

# *Annual* **REPORT** *[2024–2025]*

*Empowering youth across Canada to engage  
meaningfully in our democracy.*

*This year marked a major milestone for Apathy is Boring. As we  
celebrated 20 years of youth civic engagement, we also looked  
forward — introducing new ideas, new tools, and new ways for  
young people to shape the future of our democracy.*

**APATHY  
IS BORING**

**ANALYSIS**

# Letter from the ED + BOARD CHAIR

To our dear friends and supporters,

This year marked a significant milestone for Apathy is Boring: 20 years of empowering youth to participate in democracy.

Since 2004, our mission has remained the same — ensuring young people across Canada feel informed, confident, and motivated to engage in civic life. Over the past year, we celebrated that legacy while laying the groundwork for what comes next.

In September 2024, we unveiled a refreshed visual identity to mark our anniversary and reflect the evolution of the organization. The rebrand represented more than a new look — it symbolized two decades of learning, growth, and the continued importance of youth voices in shaping Canada’s democratic future.

Throughout the year, we continued creating accessible entry points into democracy through programming, content, and research. Our RISE program brought together youth across Canada to develop community-based projects, while BUILD equipped young leaders with the skills and networks needed to better understand policy and influence real change.

We also launched new tools to spark civic conversations, including our Democracy Deck, a playing cards game that encourages discussions about democracy in everyday settings.

Our Better Democracy Roadmap initiative also began to take shape, informed by insights from a national youth survey conducted with Abacus Data. The campaign advocates for practical democratic reforms that strengthen participation, transparency, and accountability.

This year also highlighted the rapidly evolving information environment young people navigate. Following the introduction of the Online News Act, some social platforms removed access to Canadian news, limiting reliable sources and increasing the spread of unverified and polarizing content — reinforcing the importance of accessible civic education and trustworthy information.

Throughout the year, our team tracked and explained key political moments across the country, helping young people better understand how government decisions shape everyday life. We also brought communities together through initiatives like Round Table Topics, creating spaces for dialogue across perspectives.

In November, we celebrated our 20th anniversary with a national gathering in Montreal that brought together alumni, partners, supporters, and youth leaders. The event reflected on our journey so far and looked ahead to the work still to come.

None of this would be possible without the support of our staff, volunteers, partners, funders, and the thousands of young people who engage with our programs each year.

*To everyone who participated, collaborated, or supported our work  
— thank you. The next 20 years start now.*

*Samantha Reusch, Habon Ali*

**L'APATHIE C'EST PLATE**

# LA DÉMOCRATIE

**UN SYSTÈME DE GOUVERNEMENT** dans lequel le pouvoir est confié par le peuple et exercé directement par celui-ci ou par l'intermédiaire de représentants librement élus.

	<b>DES INFORMATIONS ACCESSIBLES ET DES INSTITUTIONS MÉDIATIQUES FORTES</b>	
<b>CES CINQ PILIERS DE LA DÉMOCRATIE</b>		<b>LE PLURALISME ET LE DROIT DE MANIFESTER</b>
	<b>PARTICIPATION INCLUSIVE ET ÉQUITABLE</b>	
<b>ACCÈS SANS ENTRAVE AUX DROITS DE LA PERSONNE</b>		

ce que l'on appelle aujourd'hui la démocratie canadienne avaient leurs propres formes systémiques qui ont résulté de la lutte pour la démocratie canadienne. Nous croyons que ces cinq piliers représentent une participation inclusive pour tous les peuples.

**APATHY IS BORING**

# DEMOCRACY

**A SYSTEM OF GOVERNMENT** in which power is vested to the people and exercised by them directly or through freely elected representatives.

	<b>ACCESSIBLE INFORMATION AND STRONG MEDIA INSTITUTIONS</b>	
<b>THE FIVE PILLARS OF DEMOCRACY</b>		<b>PLURALISM AND THE RIGHT TO PROTEST</b>
	<b>FREE AND FAIR ELECTORAL PROCESS</b>	
<b>INCLUSIVE AND EQUITABLE PARTICIPATION</b>		

We acknowledge that before what is now known as Canadian democracy, peoples in Canada had their own forms of governance. We acknowledge the harms that have resulted from their forcible replacement by the institutions of Canadian democracy. We believe that these five pillars represent principles of equitable and inclusive participation for all people.





# 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.

# Our Values:

Values in an organization are the fundamental convictions or beliefs that guide the organization's actions, influence its culture, and drive its decisions. We can think of this as “lenses” that can be applied to situations, facts, or decisions but are not, in and of themselves, Tangible.

## EQUALITY

We believe that we have a collective responsibility to preserve and protect the dignity and rights of all people in our democracy. We believe in interventions and specific measures to ensure that all citizens are able to access and participate in our communities in meaningful ways (equity) with the goal of equal opportunity long term.

## TOLERANCE

We believe in freedom of thought and expression. We understand that this belief is not about endorsing the ideas of others but, instead, accepting the right to hold divergent thoughts peacefully. We do not engage those we disagree with to dehumanize, censor, humiliate, or coerce them. We view disagreements as normal and inevitable results of democratic discourse and trust individual citizens to both engage and disengage peacefully.

## HUMILITY

We value humility as an essential trait in our work. We recognize that no one has all the answers. We understand our own strengths and limitations across different contexts and reject elitism and gatekeeping in our work. We stick to the facts and encourage ourselves and others to challenge their assumptions.

## FORWARD-THINKING

We believe that addressing the complex and dynamic problems in our democracy requires a positive vision and a desire to build, rather than to tear down. While we remain clear eyed about the problems we face, we are always working towards a solution with hope and building a way forward. We acknowledge what is working as much as what is not and we're not shy to Celebrate.

## ETHICS

We always strive to act with moral integrity, in honesty, transparency, and ethical conduct. We hold ourselves accountable for our actions and tie our actions to concrete principles and values within the context of our work. We strive to build trust through action because doing the right thing, and doing it well, matters to us.

# *Our Guiding Principles:*

Guiding Principles on the other hand, are the broad norms or foundations that individuals in the organization are expected to uphold. They serve as the foundation for behavior and decision-making within the organization and can be understood to be tangible.

## **HUMAN RIGHTS**

We believe in the fundamental rights and dignity of all individuals, promoting solutions rooted in equality, justice, and fairness. Everyone deserves to be treated with respect and fairness under the law. We believe that removing barriers to equal rights and opportunity makes our democracy more equal, fair, and representative.

---

## **PLURALISM**

We value and embrace diverse perspectives, ideas, and backgrounds. We do not just acknowledge different perspectives, but we also appreciate and respect them as a critical signal of a healthy democracy. We're all about being open-minded and encouraging positive conversations to bridge gaps and foster unity and belonging.

---

## **REMOVING BARRIERS TO YOUTH**

Young people should be equally represented in all levels of our democracy. We create space for youth in decision making roles because we know that youth are often under-represented. We support and encourage governments and institutions to do the same. We believe in the value of young people's perspectives, capacity, and ideas and the unfairness of their exclusion. We believe in intergenerational partnerships that combine youth innovation with other generations and their experience to enhance outcomes for everyone and we advocate for each to be valued.

---

## **MOVEMENT MINDSET**

We believe in the power of working together and the value of finding common ground. Change happens through citizens coming together and building bases of power to achieve common goals. Successful movements require openness but also a desire to foster new ideas, perspectives, and connections to build and advance solutions.

---

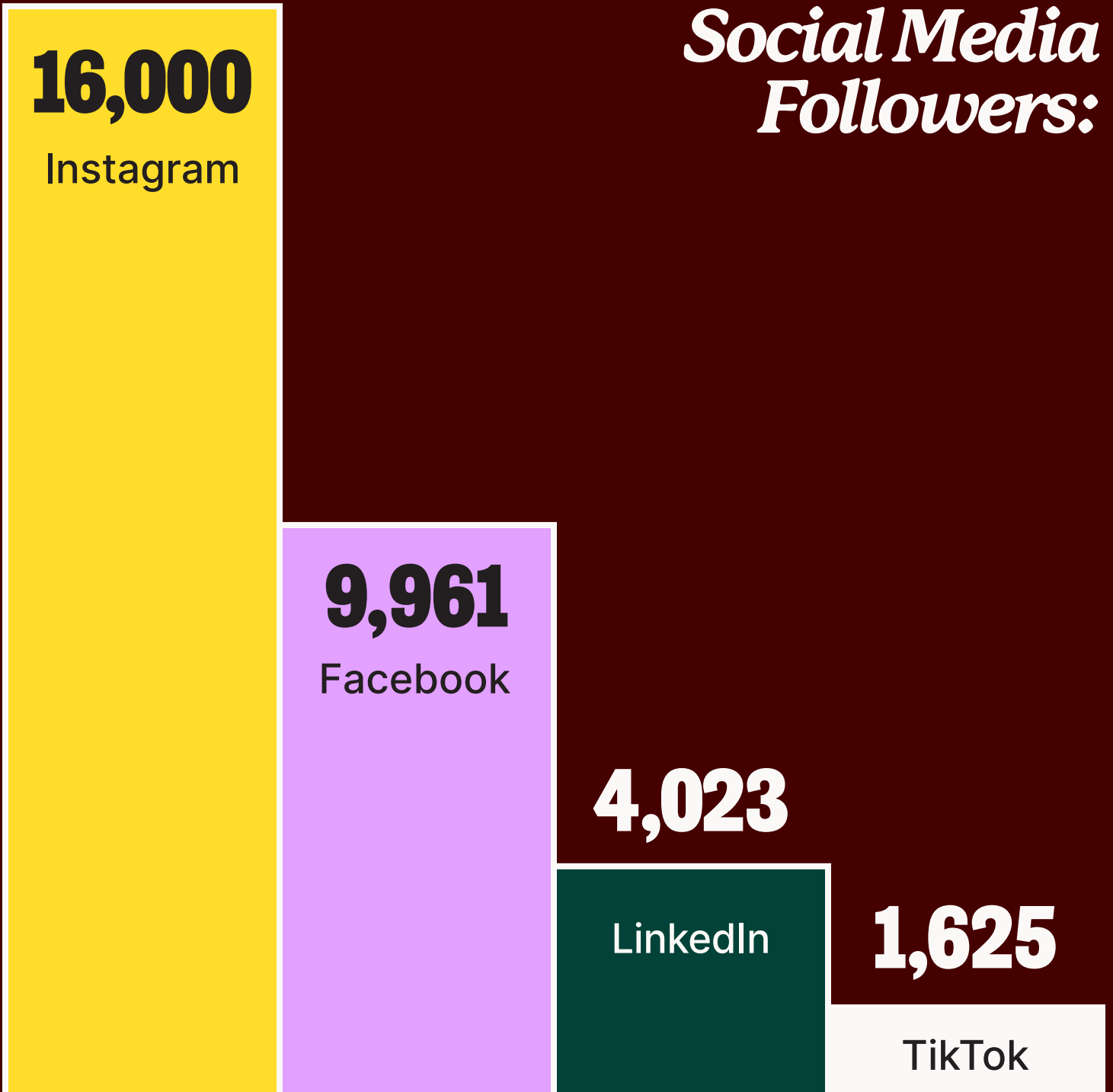
## **DEMOCRATIC AND CIVIC RESPONSIBILITY**

We believe that all citizens have both the right and the responsibility to participate in society and to shape our shared institutions, together. We also believe that those institutions should reflect and enhance the lives of those who they serve. This includes acting in the interest of the public and preserving the social contract.

---

# NUMBERS

## *Social Media Followers:*



# Total estimate of impressions across social media

## CONTENT CAMPAIGNS:

Total impressions

---

**2,389,557**

INSTAGRAM:

**1,750,250**

FACEBOOK:

**415,391**

LINKEDIN:

**143,569**

TIKTOK:

**80,347**

Total interactions

---

**64,913**

INSTAGRAM:

**37,535**

FACEBOOK:

**1,600**

LINKEDIN:

**17,072**

TIKTOK:

**8,650**

# 14

influencer  
partnerships

# 27

pieces of content across  
*14 creators exclusively*  
for Apathy is Boring  
platforms

Within this group of creators,  
we maintained long-term  
partnerships with

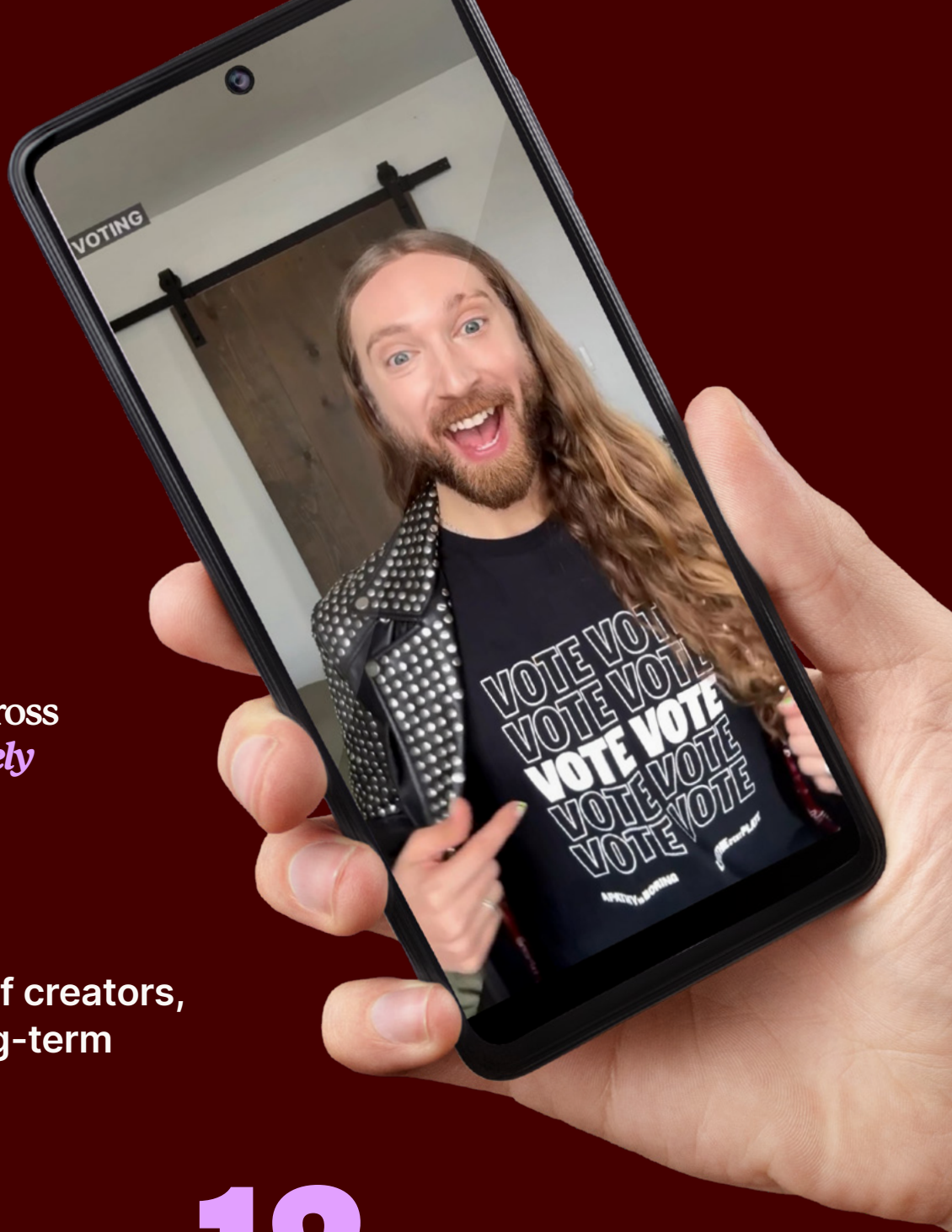
# 3

ambassadors  
generating over

# 13

pieces of  
content

The creators represented a wide range of expertise, including democracy & elections, mental health, community impact projects and Indigenous Advocacy.





# RISE PROGRAM



APATHY IS BORING™

RISE is a 15-week, city-based program where young people turn ideas into real community projects. With hands-on support and a \$4,000 budget, participants build the skills and confidence to create change locally.

An initiative under the Canada Service Corps, RISE helps young people co-create community projects and strengthen our civic and democratic fabric by engaging with topics that interest them.

8

communities across Canada

85

RISE youth ambassadors

8

youth-led community projects

44

community partners

Since 2018:

752

youth participants

= 752 young people who gained a deeper understanding of their community's institutions and the pathways available to them for meaningful civic engagement.

The RISE program returned in March 2025 with a revamped 15-week curriculum and a new program in Calgary.

Each project activated local youth on the barriers they face when engaging in civics and democracy. Across the country, 752 young people engaged in the community projects either as deep canvassing participants or as project attendees.

Projects ranged from community-based- educational resources like newsletters, podcasts and websites, and events including workshops on gardening, food preservation, and digital storytelling, educational panels, neighbourhood postcard campaigns and a documentary screening.

In their post-program reflections, 100% of RISE youth agreed that they were more likely to participate in community service in the future as a result of the program – suggesting that RISE is a powerful tool for building momentum and encouraging continued civic engagement in young people. Participants also report significant gains (above 90%) in confidence, agency and in establishing personal and professional net-

works through RISE that enable them towards future collective action around community issues. 95% of them left the program feeling that they have a role to play in making change in their communities.

We are continuously grateful that participants also take the time to give us feedback on how the program shaped them and what their experience was like in RISE, and are proud to share their voices through a few (or many!) enlightening quotes:

“

*The RISE program has opened my eyes to the world of civic engagement. This was not something that was of importance to me before but I learned a lot about what it means to be civically engaged and ways to do so through this program.*

**— RISE OTTAWA PARTICIPANT**



“

*Professionally, RISE helped me refine skills I use every day in nursing and community work: communication, collaboration, project planning, and navigating complex issues with nuance. The program has helped me sharpen my sense of purpose, strengthen my leadership skills, and deepen my connection to my community. I'm coming out of RISE with a clearer understanding of the kind of work I want to do, and the confidence that I can actually do it!*

**— RISE WINNIPEG PARTICIPANT**

“

*My journey with RISE has been very enriching as a newcomer immigrant. Besides, the opportunity to visit a province in the West and making new friends there, learning about democracy, project evaluation, branding and communication were very helpful. This retreat was the highlight of my RISE journey.*

**— RISE HALIFAX PARTICIPANT**





# BUILD PROGRAM

BUILD is a mostly virtual, more advanced program that helps young people understand how decisions are made in Canada—and how to influence them. Participants work on their own individual projects, building the knowledge, skills, and networks to advocate, organize, and create change within the political system, beyond just voting.



Since 2021

**23 youth** trained on how to advocate, build movements, and lead policy change.

Exploring topics such as:

- transit,
- food security,
- poverty reduction, .....



## PARTICIPANT TESTIMONIALS

After completing BUILD,

**96%**

*of youth participants this year 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 matter in their communities.*

“

*I feel more confident and inspired to pursue advocacy work and make it an active part of my life. I'm not sure I would have been able to do this if not for the program, its great staff, and connecting with like-minded people. It helped lift me up.*

— BUILD PARTICIPANT

**96%**

*of BUILD participants agree or strongly agree that they are more likely to participate in community service or community projects.*

“

*I had no idea how to go about organizing anything, and this program has taken my passion for social issues and justice and taken it to the next actionable level. I feel confident and equipped to navigate the political landscape and to support / champion causes that are important for the wellbeing of my community.*

— BUILD PARTICIPANT



# TABLE TOPICS

This year, we introduced Round Table Topics, a new format designed to encourage more collaborative and participatory conversations.

Unlike panel discussions, Round Table Topics placed participants in a shared dialogue environment where everyone was encouraged to contribute equally.

Through this project, 18 youth across the country received training on civics and facilitation and hosted their own Round Table Topics with their peers. Some of the issues discussed range from elections, climate change, reconciliation, AI to healthcare, youth civic engagement and women in leadership.

“

*I loved connecting with people in my community about topics we are passionate about... especially when most of our daily life is spent looking away.*

— PARTICIPANT

260

signups

222

youth attendees

18

Table Topics discussions



# NEWSLETTER REACH

## *Building Community Through Consistent Civic Updates*

This year, Apathy is Boring's newsletters remained a key, low-barrier way for young people to stay informed and connected to what's happening across Canada. We published ~46 issues regularly reaching over 4,200 subscribers across English and French audiences.

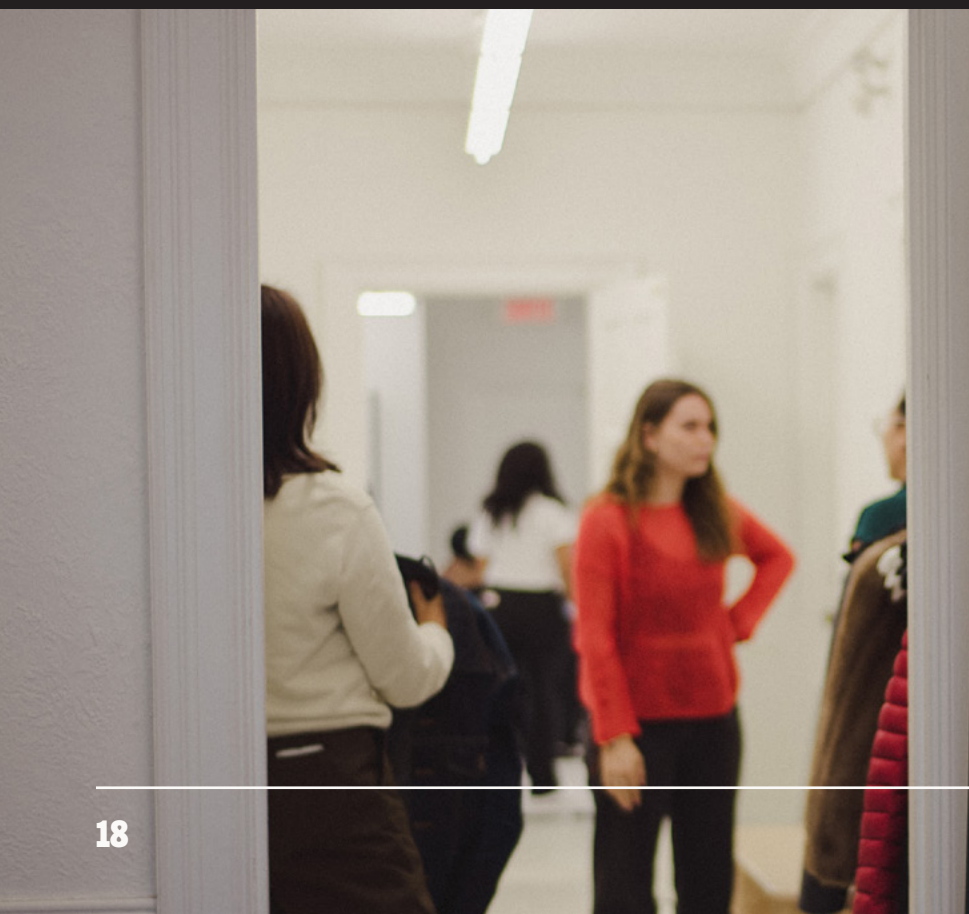
At a time when changes like the Online News Act limiting access to Canadian news on social platforms, our newsletters provided a reliable space for clear, accessible breakdowns of current events and civic issues. Subscribers turn to our weekly edition of The Feed for a quick, digestible snapshot of what's happening in Canadian politics—making it easy for young people (or anyone) to stay informed and up to date, with open rates consistently well above typical nonprofit benchmarks.

**46**

issues were published

**4,200**

subscribers



# Better Democracy Roadmap

The Better Democracy Roadmap outlines our federal democratic reform policy platform through 4 areas of focus to uplift and recentre the public interest in Canadian politics.

## ROADMAP

We need to update Canada's democracy to rebuild public trust and better respond to the growing challenges we face in the 21<sup>st</sup> Century.



Voting & Elections



Celebrate Democracy



Political Finance



Transparency, Integrity in our Politics

We acknowledge that before what is now known as Canadian democracy, Indigenous peoples in Canada had their own forms of governance since time immemorial. We acknowledge the systemic harms that have resulted from their forcible replacement by the institutions that uphold Canadian democracy today. We believe that by building a better democracy, all Canadians can contribute more to fulfilling the 94 Calls to Action from the Truth and Reconciliation Commission.

**APATHY IS BORING**

# BETTER DEMOCRACY ROADMAP

The Better Democracy Roadmap is Apathy is Boring's federal policy platform—a clear set of ideas and proposed changes—focused on improving how decisions are made in Canada. It brings together a range of practical, common-sense reforms that work together to make our democratic system more transparent, accountable, and accessible.

The roadmap focuses on four key areas: voting and elections, political finance, transparency and integrity, and celebrating democracy. By addressing issues like money in politics, lobbying, and election rules, it lays out a path toward a more representative and resilient system that better reflects the needs of the public.

At a time when trust in institutions is shifting, young people across Canada are not only navigating complex challenges—they're also leading change. The roadmap builds on this momentum, organizing with youth to push for reforms that ensure our political system works for everyone, not just the few.

# RESEARCH & INNOVATION

Research remained a central pillar of our work this year.

In partnership with Abacus Data, we conducted a national survey of **2,000 Canadian youth**, exploring attitudes toward democracy, economic pressures, and trust in institutions.

The results highlighted an important reality: while young Canadians care deeply about democratic values, many feel uncertain about whether institutions are delivering outcomes that reflect their needs. **47% of respondents reported having low trust** in governments, with **17% of those indicating they didn't have any trust in governments**. When asked about their ability to achieve financial stability – with affordability being the top concern reflected by young people in our sample – **37% felt that society is working more against them** than for them on this front<sup>1</sup>.

These findings informed the development of the Better Democracy Roadmap, a youth-led initiative advocating for practical democratic reforms across areas including participation, representation, and political finance.

We also examined emerging challenges in the information landscape. Research from 2024 indicated that **65% of youth encounter disinformation at least once per week<sup>2</sup>**, and many Canadians acknowledge sharing inaccurate information online.

To address this challenge, we hosted a national youth ideathon in March 2025, inviting participants to brainstorm strategies for combating mis- and disinformation and improving access to trustworthy information.

- 
1. "NextGen Democracy: THE 2024 PULSE SURVEY", Apathy is Boring & Abacus Data, 2024. [https://assets.nationbuilder.com/apathyisboring/pages/1261/attachments/original/1724981434/NextGen\\_Democracy\\_-\\_The\\_2024\\_Pulse\\_Survey\\_v2\\_EN.pdf?1724981434](https://assets.nationbuilder.com/apathyisboring/pages/1261/attachments/original/1724981434/NextGen_Democracy_-_The_2024_Pulse_Survey_v2_EN.pdf?1724981434)
  2. "Revisiting News Consumption and Democratic Engagement", Apathy Is Boring & Abacus Data, 2021, 1, [https://d3n8a8pro7vhmx.cloudfront.net/apathyisboring/pages/687/attachments/original/1629743211/Abacus\\_Report\\_Data\\_2021\\_EN\\_v4.pdf?1629743211](https://d3n8a8pro7vhmx.cloudfront.net/apathyisboring/pages/687/attachments/original/1629743211/Abacus_Report_Data_2021_EN_v4.pdf?1629743211)



Over 100 youth engaged with us in a digital workspace at the Ideathon. We opened by asking the audience to co-create a word cloud with us, answering the following question:

***How do you feel about the rise of online mis and disinformation in Canada right now?***

In response, they shared the following sentiments:

**FEARFULL**

**ANGRY**

**NERVOUS**

**SCARED**

**ANXIOUS**

**WORRIED**

**ALARMED**

**CONCERNED**

**FRUSTRATED**

**OVERWHELMED**

When asked to ideate on youth-friendly strategies to combat mis and disinformation, our participants put forward innovating solutions such as:

- Gamified approaches to educating the public on AI detection and media smart behaviors
- Embedding fact checking tools right into popular social media platforms
- Web browser extensions that can detect AI generated content and bot activity

Further rich insights from this session will inform future educational campaigns and resources.



# MEDIA & DIGITAL IMPACT

Our digital platforms continued to play a key role in meeting young people where they are—online—and building an ongoing relationship with civic life. By showing up in familiar spaces and formats, our content acts as a bridge between young people and the institutions that shape their daily lives.

We focus on breaking down complex political developments into clear, relatable content that connects directly to people's lived experiences. This helps make civic engagement feel more accessible, relevant, and worth paying attention to—especially for those who may not see themselves reflected in traditional political spaces.

## KEY HIGHLIGHTS INCLUDED:

- Coverage of multiple provincial and municipal elections across Canada
- Educational content on current events, including leadership changes and election announcements
- Creator partnerships during key cultural moments, including collaborations with Vicky (Asian Heritage Month) and Kai Potts (National Day for Truth and Reconciliation)

We also adapted to a changing digital landscape following the Online News Act, which led some platforms to limit access to Canadian news. In this context, our content became an even more important entry point—helping young Canadians stay informed, build awareness, and begin forming a connection to civic participation and public institutions.



# NET ZERO & YOU(TH)

In partnership with the Net-Zero Advisory Body and Environment and Climate Change Canada, we delivered the Net Zero & You(th) workshop series.

The program explored the intersection of climate policy and democratic participation, helping youth understand how environmental decision-making happens and how they can participate in shaping it.

Participants developed storytelling and communication skills while learning about Canada's net-zero transition.

In their post-program reflections to us, 75% of participants reported feeling more empowered to discuss net zero after the workshops. 80% of participants said their perceptions of climate grief and burnout changed, highlighting the program's effectiveness in providing

resilience strategies. Furthermore, participants rated their understanding of net zero at an average of 90% after the program, demonstrating strong learning outcomes. Confidence in key skills grew significantly too—with over 75% of participants feeling confident in storytelling and public speaking around climate change and Net Zero goals after the program.

To further demonstrate the extent of Net Zero's success, over 11,000 youth were reached through social media, website engagement, and digital resources, extending the program's impact beyond workshop participants.

***When asked to reflect on their experience in the program, youth participants shared the following with us:***

“

*I was surprised at how much I learned about deep listening and canvassing. It made me feel more confident in not knowing everything, but also more confident in engaging in open-minded conversation with someone who might*

“

*I knew very little going into it, so I knew I was bound to learn something no matter what! I found it was really valuable to join with a group of other people and hear their varying experiences.”*

“

*I really enjoyed each workshop and felt like I walked away from each one learning something new.*

“

*I would love to have the opportunity to continue working with the people in the workshop to develop a longer-term project/initiative in conjunction with different organizations focused on youth activism in climate.*

# 20 YEARS *of Apathy is Boring*

In 2024, Apathy is Boring celebrated 20 years of youth civic engagement.

The event brought together supporters from across the country to reflect on two decades of impact and imagine the future of youth participation in democracy.

As we look ahead to the next 20 years, we're excited to keep building toward a Canada where every young person is an active citizen—and where youth are meaningfully shaping the decisions that affect their lives.

## ***The milestone included:***

- A refreshed brand identity
- A national anniversary event in Montreal
- Panels featuring alumni, partners, and youth leaders
- A fundraising celebration supporting future programming



# RISE

## *Ambassadors*

**Spring 2025:**  
March 11 - June 21, 2025

### VANCOUVER

- Ali Doosti
  - Julia Weissenberger
  - Kenidy Croutet
  - Kina Utoro
  - Meta Athanassiou
  - Nitya Ramirez
  - Peter Egger
  - Sera Dass
  - William Semmens
- 

### EDMONTON

- Marilyn Burch-Harvey
  - Mirelle Djajasaputra
  - Habibo Gelle
  - Reem Handoom
  - Iqmat Iyiola
  - Alex Mercado
  - Muna Nwanisobi
  - Rika Onyenso
  - Gracey Rich Carifelle
  - Marium Sheikh
  - Judedale Viloso
- 

### CALGARY

- Alex Ballos
  - Anahita Gupta
  - David Marallag
  - Audrey Kim
  - Juanita Lopez
  - Mandek Ousman
  - Mimi Ahmed
  - Noel Anthony Ormita
  - Qaila Walji
  - Stephanie Meier
  - Talynn English
- 

### WINNIPEG

- Donovan McIntosh
  - Kash Gaur
  - Mary Kristen RosfelLozano
  - Sarah Veloso
  - Oyin Eluwade
  - Jenna Haripersad
  - Cyan Gargol
  - Darian Bastien
  - Kirstie Raymundo
- 

### TORONTO

- Sheena Sajan
  - Khushi Singh
  - Emmy Butter
  - Brandon Wong
  - Margaret Guo
  - Lina Nguyen
  - Deneer Zakaria
  - Diamond Srey
  - Laamina Saravanane
  - Khadija Kadu
  - Bailey Francis
-

## OTTAWA

- Ethan Shi
- Meghan Burns
- Kinssi Ismail
- Phuong Nguyen
- Trinity Lowthian
- KD Voss
- Lauren McVean
- Busingye Nurudin
- Yvvana Yeboah
- Husna Danisment
- Skylar Sookpaiboon

## MONTREAL

- Sofia Martins
- Jack Stewart
- Rania Chalabi
- Gabriel West
- Harantxa Jean
- Victor Yin
- Maria Bashmakova
- Ryan Angrove
- Quinta Seon
- Semere Mengesha
- Kavieya Kanagalingam
- Shivanshi Malhotra

## HALIFAX

- Jordan Thomey
- Paula Raudales Cerna
- Jasmine Maher
- Cole Martin
- Megan Devoe
- Myles Arsenault
- Elizabeth Hagerman
- Robyn Follett
- Ben Macmillan
- Lanell Murphy
- Siddhart Soojhawon



# COMMUNITY *Partners*

## EDMONTON

- Alberta Native Friendship Centres Association
- Centre for Race and Culture
- Boys and Girls Club: Big Brothers/Big Sisters
- Next Gen Men
- Imagine Institute For Learning
- Action Labs
- Edmonton Community Foundation
- Alberta Public Interest Research Group
- Campus Food Bank
- UAlberta Sustainability Council
- OASIS UAlberta
- UAlberta Creative Writing Club
- Diversity in Engineering
- Fyrefly Institute

## VANCOUVER

- City Hive
- City Hive
- Project Voice pod
- The HUB
- Solastalgia
- Be the change earth alliance
- Mount Pleasant Neighbourhood House
- Environmental Youth Alliance
- Urban Youth Native Association
- Minerva BC
- Indigenous Youth Roots
- UBC Social Justice Centre
- Youth In Canada
- YWCA Canada
- PACE Society
- Drive Youth Society
- Ocean Wise
- 312 Main

## HALIFAX

- The Loaded Ladle
- Every One Every Day
- Mi'kmaq Native Friendship Centre Urban Indigenous Youth Program
- Ecology Action Centre
- YouthWorx
- YWCA
- HOWL
- Pheonix House
- St. Georges Youth Net
- The Youth Project
- The MacPhee Centre
- Hope Blooms
- Atelihai Inuit
- Veith House
- Dalhousie Legal Aid Service
- Radstorm
- Glitter Bean Cafe
- Job Board NS
- HFX Noise
- Game Changers 902
- Alexa McDonough Institue for Women, Gender, & Social Justice
- The Khyber Center for the Arts
- King's Co-op Bookstore
- Eastern Front Theatre
- Halifax Sexual Health Center
- Venus Envy
- Community Garden Kjipuktuk
- HRM Municipal Youth Programming
- LOVE Nova Scotia
- NSCC
- Laing House
- South House
- Anchor Youth Space
- North Grove
- Findlay Community Centre
- St Andrew's Community Centre
- Needham Community Centre
- Chocolate Lake Recreation Centre
- East Dartmouth Communtiy Centre

---

## MONTREAL

- CKUT 90.3
- YMCA
- green party
- CJE quartier jeunnese
- PGSS mcgill
- Youtheatrrre
- community collective milton parc
- ACSiON
- Y4Y
- Famin
- Montreal City Youth Dept
- Community Land Trust
- NDG Migrant workers
- youthful cities
- projet mtl luc rabouin group
- Brique par Brique
- TALQ TALKING ADVOCATING LIVING IN QUEBEC
- PERT Provincial employment roundtable
- Woke or Whateva
- Black healing centre

## OTTAWA

- Fora Network
- Rideau-Rockcliffe Community Resource Centre - Team: Incubator13
- PAPMSS (public admin and policy management students' society)
- Project Agape
- gender and sexuality resource centre
- the door youth 613
- young cameronian association ottawa-gatineau
- south east ottawa community health centre
- Thug Need Love Too
- Correctional Services
- Black Student Leaders Association
- blkgurl

## TORONTO

- Green Neighbour Network
- Lift 360 Foundation
- Women's Health Environment's Network
- Shade of Miti
- Re-Connect York Region
- TO Good Swap
- Oxfam Canada
- Studio Dialectica
- Second Salvation
- Uptown Climate Conversations
- Fashion Revolution Canada
- Dress for Success Toronto



# 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
- Wade Brown
- Justin Cloutier
- Adriano De Torres
- Erika De Torres
- Suzanne Desautels
- Nichole Dusyk
- Canadian Heritage - Youth Take Charge
- Canadian Heritage - Digital Citizens Contribution Program
- Employment and Social Development Canada - Canada Service Corps
- Environment and Climate Change Canada
- Andrew Garrow
- Alex Hosselet
- Infilise Family Foundation
- RBC Future Launch
- Michael McKenzie
- Laura Ortiz
- Brianna Plummer
- Brianna Smith
- Ien and Joan Sutherland
- David Tam
- The Parish of St Philip's

# FINANCIAL *Overview*

For the year ending  
March 31 2025

This year presented a significant revenue challenge when a major institutional funder was unable to renew its commitment until eight months into the fiscal year, resulting in a substantial gap in projected revenues. Rather than reduce staffing capacity, the organization chose to draw on operating reserves to retain most of its staff during this period of uncertainty.

This proved to be a sound long-term investment. With reduced operational deliverables during this period, staff capacity was redirected toward program refinement and internal process improvement. The organization enters the new fiscal year with meaningfully enhanced program quality, research standards, and operational effectiveness. Critically, retaining staff pre-

served institutional knowledge and ensured a seamless return to full program delivery upon the renewal of funding. The tangible outcomes of this investment will be reflected in forthcoming program reports.

This experience reinforced the importance of funding diversification. While the organization already maintains a diversified revenue base, we are placing greater emphasis on complementing government funding with increased revenue from contracts, corporate partnerships, and foundation grants, dedicating additional staff capacity to these efforts in the coming year and leveraging our strong reputation and network to grow financial resilience.

CATEGORY	FY 2024-2025	FY 2023-2024
<b>REVENUES</b>		
Public & Gov't Funding (Federal, Interns)	\$1,294,311	\$3,132,790
Private & Corporate (Donations, Foundations)	\$352,338	\$401,155
Other Revenues (Contracts, Interest, Amort.)	\$101,424	\$129,300
<b>Total Revenues</b>	<b>\$1,748,073</b>	<b>\$3,663,245</b>
<b>COSTS / EXPENSES</b>		
Program Delivery & Projects	\$1,799,784	\$2,602,225
Personnel & HR (Salaries, Benefits, Fees)	\$317,927	\$406,403
Admin & General Operations (Rent, Legal)	\$276,823	\$431,523
<b>Total Expenses</b>	<b>\$2,394,534</b>	<b>\$3,440,151</b>

# 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
- **Shah Faisal Shah**  
Director of Finance & Operations  
(started July, 2023)
- **Erika De Torres**  
Director of Impact & Development
- **Terry Wilkings**  
Director of Policy and Advocacy

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:

- **Ashley Igboanugo**  
Partnerships & Engagement Manager
- **Jennifer Block**  
Rise Program Manager, West
- **Stephanie Yee**  
Rise Program Manager, East
- **Jamiey Kelly**  
HR Specialist
- **Terry Wilkings**  
BUILD Lead
- **Jasmine Cha**  
Calgary Rise Coordinator
- **Drew Carlson**  
Build Lead
- **Raine Sparling**  
Halifax Rise Coordinator
- **Beck Joachim**  
Operations Coordinator
- **Belinda Campbell**  
Winnipeg Rise Coordinator
- **Lee Kim**  
Social Media Coordinator
- **Mariam Salaymeh**  
Montreal Rise Coordinator
- **Dena Anwar**  
Social Media & Content Manager
- **Irmak Taner**  
Project Lead
- **Hayley Bhereur**  
Social Media Coordinator
- **Sydney Penner**  
Research and Evaluations Lead
- **Molly Mckenzie**  
Research and Development Assistant
- **Sarah el Hassani**  
Operations Manager
- **Sana Poornasiri**  
Build Lead
- **Siya Khara**  
Vancouver Rise Coordinator
- **Tanisha Garing**  
Outreach Coordinator
- **Tayyaba Shahzad**  
Toronto Rise Coordinator
- **Xandria Reece**  
Ottawa Rise Coordinator
- **Wol Abiamwol**  
Edmonton Rise 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
- **Danny Luong,**  
Treasurer, Secretary
- **Aiden Cyr,**  
Administrator
- **Almeera Khalid,**  
Administrator
- **Terence D'Souza,**  
Administrator
- **Alexis-Carlota Cochrane,**  
Administrator
- **Rosalie Nadeau,**  
Administrator

# *With* **GRATITUDE**

*To our team, partners, youth participants, and supporters:*

Thank you for believing in the power of young people to shape the future of democracy in Canada.

Every workshop hosted, conversation started, and idea shared brings us closer to a more engaged and inclusive civic culture.

Together, we are building the next generation of democratic leaders.

**APATHY<sub>is</sub>BORING**

**CONNECT,  
EDUCATE,  
ACTIVATE.**