

ANNUAL REPORT 2022-2023

IT GETS
BETTER
CANADA





“If you are in a small town and feeling isolated, I want you to know that you are not alone. The world is growing and changing so quickly, and there are so many fantastic resources out there to support you, wherever you may be.”



Queerness on the Prairies ([read the full piece here](#))

-Kelsey Delamarter (she/her)

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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.



- A Message from the Executive Director

Reflecting on the past year, the theme that resonates most profoundly is growth—growth in the support we’ve received and in the significant advances we’ve made toward our mission.

Emerging from a period of isolation, we were graced with the opportunity to re-engage with our community face-to-face, to rekindle the bonds that define us. The indomitable spirit and collective resilience of 2SLGBTQ+ youth across Canada has truly been the lifeblood of our efforts this year.

Our work to lift young voices shone through in the creation of “Pride 101: The First-Timer’s Self-Care Guide to Pride 2022,” a beacon of support for those navigating Pride festivities for the first time. This guide reflects our ethos of care, offering wisdom for a safe and fulfilling experience. In addition, It Gets Better Canada co-hosted its first Global Summit in Canada, a multi-day

training and social event for some of the It Gets Better Project’s most inspiring advocates, volunteers and partners from our Global Affiliate Network. Over 50 attendees from America, Brazil, Hungary, India, Taiwan and the UK were reminded that the quest for 2SLGBTQ+ rights knows no borders and is as pressing as ever.

In this year of rejuvenation, our efforts have been powered by an unwavering pledge: to listen. The youth we serve are not just beneficiaries of our programs but our peers, leading the charge in shaping the policies and programs that serve their demographics. Their insights and

experiences are the compass that guides us, ensuring that our journey forward is as inclusive as it is impactful.

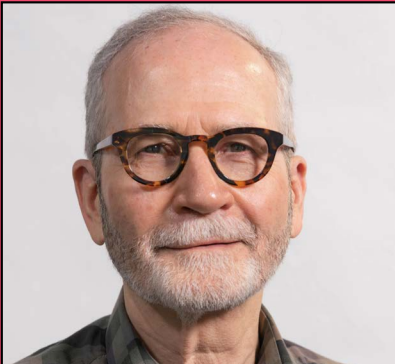
As we turn the page to another chapter, let us carry forward the lessons of resilience and the joy of togetherness. There are countless stories yet to be told, voices to be raised, and rights to be championed. In this pursuit, we are committed to a world where every young person can live their truth with confidence, forging connections that build a future rich with acceptance and boundless possibility.



Omid Razavi (he/him)
Executive Director



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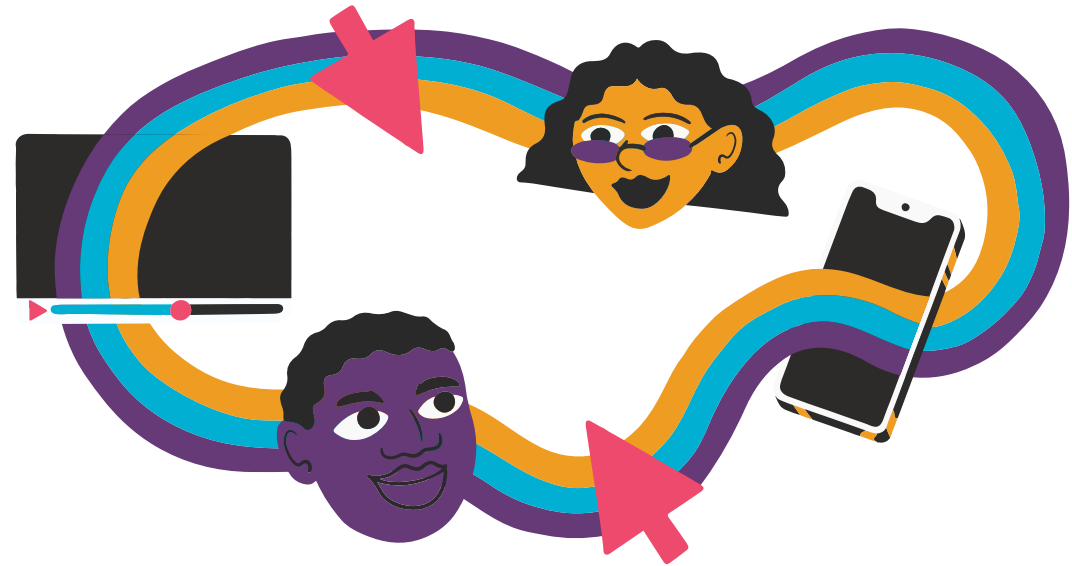


Manu Wiecha (she/her)

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 online, and (c) connecting them to community service providers that can provide local support.



Financials

Revenue for the fiscal year ended March 31, 2023.

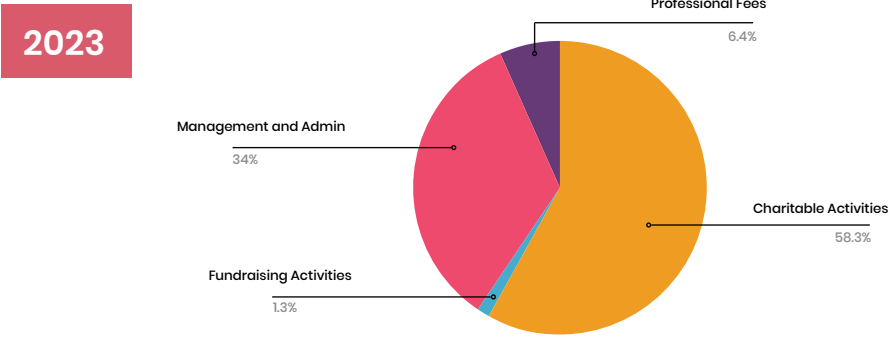
With comparative totals for the year ended March 31, 2022.

	2023	2022
TOTAL REVENUE	\$318,862	\$124,418
Grants	\$94,894	\$34,456
Donations	\$121,765	\$34,962
Corporate Sponsorships	\$89,750	\$55,000
Other income	\$12,453	NIL

Expenses for the fiscal year ended March 31, 2023.

With comparative totals for the year ended March 31, 2022.

	2023	2022
Charitable Activities	\$117,618	\$40,110
Fundraising Activities	\$2,592	\$1,528
Management and Admin	\$68,458	\$23,905
Professional Fees	\$12,944	\$6,885



Digital Footprint and Outreach



25

2SLBTQ+ youth
commissioned
projects

128k

Page views



itgetsbettercanada.org

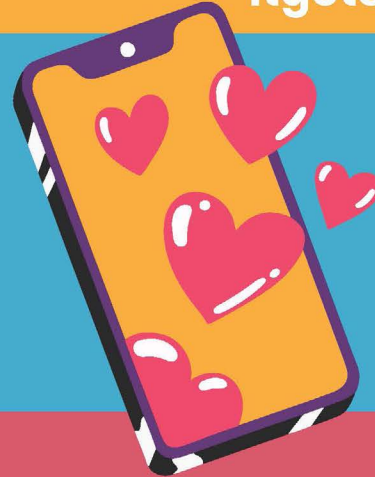
22

Written
website
pieces



7

Online
toolkits



70

TikTok videos



6

Life affirming
video
projects



1.5m

Social media
impressions

3

Original podcast
episodes



600+

hours of
YouTube minutes
watched

Return to PRIDE

Pride 2022 celebrations in Toronto signified more than a return to communal jubilation—it underscored a crucial moment for us to recognize and support the evolving needs of our youth.

With over 70 individuals marching alongside It Gets Better Canada—we embodied the spirit of unity and advocacy.

Did you know?

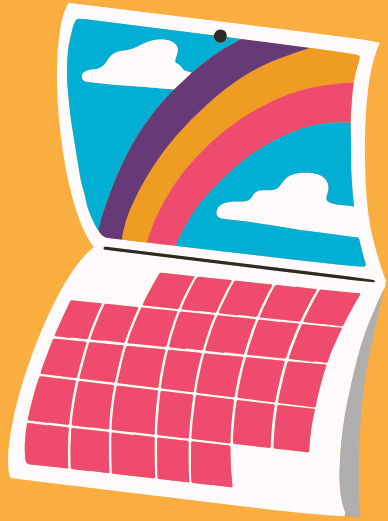
Pride Toronto 2022 saw over
2 million attendees



Toolkits

Our toolkits serve as resource hubs for important days of significance, providing educational and supportive materials, tailored for 2SLGBTQ+ youth.

Working to continuously build allyship, users are also able to access downloadable social media assets recognizing and celebrating days pertaining to: Transgender Awareness Week, National Coming Out Day, the International Day Against Homophobia, Transphobia and Biphobia and more.



Global Summit and Youth Grants



In March 2023, It Gets Better Canada co-hosted its first **Global Summit in Canada**, a multi-day training and social event for some of the It Gets Better Project's most inspiring advocates, volunteers and partners from our Global Affiliate Network. Co-hosted alongside the It Gets Better Project, the Summit invited over 50 attendees from Brazil, Hungary, India, Taiwan UK and the US. The Summit invited community partners from Egale, Pink Triangle Press and the Federal Government's ministry of Women and Gender Equality to present and partake in our learning sessions focused on accessing the power of advocacy through storytelling, global human rights movements as well as pathways to embracing queer joy.



It Gets Better Canada was enlisted to provide operational support for an impactful grant giving program, funded and run by the It Gets Better Project (US). The initiative, which launched with an open call for funding requests in January 2023, offered one high school in each province and territory up to \$10,000 USD to support a 2SLGBTQ+ youth-led project, working towards creating a safer and more inclusive place for their school.

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IT GETS BETTER -

What would you do if you had **US\$10,000** to make your school better for 2SLGBTQ+ students?

YOUTH GRANTS

Deadline: March 15, 2023

Advancing queer advocacy through storytelling



Storytelling is at the heart of our effort to empower 2SLGBTQ+ youth from coast-to-coast-to-coast. We share stories that inspire hope, stories that spark conversations, and stories that can inform and positively influence a sexual orientation and/or gender identity journey.



A celebration of love: Kendall Gender and Patch Donaghy. [Click here](#) to watch our video short shining a light on their relationship within the drag and art scene.



Making it through the fire. Two-Spirit Cree, model, dancer and Tiktoker, Owen Unruh, shares their story of combatting sobriety and how acceptance begins from within. Read their full story [here](#).



Celebrating Trans Stories. [Click here](#) to watch Makayla Walker, a Black trans advocate and drag queen, chat about trans allyship and the power of sharing trans stories.



Watch "The Art of Waacking"
- Made possible through the
support of Durex Canada.

**“Nothing feels better
than...
self-expression.”**

Support

Our funders allow for us to continue driving our mission year-after-year. Through their support, we are able to expand our reach and offer affirming content and programs for 2SLGBTQ+ youth across Canada!

With special thanks to our supporters from April 1, 2022 – March 31, 2023:



Unity Supporter
 \$1,000 – \$4,999

 Andrew Bennett
 Yigal Rifkind
 Justin Wee and team



Diversity Advocate
 \$5,000 – \$9,999

 Durex Canada



Inclusivity Champion
 \$10,000 – \$24,999

 The Body Shop
 Redken Canada



Harmony Builder
 \$25,000 – \$49,999

 Bath and Body Works
 NYX Professional Makeup
 Rogers
 The It Gets Better Project

Equality Pioneer
 \$50,000 and above

 Kindred Foundation
 The Canadian Red Cross and the Public Health Agency of Canada

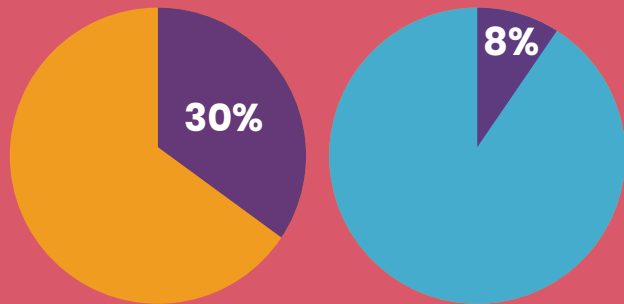
Understanding the Need



Youth aged 15 to 24 made up 30% of the 2SLGBTQ+ population in Canada ^[1].

Key Challenges Faced by 2SLGBTQ+ Youth:

In a 2021 study, 30% of 2SLGBTQ+ youth experienced cyberbullying, compared to just 8% of cisgender heterosexual youth ^[2].



2SLGBTQ+ youth benefit from online community engagement, gaining access to role models and emotional support ^[3].



These statistics underscore the urgent need for supportive programs and communities for 2SLGBTQ+ youth.

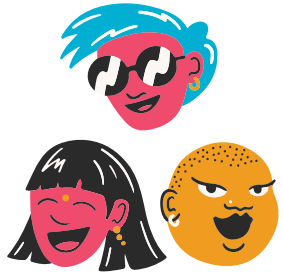
Be the hope our 2SLGBTQ+ youth need!

Click below to inspire change.

[Donate today](#)



1. Statistics Canada. (2021). LGBTQ2+ communities in Canada: A demographic snapshot. [Link](#).
2. Peter, T., Campbell, C. P., & Taylor, C. (2021). Still in every class in every school. [Link](#).
3. Craig, S., Eaton, A., et al. (2020). Can Social Media Participation Enhance LGBTQ+ Youth Well-Being? Development of the Social Media Benefits Scale. [Link](#).



Moving Forward

As we navigate a landscape where the progress of 2SLGBTQ+ rights face new challenges, It Gets Better Canada recognizes the recent rise in movements that aim to regress hard-won freedoms. Yet, we stand firm in our mission, confident that the voices of our youth will continue to lead the way toward brighter futures.

With transformational funding from Women & Gender Equality Canada's 2SLGBTQI+ Community Capacity Fund, we are embarking on a strategic journey over the next three years. This support will enable us to expand our program offerings, build our capacity, and consult with youth on a greater scale, ensuring that our initiatives are informed by those they are designed to serve.

IT GETS BETTER CANADA

The path before us calls for united action and deep commitment from our entire community, now more than ever. As we unveil our youth grants initiative in the coming year, we affirm our dedication to narratives that advance 2SLGBTQ+ youth presence and influence across all Provinces and Territories. We have plans to amplify community outreach and storytelling, and your support is pivotal in fueling our efforts to empower the (youth?) voices shaping our tomorrow.

Our commitment is to build, not just to respond. We pledge to meet our youth on their terms, fortifying a future where every individual stands tall in their authenticity. United, we chart the course through shifting landscapes, steadfast in our mission for a truly inclusive Canada.

**IT GETS
BETTER[®]
CANADA**

itgetsbettercanada.org