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Ambassadors of Hope

Information Package

2025-2026

Vision & Mission

Vision

We Matter is a national Indigenous and 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, community members, and allies 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 rates for challenges like addiction, abuse, and school drop outs. We believe this doesn't have to be the case.

LEARN MORE AT
www.wemattercampaign.org

WE MATTER

HOPE, CULTURE, STRENGTH
www.wemattercampaign.org

Mission

Our mission is to help every Indigenous youth feel LOVED, SEEN, HEARD, and SUPPORTED through HOPE, CULTURE, and STRENGTH. 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 that:

I Matter.
You Matter.
We Matter.

We prove that we are all
#StrongerTogether

We are looking for...

1

Canadian Indigenous Youth (First Nations, Inuit or Metis)
between the ages of 18 and 30

who are:

2

Passionate about being a change leader and eager to
spread hope, culture and strength within their own
community and surrounding region

3

Ready and dedicated to promoting hope & life within
their region

4

Looking for mentoring opportunities to lead and facilitate
workshops with Indigenous youth across Canada

5

Willing to commit to the Ambassador of Hope program
for a minimum of one year

wemattercampaign.org



Who are the Ambassadors of Hope?



National Ambassadors of Hope are young Indigenous leaders who are trained and supported to feel comfortable speaking about mental health, personal stories, and Indigenous youth challenges. They promote and share hope in their community, as well as regionally and nationally – speaking in communities, schools, and at gatherings. There are also opportunities to engage with youth and communities online to encourage and create dialogue about Indigenous youth mental wellbeing and hope, culture and strength.

National Ambassadors of Hope live by example in order to inspire and connect with other Indigenous youth, break mental health and suicide stigma, and promote healthy communities.



By becoming a National Ambassador, you are committing to:

Attending the #HopeForum: National Ambassadors of Hope training

when & *where*

August 25-31, 2025

TBD



Sharing personal successes, strengths, and uplifting others

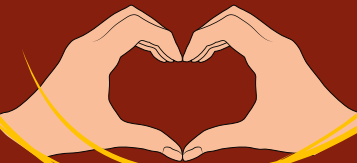
Participating in virtual seasonal meetups



Staying connected with other National Ambassadors



Taking initiative and delivering Hope, Culture, and Strength Sessions in communities, schools and at gatherings



Distribute We Matter resources & materials, and encourage others to use We Matter Toolkits to start discussions on hardship, hope, and healing

How can I be an Ambassador of Hope?

Applications to become an Ambassador of Hope close on May 12th, 11:59pm. There will be three components to the application process:



Written Application

- a fillable online form
- *to complete orally please contact*
hopeambassadors@wemattercampaign.org



Video Submission

- a written application is nice, but we want to see how awesome you are in person!
- only the We Matter Team of Adjudicators reviewing applications will see this video



Interview with We Matter

- before final selections are made, some applicants will be contacted by We Matter
- virtual meeting or phone call

click
here!



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See what we've
been up to

