



# **Wisdom2Action**

# **2023 Annual Report**



# Wisdom2Action 2023 Annual Report

## Table of Contents

From the Leadership Team.....	3
2023 By the Numbers.....	4
Highlighted Projects from the Year.....	5
Social Enterprise Commitments and Community Involvement.....	8
Services Offered.....	9

# From the Leadership Team

2023 was another amazing year for Wisdom2Action. The team was involved in multiple new, as well as ongoing projects in which we were able to support our partners and clients. Significant time and effort was placed in public education this year, in particular through the SAFER Project. Through SAFER, we have worked to prevent and address gender-based violence against 2SLGBTQIA+ youth. Through the public education campaign, we have furthered our reach across the country and engaged other queer and trans people, 2SLGBTQIA+ organizations, and allies. Beyond 2SLGBTQIA+ inclusion work, we have continued to be engaged in health projects including mental health initiatives. In this way, we stay connected to our history of knowledge mobilization in youth mental health, while also expanding our reach to achieve positive change and strengthen communities. Thanks to our clients and partners who have entrusted us with the work over this year. And of course, thanks to our team members who have made it all possible.



**Fae Johnstone**  
Executive Director  
& Co-Owner



**Dennis L. Stuebing**  
Director  
& Co-Owner



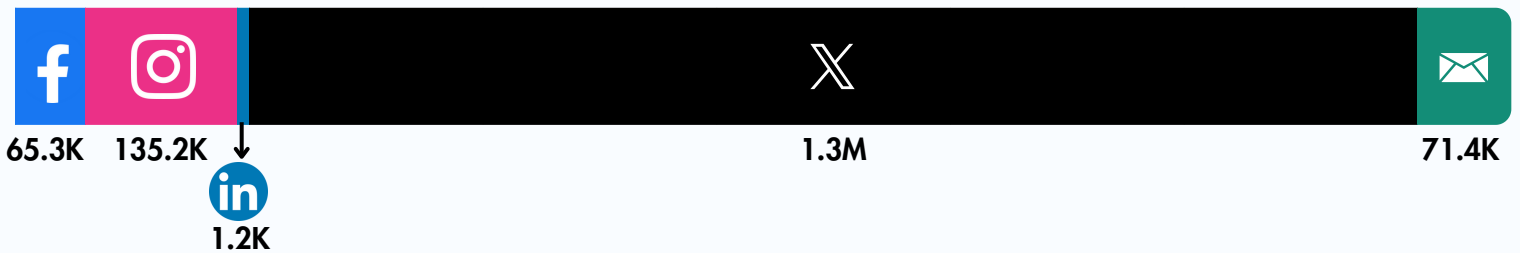
**Lisa Lachance**  
Founder  
& Co-Owner

# 2023 By the Numbers

## New followers



## Total views



## Page visits



## Clicks



## Website traffic

Total website hits: **50,028**  
 Total unique users: **20,952**  
 Total file downloads: **1,535**



**File Download Breakdown:**  
 Comms Manager Job Posting: **35**  
 Self ID Form: **6**  
 Media Kits: **202**  
 Annual Report: **24**  
 Other Resource Downloads: **1,268**

# Highlighted Projects from the Year

In addition to services that we provided to many clients and partners, these are some projects from the past year we'd like to highlight, across the themes of gender justice and 2SLGBTQIA+ inclusion, children's rights and youth engagement, mental health and substance use.

- **SAFER**

- Safer Access for Everyone in the Rainbow Project (SAFER) is a three-year (2021-2024) capacity-building initiative funded by the Women's Program at Women and Gender Equality Canada (WAGE). Through SAFER, Wisdom2Action (W2A), in partnership with Access Open Minds, the Canadian Centre for Gender and Sexual Diversity (CCGSD), the Enchanté Network, Gris MTL, 2 Spirits in Motion Society (2SiMS), Kickstand, Kind Space, YWCA Halifax, and Elder Blu, and a council of 2SLGBTQIA+ youth from across Canada, delivering training, a public education campaign, and national and regional knowledge mobilizing events, to address and prevent gender-based violence (GBV) against 2SLGBTQIA+ youth. SAFER was made possible due to the generous support provided by the Women's Program at Women and Gender Equality (WAGE).

- **Canadian Blood Services (CBS)**

- Canadian Blood Services (CBS) hired Wisdom2Action to strike a 2SLGBTQIA+ advisory committee to engage with 2SLGBTQIA+ donors about the new donation deferral policy. The majority of the 2SLGBTQIA+ advisory committee's convenings were spent drafting the historic apology to 2SLGBTQIA+ communities on exclusionary donation policies. The Advisory Committee, convened by W2A, met with senior CBS leadership to represent their communities.

- **Feminist Coalition for Trans Rights**

- LEAF brought Wisdom2Action on-board to support the Trans Inclusive Feminism project, intended to build the capacity of legacy women-serving and feminist organizations to tackle anti-trans hate and move forward in solidarity with trans and gender diverse communities. The project included workshops and training sessions, with new efforts underway in 2023 to build a united feminist coalition for trans rights.

# Highlighted Projects from the Year

## • **Fierté Canada Pride**

- W2A was brought on by Fierté Canada Pride (FCP) to administer its Community Safety Support Fund for any pride organizations across Canada to access in order to bolster the safety of their pride event for the 2023 season. This was in response to rising hate against 2SLGBTQIA+ communities that resulted in a historic amount being granted to FCP by Women and Gender Equality Canada to support pride organizations to respond to this recent trend. W2A coordinated efforts that resulted in FCP distributing 1.2-million dollars worth of large, medium, and small grants to pride organizations across Canada, with accompanying reports of great efficacy and success in implementing grant monies.

## • **CIHR Out in Public**

- Wisdom2Action partnered with Dr. Travis Salway and Sarah Watt of Simon Fraser University for Out in Public, a project funded by the Canadian Institute of Health Research (CIHR) aiming to understand the mental health impacts of public forms of gender-based violence against 2SLGBTQ+ youth. We conducted a literature review, which then guided the development of questions for surveys, interviews, and focus groups. We promoted and conducted interviews and focus groups, analyzed all data, and developed a final report sharing findings and recommendations. The final report was produced in 2023.

## • **Justice Canada - Conversion practices**

- Wisdom2Action was funded by Justice Canada to create a series of public legal education and information resources about Canada's new laws against conversion therapy. The project was guided by an advisory committee which included people with lived experience with conversion therapy amongst others. We also conducted a bilingual survey to collect more feedback on the needs and preferences of 2SLGBTQIA+ community members and service providers for conversion therapy-related resources. We then created two toolkits one for health and social service providers and one for 2SLGBTQIA+ community members. The kits contain seven resources: a "know your rights" factsheet with provincial reporting information, a glossary of 2SLGBTQIA+ and conversion therapy-related terminology, a self-care and peer support tool for community members, a support tool for service providers working with survivors of conversion therapy, a reflection tool for service providers and organizations, a timeline of conversion therapy history in Canada, and a 101/myth busting resource.

# Highlighted Projects from the Year

- **ODLAN**

- The ODLAN Project engaged 2SLGBTQIA+ organizations to understand their experiences with online queerphobia. The final report was launched at an in-person event in 2023 and will help ODLAN to develop guidance on ways to address the rise in online hate against queer and trans people and organizations.

- **PREVNet**

- PREVNet is a national research and knowledge mobilization hub that brings together researchers and national organizations to build research capacity, assess youth relationship problems including bullying and dating violence, and promote evidence-based programs and effective policies across Canada to address and reduce youth interpersonal violence and promote healthy relationships. One of its projects is the Community of Practice Addressing Youth Dating Violence, a PHAC-funded project connecting 21 violence prevention interventions across Canada. Wisdom2Action has been contracted by PREVNet to facilitate a National Youth Advisory Committee (NYAC) composed of 17 youth aged 15-26 involved with various of these interventions.

- **RBC Future Launch**

- In collaboration with RBC Future Launch and a Youth Advisory Council we have continued to work on the development of a Youth Mental Health Apps Database. The work has ensured that support for youth mental health is centred on the lived experiences of young people, and will address their needs, rather than driven by technological solutions that are detached from community realities.

- **Champlain Regional Planning Table (RPT)**

- In collaboration with Family Services Ottawa, W2A has continued to provide System Planner services to the Champlain Regional Planning Table for Trans, Non Binary, Two Spirit and Gender Diverse Health. W2A's role includes facilitating community input to the RPT through a Community Advisory Table as well as other systemic work to improve health care services in the region.

# Social Enterprise Commitments and Community Involvement

Our social enterprise commitment means many things. As part of that commitment, we engage individuals and communities that have often been excluded from initiatives intended to benefit them, within our project design. That means project teams are diverse and representative, and we create advisory committees and other mechanisms of engagement, so that we are guided toward better results. We also continue to be involved in pro-bono efforts through Board roles demonstrating our organizational values.

W2A has engaged in a number of activities throughout the year associated with the **National Alliance for Children and Youth (NACY)**. W2A is a long-standing member of NACY with representation on the Board through Dennis Stuebing, PhD, W2A's Director and Co-Owner. Through NACY we continue to demonstrate our commitment to children's rights and youth engagement and remain abreast of the issues pertinent to the children and youth sector in Canada. Dr. Stuebing is also Vice President of the **Society of Queer Momentum**, demonstrating W2A's commitment to 2SLGBTQIA+ advocacy and gender and social justice for queer and trans people.

Our Executive Director, Fae Johnstone, serves on the boards of directors of **YWCA Canada** and **Oxfam Canada**, supporting their efforts on gender justice. These roles are another demonstration of our commitment to gender justice and ensure we remain in concert with the feminist movement across Canada. Fae is the President of the **Society of Queer Momentum**, further demonstrating W2A's commitment to 2SLGBTQIA+ advocacy and gender and social justice for queer and trans people.

Wisdom2Action became a member of the **Atlantic Council for International Cooperation (ACIC)** this year. We are proud to be engaging with the international development sector through ACIC, given Lisa Lachance, W2A's Founder, and Dr. Stuebing's professional backgrounds. W2A also became a member of the **CGLCC** and the **Halifax Chamber of Commerce**. We are thrilled to be connected to these professional associations and look forward to collaboration with their respective members.

W2A is pleased to continue to participate in Dr. Jacqueline Gahan's SSHRC-funded research project at Mount Saint Vincent University focused on support to former youth-in-care through tuition waivers at academic institutions. W2A also continues to be engaged in the Canadian Consortium on Child and Youth Trauma (CCCYT) under the tutelage of Dr. Delphine Collin-Vézina at McGill University.

# Services Offered

In addition to the projects that have been highlighted above, Wisdom2Action provides a range of services that includes:

- **Capacity building and organizational development** - ranging from strategic planning to justice, diversity, equity and inclusion (JEDI) training as well as policy development and more
- **Community and stakeholder engagement** - whether you're in need of skilled facilitators for a focus group or coordination of an event, we can provide you with support, and
- **Research and knowledge mobilization** - with a mix of professional and academic experience our team is competent in a variety of methods and methodologies to undertake research and translate findings for dissemination.

Please contact us if you're looking for these or other services especially as it pertains to gender justice, 2SLGBTQIA+ inclusion, children's rights, mental health and/or substance use. We'd be happy to discuss your needs.

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