



IMPACT REPORT 2023

For Our Kids is a parent-led network of volunteers, driven to take climate action for our kids, grandkids, and future generations.



Like most four and a half-year-olds, we definitely got a lot bigger and louder this year!

We're excited to share what this growing network did in 2023.



Goal #1:

**Engage more
people**



For Our Kids has established a welcoming, safe and open network for parents and families across the country to engage in climate action.

**5,800 members
and growing!**

**23 active community
teams in 8 provinces.**

**More than 105
individual or team
actions taken in 2023.**

900 members joined this year!

We enhanced our onboarding process this year for a more welcoming, informative new-member experience.

Onboarding emails, videos, and resources for new members.

Refreshed website featuring more parent stories

Regular Meet and Greet sessions

1:1 Follow-up and mentoring sessions



Our focus is on building the capacity of parents and teams to take action. We offer training sessions and one-to-one support to find opportunities to learn together.

In 2023, this looked like:



16 different training and learning events



906 members engaged with training



26 personal mentoring sessions

Our training events are available on [our YouTube channel](#)

This is what we heard back about the training sessions:

"Terrific webinar"

"Anti-racism learning and taking an anti-racism perspective is essential in the environmental movement and in raising children."

"A simple yet powerful message for this generation"

"The speaker was amazing. The whole event was very smooth. Very informative and kindly led."



We hosted events to meet and engage with new families.....

Parents and kids in Ottawa joined up for monthly 'We Bike For Our Kids' events throughout the summer to encourage participation from parents with limited experience of biking with their kids.

FOK Ottawa-Gatineau also led the organization of a family-friendly Kidical Mass event in Ottawa, with more than 250 families out advocating for safe streets and active transportation.



In Halifax, For Our Kids brought parents together in the aftermath of the devastating wildfire that threatened Nova Scotia. They talked about what they were feeling and the positive climate action they could take on. This event was part of a For Our Kids pilot project called "Parents Talk Climate", bringing families together in-person where we don't yet have For Our Kids teams. We're planning a second event in our pilot series for 2024.



Local teams ran events to help families engage more deeply

For Our Kids Ottawa-Gatineau organized a "Climate Moms and Dads Drop In" for families to join participant-led discussions and explore topics like: "heat pumps and parenting", "e-buses and bottles" and "nap schedules and home electrification".

Pour Nos Enfants/For Our Kids Montréal self-organized a mini-retreat and strategy session, to reflect on their four years of organizing together, look at new ways to work collectively, plan campaign strategies, and consider new areas of focus.



Goal #2:

Have an impact



How do you measure the impact you have on climate and justice issues?

We say it looks like parents using their voices collectively to engage with their elected leaders, with media, and most importantly, with other parents — supporting them in conversations that need to be part of our daily lives.



Phasing out fossil fuels

Pour Nos Enfants/For Our Kids Montréal was part of a successful movement that led its city council to ban gas from new building construction beginning in 2024.

For Our Kids Burnaby was part of a similar win in December when its city council approved changes meaning all new buildings will need to use clean energy for heat and hot water.



The Gazette

Opinion / Columnists

Opinion: Natural gas use in Montreal buildings should be phased out

Recent research shows that gas use in the home can undermine the health of occupants, especially children. It's also bad for the health of the planet.

Kelly Marie Martin and Geneviève Ferdaïs • Special to Montreal Gazette

Published Feb 23, 2023 • Last updated Feb 23, 2023 • 3 minute read



In February FOK Vancouver led a rally outside City Hall calling for stronger climate action from new council members. The next week, Council passed a unanimous motion continuing its commitment to its Climate Emergency Action Plan.



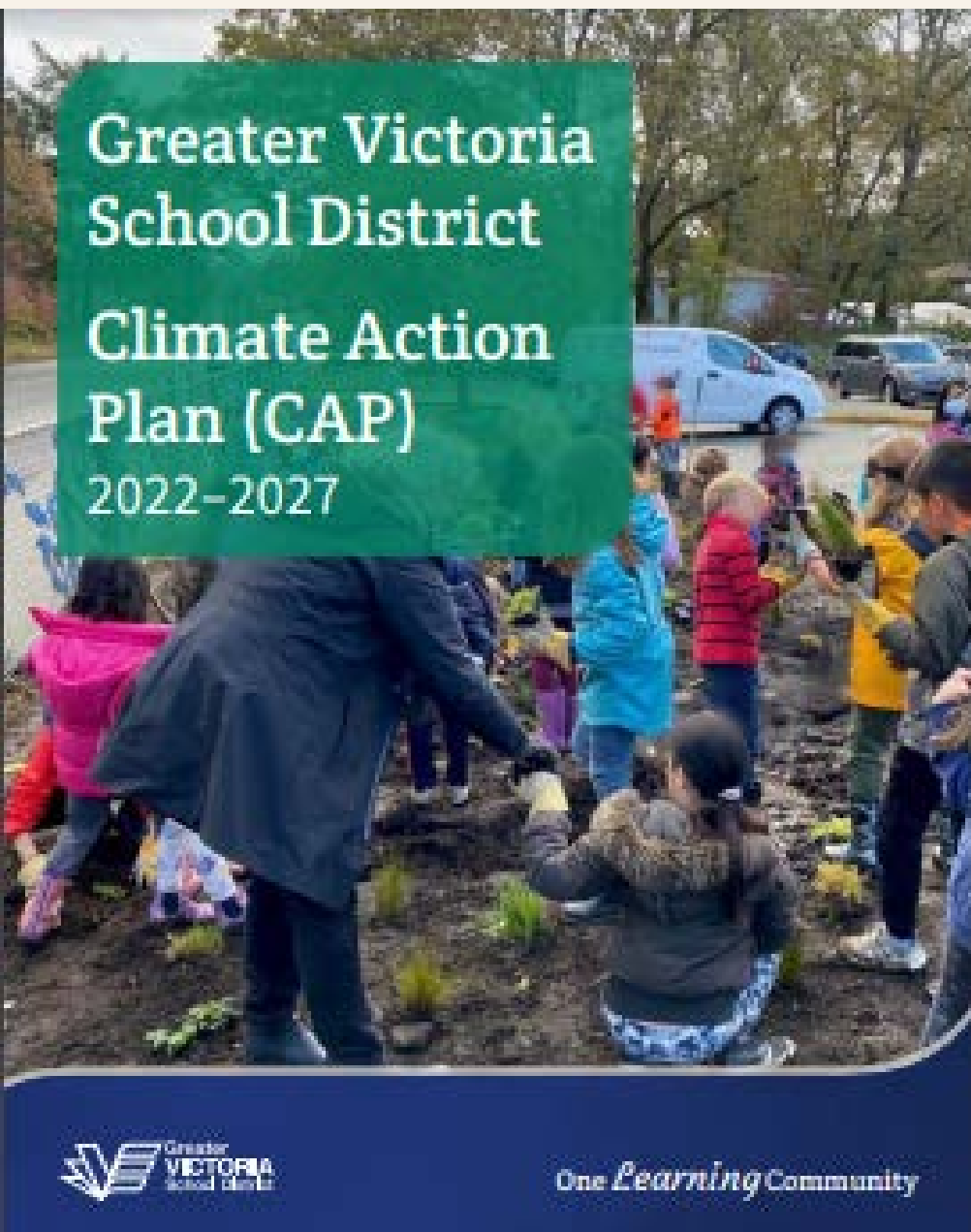
Capping Oil and Gas Emissions

A cap on emissions from the oil and gas industry is a key piece in reaching Canada's emission reduction goals.

For Our Kids teams and members connected to advocate for a strong emissions cap by sending postcards and emails to their MPs, meeting to share their concerns in person and writing to media.

In collaboration with other groups, 3,185 postcards have been sent, and we've heard from MP offices that the volume of communication has impacted the conversation.





School actions

In September, the Victoria District School Board unanimously approved its Climate Action Plan. The plan has been 4 years in the making – and Parents 4 Climate (Victoria) have been involved every step of the way. They shared their insights and advice to other parents in our stories.

One of FOK Alberta's team leaders brought a resolution to the Alberta School Councils' Association (ASCA) to "Integrate Environmental Stewardship, Sustainability, Climate & Biodiversity Education Throughout the Curriculum from K-12".

The team has also been working hard to highlight the pervasive influence of the oil and gas industry throughout the education system, initiating an important investigative report published in *The Narwhal*.

Electric School Buses

Throughout the year, parents in BC have been working to support the ASTSBC who were able to put together a joint submission for 255 new electric school buses on behalf of 32 school districts.

We also made [this fun video](#) with some middle school students in Victoria in March.



For Our Kids Burnaby joined their city's Active Schools Travel Stakeholder Committee to help find ways to get more kids walking and biking to schools.

Goal #2:

**Have an
impact**

Grassroots Community Engagement



For Their Future Yukon has hosted two Climate Cafes to support families and neighbours with climate emotions, anxiety and discuss actions. They were interviewed by CBC North and are making plans to partner with the Yukon Canadian Mental Health Association in 2024.

FOK Vancouver is leading formation of the Vancouver Point Grey Multi-Generational Climate Team to bring grassroots support for bold climate action to their elected provincial representative and to BC Premier David Eby.



For Our Kids Ottawa-Gatineau took every opportunity to interact with parents at public events.



Organizers in a newly forming For Our Kids team in London, Ontario hosted a table at a their local Earth Day "Earthfest", attended a climate rally outside of their local MP's office and held a family-friendly climate picnic.



For Our Kids Burnaby organized frequent in-person gatherings for team members and families in the community to connect with their kids, nature and each other, while taking hands-on action. This included: native species planting, an old growth forest walk and tours of the Burnaby Eco-Centre and Farmer's Market.

They also facilitated a "kids climate action club" with their kids aged 7-12 to plan and implement actions together over the next few months.

For Our Kids North Shore teamed up with **Force of Nature** to host a table at their local **Lynn Valley Fair**.



In Toronto, FOK members were part of leading community discussion and action against planned expansion of the Portlands gas plant in the city's East End—a movement that is gaining momentum and support.

For Our Kids Burnaby brought climate action to their local **Hats Off parade**.



Goal #2:

**Have an
impact**

Showing up & Speaking up



In September parents and teams turned out en masse, participating and taking leadership roles within the climate strikes organized across the country.

A record number of positive media hits highlighted parent voices and stories .

Over 5,000 people marched in Vancouver, with For Our Kids Vancouver and Burnaby helping to organise the event.

Photo credit: Amy Chui Photography.





For Our Kids Alberta met in person for the first time, joining counter protests to the Global Petroleum Congress in Calgary.

Goal #2:
**Have an
impact**

Banking For Our Kids



Senator Rosa Galvez, the force behind Bill S-243, met with FOK members

On a cold morning in November, members of FOK Ottawa-Gatineau rallied outside the Sustainable Finance Forum and met with MPs and Senators attending the event. One parent's story of why she brought her kids to the rally was published as an op-ed.

Earlier in the year, two parents wrote a comprehensive submission to the Standing Committee on Banking, Commerce and the Economy in support of Bill S-243: The Climate-Aligned Finance Act

In November, 113 parents emailed the Royal Canadian Geographical Society to ask why they were honouring RBC's CEO at their annual gala – while RBC continues to be a world leader in fossil fuel investment, including projects like Coastal GasLink pipeline. The construction of that pipeline is violating Indigenous rights, forcibly removing land defenders from their territory, and destroying sacred spaces and water sources.

We are still awaiting a response from RCGS.





We recently launched a new action inviting teams and members to uncover banking sponsorship in their communities. We have been noticing that Canada's big five banks are often seen supporting events and fundraisers for kids, healthcare, education, sports and the arts, while investing heavily in fossil fuels at the same time. We think there's a contradiction here and we want to map out how and where big banks show up in communities across the country.

Goal #2:

**Have an
impact**

Media Coverage

For Our Kids members have upped their game when it comes to getting their stories heard.

29 stories, letters, and op-eds were published by and about FOK members this year

CBC | MENU


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British Columbia · Photos

Thousands turn out for Vancouver climate march

The Vancouver climate march is one of 13 taking place across B.C., according to event organizers

CBC News · Posted: Sep 15, 2023 4:55 PM PDT | Last Updated: September 15



Thousands of demonstrators attended a global climate change protest in Vancouver, B.C., on Friday, Sept. 15, 2023, calling for countries to stop using fossil fuels. (Ben Nelms/CBC)

f X e in 226 comments

Following a summer with [record-breaking global temperatures](#) and [devastating wildfires](#) across the country, thousands of students and Vancouver residents marched to call for stronger climate action.

The march started outside Vancouver City Hall on Friday afternoon and made its way across the Cambie Street Bridge toward the Vancouver Art Gallery — mimicking the route of [the 2019 climate march](#) attended by nearly 100,000 people.

This year's march was co-ordinated by several grassroots organizations, including Climate Convergence, For Our Kids, Doctors for Planetary Health and many others.

- [The kids are not all right: How young people are dealing with increasing climate anxiety](#)

Opinion: Canada has a new emissions cap; now it's time for action

It's urgent to get regulations in place. Think back to our summer of floods and wildfires — and kids wearing masks in the smog.

Jennifer Smith • Special to Montreal Gazette

Published Dec 13, 2023 • 3 minute read

[Join the conversation](#)



From parenting to climate action: How one mom found hope and created change

By Marianne Ariganello | Opinion | May 12th 2023



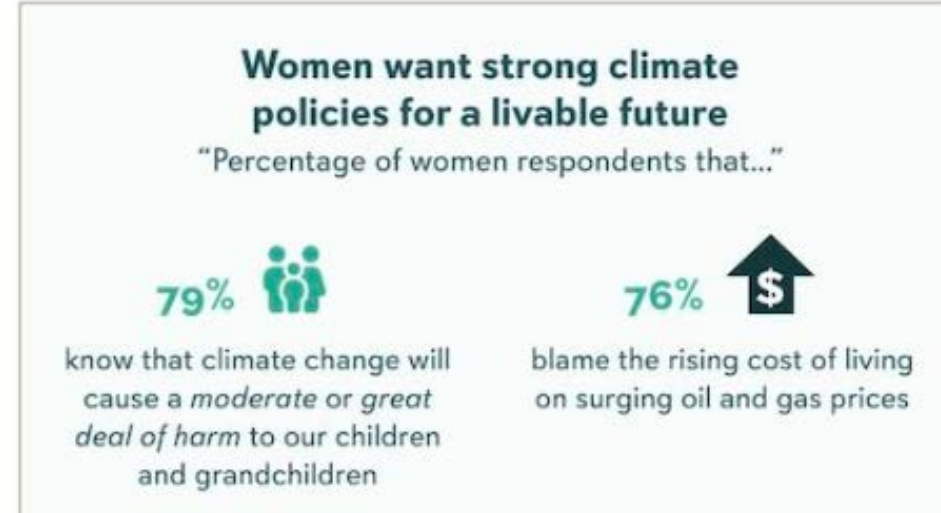
☆ FEATURED Trans Mountain Warns Regulator of 'Catastrophic' Two-Year Delay December 10, 2023

Opinion & Analysis

Surveys Show Women Connecting the Dots on Climate Policy, Affordable Energy

December 12, 2023 Reading time: 4 minutes

Full Story: Ecoanalytics
Primary Author: Kate McMahon



London

Canadian parents in network to fight climate change want a 'livable planet' for their kids



5,400 parents with advocacy network For Our Kids work at local level to make a climate difference



Isha Bhargava • CBC News • Posted: Jul 14, 2023 2:41 PM EDT | Last Updated: 7 hours ago



Bank merger will cost us all

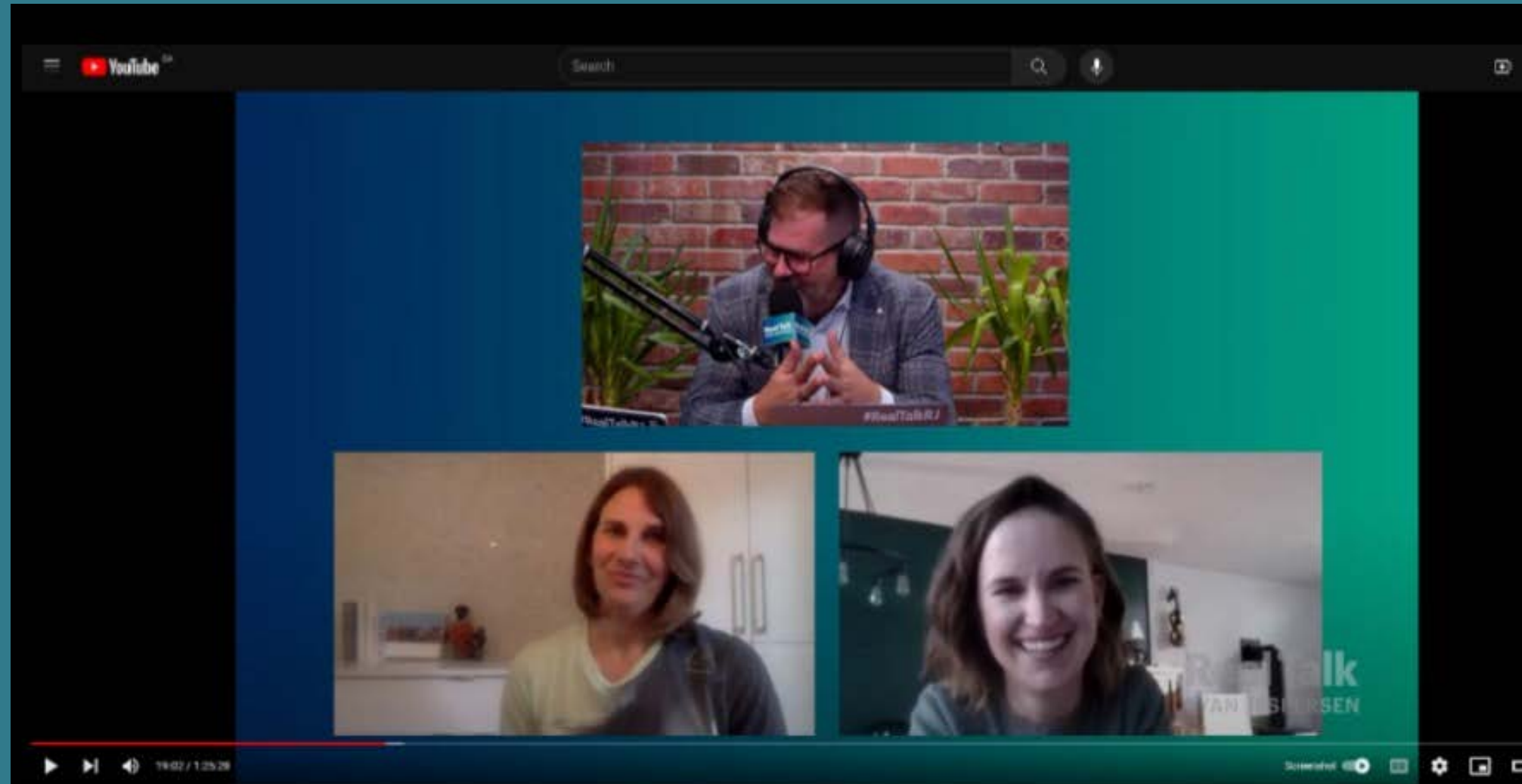
By Venessa Brown | Opinion | July 5th 2023



Why financial policy could be a real winner for our carbon targets

By Sarah Harvey | Opinion | December 1st 2023





Co-leads of the FOK Alberta team were featured in one of the province's popular daily podcasts talking about their personal motivations to take climate action – and had a great response from listeners.

Goal #3:
**Be the change
we want to
see**



Historically environmental and climate movements have failed to listen to and learn from experiences and solutions offered by BIPOC (Black, Indigenous, People of Colour) activists – even while acknowledging that climate change disproportionately impacts BIPOC communities.

We are committed to the ongoing work of challenging our own implicit and explicit biases and the structures that uphold racism as we work for climate justice.



FOK's Justice, Equity, Diversity and Inclusion (JEDI) committee, led by two parents from the network, developed and implemented a comprehensive strategy with the guidance of Bloom Consulting. One major goal was a member survey to set a baseline for how members understand and use JEDI principles in their actions.

From the survey, we learned:

"there is a fairly high level of systemic understanding of how social, racial, climate and environmental justice are intimately interconnected, **and a strong sense of passion and commitment to integrate these in FOK's work more explicitly.**"

"there is a hunger for learning and connecting across diversity with racialized communities on climate justice in solidarity."

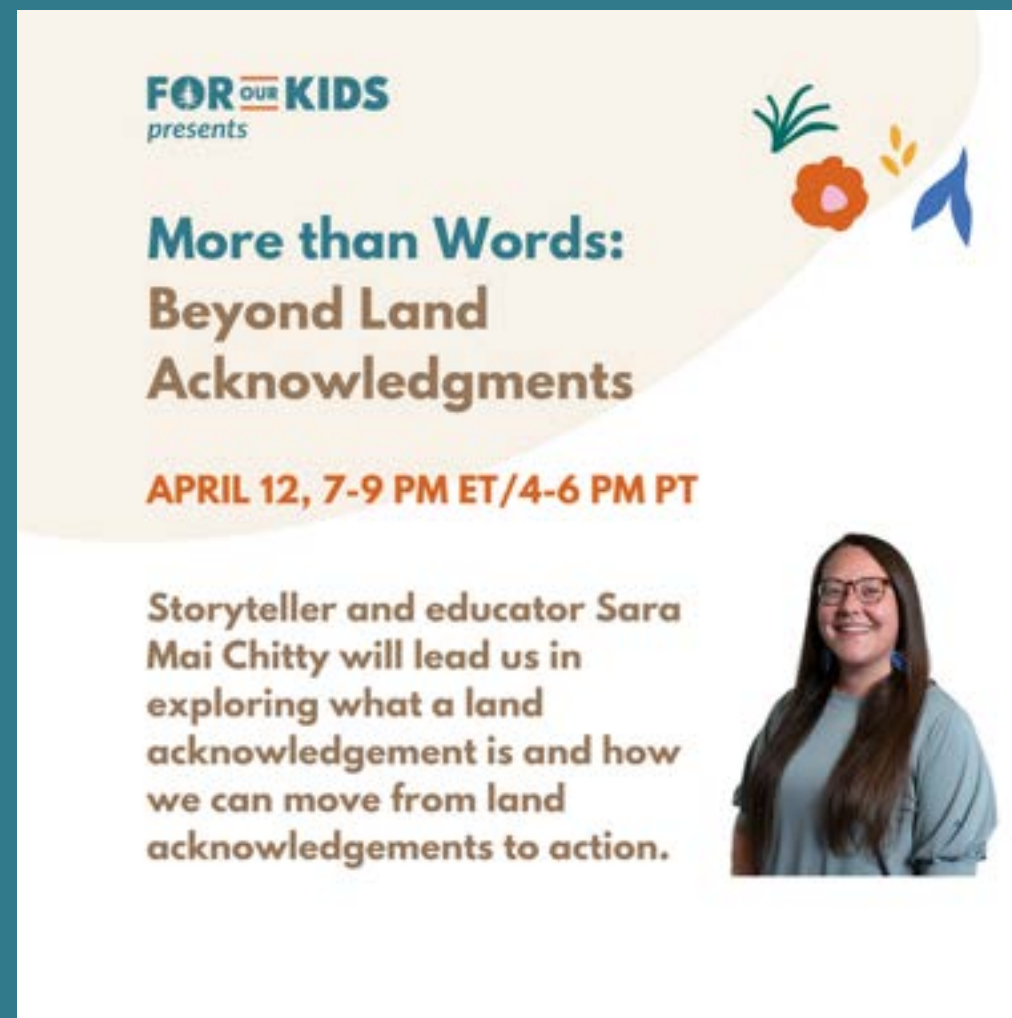


Our network support team and JEDI committee members took part in the 'Whiteness at Work' training program provided through one of our funders, Patagonia, to deepen our understanding of how we can build anti-racism into the network and our community organizing.

Network training and learning events over the year supported members to integrate justice and equity issues into their climate action.

Chelsea Vowel and Clayton Thomas-Müller held a moving and educational discussion on 'Indigenous Rights, Climate Justice and Parenthood' in March with 235 registrants.





In April, educator and storyteller Sara Mai Chitty presented a training session on going beyond the words of land acknowledgements to meaningful actions.

Following up on her “How to Raise an Anti-Racist Child” sessions with the network, we were thrilled to work with Kerry Cavers, founder of Moms Against Racism, on a deeper 3-session training series focusing on anti-racism practices for community organizing.

The first two sessions were presented in October and November, with the third scheduled for January 2024.





A major change in 2023 was the move to a parent-led governance model.

The new National Council came together for the first time in September, with seven members from across the country.

They are parents who are volunteering their time, experiences, and passion to lead the strategic direction of the network. To us, it makes absolute sense that our grassroots network should be led by our members, and we look forward to their leadership in the years ahead.



2023 was a busy and
productive year for
For Our Kids.

We want to say a huge
thanks to all the teams
and members who have
taken time to speak up
(and act up!) for our kids
this year.

Every action in every
community makes a
difference.

**Next year
For Our Kids will
turn 5 years old.**

**We look forward
to being
unstoppable.**