



# **We Matter** **2023 - 2024** **STORYBOOK**

*Lighting the Way Forward*



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# Letter from Co-Founders

Edlanet'e-a, Aaniin, Hello,

When We Matter was started in 2016, our goal was to light a match.

The goal was to light a match, and hopefully start something that could take on a life of its own. We believed that Indigenous youth across Canada deserved more hope, love, and support. We believed that this hope, love and support is more meaningful and impactful when it comes from fellow Indigenous young people. We believed Indigenous youth were absolutely capable of being changemakers in their own communities when given the opportunity and resources. Knowing that many people carried this same belief in our vision, we hoped We Matter could be a space where this spark could grow into a burning flame, a movement of young people breaking cycles.

As the flame grew bigger, We Matter also continued to grow - youth got excited about the mission of supporting friends, family and peers; funders saw the potential of an organization that was Indigenous-led and strengths-focused; participants who took part in the first workshops or gatherings started to take on jobs and roles within the organization. Over the years, that match became a fire with more and more folks starting to add their own wood, fueling it with their ideas, passion, love and grit. Keeping a fire alive is not easy and requires collective effort and care, but we believe by continuing to fuel the fire that is We Matter, we continue to remind Indigenous youth that they matter. As the We Matter Campaign, National Ambassadors of Hope, and Grants programs continue into the future, we hope that more young people and communities see their place in helping to stoke that fire and keep it going for years to come.

This Storybook is an example of how big and beautiful the fire of We Matter has become. We believe it will continue to be strong, so long as folks keep believing in the mission of supporting Indigenous youth life promotion and programming - from donors, to community members, to support workers, to allies, to the youth themselves. With your help over these last eight years, that match became a powerful and inspiring bonfire of hope, which will light our way into the next generation of this important work.

Thank you for reading this Storybook of our collective effort, and we can't wait to see what this next year has to offer.

*T'ánchez & Kelvin Redvers*

# About Us

Founded in 2016, We Matter is a national Indigenous youth-led organization dedicated to Indigenous youth support, hope and life promotion.

Our work started with the We Matter Campaign – a national multi-media campaign in which Indigenous role models, youth, and community members from across Canada submit short videos, written and artistic messages sharing their own experiences of overcoming hardships, and communicating with Indigenous youth that no matter how hopeless life can feel, there is always a way forward.

Suicide rates for Indigenous youth are several times higher than that of other Canadians, as well as challenges like addiction, abuse, and school drop outs.

*We believe this doesn't have to be the case.*

## Our Core Messages for *Indigenous Youth:*

You are not alone

You have skills and knowledge that can help yourself and others

You carry your own strengths

Being Indigenous is awesome and something to be proud of

You have the capacity to make change

There are coping skills you can use during difficult times

Taking action can improve your communities and selves

# Mission

Our mission is to communicate to Indigenous youth that they matter, and create spaces of support for those going through a hard time while fostering unity and resiliency. We provide a forum for people across the country to share messages of hope and positivity. By sharing our stories, our words of encouragement, and our authentic messages of hope and resilience, we help to make a community and nation stronger.

We remind youth  
I Matter. You Matter. We Matter.  
We prove that we are all #StrongerTogether

## *What We Do*

Through our national projects and programs, We Matter:

Connects Indigenous youth with positive messages of hope, culture, strength, healing, mental health and life promotion.

Gathers, connects, and amplifies Indigenous youth voices and stories.

Creates space and opportunity for Canadians to celebrate and honour the voices and experiences of Indigenous youth.

Creates and distributes materials and resources designed to encourage and support Indigenous youth and those who work with Indigenous youth.

Builds Indigenous youth capacity in schools and communities by helping to implement Indigenous youth-led initiatives and enabling peer-to-peer support.

# OUR REACH YEAR AT A GLANCE

## Online Reach

 **12,750** Total Users

 **31,260** Website Views

 **431,531** Online Views

 **1,420** Video Library Visits

 **386** Get Help Page Visits

## Toolkits & Resources

 **483**  
Downloads

## Granting



**\$107,552.00**  
Total awarded

## In-Person Reach

**20k**

- REACH through in-person
- community engagements



**13**



- Team member facilitated workshops & presentations

**16**



- AOH hosted & facilitated workshops & projects



# #WEMATTERCAMPAIGN

The We Matter Campaign started nationally on Facebook & YouTube. Since then, We Matter has grown the campaign to reach and engage with Indigenous Youth on Social Media.



Likes



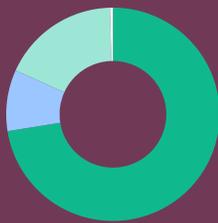
Comments



Shares

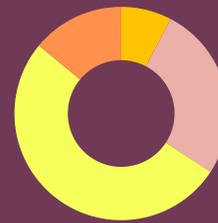
## Social Media Engagement

### Reach Breakdown



Facebook	312,770
Instagram	40,035
Tik Tok	76,821
LinkedIn	1,904

### View Plays



Youtube	18,497
IG Reels	63,837
FB Reels	124,700
Tik Tok	33,660

YOU  
SPENT



Days



Hours



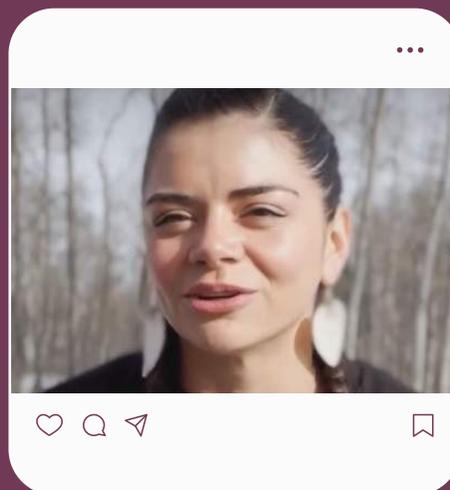
Minutes

WATCHING  
#WMC  
CONTENT

## Top Tik Tok Performing Content:



6k Views



25k Views

“

*You deserve to live a good life... remember you have gifts and passions inside of your heart that you can offer the world that nobody else can, and that's why you were put here, is to share those gifts and passions that Creator put inside your heart*

**Kendra Jesse**

Indigenous & Ukrainian  
Content Creator

”

# The #WeMatterCampaign plays the ongoing role of:

- ▶▶▶ The #HopePact.
- ▶▶▶ Housing nearly 300 videos, and counting, of role models and youth sharing their own messages of hardship, hope and healing.
- ▶▶▶ Creating space for young people to share art and stories depicting hope and healing.
- ▶▶▶ Offering educational and stigma-busting content surrounding, yet not limited to, mental health, suicide, trauma, and the importance of strengths-based support.
- ▶▶▶ An outreach tool to engage with remote and isolated communities.
- ▶▶▶ An accessible place where Indigenous youth can go to feel loved, supported, and inspired.
- ▶▶▶ A hub for youth, communities, and support-care teams who are a part of We Matter's programs to share and stay connected.
- ▶▶▶ A resource to share Indigenous youth opportunities nationwide.
- ▶▶▶ A place where the broader Canadian public can access stories of hope and see the strengths and success of Indigenous youth.
- ▶▶▶ Promotion of all of We Matter's programs, grants, and opportunities.
- ▶▶▶ A platform to share, highlight and amplify Indigenous youth and their projects.
- ▶▶▶ A platform to launch special sub-campaigns and projects, such as PSA videos.

*"I start to see Hope, not just as a word, but as a feeling - as a way of being."*

*happiness*  
*optimism*  
*purpose*  
*excitement*  
**HOPE**

*Whatever those letters mean to you, that is what you should carry and continue to hold in your spirit, your mind, your body, and your heart.*

*So beautiful young people. Take that message with you, know that you're important, that you have value, that you are loved and that the ancestors are walking with you, they're walking behind you and they're pulling you forward."*

**Elder, Mary Anne Caibaiosai**



# ENGAGEMENTS & GATHERINGS

This year, the We Matter team and Ambassadors of Hope presented, and co-led events, providing a platform for Indigenous Youth to share their stories, lived experiences and to share We Matter's resources.

**April 4 - 6, 2023**

Chisasibi Cree First Nation, Quebec  
Presented by Resource Lead, Alyssa Trick  
and AOH, Keyhew Preston.

**May 10 - 12, 2023**

33rd Annual National Suicide Prevention  
Conference, the Canadian Association for  
Suicide Prevention (CASP) in Halifax, NS.  
Presented by alumni AOH Gabrielle Jubinville  
and alumni AOH Marshall Morrisseau

**August 10, 2023**

National Centre for Truth & Reconciliation,  
International Youth Day panel.  
Panel by Youth Engagement Lead, Alyssa  
Trick and AOH Keenan Bird and AOH  
Makadae-Makoons Boissoneau

**August 28 - 29, 2023**

Assembly of First Nations Youth Council,  
Safe Drinking Water Summit.  
Attended by Youth Engagement Lead,  
Alyssa Trick & AOH, Jason McCook &  
AOH, Logan Merasty

**October 3 - 4, 2023**

9th annual, Indigenous Languages of  
Manitoba, Honouring our Languages  
Gathering in Winnipeg, Manitoba.  
Presented by Managing Director,  
Alannah Mckay and AOH, Keenan Bird

**October 18, 2023**

Shkaabe Makwa Fall Learning Series;  
Helping & Healing across the Lifespan.  
Panel with Youth Engagement Lead,  
Alyssa Trick & AOH, Emily Granville

**November 7 - 9, 2023**

First Nations Health Managers Association  
(FNHMA) 11th annual National Conference  
in St. Johns, Newfoundland.  
Presented by Communications and  
Engagement Strategist, Jena Ashley

**October 20 - 21, 2023**

Canadian Counselling and  
Psychotherapy Association in  
Toronto, Ontario.

**October 25 - 26 2023**

National Summit on Indigenous Mental Wellness: Panel Presentation on Pathfinding Guide.

Co-Presented by Youth Engagement Lead, Alyssa Trick, Project Coordinator, Jenny Lay and Project Assitant, Shelby Thomas

**October 25 - 26 2023**

National Summit on Indigenous Mental Wellness: Panel: Healing Through Storytelling.

Co-led by We Matter Team and Ambassadors of Hope

**October 25 - 26, 2023**

National Summit on Indigenous Mental Wellness: Panel: Closing Plenary, Breaking down boundaries & expressing our emotions.

Co-led by We Matter Team & Ambassadors of Hope

**October 25 - 26 2023**

National Summit on Indigenous Mental Wellness: Youth Space at the conference. Resources, community art pieces, swag, beading and other self-care activities.

Co-led by Ambassadors of Hope

**January 24 - 26, 2024**

CAMH Culture is Protection Gathering in Toronto, Ontario

Panel with Youth Engagement Lead, Alyssa Trick, and AOH Chelsea Huntley and AOH Jason McCook

**March 3 - 7, 2024**

Nishinaabe Aski Nation, Suicide Awareness Conference in Thunderbay, Ontario.

Presented by Communications & Engagement Strategist, Jena Ashley and AOH Sean Bernard and AOH Keenan Bird

**March 26 - 29, 2024**

Ecole James Bay Eyouu School, Chisasibi First Nation, Quebec.

Workshops led by Youth Engagement Lead, Alyssa Trick and Communications & Engagement Strategist, Jena Ashley



# AMBASSADORS OF HOPE

2023-2024 brought a flourishing of change and a surge in engagement and growth. Ambassadors of Hope, representing nations from coast to coast reached over 16,000 individuals with messages of hope, culture, and strength. This year the AOH journeys took them to communities such as Kwadacha First Nation, British Columbia, Saulteaux First Nation, Saskatchewan, Opaskwayak Cree Nation, Manitoba, and all the way to Chisasibi Cree Nation, Quebec.

The Ambassadors of Hope fostered hope and healing in their communities through a variety of special projects, including beading nights, self-care nights, pow-wow workshops, and hard skills training workshops for the youth they support.



Jordon Davis

“  
My year as an AOH has been a year of fulfillment that has helped me to understand how youth need to play a role in our traditions and cultures, especially for those most marginalized and have disabilities.

”  
Behdahbuhn Logan, AOH

*We believe Indigenous youth are healers & can create change! With support, resources and mentorship, they will be the ones to uplift and inspire other Indigenous youth and our communities. We Matter's National Ambassadors of Hope Program offers access to mentorship, learning and training opportunities and support so they can connect, uplift, inspire and make change!*

*Ambassadors of Hope are Indigenous youth ages 16 to 30 who share messages of hope, culture and strength within their communities, spaces & regions! The We Matter team will support them as they deliver presentations on hardship, hope and healing across schools and communities.*

*They live by example to inspire and connect with other Indigenous youth.*

*They break the stigma on mental health, promote life and healthy communities.*



*We would like to express our gratitude to the Institute for Change Leaders, Wilfred Laurier, Centre for Indigegogy, Native Youth Sexual Health, and Naqsmist for providing training to the 2023-2024 cohort of Ambassadors of Hope!*

# AOH Projects & Presentations

Throughout the year, Ambassadors of Hope were empowered to access \$1500.00 to lead their own community initiatives. This year, almost every Ambassador initiated inspiring projects in their regions, such as creating artist boxes, organizing beading workshops, hosting powwow workshops, and conducting life skills workshops.



*These projects held by AOH truly reflected the dedication to building skills, creating communities, and boosting the confidence of the youth they serve.*

## Yoga Wellness Night for Youth

Kwadacha First Nation,  
British Columbia

## Snowshoeing & Storytelling by the Fire

Kwadacha First Nation,  
British Columbia

## Youth Empowerment

Saulteaux First Nation,  
Saskatchewan

## Beading Night for Students

Red Deer,  
Alberta

## Red Deer Polytechnic Youth Conference

Red Deer,  
Alberta

## Self-Care and Nail Night

Kwadacha First Nation,  
British Columbia

## Pow-wow Workshops

Vancouver,  
British Columbia

## Artist Boxes & Care Packages

Newfoundland  
and Labrador

## Hard Skills & Life Skills Workshop

Opaskwayak Cree  
Nation, Manitoba



# AOH Engagements

## & Workshops

During 2023-2024, Ambassadors of Hope made waves by hosting, connecting, and organizing tabling events, as well as participating in national panels. AOH honed in on creating empowering spaces for Indigenous youth on a national level.



The First Nations, & Inuit Suicide Prevention Association of Quebec - Dialogue for Life, Suicide Prevention Gathering

Montreal, Quebec

Indspire Youth Conference

Banff, Alberta

Manitoba Indigenous Culture Education Centre Inc.

Winnipeg, Manitoba

Transformations Summer Youth Camp

Prince George, British Columbia

Transformations Youth Retreat

Prince George, British Columbia

Youth for Youth: Youth on Boards

Montreal, Quebec

Youth Resource Fair

Prince George, British Columbia

International Men's Day - Men's Circle

Virtual

Endaayaan Awejaa, Indigenous Youth Voices Forum

North Bay, Ontario

First Nation Youth Workshop

Saulteaux First Nation, Saskatchewan

Wolfcreek School District

Ponoka, Alberta

Transformations March Break Youth Camp

Prince George, British Columbia

Community Visit

Chisasibi Cree First Nation, Quebec

National Centre for Truth & Reconciliation: International Youth Day, Youth panel

Virtual

CAMH, Culture as Protection 'Indigenous Youth and the Criminal Justice System'

Toronto, Ontario



# AMBASSADOR OF HOPE

## messages



**Second Year AOH**  
**Keyhew Preston**

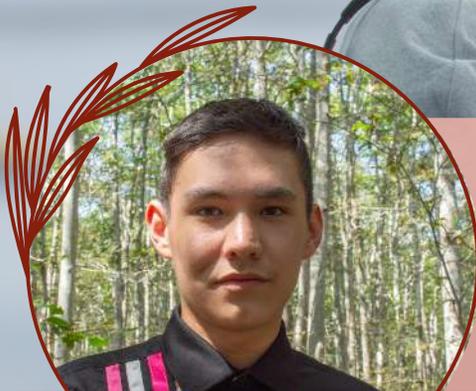
*"I've been apart of We Matter for the past 2 years, and I honestly don't know what I would do without my We Matter family. I am so grateful for the direction We Matter has brought me in the past 2 years, from being coast to coast, speaking on hope and resiliency. We Matter has been nothing but hope and guidance for me and I hope to continue to do the work, and journey alongside like minded individuals who's passion continues to demonstrate change."*

*"The Ambassador of Hope program has helped me shape my confidence as an Indigenous youth within a leadership setting. Not only have I made so many great friends along the way, but I have also been able to participate in opportunities I didn't think I'd have the chance to do."*



**Second Year AOH**  
**Emily Granville**

*"During my time with AOH, I have been able to make many unbreakable connections with the other Ambassadors, as well as the confidence within myself to reach out and make workshops and connections that I find valuable. Creating my own opportunities and allowing others to participate with me. AOH was an amazing opportunity to be a part of. I learned a lot from these connections and more about myself as a leader. I'm eager to do more with the information and training that occurred with the We Matter team! The AOH is a team that feels like a family."*



**First Year AOH**  
**Sean Bernard**

*"My year as an AOH has pushed me to come out of my shell. When I initially started, I had insane anxiety when it came to speaking in groups. I would have never thought I would be so comfortable discussing mental health. It has improved my mental well-being; I feel more hopeful. I met the loveliest people, and I feel more connected to my culture. Learning how to bead has been life changing. I will forever be grateful that someone took the time to teach me. Speaking at educational conferences promoting Indigenous mental health and educating other educators was a beautiful experience. Marci Cho, I really couldn't have done it without We Matter."*



**First Year AOH**  
**Pietra Banks**

# AMBASSADOR OF HOPE

## highlights



*"To say I am blessed is an understatement. This past week I had the opportunity to participate in the Y4Y youth on boards training, and speak at Dialogue For Life 2023. We Matter has allowed me to find my voice and share my story in hopes of inspiring other Indigenous youth to find their voice and share their story as well. I've never felt more inspired and empowered. I'm doing things I had never dreamed of and cannot wait to see what the future holds!"*



*"It is life-changing to engage in First Nation Communities and opportunity to Bring HOPE, Culture enhancement through Calls to Action 66, and Systemic Development Goals 4 of Quality of Education and accessibility. Also, having the opportunity to communicate to Indigenous youth that they matter and create spaces of support for those going through a hard time while fostering unity and resiliency. To continue to be a positive space to engage with Indigenous communities throughout Canada gave me the opportunity in the prairie region to give back to the communities throughout Canada."*





# Hope Forum

Annually, We Matter hosts up to 25 Indigenous youth at a different land-based location across the country to learn more about what being an Ambassador of Hope means. The 2023 annual #HopeForum, was held in Digby, Nova Scotia located on the ancestral and unceded territory of the Mi'kmaq People. The #HopeForum brings together all the AOH for a week-long gathering. Grounded on land, and ceremony, AOH are trained and equipped with tools and resources to navigate and facilitate workshops with youth, and support them as they deliver presentations on Hardship, Hope & Healing across schools and communities.

During the 2023 #HopeForum, our focus extended beyond training as we delved into cultural activities & land gatherings. These included traditional sweetgrass harvesting, handgames, and various ceremonies which were graciously hosted by Elder Mary Anne Caibaiosai and Dorene Bernard. The resort space and ocean became spaces for cultural support and storytelling, with virtual participation by Social Media and Marketing Lead, Linnea Watts and a virtual journaling workshop hosted by Veronica Bernard. AOH also had the opportunity to gather medicinal plants with Indigenous Chef Stephane Levac and enjoy the entertainment hosted by Indigenous rapper and artist, Drives the Common Man, at the gala.



# Media Relations



Throughout the year, Ambassadors of Hope have actively engaged in building and creating connections and spearheading their own initiatives and leading spaces throughout the country. The AOH voices strongly resonate with and make a significant impact to the communities they create connections with.

## To read more about the AOH 2023 media highlights:

May 2023		<i>Indigenous Grade 8s from around central Alberta gather for conference. Ambassador of Hope, Logan Beauchamp</i>
August 2023		<i>National Centre for Truth and Reconciliation, National Youth Day Panel. Youth Engagement Lead, Alyssa Trick, AOH Keenan Bird and AOH Makadae Boissoneau</i>
October 2023		<i>Shkaabe Makwa's, Fall Learning Series, Helping &amp; Healing Across the Lifespan. Panel with Youth Engagement Lead, Alyssa Trick and AOH Emily Granville</i>
October 2023	 	<i>National Summit on Indigenous Mental Wellness Government of Canada, Indigenous Services Canada. GC Indigenous.</i>
October 2023		<i>National Summit on Indigenous Mental Wellness: Panel 1 - Healing Through Storytelling Panel 2 - Expressing Our Emotions: Breaking Down Barriers Pathfinding towards a Flourishing Future: Indigenous Youth Wellness and Empowerment</i>

# #IndigenousYouthRise Grant Fund

The #IndigenousYouthRise support Grants offer an allocated amount of up to **\$2000** to support Indigenous youth-led projects and initiatives across the country, allowing Indigenous youth to run mental health-based events for other Indigenous youth and their communities. The #IYR grant provides a great opportunity for youth to learn how to apply for grants, plan events, run them, and encourage them to support each other toward mental wellness. Indigenous youth aged 13-30 were eligible to apply for funding, and the increased financial support made it possible for more youth to pursue their ideas and make a positive impact.

For the 2023-2024 year, we held both a Spring and Fall grant round. During these rounds, we received a diverse range of applications for initiatives from youth located all over the country. Despite hosting the #IYR grant twice this year, we observed a significant increase in engagement. This highlighted the growing need for youth-led community initiatives dedicated to supporting Indigenous youth nationwide. There was a clear demand for culturally grounded events and workshops organized by young people, for young people, in order to provide meaningful support to Indigenous youth from coast to coast to coast.

## #IYR Grant Rounds

### Spring Grant Round

60 applications  
Awarded **\$20,354.00**

### Fall Grant Round

81 applications  
Awarded **\$87,198.00**



# #IYR Grantee Project Highlights

## Ashleigh LaFournaise Two Spirit Michif Local Project

Ashleigh, alongside The Two-Spirit Michif Local hosted a 'Neurodivergent Youth Night' - a night open to Metis Youth who experience any form of neurodivergence and to gather, eat, socialize, and work on crocheting and beading. A wonderful chance to see Metis youth gather together and do some amazing work.



## Bailey Clyne Winter Hat Event

Bailey, along with other Indigenous youth in their community, crocheted winter hats to donate to people in the community through Indigenous organizations. They also sent out gift baskets, helped people crochet and donate these hats to community members, and bought other winter gear to donate.



## Aleria McKay Odrohyot Basket Making Workshop

Aleria, teamed up with Odrohyot, the Six Nations Youth Suicide Prevention Committee, to host an inspiring basket-making workshop that brought youth together. They also generously shared traditional food with the participants, creating a space for youth and community to share their gifts.

## Ethan Paul 2-Day Cultural Workshop

Ethan, hosted a two-day cultural program in their community. Participants took part in a traditional medicine walk, learned about traditional ways to use local plants, and participated in an ash basket-making workshop. They learned many traditional skills and brought home both items and knowledge.



# #INDIGENOUSYOUTHRISE GRANTEE MESSAGES



## Angline Day - Cultivating Safe Spaces Training

IYR Fall 2023 Recipient

## Ryker Batson - Junior Boxing Camp

IYR Spring 2023 Recipient

*"The camp was an overwhelming success, with positive feedback received not just from the young athletes but their parents as well. They have expressed interest in continuing the camp into the fall season to further refine the skills they acquired over the summer. A notable outcome of this camp is that two young boys have developed a passion for boxing and are eager to start competing. This is a testament to the positive impact the camp has had on the participants."*

*Given the success and demand, I am keen on continuing to organize these junior camps, particularly for Indigenous youth. Boxing provides a great outlet for them and is relatively inexpensive as a sport, allowing us to coach many athletes simultaneously."*

*The grant we received was instrumental in running this camp, and we are incredibly grateful for your support. I am sure the young boxers share this sentiment."*

*"I presented a free Cultivating Safe Spaces Training for Indigenous youth that was funded by the We Matter! I am so honored to have had received this funding and the opportunity to teach these young people. We discussed together how we Cultivate Safe Spaces in our lives, our work, at school, in various spaces and situations. Also, I taught them about trauma and how it impacts us, how we show up, contribute, operate, and treat others around us."*

*Participants learned tools to utilize in order to decolonize spaces, practices and procedures, and they discussed in their Perspective Groups, how they implement these necessary tools, conditions and teachings into various spaces and systems. Participants were able to connect with one another, meet new friends, learn from each other and inspire one another!"*

*"I'm so happy I was able to make space for this. It was nice to see some familiar faces and meet lots of new ones! Beautiful door prizes were won, gifts for participants, music and yummy pizza!"*



# Toolkits and Resources

In 2023-2024, the We Matter team and Ambassadors of Hope were hard at work engaging with the community and hosting workshops to broaden our impact. We were thrilled to present the Pathfinding Guide, our latest resource. We shared We Matter's toolkits and resources, sharing how each aspect of We Matter's pillars contributed to the creation of these valuable resources by Indigenous young people.

***We Matter provides several toolkits - available both physically and digitally, free of charge:***

Toolkit for Indigenous Youth	Helps Indigenous youth feel less alone and provides them with tools and resources to overcome adversities.
Toolkit for Teachers	Equips teachers, educators, and school staff with We Matter Message of Hope videos that discuss hope, healing, and mental health.
Toolkit for Support Workers	Equips youth workers, counselors, and community mental health practitioners with We Matter Message of Hope videos to start conversations with Indigenous youth.
Mini Toolkit	Helps parents, cousins, aunts, uncles, caregivers use the We Matter videos to talk with Indigenous kids about things like sadness, bullying, and mental health – in a safe way.
Mini Toolkit for Kids - 11 and under	Helps family, friends, support workers, teachers how this Toolkit will help you use the We Matter videos to talk with Indigenous kids about things like sadness, bullying, and mental health – in a safe way.
Two-Spirit Dictionary	A tool for supporting Two-Spirit youth and promoting understanding and respect for Two-Spirit folks and their experiences.
Pathfinding Guide	An Indigenous youth-led Awareness and Advocacy Guide raising awareness and informing ways to address the support needs of Indigenous children, youth, and 2SLGBTQQIA+ youth.

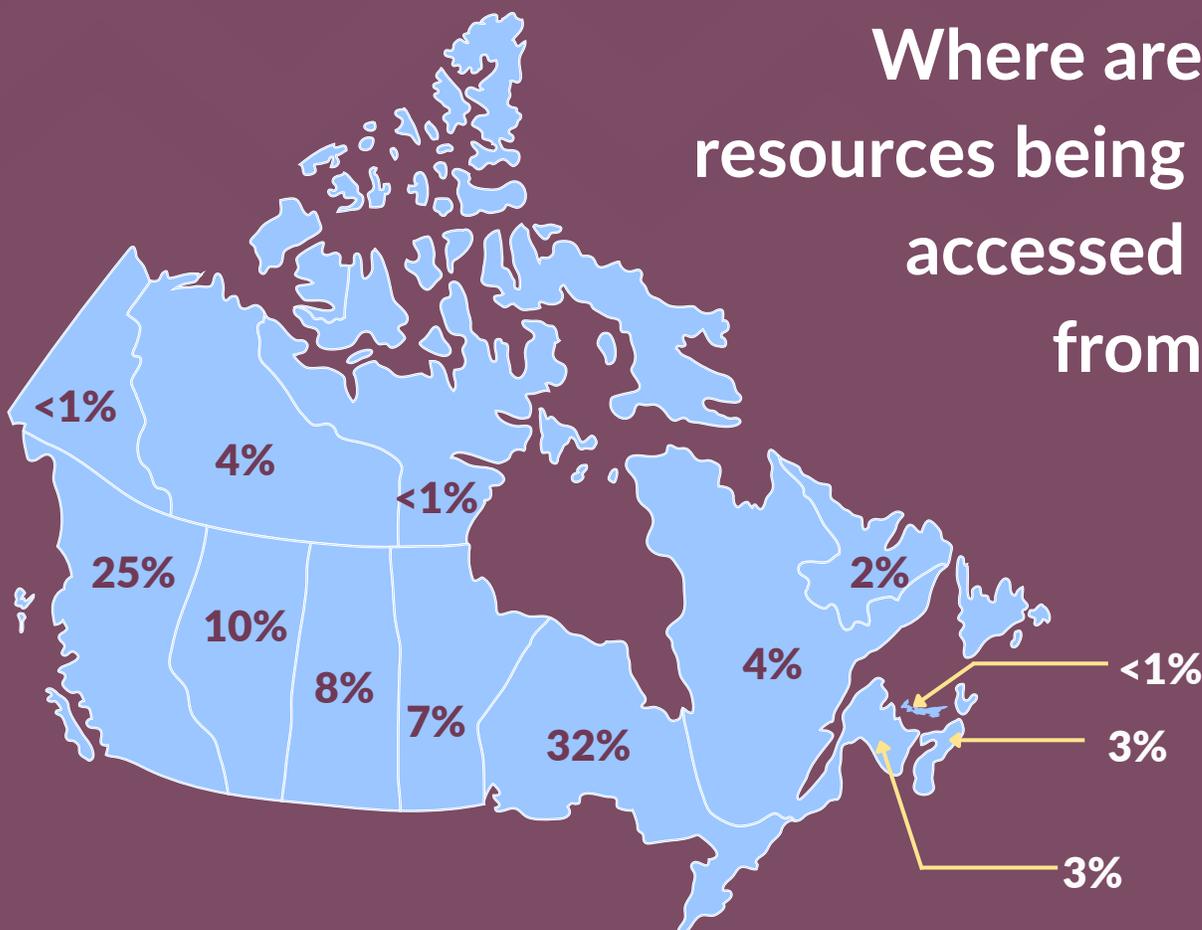
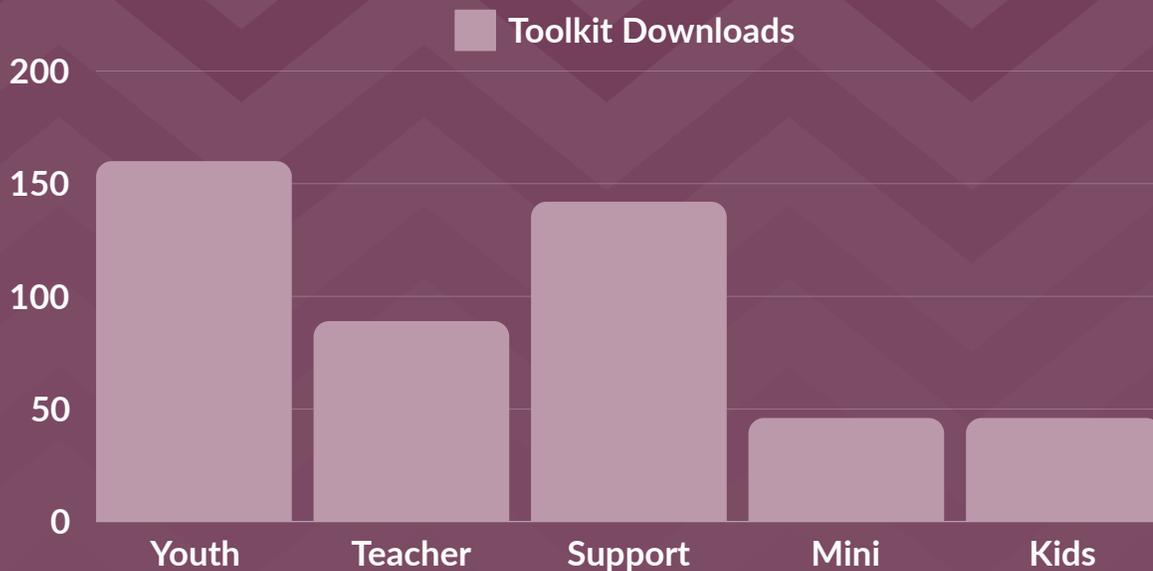
These powerful toolkits and resources can be used one-on-one or in small or large group settings and are designed to encourage and support Indigenous youth and those who work with them.

## Pathfinding Guide

In response to the dire need to improve supports and services for Indigenous children and youth, including 2SLGBTQQIA+ young people, We Matter worked with diverse youth, Elders, Knowledge Keepers, and service providers from coast to coast to coast to develop the: **Advocacy and Awareness Guide: Pathfinding Towards A Flourishing Future.**

This guide is a reflection of the unique experiences of youth across the nation and an expression of the wisdom of Elders and Knowledge Keepers. It aims to provide insight, guidance, and suggestions on how to better work with Indigenous youth to promote wellbeing. The Guide has also been developed into a self-guided workshop to enhance accessibility and deepen understanding.

# Toolkit Downloads



# Moving Forward

## *Niidinwemagindog, All our Relations,*

Reflecting on We Matter's journey, we wrap up a year of endless learning, our hearts are full of hope and excitement for the future. To collectively come together to create a space that connects Indigenous youth to provide support and inspire young people to connect and inspire change.

Our mission to uplift and empower youth has seen a resurgence of energy, driven and led by the Ambassadors of Hope. The vibrant and dedicated youth has reignited a flame within We Matter, reminding us of the power and potential of collective action. The past year has been remarkable and on the horizon we see new beginnings fueled by passion, dedication, and led by Indigenous youth who have been instrumental in We Matter's journey so far.

As we move into another year around the sun, we are committed to keeping this newfound energy to light the path forward. The collective focus will be on rekindling sparks that have been lit, ensuring that the fire of passion and mission continues to be nurtured. Sustaining the mission and vision that lies in building reciprocal relationships and nurturing relationships with kinship and community. Believing that we are in fact Stronger Together, and continuing to empower youth to be the healers, changemakers and visionary leaders we've always known them to be!

Here's to a year of growth, impact, and unity. Together, let's continue lighting pathways forward that will illuminate for future generations. The future is bright, and with ongoing support and commitment, we move forward with our shared vision.

**#StrongerTogether**

*We Matter Team*

# Team & Acknowledgements

Chi Miigwetch, Thank you, we want to express our gratitude to each Ambassador of Hope, past and present, for generously sharing their gifts with us and guiding the work of We Matter. Thank you for your dedication to the collective vision of We Matter and your passion for inspiring and uplifting Indigenous communities and youth. You have ignited the flame that guides the way ahead for generational work. Thank you for your commitment and for making 2023-2024 a year of growth and direct engagement.

To our other kinship that supports We Matter and commitment to our shared mission, thank you for your endless support to carry out the work of We Matter. We look forward to continuously growing and creating spaces for First Nations, Metis and Inuit youth to thrive!

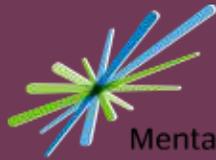
**Chi Miigwetch, Mársi Cho, Gila'kasla, Kinanaskomitin, Ekosi, Wela'lin, Qujannamik, Maarsii, Thank You for believing in a world where Indigenous youth thrive!**



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