

ANNUAL REPORT

**APATHY
IS BORING.™**

Connect, Educate
and Activate.

2021
2022

2023

2024

2025

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 2021-2022 Annual Report.

This past year was full of exciting achievements and milestones as we worked to strengthen Canada's democratic culture of youth thought-leaders and decision-makers. Despite navigating the ongoing challenges of the COVID-19 pandemic, our nationwide VOTE campaign for the 2021 federal election delivered tremendous results, while our RISE ambassadors showed

immense creativity and care for their community projects. We also co-led 2 major research studies on youth engagement in Canada, which informed our year-round programming, and we launched several new initiatives to help activate young Canadians from coast to coast to coast.

For the 2021 snap federal election, we educated, inspired and mobilized eligible youth voters in Canada through an all-encompassing VOTE campaign. From our robust digital communications plan to our media strategy, in-person activations, and community partnerships, we provided first-time voters with accessible election resources, helped youth realize their

political power, and collected vote pledges to increase the youth turnout at the polls. Our incredible efforts were not in vain – we reached over 1 million youth through social media posts alone and amassed 1.05 billion impressions through prominent media features.

Our RISE program, now in its fifth year with 7 programming hubs across Canada, welcomed 115 passionate youth ambassadors and helped them lead the change they wanted to see in their local communities. This year's projects, though largely planned and executed in a virtual setting due to the pandemic, tackled important issues such as gender identity and inclusion, mental health and food security. Over the course of 22 weeks, our RISE ambassadors developed practical skills, gained confidence in their abilities and expanded their peer and professional networks, all while making a meaningful impact at the grassroots level.

In October 2021, following several years of thorough research, evaluation and development, we proudly introduced our BUILD program to help empower young Canadians with improved policy, advocacy and civic literacy. We engaged online with 8 youth participants from across Canada and provided support for a personal experiential learning project around topics such as local community representation, affordable housing advocacy, and public health accessibility. The inaugural program was a huge success with 100% of BUILD participants saying they had acquired the civic skills and knowledge needed to tackle community issues. As part of

our Youth Friendly consulting program, we launched a series of new resources (including our first-ever Youth Friendly magazine!) to better help government and nonprofit organizations understand youth perspectives and youth engagement best practices. We also continued to lead hands-on workshops with community partners, showing them how to effectively create space in their work for Canadian youth to make an impact.

Creating opportunities for youth engagement and providing youth with accessible information are at the heart of what we do. In 2021, we continued to publish The Feed, our biweekly jargon-free e-newsletter, to help inform youth about the latest news in Canadian politics. We also continued to deliver our Table Topics events online, giving space for youth in Canada to interact with their peers on diverse issues they care about.

Thank you as always to our volunteers, community partners, donors and funders – our success this year would not have been possible without your valuable time, support and contributions. As we reflect on our big wins of this past year, we're also gearing up for what's next. Join us as we embolden more unengaged youth in Canada to become empowered, active citizens.

Sincerely,

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.





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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.

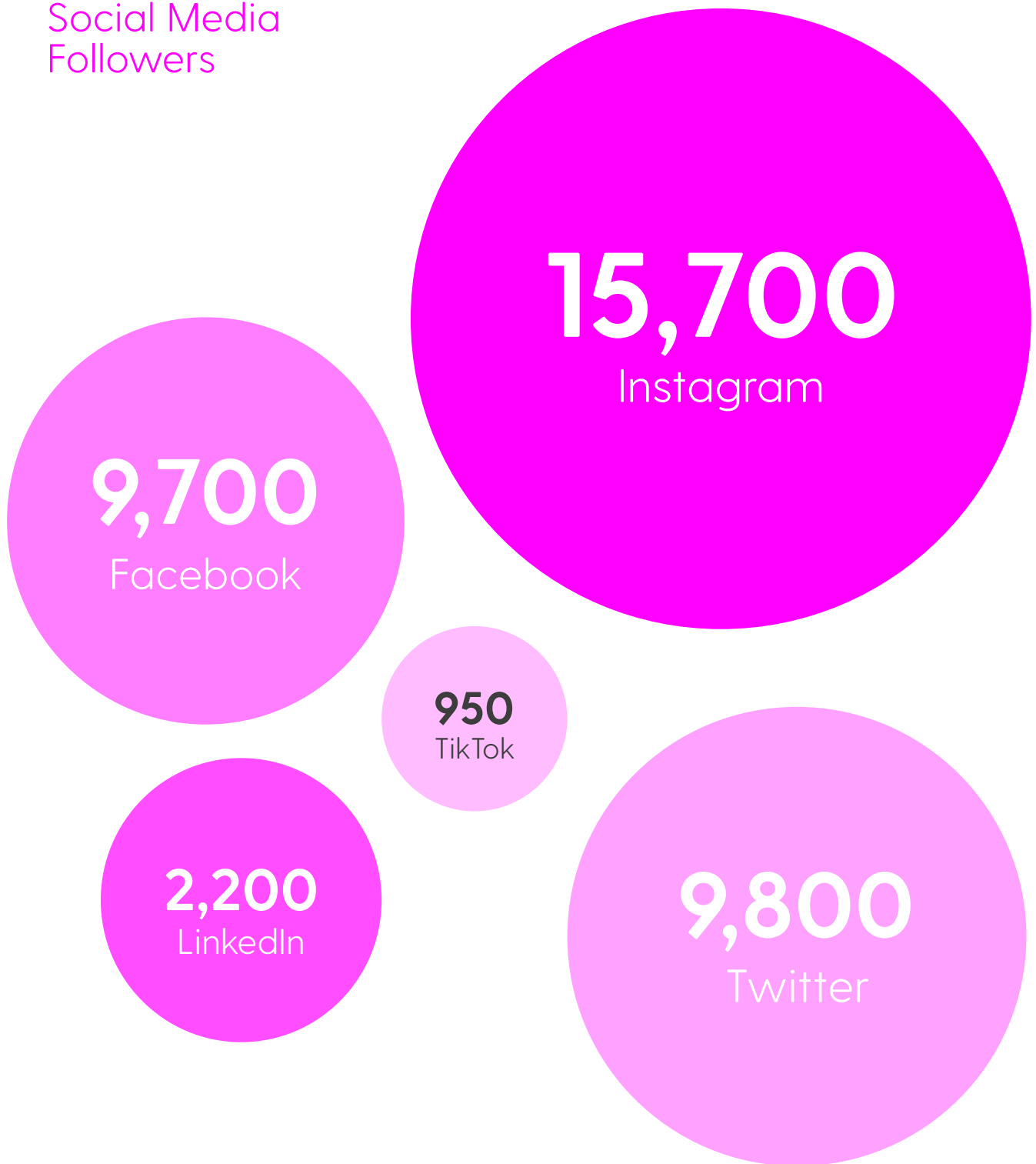
Maximize Impact

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



4.02 MILLION

total estimate of impressions
across social media



1,027,246

reached through social
media posts

1,056,421,770

impressions through traditional
and digital media appearances

62,701

viewers of our #VoteOrMissOut
online video series

8,000

pieces of Elections Canada print
materials distributed

1,000

youth vote pledges
collected



115

RISE
Ambassadors

283

Community
Partners

7

RISE
communities



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RISE
/rīz/ VERB
TO MOVE UPWARD;
AN INSTANCE OF BECOMING HIGHER

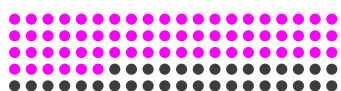
RESEARCH

We wouldn't be able to do the impactful work we do without conducting the latest research in youth values, activities and engagement in Canada. In 2021, we continued to work with leading research partners to strategically inform our year-round initiatives and programs for mobilizing Canadian youth.

Apathy is Boring x Abacus Data

As a follow-up to our 2019 report with Abacus Data, a market research firm, we surveyed 2,000 young Canadians, between the ages of 18-30, to learn more about their news consumption and democratic engagement during summer 2021. While disinformation was still a prevalent issue for many youth in Canada, the data showed young people

were increasingly interested in Canadian politics. Less than half surveyed, however, said they understood the most important issues. These findings re-emphasized the importance and need for our work in improving political literacy and making news accessible to youth in Canada.



65%

of youth surveyed say they see some form of disinformation at least once a week



60%

of young people have at least some interest in Canadian politics (a 10-point increase since 2019)



44%

Only 44% understand the most important political issues of Canadian democracy

facebook

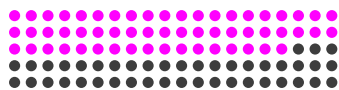
1ST

Facebook is the most likely first source for a major news event, followed by Instagram

Apathy is Boring x The Environics Institute for Survey Research

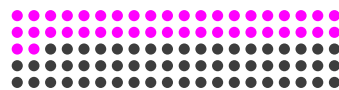
In partnership with the Environics Institute for Survey Research, we conducted a major study of Canada's Millennial and Gen Z generations (ages 18-40) to better understand their perspectives on democracy, global issues and civic engagement. The research not only updated a previous

study conducted with Canadian Millennials (ages 25-40) in 2016, but it provided a first look at the older portion of Canada's Gen Z generation (ages 18-24). This new research was essential to maximizing our impact and fostering meaningful engagement opportunities for young Canadians in 2021.



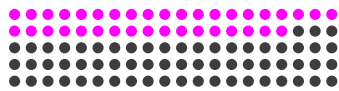
57%

of Canadian Millennials and Gen Z said they are satisfied with Canada's democracy



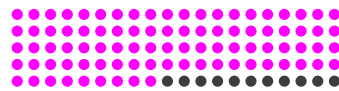
42%

said governments in Canada (at all levels) are working, but with major problems



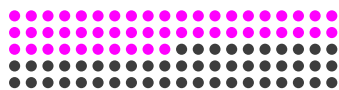
37%

said the environment/global warming is the most serious global issue in the future if nothing is done to address it



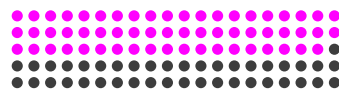
89%

said collective action can be very or somewhat effective in solving problems in their local community



50%

said they follow news and current events at least once a day



59%

of eligible non-voters said they didn't vote in the 2019 federal election for motivational reasons (i.e. they didn't trust candidates, couldn't decide who to vote for, had no interest in voting, etc.)

IMPACT

VOTE PROGRAM

In the lead-up to the snap federal election on September 20, 2021, we were undeterred by the challenges of the pandemic and more determined than ever to educate, inspire and mobilize eligible youth in Canada to show up at the polls. Armed with learnings from our 2019 Vote campaign, past program activities and the latest research on how to best reach Canadian youth, we engaged youth voters all across the country with digital outreach initiatives, media appearances, in-person activations and a strong partnership with Elections Canada. By the end of our 2021 nationwide get-out-the-vote campaign, we successfully reached over 1 million young people through election-related social media posts and generated 1.05 billion impressions from over 300 traditional and online media features.



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Youths the table

being to ask you for an important part of

they' get the same age for

Grounded -> accountability

It's a mess, is physical

VOTE

APATHY IS BORING™

CRAZY

BIA

of only on that

any

work in choice

to doing the work

but, because it's not required

just because you're new to this, I don't mean to run to you

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1-2-4-20-100

WHAT COMMON THEMES KEEP
POUNCE UP!

YO WE SEE THIS THEME
UP IN EVERY DAY LIFE

Clothing - education
 Fashion + *Hand of god*
 Workplace
 Personal Health
 Performance of Gender
Hand of god
Hand of god



Highlights

1,056,421,770

impressions through traditional
and digital media features

1,027,246

reached through social
media posts overall

435,785

reached through social media
posts for Elections Canada

62,701

viewers of our #VoteOrMissOut
online video series

8,000

pieces of Elections Canada
print materials distributed

6,000+

views of election-related
content on the Apathy is
Boring website

1,000

youth vote pledges
collected

1,000

Vote Survival Kits
shipped

300

media appearances including
articles, TV and radio

110

youth reached through
in-person activations

95

Table Topics attendees

3

Street Teams

Digital Engagement

Due to the pandemic, we largely focused on digital engagement initiatives to activate eligible young voters as the 2021 federal election approached. We not only transformed our website into a one-stop election hub for youth, but we expanded our online reach exponentially with a robust social

media campaign that inspired young Canadians to flex their voting powers. We worked with prominent influencers, created a dynamic video series on the importance of voting, and shared weekly educational content on where, when and how to vote.

WEBSITE INTEGRATION AND THE ELXN 2021 VOTE PLAN

With **over 6,000 views** of our website election content from August 15 to September 20, 2021, the Apathy is Boring website became a youth-friendly destination for election information, including the #VoteOrMissOut video series, ELXN 2021 Vote Plan, CIVICS 101, and links to Elections Canada's online resources.

We created the ELXN 2021 Vote Plan to help answer frequently asked questions

by youth and to ensure a smooth voting process, especially for first-time voters. We also invited eligible young Canadians to pledge to vote and share with us how they were planning to vote. **Over 1,000 youth filled out the Vote Plan** and in return, we sent them a Vote Survival Kit, which featured fun products with witty slogans, to remind them about their commitment and to get them excited about voting.

SOCIAL MEDIA CAMPAIGN

To help engage young people before the federal election and increase the youth vote, we animated our Facebook, Twitter, Instagram and Youtube channels with a strategic mix of memes, videos, live broadcasts, and educational posts. We also led a highly effective influencer

campaign, partnering with popular Canadian figures to create buzz around the election and mobilize even more youth to vote. Overall, our thoughtful and all-encompassing curation helped us **reach 1,027,246 youth in Canada.**

#VoteOrMissOut Videos

- We collaborated with **32** youth from all over Canada to produce the #VoteOrMissOut videos series, which captured why they won't miss out on their chance to vote. The bilingual videos accumulated **62,701** views and highlighted diverse youth thoughts on voting and the importance of actively participating in democracy.
- “We need to vote. And we need to let our decision-makers know that we do have power.”
— Alfred, Halifax
- “Les investissements que nos gouvernements font aujourd'hui vont impacter directement nos vies.” — Eric, Montreal

Meta Partnership

- Similar to our 2019 Vote campaign, we partnered with Meta and prominent Canadian social media influencers to reach even more young voters through Facebook and Instagram. We held a virtual brunch with **22 influencers** to discuss voting, political participation and different civic engagement tools, thereby equipping them to create content around the election and help encourage more young people to get out and vote. In total, we reached **over 370,806 youth** through 138 stories and 8 posts on Instagram.
- Additionally, we collaborated with a BIPOC artist, Priscilla Yu, to create a Facebook profile frame and



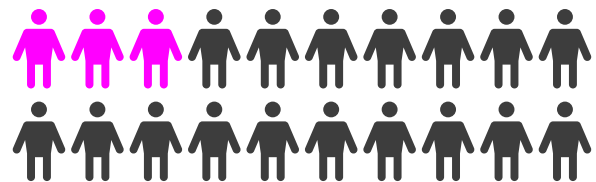
Instagram filter to generate more excitement and youth engagement in the lead-up to the election. These fun digital add-ons were accessible to all Canadians through Facebook and Instagram.

Instagram Live Streams

- We held several virtual live events on Instagram to create additional election awareness and help youth in Canada vote at the polls. These interactive live broadcasts allowed us to discuss the Leaders Debate, answer Elections Frequently Asked Questions, and host an Election Night Viewing Party with young Canadian viewers. In total, we had **2,016 youth viewing** our Instagram Live streams.

Table Topics

On September 8, 2021, about a week before the federal election, we hosted a special Elections Table Topics online event with community leaders and **95 Canadian youth**. We invited 4 young leaders to discuss the innovative tools they had created to make democracy more accessible and why it's important to participate. We also created space for peer-to-peer dialogue in virtual breakout rooms, allowing the youth attendees to interact with the panelists, ask questions and share their own experiences with democracy in a group setting. Additionally, we shared Elections Canada materials and sent Vote Survival Kits to the event participants, of which **over 15% were first-time or non-voters**, in exchange for vote pledges.



95

Canadian
youth

15%

were first-time
or non-voters

Panelists:

- Aengus Bridgman (McGill University, Media Ecosystem Observatory & Canadian Misinformation Project)
- Lana Cuthbertson (ParityBOT)
- Laef Kucheran (VoteMate.org)
- Miranda LaBrash (Democracy Bot)



Vote Survival Kits

After receiving positive feedback about our Vote Survival Kits in 2019, we created and distributed Vote Survival Kits with new products and slogans for the 2021 federal election. In 36 days, we sent **over 1,000 kits** to eligible Canadian youth who had signed up on our website, through our street teams, or by attending the virtual Table Topics, and made a pledge to vote.

The Vote Survival Kits contained fun, practical items with witty and election-related slogans, reminding youth of their commitment to vote and the importance of youth leadership in democracy. Youth particularly enjoyed sharing, styling and unveiling the products on social media, which led to many young Canadians contacting us directly to ask how they could get a Vote Survival Kit of their own.

The 2021 Vote Survival Kit:

- “Take me to the Ballot Box” magic pencils
- Vote tote bags
- Vote pop socket for mobile phones
- “VOTE” and “Youth Running Sh*t” stickers
- Vote mask
- “Spread the Vote, not the Virus” hand sanitizer
- “Youth Running Sh*t” glasses cleaner
- “Wake Up, Choose Democracy, Vote” notebook

Media Appearances

With **over 300 media appearances** in print, digital, radio and television, we amplified the 2021 federal election from a youth perspective by discussing the lack of on-campus polling stations and emphasizing all the ways eligible

youth in Canada could vote. In total, we garnered **1,056,421,770 impressions** through traditional and digital media news outlets, including CBC’s Power and Politics, the Globe and Mail, and Global News.

Street Teams

Despite the challenges of the pandemic, we organized three in-person engagement activities across Canada to promote awareness of the federal election and to help strengthen the youth vote. Our vaccinated volunteer street teams in Toronto, Montreal and Vancouver engaged with more than **100 youth** in parks, explaining where, when and how to vote, and celebrating those who pledged to show up at the polls.



For every interaction with people who didn't want to talk about politics, there's always a flip side of people that were really interested and not aware of the election. People wanted to get the information.

— Street Team Volunteer, Montreal

Vote Coalition

Much like the 2019 federal election, we worked with Toronto Metropolitan University's Democratic Engagement Exchange to reconvene the Canadian Vote Coalition. The Coalition, made up of over 300 community organizations and local leaders across Canada, shared resources and promoted activities to drive youth voter engagement and participation in the 2021 federal election.



RISE PROGRAM

Despite the ongoing pandemic, our flagship RISE program continued to mobilize and support a culture of youth changemakers across Canada. With programming hubs in 7 cities and a total of 115 RISE ambassadors in the spring and fall cohorts, we helped young Canadians to brainstorm, plan and activate meaningful community projects in a virtual setting.

7

cities

115

**RISE
Ambassadors**





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Our RISE ambassadors gained practical skills, first-hand experience, and the confidence to lead while developing their peer and professional networks. Here's what they had to say:

“

“I feel like getting involved in RISE changed my view of Halifax and made me feel like it was my home. Getting to know the people in cohort 8 was delightful and our project provided an outlet for me to make a difference and feel productive.”

“RISE was a fantastic space to try doing work that feels more meaningful in an environment that feels welcoming, and with people that want to help you develop skills.”

”

“

“RISE was an amazing opportunity to learn with a new group of people how to grow better, help our community and stand for each other. With respect and love we grew to a better version of ourselves.”

“The RISE program has been one of the best experiences of my life. I have met some new lifelong friends. The last couple of months have introduced me to new opportunities and skills.”

”

Throughout the 22-week volunteer program, each local hub created and implemented an online or in-person initiative for their community. This year's for-youth-by-youth community projects focused on diverse themes, including gender identity and inclusivity, mental health and wellness, food security, and connecting newcomers to Canada with their local communities.



RISE

/RIZ/ HERE

TO MOVE UP

AN INSTANT

Spring 2021
RISE Community
projects

**SHINDIG
IN HALIFAX**

An online zine that invited local youth to reflect on fashion and gender. In addition to the zine, an Instagram account, Eventbrite page and a gather.town space were created for communication and marketing purposes, as well as to help manage guests for the launch party.

**EXPRESS CONSENT
MTL IN MONTREAL**

A one-day event that encouraged youth participants to create art and discuss how consent manifests in their lives, beyond the widely shared ideas of consent that revolve around sexual interactions. A workbook and a website were also produced to complement the event.

**THROUGH THE GLASS
CEILING IN TORONTO**

A networking initiative designed to help connect BIPOC youth to BIPOC leaders and mentors in various professions. Attendees were also able to reflect on how gender identities manifest in the professional sphere.

**OURSHELVES
IN OTTAWA**

A virtual book club where local youth received free books and gathered online to discuss the stories and their connections to community members. The selected books explored themes of gender identity and one of the chosen authors facilitated a robust discussion during the inaugural meeting.

**TIME OUT 204
IN WINNIPEG**

A 4-episode podcast series for youth that encouraged healthy conversations around the lack of gender inclusivity in sports and its impact on individuals and communities. Other topics of discussion included representation, gender diversity, racism and misogyny in sports.



CARE COLLECTIVE IN VANCOUVER

A zine that fostered discourse on how youth can utilize more holistic and community-focused notions of wellness, which are more accessible to underserved youth communities. The project featured content, stories and reflective activities.

KALEIDOSCOPE IN EDMONTON

A website that created space for local youth to share stories and multimedia works (poetry, paintings, music) around themes of gender inclusion and what a re-imagined healed society would look like.

Fall 2021
**RISE Community
projects**

**DOUBLE DINNER
DISCOURSE IN HALIFAX**

A series of community events to engage newcomers in Canada with local community leaders by exploring food's role in defining cultural heritage. The events were held in collaboration with local Halifax businesses, such as Mary's African Cuisine, Talay Thai, Hope Bloom and the Mobile Food Market.

**RAYS TO CONNECT
IN MONTREAL**

A pop-up art exhibition that showcased the works of 8 local young artists and ignited important conversations around mental health, ecological grief and racism. The event created a safe space for community members to share and connect.

**FEED YOUR HEART
IN TORONTO**

An online map and website designed to help new students in Toronto find affordable and culturally appropriate foods. In addition to the website, the youth organizers hosted a zero-waste food workshop and created an Instagram account to promote the map.

**OTTAWA NEWCOMER
HUB IN OTTAWA**

A website that bridged the gap between newcomers and their communities by sharing helpful information about various city services, local organizations and events in Ottawa. The resources were purposefully organized for easy navigation and accessibility.

**PROJECT FRIDGE WPG
IN WINNIPEG**

A community fridge initiative that aimed to improve food security, as well as mental health and overall well-being, for community members in need. The project was carried out in collaboration with Winnipeg Harvest and the Spence Neighbourhood Association.



RISE HIVE **IN EDMONTON**

A physical and online map that addressed the need for community-based and grassroots-organized support by outlining mutual aid resources in the Amiskwacîwâskahikan territory. Representatives from each organization were also invited to attend a brunch event to foster and develop community connections.

SEEDS FOR CHANGE **IN VANCOUVER**

An engaging workshop with Indigenous elders and knowledge keepers to help local youth develop closer relationships with nature and the foods they consume. Discourse centered around local food systems, our relationship to land, finding new ways to respect ancestral knowledge and tangible ways to combat climate change.

BUILD PROGRAM

In October 2021, we excitedly launched our newest program, BUILD, to equip young Canadians with improved policy, advocacy and civic literacy. Youth participants from across Canada engaged in 5 to 6 hours of program time online per week and pursued a personal experiential learning component around topics important to them. They conducted research, met with city officials, and joined community associations and groups to advocate for issues such as affordable housing and mental health policy.

The result? BUILD participants expanded their professional networks, developed new skills, and learned fundamental civic knowledge to tackle community issues.



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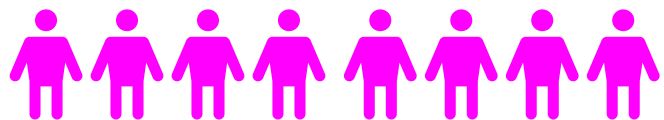
Our 2021
BUILD participants'
experiential learning
focused on:

- Local community representation
- Affordable housing advocacy
- Municipal governance and mental health policy
- Quebec public school education
- Municipal advocacy and education
- Public health accessibility
- Advocacy for persons with disabilities

100%

After completing the BUILD program, 100% of youth participants said they either agree or strongly agree that they have the skills and knowledge needed to create opportunities for themselves and others to work on community issues.

8 youth
participants



86%

said they improved
in community and
coalition building

86%

said they
improved their
communication skills

“

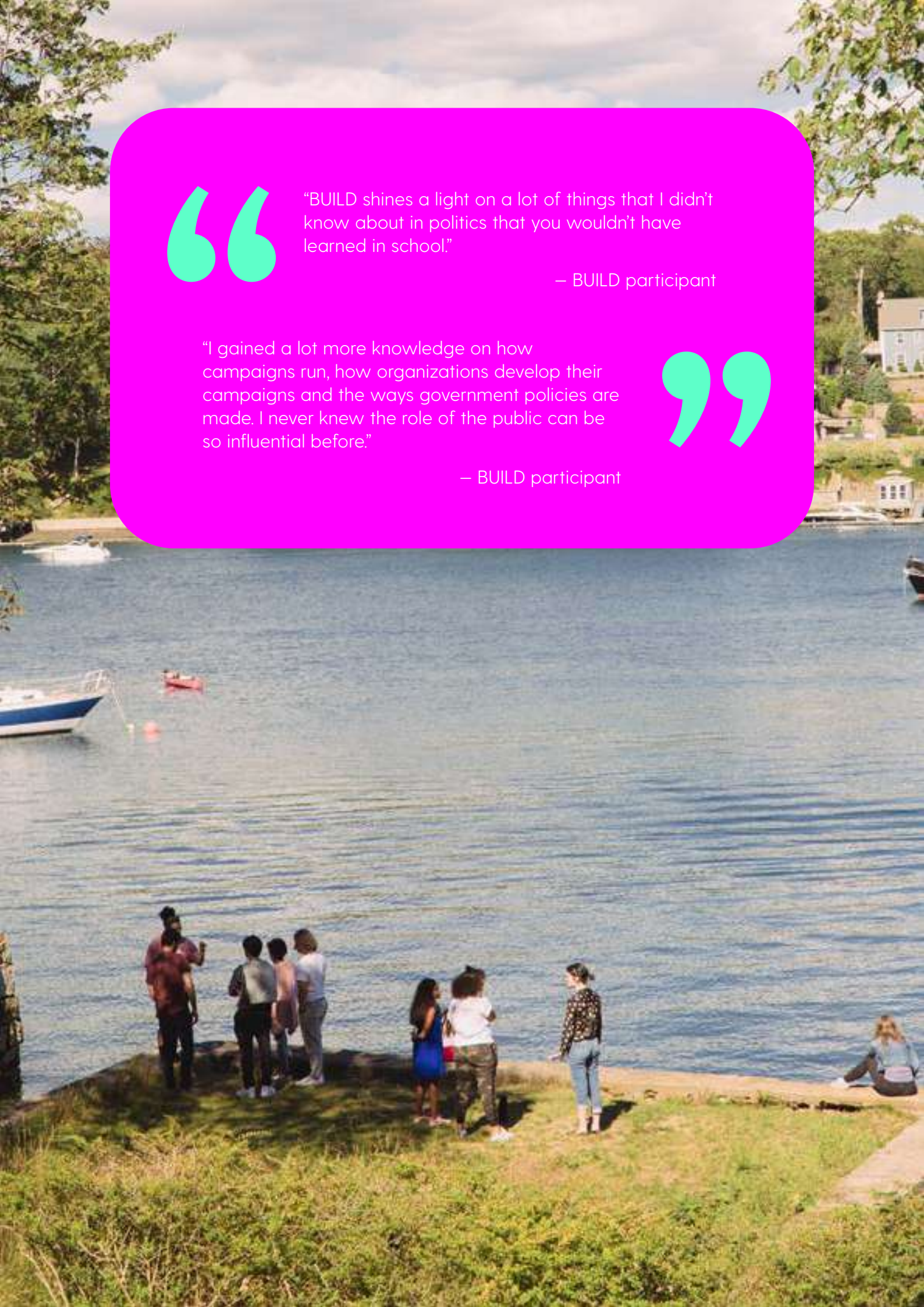
“BUILD shines a light on a lot of things that I didn't know about in politics that you wouldn't have learned in school.”

— BUILD participant

“I gained a lot more knowledge on how campaigns run, how organizations develop their campaigns and the ways government policies are made. I never knew the role of the public can be so influential before.”

”

— BUILD participant



THE FEED

We continued to publish our bi-weekly e-newsletter, The Feed, to help educate and inform youth in Canada about the latest news in Canadian politics. Now in its second year, the non-partisan digital resource breaks down political jargon, helps youth form opinions based on facts, and empowers young Canadians to become contributing citizens in our country's democracy.

26

issues

490

additional email
subscribers





TABLE TOPICS

With our popular Table Topics events, we continued to create opportunities for youth in Canada to voice their opinions about politics and share space with their peers. Based on feedback from past participants, the series of online facilitated conversations shifted this year from youth reviewing the events of the past six months or year, to focused discussions on personal experiences and issues around life in Canada. In 2021, some hot topics and issues of concern for Canadian youth centred around growing up in remote parts of the Northwest Territories, climate change and COP26, and alleviating the rising cost of living.

4

editions

17

panelists

488

**youth registered
to attend**



Table
Topics



YOUTH FRIENDLY

As part of our consulting program, Youth Friendly, we stepped up our efforts to educate national and local organizations on how to best engage Canadian youth within their work and practices. We collaborated with partners across Canada, hosted hands-on workshops, and delivered our Youth-Led Democratic Innovation framework, which redefines how we think about youth civic participation.

Additionally, in order to help organizations better understand and create space for Canadian youth, we launched our first-ever Youth Friendly magazine to showcase youth perspectives and the work of youth-led organizations. We also spearheaded a biweekly blog to highlight youth-friendly best practices in the workplace.

Partners:

- 4-H Canada
- Achēv
- Duke of Edinburgh Award
- Environmental Defence Canada (EDC)
- Insight Education
- Go Getters NL
- McGill University
- Prime Minister's Youth Council
- University of Western Ontario
- TakingITGlobal
- Youth and Philanthropy Initiative (YPI)



TIKTOK

In early 2022, we added TikTok to our digital communications arsenal, allowing us to be more video inclusive and expanding our social media reach to even more young Canadians. In several months, we worked with 10+ content creators from a variety of different niches and gained 800 youth followers.

10+
content creators

800
youth followers

OUR TEAM



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Connect, Educate
and Activate.





STAFF

Samantha Reusch – Executive Director

Darnell Jones – Director of Programs

Jacqueline Sultan – Director of Communications and Strategic Engagement (starting January 2022)

Daniele-Jocelyne Otu – Director of Communications and Strategic Engagement (until January 2022)

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

Camille Georges – Montreal Rise Coordinator (until May 2021)

Christale Terris – Montreal Rise Coordinator (starting May 2021)

Miley Leong – Vancouver Rise Coordinator (until May 2021)

Jerika Caduhada – Vancouver Rise Coordinator (until January 2021)

Rebecca Simiyu – Vancouver Rise Coordinator (starting January 2022)

Rea-Anna Walters – Edmonton Rise Coordinator (starting August 2021)

Samantha Page – Ottawa Rise Coordinator

Johise Namwira – Winnipeg Rise Coordinator (until January 2022)

Jennifer Block – Winnipeg Rise Coordinator (starting January 2022)

Yasmine Izmeth – Toronto Rise Coordinator (starting September 2021)

Sajanika Sivanu – Toronto Rise Coordinator (until September 2021)

Excel Garay – Halifax Rise Coordinator

Francesca Deslume – Communications Manager

Dena Anwar – Communications Coordinator

Andrew Ng – Digital Communications Coordinator

Irmak Taner – Outreach Coordinator

Melina Duckett – Research and Evaluations Lead

Jennifer Nowoselski – Finance Manager

Kell Gerlings – HR and Operations Manager

Sarah el Hassani – Operations Coordinator

Jackie Ndlovu – HR Coordinator

Tayana Simpson – Administration and Finance Coordinator

Daniel Twijuke – Fund Development Coordinator

Taharima Habib – Youth Friendly Lead

Rudia Nam – Communications Intern

Laury Rosembert – Admin Intern

Farhiya Hassan – Research Intern

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RISE Ambassadors

SPRING 2021

Aaleen Aamir
Abdel El Aoami
Aissatou Keita
Alisha D'Mello
Anmol Nijjar
Anna Hettiarachchi
Anne Promesse
Munezero
Arden Reimer
Arielle
Ava Gold
Brooke McMullin
C Icart
Cassandra Vance
Cristina Kim
Daniela Bautista
Echo Jiang
Elizebeth Thorkelson
Ella Dunlop
Elyzabeth Porteous
Emily Taylor
Felicia Phan
Gen Oliver
Halle Kott
Hyo Jung Nam (Betty)
Isaac Kirungi
Jacqueline Taylor
Jamie Cyr
Jay Maragua

Jenane Kabilan
Jennifer Block
Kris Cipriani
Laurence Letarte-
Préfontaine
Laury Rosembert
Layi Ajayi
Layla Razek
Leeza Gheerawo
Liuba Gonzalez de
Armas
Lophy He
Maliha Asif
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Sarah Speck
Shirley D'Haïti
Shyla Taylor

Spencer Lee
Tessie Nikuza
Tobin Ng
Tua Hytöne
Vanessa Gordon
Vithushon Thayalan
Yasmin Ali
Zach Velasco

FALL 2021

Alvina Aamir
Angel
Arman Sidhu
Brennan Bempong
Cecilia Wang
Coleen Moreno
Daniel Tamkin
Darrel Kwong
Disha Dattani
Dylan Ravanera
Emma Moreau
Gabriela Gauthier
Gurmehar Singh
Hiwan Bayru
James Shaw
Jana Almosara
Jenna Mulji
Jess Cholette-Barr
Krizelle Pascual
Madeleine Evans

RISE Ambassadors

Makatendeka Biton
Marc-André Girard
Maria Mesfin
Mercy Oluwafemi
Michael Norrberg
Nadine Bazile
Nathaniel Tok
Nellianne Bateman
Niki Harris
Rachel Poko
Rhea Gupta

Sabrina Niyigaruye
Salma Hussein
Sandra Kharsa
Sara-Abrar Djaoud
Seth Smith
Simon Benzon
Soniya Udayashankar
Spenser Kantor
Stacey Mungur
Sydney Gen
Tania Akhter Ite

Téah U-Ming
Thawany Monteiro
Unity C
Ursella Khan
Wiheba Kalisa
Will Brophy
Yanamina Hthullah
Yashi Chauhan
Yiren Li
Zakiyyah Boucaud

Community Partners

Aaiman Aamir,
Our Stories in STEM
Abby McBride
Abigail Herd
Adama Bundu, The Hue,
BLM YEG
Ahdithya Visweswaran,
City of Edmonton Youth
Council
Aira Fusilero Villanueva
Akech Mayuom-Deng
Akhila Varghese

Al Amin
Alison Abrego, Girls
Action Foundation
Alistair Virgo
Ally Klink
Alondra Umana
Alyana Lalani
Amanda Cain
Ana Gabriela
Anika Zepp, Edmonton's
NextGen
Anthony Rongcal

Arezoo N, Platform
Ashleigh Thomas, RISE
Alumni
Ashley Aguasin
Asmaa Ali
Atticus Courtoreille
Aweng Maciek, Sports
Manitoba
Ayat Rizvi
Ayom Tito
Barb Dawson
Batul Gulamhusein

Bea Bernardo	2 Spirit Society	Emily Clark , designer
Begum Tekin	Cherry Chen , City of Edmonton Youth Council	Emily Lyons
Ben Wilkinson	Cheyenne Fox-Tree Macgrath , UNYA	Emily Mandamin , basketball player
Bill Xu, YouthCo Mpowerment	Cheyenne McGinnis	Emily Marchrone
Black Girls Texting	Chiyi Tam	Erica Fraser , EAC
Blair Shaw	Chris Higham	Evan Thomspen
Blueberry Jams self-care company	Colten Barlishen	Fairuz Karim , OpenWideTo
Brad Paddison	Dalya Israel , WAVAW	Fasasi Bukola
Bria Miller, Khyber Center for the Arts	Danika McConnel , Free Transit Edmonton	Gabi Hentschke
Brita Enns-Kutcy	Dante Macdonald	Gabriela Gomez , Head & Hands
Brookelyn Holbrow	Daria Jorquera Palmer , Immigration Partnership Winnipeg (IPW)	Gabrielle Applegarth
Bruno James	David Lupu	George Radner
Bruno Miranda	DeRico Symonds , NSCAD	Gian Hermosura
Cadence Underhill	Deepjot Sanghera	Giselle Yaris
Calen Sack, Khyber Center for the Arts	Desiree Gabriel	Gololcha Boru , City of Winnipeg Community Development
Cameron Adams	Dieulita Datus , UBUNTU	Gurneet Dhami
Camilla Ticzon	Dinaly Tran	Hafiz Jatto
Camp Ten Oaks	Dominic Catolos	Hani Qamar
Carmel Farahbaksh , Everyseeker Festival	Donna Ng, Alberta Council for Global Cooperation	Hanna Araza
Carolina Bayas	Dung Nghiem	Hannah El-Giadaa
Carson Carey , photographer	Dylan Ravanera	Hannah Guinan , Khyber Center for the Arts
Carter Brooks	Ella Droko, Black in BC Mutual Aid	Hannah Monchamp
Cassandra MacKenzie , Pride Centre of Edmonton	Em Barclay	Henry Colin , Atlantic Film Co-op
Celia Brauer	Emery Rasmussen	Irina Almad
Chelsea Currie , Edmonton		Isabela Pastor

Ivan Touko,
LaConnexional

Jack Melville

Jadon McFall

Jamie Tameta

Jay Daye

Jenna Quon

Jenny Albers, Edmonton's
NextGen

Jenny Li

Jerry Zhang

Jesse Caruso, graphic
designer

Jessica Qian

Jinny Lee

Joe Pradeep

Joffre Pilay

John-Tan Pham

Jordyn Samuels,
Journeys InEquity

KC Gatasi

Kai Cheng Thom

Kala Walton, Pride Centre
of Edmonton

Kalinda Nelson

Kathryn Trnavsky

Katja Spoerri

Kayla Ludvigson

Kendra Coupland

Kev Adams

Kevin Broome

Kiana Reyes, MOSAIC I
Belong program

Kurt Morton

Kwene Appah

Kyle Dingwall

Kylie Hsu

Kyra Shaver

Lane Paddison

Laura Avellaneda

Laura Gaitan, Ocean
Wise

Lauren Zhen

Leyue Xu

Liam Fletcher MacKay

Liliana Lopez

Liza Kuzyuberdina

Lori Snyder

Luce Liu

Lucia Linares

Madeleine Harrington

Manal Masud

Mandy Huynh

Margot Durling, Fathom
Studios

Mari, PeerNet BC

Maria Joaquina Pastor

Marisha Boyd

Mark Yan

Marwa Hussein

Megan Beveridge

Megan Hulan, Radstorm

**Melina Laboucan-
Massimo**

Melisa Tang Choy

Melissa (Mel) Bui

Miguel Soco

Mike Almad

Miranda Hersco

Misanka Mupesse, Head
& Hands

Muhammed Polat,
photographer

Nara Monteiro

Natalie Chu

Nathalie Maynard

Nathan Christensen

Nawel Hernandez

Nicole Clarke

Nilufar restaurant

Noé Ventura, Project10

Nuria Abbawaajii

Ofodile Emmanuel, The
Africa Centre (YEG The
Come Up)

Oliver Oldsfield, NSCAD

Owen Ballendine, UNYA
2Spirit Collective

Paramvir Singh

Rachel Gordon

Rachel Whynot, Autism
NS

Raja Khlifi, Native

Women Shelter of
Montreal

Rajah Maggay, Political
D.I.V.A.S

Rebecca Foshole-Luke,
Political D.I.V.A.S

Rebecca Gray

Rebecca Harrington

Rebecca Kahn

Rebecca Klaassen,
CivicAction

Rex Ludlow

Rhi Starkley

Rhys Ralliararam

Richie Wilcox, HEIST,
Ship's Harbour Theatre

Rito Joseph

Riza Aguasin

Robbie David Knott

Rory Woo

**Rowan Gentleman-
Sylvester**, CityHive

Rozeena Buksh

Ruilan King

Ryan Avola, NexUp/
DUDES Club

Ryan Potyk

Ryan Reed

Ryan Wilcox

Rylee Dejong

Sabian Compri

Sacha Regnier

Sadhbh Ni Mhealoid

Safe-T

Saint Tawfik, In Loving
Colour Studios

Sanny Lai

Sarah Adomako-Ansah

Sarah Law

Sarah Lowis

Sare Alemu, The Hue YEG

Sean Birkett

Sean McKay

Sepehr Mirzaei

Seri Niimi-Burch

Sharee Hochman

Shasmika Thiagarajah

Shawn Fang

Shel Neufeld

Shy-Anne Gunville

Silvia Samira

Simran, PeerNet BC

Sofia Alani, The Muslim
Feminist Collective of
Edmonton

Soomin Han

Stephanie Clarke, Mutual
Connections

Stephanie Johnson

Sujin Shin

T'uy't'tanat Cease Wyss

Tanisi Pooran, Salt + Seed

Tanny Lai

Teo Ferguson, artist

**Theophilia Patrick-
Idaewor**

Thummim Iyasere

Tommy Thowm

Vanessa Nichols

Veronica Gutierrez,
MacPhee Center

Veronica Sweeney,
photographer

Veronika Ilch, Next Gen
Men

Vicki A Lee, Inner Net
News INN24

Victoria Llumiquinga

Victoria Verhoek

Weng hoe ho (Arthur)

Wren Tian-Morris, artist

Yashar Davari-Zarnaghi

Yuen Mei Chan

Zachariyah Markiw

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.

Alec Boudreau

Brent McKnight

Danielle Bakhazi

**Department of Canadian Heritage –
Youth Take Charge**

**Employment and Social Development
Canada – Canada Service Corps**

**Employment and Social Development
Canada – Canada Summer Jobs**

Erika De Torres

Eva de Gosztonyi

Jacob Bragg

Josephine Tsang

Jill Clairo

Justine Ramsay

Keegan Pinto

Madeleine Gomery

Meta

Meredyth Schofield

Michael Wright

Michelle Sammut

Niamh Leonard

Steven Truong

Suzanne Desautels

Taharima Habib

The Body Shop

The Royal Bank of Canada

**The Royal Bank of Canada – Future
Launch**

Tia Mpo

Vancouver Foundation

Young Canada Works



STATEMENT OF OPERATIONS

STATEMENT OF OPERATIONS

For the year ended March 31, 2022

INCOME	2022	2021
Foundation and government grants (schedule A)	3,055,772	2,467,168
Donations	75,981	12,766
Consulting revenue	93,743	44,232
Workshop and presentations	7,914	-
Other revenue	8,181	56,705
Amortization of deferred contributions for capital assets	4,922	2,942
TOTAL	3,246,513	2,583,813
EXPENSES	2022	2021
Program costs (schedule B)	2,549,601	2,074,601
Program general expenses (schedule C)	279,519	175,189
Administration expenses (schedule D)	407,505	323,711
TOTAL	3,236,625	2,573,501
EXCESS OF REVENUES OVER EXPENSES	9,888	10,312

STATEMENT OF OPERATIONS

For the year ended March 31, 2022

SCHEDULE A	2022	2021
FOUNDATION AND GOVERNMENT GRANTS		
Employment and Social Development Canada	2,446,069	1,847,616
Canadian Heritage	74,825	99,710
Canada Summer Jobs	13,037	8,422
Young Canada Works	25,937	17,791
Chantier de l'économie sociale	-	58,629
RBC Foundation	395,904	410,000
Vancouver Foundation	100,000	-
The Peacock Family Foundation	-	15,000
WCPD Foundation	-	5,000
Brian Bronfman Family Foundation	-	5,000
TOTAL	3,055,772	2,467,168

SCHEDULE B	2022	2021
PROGRAMS COSTS		
Salaries and benefits	1,427,864	1,191,142
Honorarium	721,507	571,406
Participant costs	176,144	172,782
Advertising	41,128	22,800
Conference	156,911	86,503
Equipment and merchandise	26,047	29,968
TOTAL	2,549,601	2,074,061

STATEMENT OF OPERATIONS

For the year ended March 31, 2022

SCHEDULE C	2022	2021
PROGRAM GENERAL EXPENSES		
Space rental	56,909	25,425
Office supplies	88,560	89,757
Telecommunications	37,832	26,567
Subscriptions	36,529	21,010
Training and seminars	31,582	7,761
Travel and accommodation fees	23,447	2,601
Printing costs	4,660	1,618
Activities supplies	-	450
TOTAL	279,519	175,189

SCHEDULE D	2022	2021
ADMINISTRATION EXPENSES		
Salaries and benefits	249,008	176,762
Consultants fees	21,341	35,156
Rent	9,844	31,376
Insurances	7,234	4,150
Office and general	31,669	7,390
Telephone and utilities	2,065	1,810
Travel and accommodation fees	356	831
Professional fees	13,372	14,645
Subscriptions, membership and license fees	-	48
Consumption tax expense	55,476	42,867
Interest and bank charges	9,549	3,226
Amortization of capital assets	7,591	5,450
TOTAL	407,505	323,711



THANK YOU

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.TM**

**Connect, Educate
and Activate.**