

Strategic Plan 2024-2027

**IT GETS
BETTER
CANADA**

A Message from the Executive Director and Board Co-Chairs

In a period of increased adversity with attempts to rollback protections for 2SLGBTQ+ (two-spirited, lesbian, gay, bisexual, transgender and queer, and questioning) youth, we are united by the need to support youth in having a better and brighter tomorrow. Our community has always stood strong, bound by our shared experiences and desire to create spaces where we can love and be our authentic selves without fear or judgement.

Over the past few years, we have seen our organization grow through partnerships and outreach to 2SLGBTQ+ youth from coast-to-coast-to-coast. As we think about the future of It Gets Better Canada (IGBC), we are proud to share our new 2024-2027 Strategic Plan. Our strategic plan is more than just a document: it is about amplifying our voices, empowering youth to advocate for themselves, and fostering a culture of resilience and joy.

Together, we are dedicated to creating a world where every youth can live authentically and build a future of limitless potential.

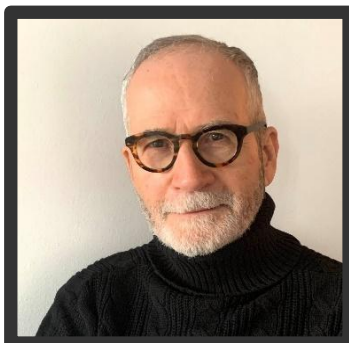
Omid Razavi (he/him)

Executive Director



Bruce Glawson (he/him)

Co-Chair



Jennifer Boyce (she/her)

Co-Chair





About Us

IGBC is an official member of It Gets Better (IGB), an International Affiliate Network based in the United States. At IGBC, we envision a day where no youth in Canada are discriminated against, no matter what their sexual orientation, gender identity or gender expression.

In 2010, three words – ***it gets better*** – gave rise to a global movement focused on empowering 2SLGBTQ+ youth. What began as a wildly successful social media campaign evolved into a major multimedia platform capable of reaching millions of young people every year through inspiring media programming, a growing network of international affiliates, and access to a wide variety of community-based service providers.

At IGBC, we believe that everyone has their own journeys and experiences to find their true selves. We provide youth with resources that answer critical questions, along with stories, toolkits and news.

As our organization has grown, we have been proud to activate 2SLGBTQ+ youth through commissioned opportunities to lead our affirming content. Our digital footprint continues to drive impact with an impressive website presence

offering affirming toolkits, writeups and ongoing interactive resources, as well as just over 1.5 million social media impressions across all of our platforms in 2023 only. Beyond our digital presence, 2023-2024 saw new strides in IGBC's commitment to connect with communities across Canada as we delivered empowering workshops across the nation in support of digital advocacy as well as embracing our resiliency within the queer community.

We recognize the power in sharing our unique stories to elevate and inspire 2SLGBTQ+ youth to create opportunities and to step out of their comfort zone.



Our Strategic Plan for 2024-2027

IGBC is proud to present our Strategic Plan. Our Board of Directors has crafted three empowering strategic pillars to steer IGBC in serving 2SLGBTQ+ youth. Rooted in our collective journeys and values, these pillars will help us grow, connect and advocate.

To uplift, empower, and connect two-spirit, lesbian, gay, bisexual, transgender, queer, and questioning (2SLGBTQ+) youth from coast to coast to coast



Mission

The Mission of IGBC is:

To uplift, empower, and connect two-spirit, lesbian, gay, bisexual, transgender, queer and questioning (2SLGBTQ+) youth from coast to coast to coast. IGBC fulfills its mission in two ways:

Storytelling. IGBC 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. IGBC 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.

Vision

IGBC is an organization that:

Envisions a world where all 2SLGBTQ+ youth are free to live equally and know their worthiness and power as individuals.

Values

Our values as an organization are:

- **Youth Empowerment:** We believe in the limitless potential of young people and their ability to create a brighter more equitable future for all 2SLGBTQ+ people.
- **Empathy:** We strive to recognize and understand the perspectives, feelings and lived experiences of others, including and especially those different from our own.
- **Community Commitment:** We are deeply connected with 2SLGBTQ+ youth and the communities we serve. We commit to ensuring that their voices guide our work.

- **Equity and Inclusion:** We believe in the promotion of fairness and justice for each individual that considers historical, social, systemic, and structural issues that impact experience and individual needs. We also believe in the creation of an environment where everyone shares a sense of belonging, is treated with respect, and is able to fully participate.
- **Accountability:** We hold ourselves and one another responsible for upholding the mission and vision in all respects to maximize its impact – we do what we say we will do.
- **Learning:** We treat challenges as learning opportunities and adapt to meet the needs of the 2SLGBTQ+ youth and communities we work with.
- **Joy:** We believe every young person deserves to have joy in their life.

Our values exemplify how we conduct ourselves, manage our organization and engage with our partners and stakeholders. They are at the heart of everything we do and every decision that we make.



Strategic Pillars

For IGBC to further propel its mission to uplift, empower, and connect 2SLGBTQ+ youth from coast to coast to coast, the IGBC Board of Directors and Executive Leadership Team have, with input from internal and external stakeholders, crafted three strategic pillars that will direct the organization's resources, attention and effort.

Empowering and Connecting Youth

IGBC is committed to connecting youth by strengthening programming, understanding evolving needs, and fostering connections to empower 2SLGBTQ+ youth. We will empower youth with tools and support needed to advocate for themselves, while consistently measuring our impact with precision.

We Will:

- Reflect the full diversity of our community in the youth voices we amplify.
- Maintain a clear understanding of what youth care about and the resources they need.
- Define multiple user journeys to meet youth where they are.
- Connect youth to one another and to the subcommunities they are a part of.
- Refine and reinforce our unique youth-led and peer to peer offerings.
- Develop tools and support youth to advocate on their own behalf.
- Build the capabilities required to consistently measure and evaluate our impact.
- Continuously adapt and innovate storytelling techniques, ensuring that stories are shared with care and consideration.

Expected Outcomes

1. Youth can easily share their stories, connect to communities, and access resources.
2. IGBC can easily communicate its value and impact to funders.
3. Our youth network is continuously growing and is reflective of the diversity of all our communities.

Building Meaningful Partnerships

IGBC is dedicated to creating meaningful connections between 2SLGBTQ+ youth communities and partners, serving as a trusted voice and leader on youth issues across social media platforms.

We Will:

- Provide structured access connecting 2SLGBTQ+ youth communities and partners.
- Cultivate excellent working relationships with partners, and actively seek out new partnerships that fill current gaps.
- Develop and strengthen relationships with federal, provincial, and municipal governments, and Indigenous peoples.
- Collaborate with others to ensure that youth have access to resources they need within IGBC, and access to services from outside providers.
- Be the trusted authority and thought leader on 2SLGBTQ+ youth issues, broadening IGBC's influence and reach across media platforms.
- Aim to collect continuous feedback to ensure we are consistently improving and growing as an organization.

Expected Outcomes

1. Service providers seek out IGBC to access 2SLGBTQ+ youth communities.
2. Brand recognition of IGBC grows regionally and nationally and IGBC is further distinguished from IGB.
3. Our roster of potential and activated partnerships grows.
4. Increased earned media and social media follows.
5. Positive outcomes and experiences from youth who are accessing our resources and are using services referred by IGBC.
6. Strong relationships with government, partners, other not for profit service providers, and funders.



Growing Our Organization

IGBC is dedicated to growing the organization in a meaningful and thoughtful manner, broadening our funding sources, and scaling internal resources appropriately to expand our reach nationally, while staying true to our community's values.

We Will:

- Diversify funding streams and expand long term funding opportunities.
- Define and foster an inclusive internal culture.
- Approach all work we do with a lens and intention of diversity, equity, inclusion, and decolonization.
- Prioritize accessibility by ensuring our resources are inclusive and accessible (AODA and applicable languages).
- Clearly define our value proposition and share it nationally to support growth.
- Ensure we are growing within our means.
- Scale internal systems and technologies appropriately to support growth.

Expected Outcomes

1. A staff, Board, Committees and other volunteers who are representative of the people, organizations, and communities IGBC works with and supports from coast to coast to coast.
2. A Board that has made the transition from an operating board to a governance board.
3. Strong team and culture that supports a happy, healthy, and supportive working environment.
4. An organizational structure that supports our strategic objectives.
5. Secure, diversified multi-year funding sources.
6. Accessibility and inclusivity within IGBC content and media

