

**IT GETS
BETTER[®]
CANADA**

**Annual
Report
2021-2022**

itgetsbettercanada.org



Celeste Henriques-Powell
Queerography Episode 3

It Gets Better Canada is an official member of the It Gets Better Project, International Affiliate Network.

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This report was made possible with the support from It Gets Better Project, a non-profit organization working to uplift, empower, and connect 2SLGBTQ+ youth around the globe.

Youth today need to know that they are not alone.

At It Gets Better Canada, we envision a day where no youth in Canada are discriminated against, no matter what their sexual orientation, gender identity or gender expression.

As queer youth continue to experience higher rates of harassment and bullying, now is the time for us to move beyond tolerance and towards acceptance for all. Through our life affirming content, we are making strides to impact and meet youth where they are and continue to serve as a safe space for 2SLGBTQ+ youth to engage and share diverse narratives.

Over the course of this reporting period, we have seen immense growth in our organization's recognition from coast-to-coast-to-coast. As a featured charity on *Canada's Drag Race* Season 2, the release of our nationally broadcasted Public Service Announcement, and recognition for our *change.org* petition in support of a conversion therapy ban (which finally came into law in January 2022), our charity's mission continues to thrive and connect with those in need.

There are still so many more stories for us to share and voices to advocate. This truly is just the beginning!



Omid Razavi (he/him)
Executive Director
It Gets Better Canada

Board of Directors



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He/Him
Chair



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She/Her
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Sana Khaliq
She/Her



Jessica Van Bussel
They/Them



Emmanuelle Wichea
She/Her

*Thank you to our former Board Directors, who provided support during the term of this report: Sky S Bridges, Keum Yeo-Anna Brochet, Jill L.E. Dilts, William Rylie Moore, Noreen Mian, and Victor J Ryan.

Our Mission

It Gets Better Canada is a registered charity in Canada that **envisions a world where all 2SLGBTQ+ youth are free to live equally and know their worthiness and power as individuals.** Its mission is to uplift, empower, and connect 2SLGBTQ+ youth across Canada.

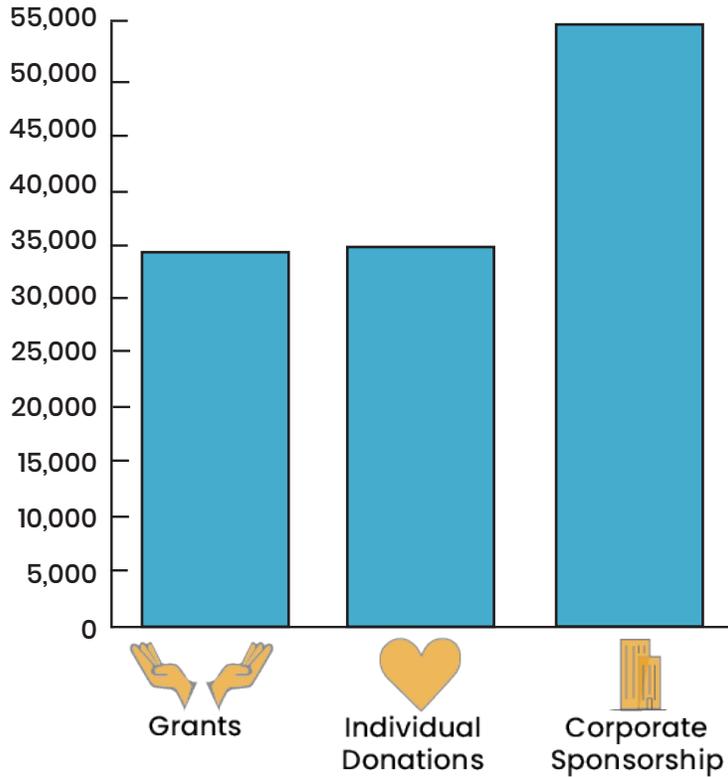
It Gets Better Canada fulfills its mission to uplift, empower, and connect Two-spirit, lesbian, gay, bisexual, transgender, and queer (2SLGBTQ+) youth across Canada in two ways:

Storytelling. It Gets Better Canada connects young 2SLGBTQ+ people with the global 2SLGBTQ+ community by providing access to an arsenal of uplifting and inspiring stories of hope, resilience, and determination, as told by members of the 2SLGBTQ+ community and their allies.

Building community. It Gets Better Canada is dedicated towards building community by (a) working with government, NGOs and private sector organizations to develop and enhance tools and community-based resources that help 2SLGBTQ+ youth find positive solutions to the challenges they face, (b) engaging with young 2SLGBTQ+ people both on and offline, and (c) connecting them to local community service providers that can provide on-the-ground assistance.

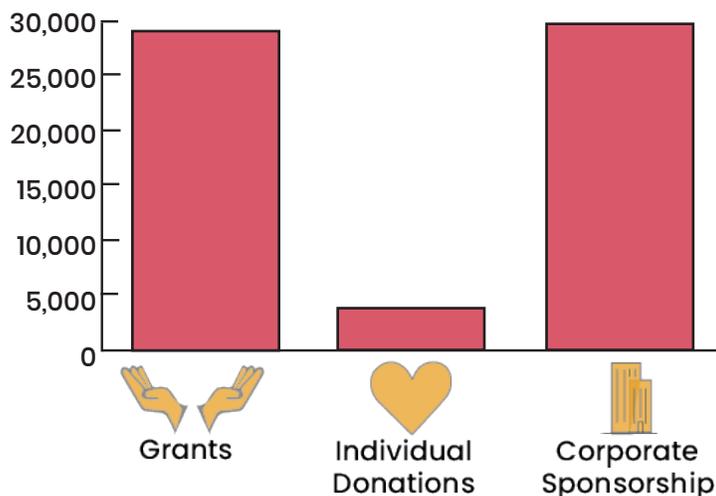
Financials

Revenue



Apr - March 2022

Total Revenue
\$124,418

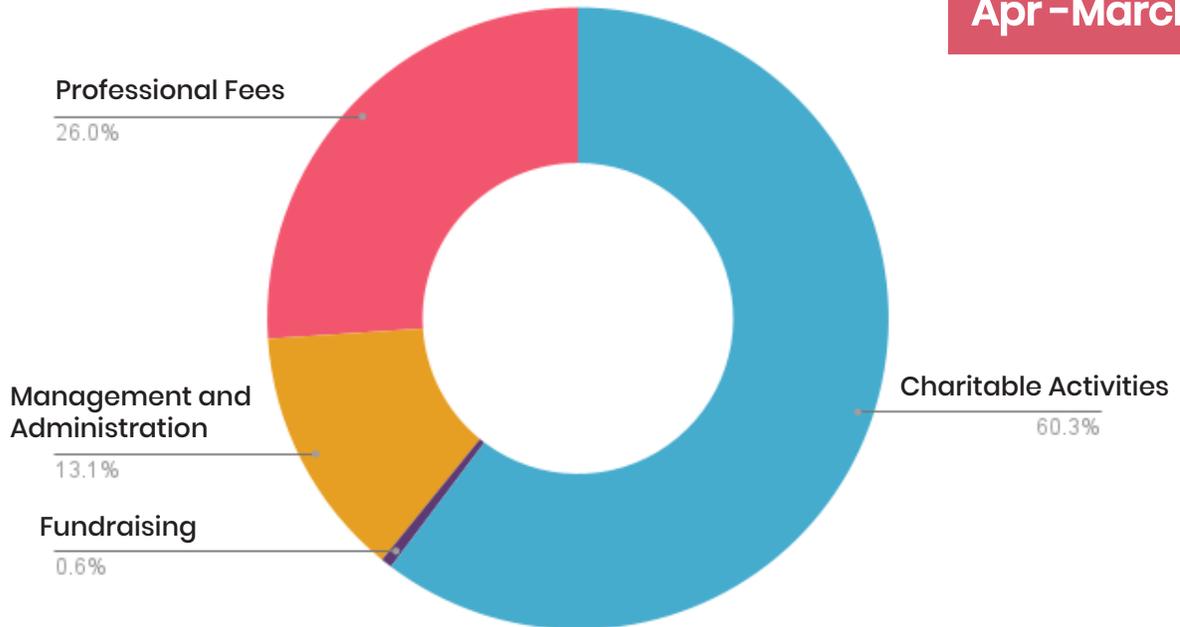


Apr - March 2021

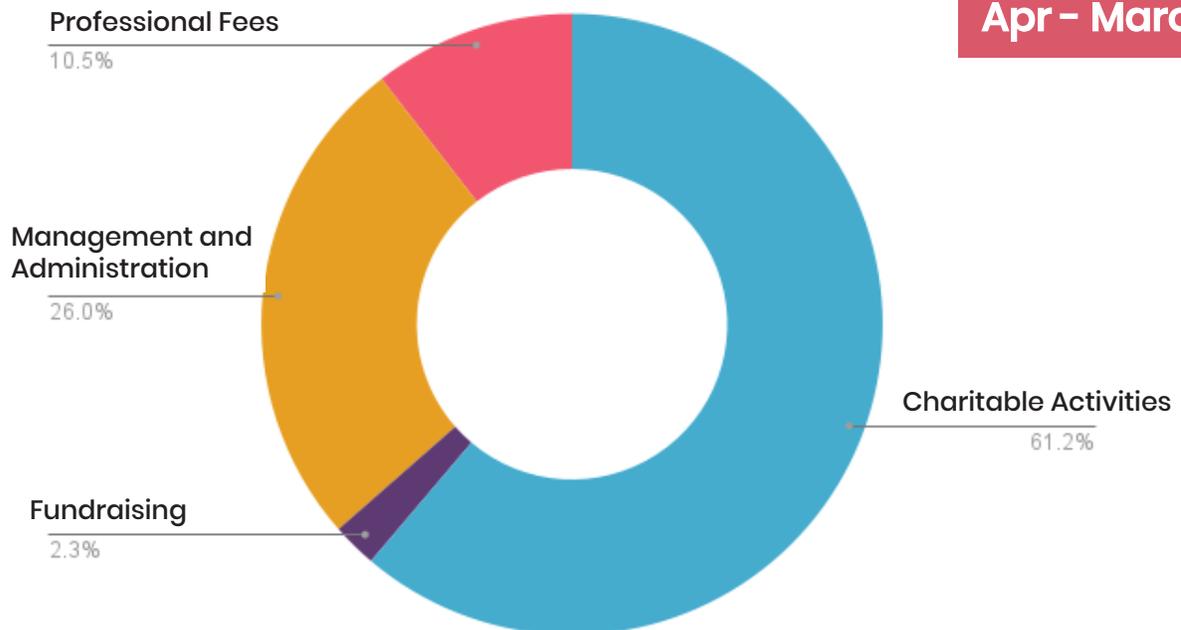
Total Revenue
\$63,516

Expenses

Apr - March 2022



Apr - March 2021



Our Impact

Our hub for storytelling support!

Closing 2021 and entering 2022 saw record traffic on our site. With increased brand recognition and featured write ups from prominent queer figures in Canada, we saw an increase of 369% in web traffic from the previous year.

Moving forward we continue to develop engaging resources and written pieces aligning with our content calendar, featuring inspiring queer youth voices across Canada.

Visit itgetsbettercanada.org

The heartbeat of our organization

Our social media presence continues to be the lifeline of the work that we do and our primary connection to our youth audience.

Our strategic content delivery has led to year round educational and life affirming content with a focus on increased short video pieces led by a range of 2SLGBTQ+ youth narratives from across the country.

Thank you I needed to hear this. I want to try she/they pronouns.



user comment

Thanks for showing we exist.



user comment

Canada's Drag Race season 2

It Gets Better Canada was proud to be selected as the featured charity of choice, during *Canada's Drag Race's* season two's Queer Prom episode, receiving international exposure and a \$5,000 donation from Shoppers Drug Mart Canada.

Working closely with the producers of the show, IGBC presented and co-selected 2SLGBTQ+ teens to partake in the episode and share their unique narratives, resulting in one of the franchises most emotional and inspiring episodes to date.



The road to banning conversion therapy

Banning conversion therapy in Canada has been a long and challenging journey. It Gets Better Canada is proud to have played a part in raising awareness nationwide through our [change.org](#) #RightToBeYouCanada campaign. The petition was signed by more than 127,000 people and put a spotlight on conversion therapy practices at the federal level.

Road to VICTORY

Passing Bill C-4



“ This victory should be first credited to the perseverance of those who have survived this practice, as well as the unified, rallied support of all those across Canada who believe in a day when no young person in Canada feels marginalized, isolated, excluded or rejected because of their sexuality or gender identification.”

Omid Razavi - Executive Director, It Gets Better Canada

Breaking barriers through video storytelling

Our youth led videos continue to deliver positive and uplifting content, designed to instill 2SLGBTQ+ youth with a strong sense of self-worth before heading into the coming out process or while encountering obstacles during a coming out experience.

Public Service Announcement

A one minute It Gets Better Canada PSA began broadcasting on major Canadian stations late last year. For many, if not most within our country – this was the first time they've encountered a queer focused PSA, sharing a message of inclusion, acceptance and a desire to be better as a community.



Our national PSA, which continues to run throughout this year, has played an immense role in elevating our brand awareness as well as inviting community members to reach out in praise of our mission and message.



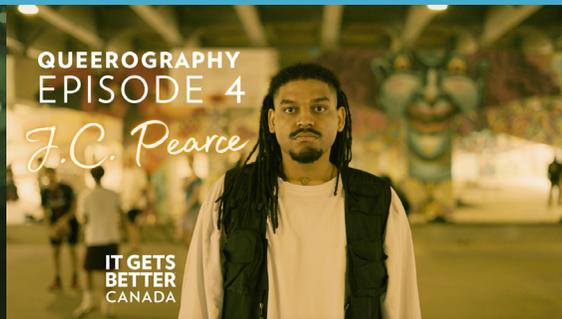
Mia The Fashioning of Gender Expression

Mia Yaguchi-Chow (she/they), a Toronto-based visual artist, showcases the evolution of their gender expression through fashion and art.

Queerography

Irv Washington
Queerography Episode 1

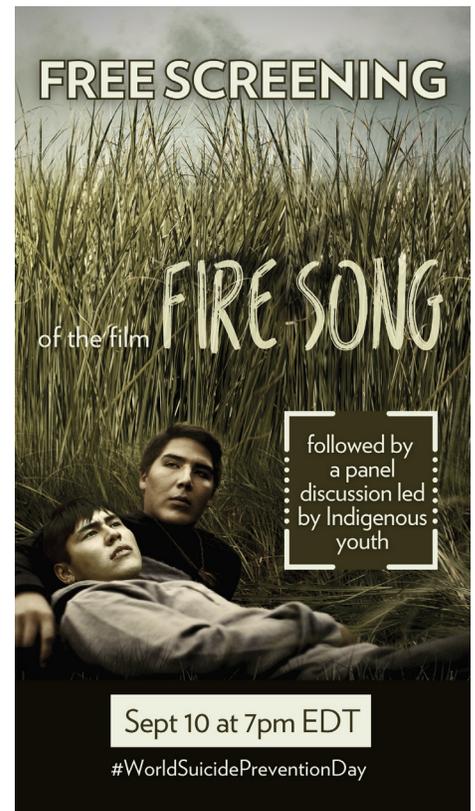
Queerography is an impactful video series driven by queer Asian filmmaker and choreographer, Phil Kim, and explores the journeys of five 2SLGBTQ+ BIPOC Toronto dancers and their unique experiences tackling their identity, mental health and sense of community.



Community Engagement

Firesong

In recognition of World Suicide Prevention Day, We Matter and It Gets Better Canada have partnered to present a free virtual screening of the award-winning feature film “Fire Song” followed by a panel discussion led by Indigenous youth with writer/director Adam Garnet Jones and Albert McLeod of The Two-Spirited People of Manitoba on September 10, 2021.



ERG Media Mixer

During the Pride 2021 season, It Gets Better Canada co-hosted a virtual Pride event for 2SLGBTQ+ identifying media and entertainment professionals in Canada to hear from Employee Resource Groups (“ERG’s”) about diversity, equity and inclusion efforts within their media companies. Panel Participants included representatives from Corus, CBC, MLSE, Rogers and Bell.



Queer Youth Mental Health Panel

In celebration of Bell Let's Talk Day, It Gets Better Canada hosted a free live-stream roundtable talk on "The Power of Perseverance: A Queer Youth Mental Health Panel," on January 25, 2022.

The impactful panel was co-moderated by IGBC's Executive Director, Omid Razavi and the winner of Season 2 *Canada's Drag Race*, Icesis Couture and featured the queer youth from *Drag Race's* "Queer Prom" episode.



I have made decisions in my life that I now regret because I didn't have amazing conversations like this when I was younger or amazing people at It Gets Better Canada to speak to.

- Icesis Couture



Year Ahead

The past two years have redefined how we access and create community through digital platforms. Amongst many things, the COVID-19 pandemic has taught us about the resilience that young people harness, especially as they seek out support for themselves and others through innovative means. Through it all, our organization has learned key lessons in how to adapt our content delivery to meet youth where they are. As we move forward, we will continue to showcase powerful 2SLGBTQ+ youth who are fighting for a world where hope outshines fear.

As pandemic restrictions have lightened, we are excited to re-engage with communities nationwide through both Pride initiatives as well as the introduction of new workshop program offerings to support 2SLGBTQ+ youth. Through the support of the Canada Red Cross' Strengthening Community Capacity to Support Mental Health and Wellbeing grant, we will see our organization connect with youth at in-person school events, for the first time in years!

Early 2023 will also see It Gets Better Canada co-hosting the It Gets Better Global Summit, a multi-day event focused on offering training opportunities, brainstorming activities, social events, and more to promising leaders from advocates and changemakers both within and outside of our Global Affiliate Network.

Make sure to follow our social channels to stay-up-to-date on all of our exciting events, initiatives and content!

IT GETS BETTER CANADA



IT GETS BETTER CANADA

itgetsbettercanada.org

IGB-CSA Canada
Registered Charity Number 750714297

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Our office resides on Ho-de-no-sau-nee-ga
(Haudenosaunee), Anishinabewaki,
Mississaugas of the Credit First Nation,
Mississauga, and Wendake-Nionwentsio land.

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