUCATE,
ACTIVATE.**