



Change Begins in the Heart

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2023: Igniting the Spark of Change

Change begins here: at the heart-centre of each and every one of us. It's where love, care and compassion transmute into inspiring thoughts and actions. It's the change agent. The instigator. And it's hope actualized. Hearts change everything - everything changes from our hearts. It's where the spark of change ignites and grows great possibilities for social transformation.

For over 30 years, we have worked from our hearts, building a groundswell of social change. This year was no exception. 2023 brought many opportunities for White Ribbon to lead with our hearts and act in solidarity and allyship to prevent gender-based violence.

Early in 2023, we embarked on our organization's strategic planning processes through engaging community partners, funders and our White Ribbon team and Board of Directors. Overwhelmingly, we were encouraged to stay on our path, but to grow our efforts exponentially locally, nationally

and across the world to prevent all forms of gender-based violence and discrimination through promoting healthy masculinities and allyship. This sentiment was heartfelt and inspired us to think bigger and bolder this year and for the following years. A realization struck us: *Change Begins Here*. It's located at the centre of our collective hearts.

HEARTS LEAD TO CHANGE

This truth was realized once again when we felt the resounding heartbeats grow louder from all across the globe with our emotionally charged [Short Life Stories](#) / [Vies en bref](#) campaign, launched during

Trans Awareness week and the 16 Days of Activism Against Gender-based Violence. It was created to appeal to people's hearts and foster their empathy and concern for the well-being of transgender people, to see their rights as human rights, and to end the tide of gender-based violence, hate and discrimination that is storming across Canada and around the world.

CHANGE BEGINS HERE - WITHIN OUR HEARTS

No one should endure any form of gender-based violence or discrimination. Women, girls, trans people and everyone deserves to live safely, to be themselves, and experience a full and rich life without the angry face of violence, discrimination and hatred. Together, through our connected hearts, we willed this social transformation towards greater equity and allyship.

OUR HEARTS GREW FORWARD TO THE PATH OF SOCIAL TRANSFORMATION

Within this year's annual report, you will read more about our heart-motivated work to change the reality of gender-based violence and discrimination. We are thankful for the generous heartfelt support from foundations, the private sector, the community, sponsors, donors, and government funders. Change began with you and with your trust and belief in our capacity to create positive, lasting social change.

We are also thankful to the White Ribbon's Board of Directors that continues to provide excellence in its governance and its commitment to represent

Canada's many communities. The White Ribbon team each and every day lead from their kind hearts, brilliant minds and compassionate souls and utilize their extensive skills in preventing gender-based violence through promoting allyship, intersectionality, anti-colonial practices and healthy masculinities. Change is actualized through you.

We invite you to share your growing hearts and help us build a future-free of all forms of gender-based violence and discrimination here in Canada and around the globe. **The spark of change begins with you. Please join us.**

With heartfelt warmth, allyship and solidarity,



Humberto Carolo
(He/Him)
Chief Executive Officer



Mona Mitchell
(She/Her)
Chair, Board of Directors



Change Begins Here: White Ribbon's New Strategic Plan

2023 was a year of transformation. White Ribbon's team, Board of Directors, allies and community partners put their hearts together to imagine our path forward in building a world free of all forms of gender-based violence and discrimination. White Ribbon's new strategic plan, [Change Begins Here](#), represents our commitment to catalyzing profound change in the social norms, behaviours, and values of men and boys at home, in classrooms, workplaces and communities across Canada and the world.

OUR VISION: A future free from all forms of gender-based violence and discrimination.

OUR MISSION: We promote healthy masculinities, advance gender equity, and build allyship.

OUR VALUES: Gender Justice, Innovation, Anti-Oppression, Integrity, Compassion, Collaboration.

ABOUT WHITE RIBBON

White Ribbon is a Canadian-registered charitable organization that engages men and boys along with governments, public and private organizations and society as a whole in the prevention of gender-based violence by promoting equity and transforming social norms, attitudes and behaviours. We encourage men and boys to recognize their full potential as allies and change agents in ending all forms of gender-based violence and discrimination.

BUILDING A FUTURE FREE FROM ALL FORMS OF GENDER-BASED VIOLENCE AND DISCRIMINATION

We believe that change begins in the heart of each and every one of us. It's from these very hearts that we shape a better world. We bring hope, advocate for compassion, and catalyze transformation.

OUR PLEDGE

The white ribbon pledge represents a commitment to allyship. We call to male-identifying people and all allies to join us in creating a safer world for everyone.

Just this year, 51,541 people pledged to never commit, condone or remain silent by signing our pledge or by wearing a white ribbon.

WE ARE DETERMINED TO ACHIEVE GENDER JUSTICE

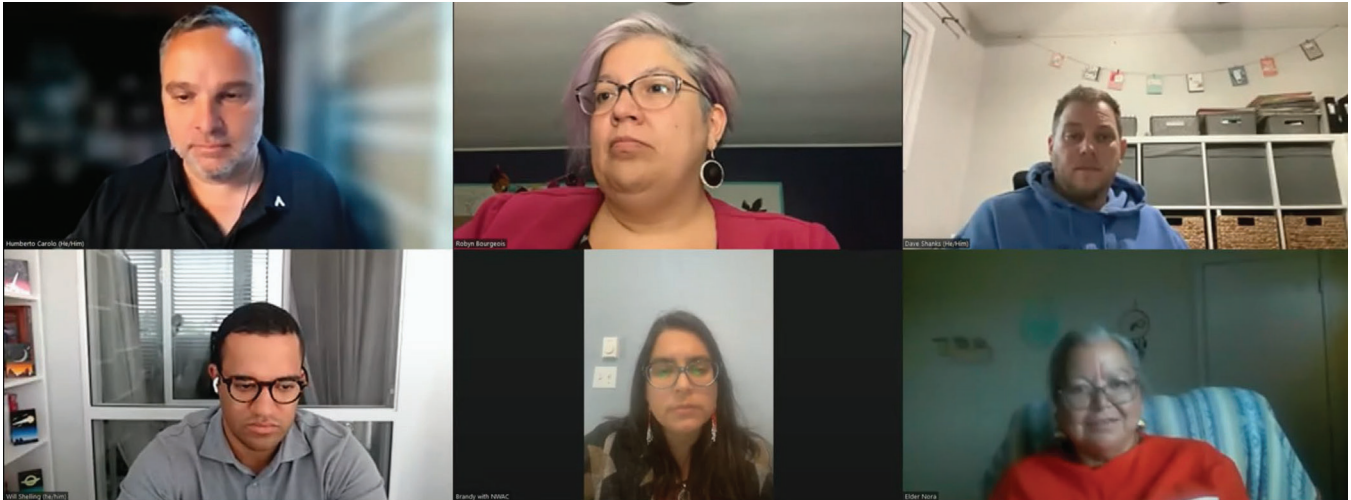
We work from a positive and strength-based approach using intersectional and anti-colonial lenses to foster allyship and build a better world.

- In 2023, we engaged men and all allies in the calls for justice for the missing and murdered women, girls and two-spirit genocide in Canada. [In a virtual event](#) in collaboration with the Native Women's Association of Canada and the North American MenEngage Network, we enhanced the audience's knowledge on the genocide of Indigenous peoples and called on the audience to take action against colonization and gender-based violence.

"I PLEDGE TO NEVER COMMIT, CONDONE OR REMAIN SILENT ABOUT ALL FORMS OF GENDER- BASED VIOLENCE AND DISCRIMINATION."

 [Take the Pledge](#)

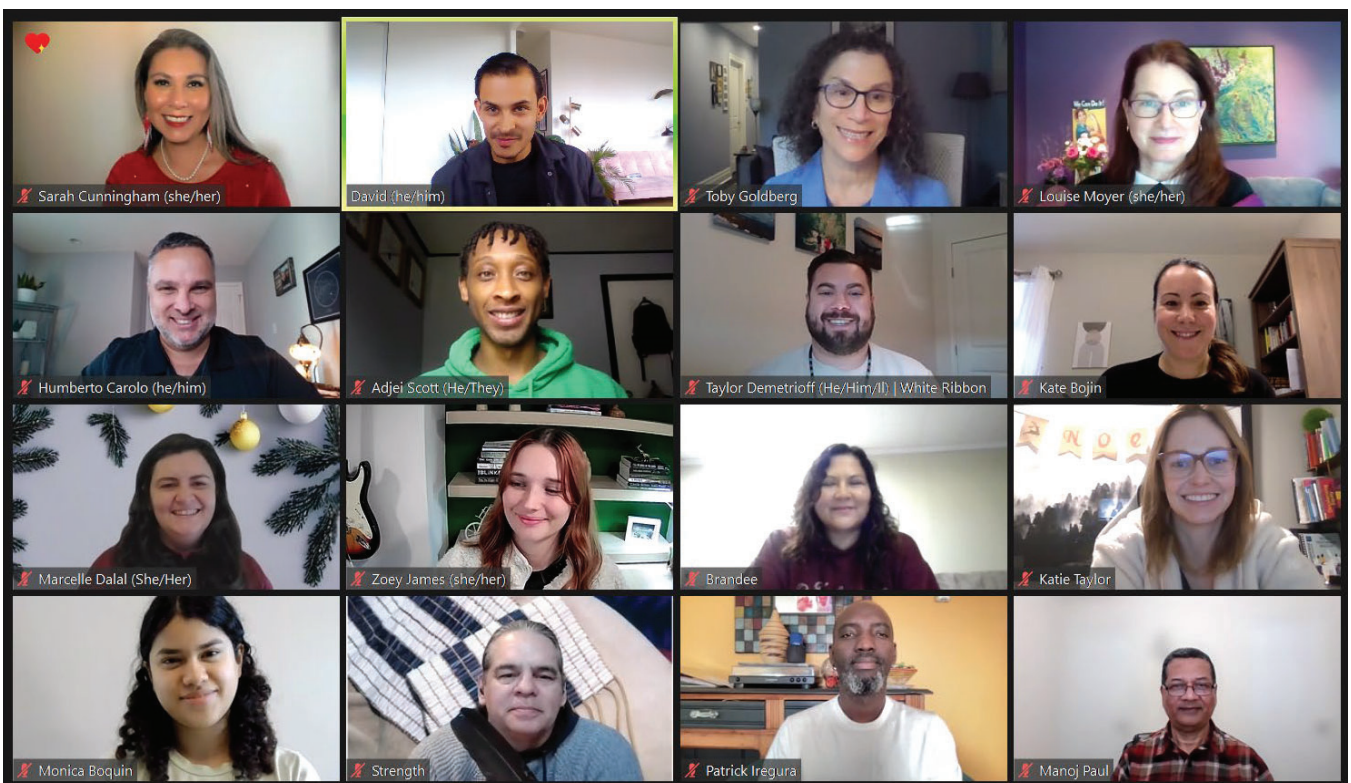
 [Order a White Ribbon or Lapel Pin](#)



- During #GenderEquityWeek2023, we continued enhancing our knowledge and action against colonialism through intersectionality and allyship.

The White Ribbon team had the privilege to be joined by knowledge-keepers Luana Shirt and Kanzee Gitimido, who shared their traditional knowledge and facilitated dialogue about balance, equity, transformation, decolonization and allyship around the sacred fire. Luana and Kanzee led us through a vulnerable, heart-touching experience and we are forever grateful to them. The team continues to examine our processes and programs as we carry on with integrating the recommendations from the [Truth and Reconciliation Report](#).

This year, White Ribbon welcomed two Indigenous team members to centre Indigenous peoples' lived experiences and amplify the voices of Indigenous communities across Turtle Island.



A photograph of two young men standing outdoors in a wooded area. The man on the left is smiling broadly and pointing towards the camera. The man on the right has his arm around the first man's shoulder and is smiling gently. Both are wearing dark jackets. The background is a soft-focus forest.

Heart to Heart: Our Impactful Programs

We understand that lasting transformation must first take root within individuals, within their beliefs, values, and attitudes. This is what our programs are about! We are dedicated to inspiring allyship and promoting healthy expressions of masculinity.

WHITE RIBBON'S TRANSFORMATIVE PROGRAMS

In 2023, White Ribbon delivered 49 programs and 170 workshops engaging 8,549 participants. Our dynamic programming efforts extended to hosting impactful events and working alongside community and international allies to foster meaningful, lasting systemic change.

2023 was a Year of Significant Impact with White Ribbon Workshop Participants

We began 2023 with a robust organizational evaluation strategy in place, developed in consultation with expert evaluators. White Ribbon is thrilled to have enhanced tools and the capacity to roll up data from workshop participants across all programs. The results below indicate the total number of unique respondents, who reported increased knowledge, skills, attitudes, and behaviours, and commitments to allyship and anti-colonial learning.



Across our programs:

- **83%** of participants indicated an increased knowledge about gender-based violence (i.e., root causes, various forms, intersectional lenses, prevalence)
- **83%** of participants indicated enhanced skills in responding to gender-based violence (i.e., capacity to support survivors, level of preparedness to intervene)
- **87%** of participants indicated more gender equitable attitudes regarding gender-based violence-related issues (i.e., empathy and understanding for survivors, beliefs about the positive roles male-identified youth and adults can play in prevention)
- **88%** of participants indicated changes in behaviours regarding gender-based violence prevention (i.e., check in with my friends if I see warning signs, use information from the workshop to keep safe online, intend to report, intend to use White Ribbon prevention resources)
- **86%** of participants indicated enhanced male allyship skills (i.e., enhanced capacity to demonstrate healthy masculinities, empowered to become allies, greater understanding of male allyship)
- **92%** of participants indicated enhanced knowledge of anti-colonial practices (i.e., the role of colonization as a root cause of gender-based violence and exploitation, and the power of Indigenous cultural values, beliefs and traditions in prevention).

CHANGING HEARTS IN THE CLASSROOM

By addressing the root causes of gender-based violence and discrimination in classrooms across Canada, we strive to lay the foundation for a future where prejudice and violence hold no place and where respect and equality flourish in the hearts of youth.

In 2023, we worked in collaboration with the education sector and teacher associations from five provinces and one territory, including Ontario, New Brunswick, Quebec, British Columbia, Manitoba and Nunavut.

Our work was funded by Women and Gender Equality Canada, Public Safety Canada, the Ontario Ministry of Education, The Ontario Trillium Foundation and the Office of Women's Social and Economic Opportunities.

This year:

- Our educational workshops got a boost through the launch of our Say it Out Loud / Dis-le à voix haute campaign, which features seven workshops for students, parents, and educators.

We took the time to listen to educators across Toronto's school boards: Public, Catholic, private and *Conseil Scolaire Viamonde*, to understand their needs and test ideas to support youth and educators in promoting healthy masculinities and gender equity.

- In collaboration with local partners, White Ribbon engaged Indigenous and Black youth to hear their perspectives on digital

safety, consent and ways to prevent harm and exploitation online.

- These crucial insights from youth will provide guidance to White Ribbon's prevention work, particularly within secondary schools in Ontario and Nova Scotia in 2024! White Ribbon is so grateful for the active and meaningful engagement from youth to ensure our programming is youth-centred and relevant.
- We heard the call for more prevention-focused educational resources at the elementary level, and our team is looking forward to sharing these widely in 2024. Stay tuned!

Results that inspire us:

- **88%** of participants reported they feel more empowered to be allies in preventing gender-based violence and inequities. (Draw-the-Line post-secondary workshop)
- **95%** of educators felt better equipped to prevent sexual exploitation. (wrprevent.ca workshop with educators)

Testimonials from our workshops show that we touched hearts and sparked hope and transformation.

"As a survivor of assault and grooming in the past, thank you for making more people aware. We need more people like you."

– Program Participant

"We are making very relevant connections for the future, and I really enjoy sharing my experience with teachers from other provinces to address gender-based violence."

– Educational partner as part of White Ribbon's Accelerating Systemic Change Project

"I think this workshop is amazing and beneficial to any male-identifying student that takes it. There was so much that was taught and having a group discussion method was an amazing way to learn about it. I was able to learn so much and step outside my comfort zone to understand what I and other students go through."

– Post-secondary student leader



CHANGING HEARTS IN THE COMMUNITY

At local, national, and global levels, White Ribbon met, collaborated, and worked in allyship with diverse communities to share stories, lived experiences, and heartfelt moments that sparked transformation and a vision of a world where equity and justice are possible.

Working hand in hand with Indigenous communities, immigrants and refugees, vulnerable youth, local leaders, athletes and survivors, our collaborations transcended boundaries, creating a global network of advocates nurturing more positive and empathetic masculinities with an open heart.

- As part of White Ribbon's and adidas Running joint campaign, [With Women We Run](#), the global adidas Running Community invited us to listen and facilitate conversations on men's role as allies in creating a safer and more inclusive world for women during the adidas Runners Week in Germany.



White Ribbon completed two significant three-year provincial and national projects this year.

- The *Promoting Healthy Masculinities from Coast to Coast/Promouvoir masculinités saines avec des jeunes d'un océan à l'autre* Project engaged 111 male-identified youth in a 10-hour in-person curriculum across Canada, and launched a [first-of-its-kind curriculum in Canada](#).
- The [#Knowsus/#Reconnaisus](#) project also came to a close and reached 899 youth in Manitoba and Quebec to teach the warning signs and prevent online sexual exploitation.

After the program:

- **94%** of youth participants believe more strongly in the positive role that boys, men, and male-identifying folks can play in preventing gender-based violence, sexual exploitation, and sex trafficking.
- **90%** of youth participants feel better prepared to recognize signs of online sexual exploitation and sex trafficking (grooming and luring approaches used by perpetrators).

We can't wait to continue this important work in Manitoba and Quebec over the next three years to ensure youth have the knowledge and skills to stay safe and foster consensual and equitable relationships online.

- In addition, White Ribbon continued its work to train and support male allies from immigrant and refugee communities to prevent domestic violence and promote healthy masculinities in the community.

Pierre Kassi is a newcomer to Canada and a participant in our program. He is devoted to supporting his peers as they adjust to their new lives. As part of our program, Pierre has engaged youth in his community with conversations on gender equity and male allyship.

Across our programs, we inspired hearts and enabled change. These are some of the things that participants said about our work:



"For the kids in the community, I think it's really important to have people who are willing to do the work and teach them about how to express themselves in a healthy manner. So I think that was really powerful."

– Program Partner Organization

"Overall, I learned a lot about sex trafficking, and this presentation will help me make more informed decisions in the future in terms of healthy relationships!"

– Youth Program Participant

"I am so glad that I got to be part of White Ribbon's male allies program. The program is a great opportunity for newcomers to get involved in their communities and it is particularly great for youth to learn how to advocate for and respect their female partners or colleagues."

– Taoufik Bouchama, Male Ally

COAST TO COAST CHAT: PROMOTING HEALTHY MASCULINITIES WITH YOUTH

On October 19th, 2023, White Ribbon hosted a Canada-wide coast-to-coast event to share our experiences and learned lessons engaging male-identified youth as allies and advocates for gender equity as part of our Promoting Healthy Masculinities from *Coast to Coast/Promouvoir masculinités saines avec des jeunes d'un océan à l'autre Project*.

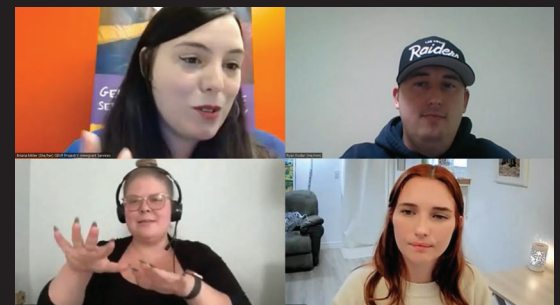
Community partners spoke about the impact of the program on their youth:

"The White Ribbon team was able to step in and have really great sessions. The kids genuinely enjoyed their time learning about something that for the most part can be really challenging to discuss and talk about for youth and males in general."

– Ryan Foster, YWCA Halifax

"The facilitators were really excellent and the curriculum itself was really excellent."

– Brianna Millrer, YMCA Halifax



CHANGING HEARTS IN THE WORKPLACE

Our mission to end all forms of gender-based violence and discrimination extends into the workplace, recognizing that the heart of each staff is a source of transformation and equity.

In 2023, 27 workplaces called on White Ribbon to spark conversations and inspire collective action. We worked side-by-side with leaders and staff to create awareness and drive true cultural and systemic change.

Our experiences and results are a testament to our passion and capacity to drive lasting transformation. By positively addressing deeply ingrained biases and fostering male allyship, we have created more inclusive, equitable, and diverse workplaces for all.

As part of our work, we:

- Trained workplace trainers
- Brought male-dominated industries together to discuss allyship and equity
- Engaged municipal leaders from across Canada.

In partnership with the Federation of Canadian Municipalities, White Ribbon worked with local government leaders from across Canada to support women's active participation and leadership in municipal governments by increasing the ability of municipalities to address gender inequity. We provided training and coaching to political leaders and staff to promote male allyship within municipal governments.

After the program:

- **100%** of participants reported being better prepared to recognize gender-based violence and its impact on the work environment in local governments and Canadian communities at large.
- **100%** of participants committed to demonstrating and promoting healthy masculinity and male allyship values in their personal and professional lives.

Due to the success of this national initiative, Municipalities Newfoundland and Labrador invited White Ribbon to deliver in-person training to local leaders and staff in February 2023. Participants discussed allyship and strategies to make local communities safer and more inclusive for women, girls, and 2SLGBTQ+ people of diverse communities.



- In November, White Ribbon announced its new United Steelworkers (USW) and Canadian Football League Players' Association (CFLPA) partnership during the CFL Grey Cup week in Hamilton, Ontario. We are looking forward to working together over the next few years to foster leadership and action against gender-based violence.



CHANGE BEGINS HERE: TRANSFORMING MALE-DOMINATED SECTORS

On June 28th, 2023, White Ribbon was joined by the Women's Trucking Federation of Canada, Vale, Hydro One, Atura Power, and adidas Running on a panel discussion on achieving gender equity in male-dominated sectors. The panelists shared touching stories of leadership and diverse strategies to achieve change by fostering allyship and engaging men as part of the solution.

"Allyship is a marathon, not a sprint... it's an ongoing and continuous conversation."

– Bianca Plag, adidas Runners

"Healthy masculinity is about asking a lot of good questions. It's also about having those difficult conversations and leaning into the ethics and values of your organization. Part of it is courage, and part of it is vulnerability."

– Nirav Patel, Atura Power

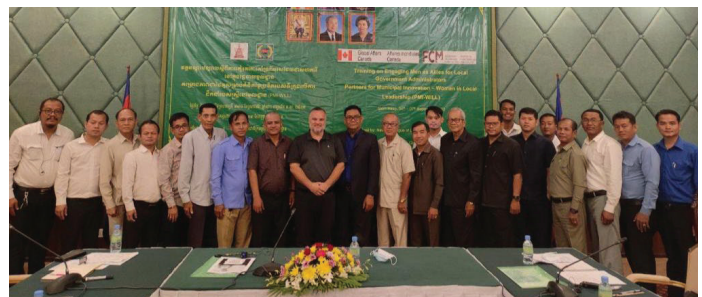


"At its core, allyship is easy: you need to show up, be there, stand beside and listen."

– Justin Banninga, Hydro One

CHANGING SYSTEMS

In 2023, we proudly provided technical expertise and evidence-based practices to national and international groups, governmental and civil society, councils and advisory committees dedicated to addressing and preventing all forms of gender-based violence and discrimination.



- In partnership with the Federation of Canadian Municipalities and with the support of Global Affairs Canada, White Ribbon provided an in-person four-day training in September 2023 for local government administrators in Cambodia on the role of men as allies in promoting gender equality and helping advance women's leadership in local government.

- The Ontario Government appointed White Ribbon's CEO Humberto Carolo to the Domestic Violence Death Review Committee. This multi-disciplinary group of experts, reporting to the Chief Coroner for Ontario, explores the circumstances surrounding intimate partner homicides and develops recommendations to prevent further deaths. This appointment gives White Ribbon an opportunity to advocate for change at the highest levels while sharing our expertise and best practices in prevention with men and boys.
- White Ribbon is part of the Global MenEngage Alliance and the North America MenEngage Network, where we share our expertise and experiences with continental and global partners working to engage men in achieving global gender equity.
- White Ribbon supported UNFPA Vietnam by leading the planning and implementation of a five-day study visit for a high-level delegation with UNFPA and Government Ministries. The study visit featured lessons learned from White Ribbon and diverse community partners in gender-based violence prevention.



- In January of 2023, White Ribbon delivered a session for United Women Singapore to increase the awareness of technology-facilitated violence, with a specific focus on protecting youth online.
- In November of 2023, White Ribbon was invited by the Embassy of Canada in Portugal to meet with diverse civil society organizations and post-secondary institutions, community leaders and advocates, and women's organizations to share its work and programs to promote allyship and healthy masculinities with men and boys. We met with the Gender Focal Points of Portugal's Ministry of Defence to discuss the role of men as allies in ending all forms of gender-based violence.



- White Ribbon sits on the External Advisory Council for the Sexual Misconduct Support and Resource Centre and provides expert advice, guidance, and recommendations to Canada's Armed Forces and Department of National Defense on matters related to preventing and addressing sexual and gender-based violence.

A photograph of three young women of diverse backgrounds smiling and looking at a smartphone together outdoors. The woman on the left has sunglasses on her head. The woman in the middle is leaning in. The woman on the right is also smiling. They appear to be in a park or a similar outdoor setting with trees in the background.

Life Changing Stories & Messages: Our Campaigns and Digital Channels

In 2023, our messages reached millions!

We called into people's hearts to become more empathetic, grow their allyship and ignite social justice and transformation.

Through the power of storytelling and dynamic campaigns that resonated deeply in people's hearts, communities across Canada and the globe were invited to join us in ending gender-based violence and discrimination.

OUR 2023 GLOBAL CAMPAIGNS

SHORT LIFE STORIES / VIES EN BREF

Short Life Stories / Vies en bref follows the life of a transgender woman from her transition onward. This campaign delves into her journey as she embraces her authentic self, a path for some that is often tragically disrupted and cut short by transphobia and gender-based violence.

This PSA is a call to action in response to the rising hate, discrimination and violence against the transgender communities. White Ribbon's goal with this campaign, as a dedicated ally, is to facilitate constructive dialogue that diminishes transphobia, promotes healthy masculinities and allyship, and, in turn, works towards the prevention of all forms of gender-based violence in today's society.

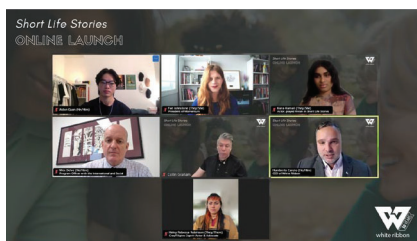
3.5 billion
in media reach
across the globe

Short Life Stories/Vies en bref was launched in November 2023, during Trans Awareness Week. Community partners and allies across Canada and the globe amplified this message of solidarity and allyship, helping us reach billions around the globe.

The campaign continued to be promoted during #16daysofactivism through social media, sports and entertainment media channels.

On December 7th, 2023 White Ribbon hosted the digital launch of *Short Life Stories / Vies en Bref*. The event included a panel discussion on allyship facilitated by 2SLGBTQ+ advocate Aidan Quan. The panel featured Fae Johnstone (Momentum), Haley Rebecca Robinson, Kiara-Kumail (Vivian in *Short Life Stories*), Wes Delve (Canadian Teachers' Federation), Collin Graham (Ontario Native Women's Association) and Humberto Carolo (CEO, White Ribbon). Watch the recording of the panel discussion [here](#).

Up until December 2023, the campaign achieved 3.5 billion in media reach across the globe.



"What I hope viewers will get out of this is a sense of celebration for trans people, for the whole, rich, multifaceted, and vibrant community that it is. I imagine a world where we are not mourning the deaths of trans people, but celebrating their lives while they dance through the streets with all their unbridled and unapologetic joy."

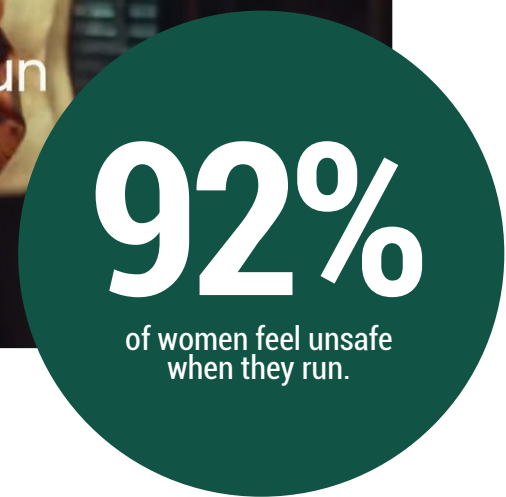
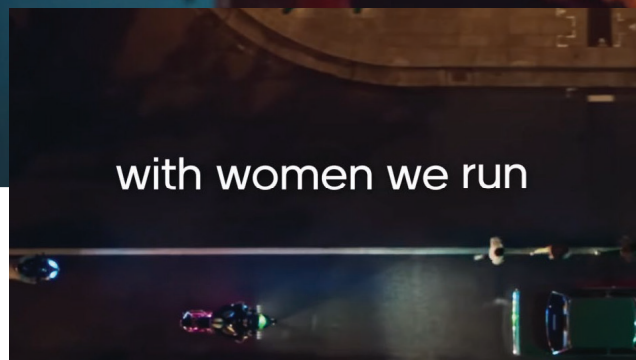
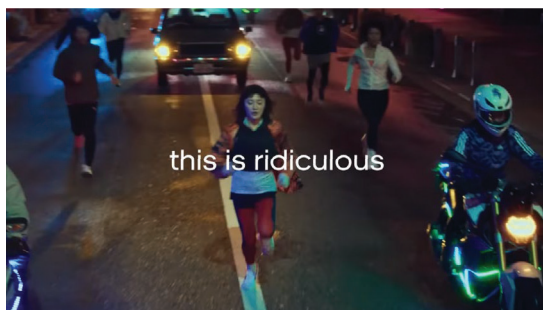
– Kiara-Kumail, plays Vivian in Short Life Stories/Vies en bref



THE RIDICULOUS RUN

92% of women don't feel safe while running. [The Ridiculous Run](#) is a PSA created by adidas as part of their [With Women We Run campaign](#) developed and implemented in partnership with White Ribbon, to promote male allyship and safe spaces for women runners.

The Ridiculous Run was launched in March of 2023 to drive greater awareness of the ridiculous realities women face every time they go for a run and to encourage men to educate themselves on the issue and learn more about allyship.



SONGS FOR MURDERED SISTERS

On February 17th, 2023, JUNO Award-winning and Grammy-nominated Canadian baritone Joshua Hopkins joined White Ribbon for an inspiring evening following his World Premiere live performance of Songs for Murdered Sisters.

In this event, Joshua and White Ribbon's CEO discussed the role of allyship in ending gender-based violence and invited men to join and support White Ribbon's mission to end all forms of gender-based violence and discrimination.



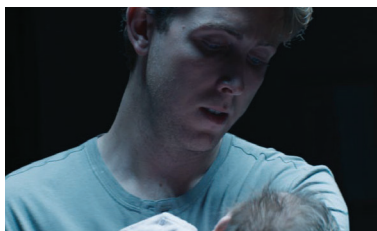
**IT'S NOT JUST /
CE N'EST PAS JUSTE**

This year, White Ribbon was excited to support the second phase of the [It's Not Just / Ce n'est pas juste](#) campaign led by the Ministry of Women and Gender Equality. Along with youth, White Ribbon amplified several calls to action to end intimate partner violence among young people.

WHITE RIBBON CAMPAIGNS, PREVIOUS YEARS

For the past few years, White Ribbon has created high-quality, transformative campaigns that continue driving change and promoting allyship around the globe.

White Ribbon's previous years' campaigns have reached more than 4.5 billion media impressions across the globe. Our social marketing impact continues to be recognized by prestigious awards for its power to ignite change through creative storytelling.



I Knew All Along / J'ai toujours su (2022)

[I Knew All Along / J'ai toujours su](#), directed by TIFF 2022 People's Choice Award winner Hubert Davis, highlights a father's sudden awareness of gender-based violence in the critical moments of having a daughter. The campaign's key message, 'I Knew All Along', demonstrates that many men are well aware of gender inequities 'all along' but fail to address it until it becomes deeply personal. We are calling out to men and boys to take action now, regardless of whether they have daughters or not, to embrace and promote healthy masculinities.

- Reach: 3.5 billion, 385 stories across Canada and the globe.



The Manbox / La boîte masculine (2022)

[The Manbox / La boîte masculine](#) was launched in 2022 to create awareness among youth, parents and educators on the impact of rigid gender norms on masculinity.

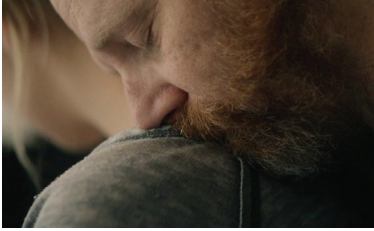


Uncomposed / Non composé (2021)

[Uncomposed / Non composé](#) was launched in 2021 to commemorate White Ribbon's 30 years of working towards a new vision of masculinity.

Uncomposed calls into men's hearts with a powerful message: showing vulnerability is not a weakness but a strength!

- Reach: 951+ million, 260 news stories across Canada and the globe.



Day After Day / Jour Après Jour (2021)

[Day After Day / Jour Après Jour](#) follows the story of a family in the COVID lockdown and reveals the impact of domestic violence. This campaign calls on men and boys to reject gender-based violence and recognize that they can commit to change.

- Reach: 72+ million, 141 news stories around the globe.



Songs For Murdered Sisters Campaign (2021)

After losing his sister, Nathalie Warmerdam, to gender-based violence, Canadian baritone Joshua Hopkins turned his grief and immense loss to music and developed [Songs for Murdered Sisters](#) in collaboration with author Margaret Atwood and composer Jake Heggie. In 2023, Joshua premiered the live performances of *Songs for Murdered Sisters* with Canada's National Arts Centre Orchestra, reaching thousands of audience members across Canada, calling on men to become allies to end gender-based violence.



Boys Don't Cry (2020)

[This campaign](#) alerts viewers to the risks associated with promoting strict gender roles and stereotypes and contrasts them with the benefit of creating healthier masculinities. It calls out to encourage men and boys to embrace their positive role in promoting healthy masculinities.

- Reach: 50+ million



Men of Quality (2017-Ongoing)

[This Toronto Maple Leafs campaign](#) asks men and boys to commit to being Men of Quality and always stand up for gender equality; to lead by example; challenge racism, heterosexism, and misogyny; and to teach about healthy relationships and consent. In 2023, many communities and organizations around the world have expressed interest in partnering with White Ribbon to create their own Men as Allies campaign to create social change.

- Reach: 343+ thousand

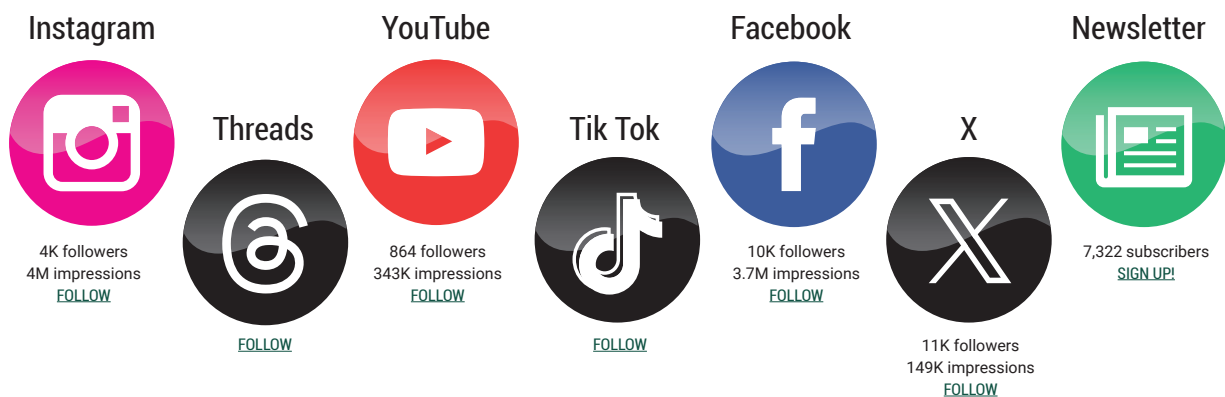
OUR DIGITAL IMPACT

In 2023, White Ribbon's social media channels, newsletter and digital campaigns were key in building and keeping connected a community of allies and advocates that utilized our content in their everyday allyship actions, personal growth and advocacy.

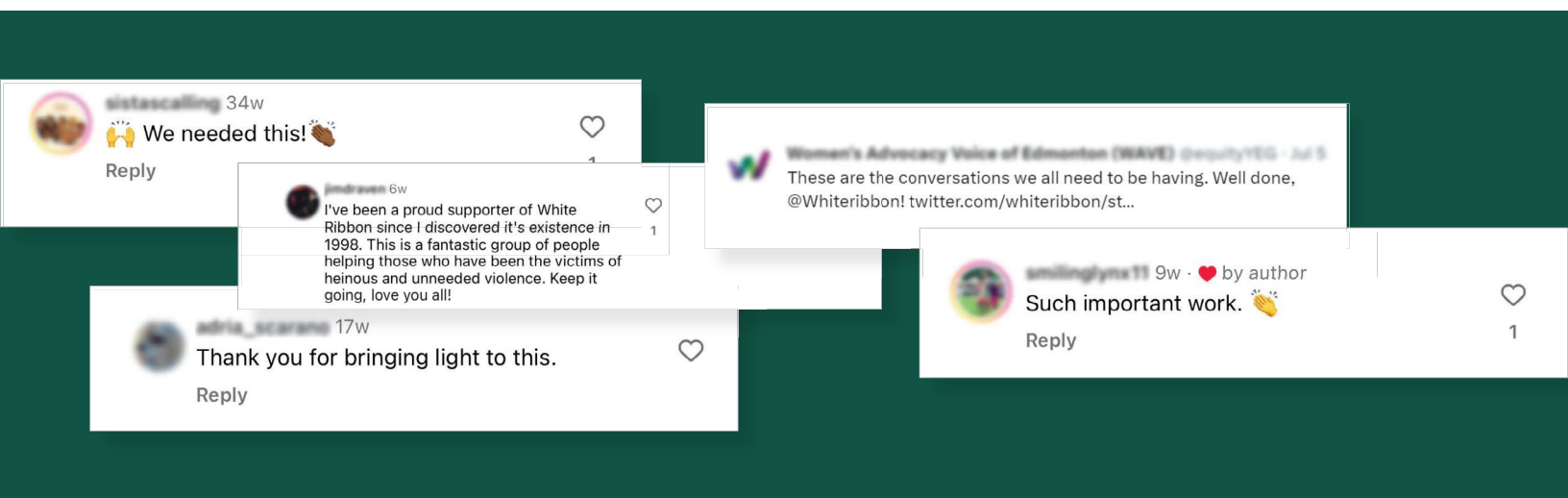
Our digital outreach is key in reaching the hearts of a new generation of change-makers, building their knowledge, and promoting action.

Our 2023 rebranded newsletter is now followed by thousands across the globe who have signed up to receive exclusive updates, news and resources from the White Ribbon team.

2023 OVERALL SOCIAL MEDIA & NEWSLETTER REACH



Follow our social media channels and [sign up](#) for our newsletter to stay connected and help us spread our message of allyship!



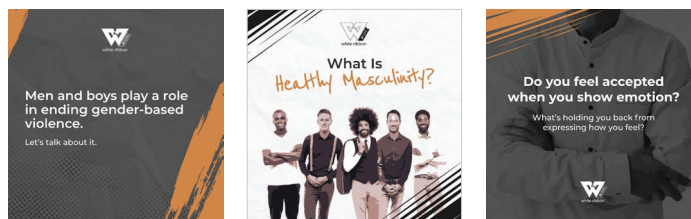
We are grateful to all those who follow our mission, engage with our content, and have amplified our messages over the years. Your messages and comments motivate us to continue building a better world for everyone.

In 2023, our digital campaigns included:

#PartOfTheSolution/#Partiedelasolution

This year, we launched a [national campaign](#) broadly reaching male youth, educators, parents, youth workers and communities broadly to promote healthy masculinity, healthy relationships and allyship.

This campaign reached 5.2 million impressions across Canada, including 1.3 million impressions from male youth. The campaign touched hearts with new knowledge and calls to action, and invited youth and communities to take White Ribbon's new [e-modules on healthy masculinity](#) healthy masculinity.



Through the [#KnowSus/#Reconnaissance](#) campaign, White Ribbon reached youth across Quebec and Manitoba to enhance their knowledge of online sexual exploitation through culturally relevant messages. The campaign reached 607,993 youth in Manitoba and Quebec.



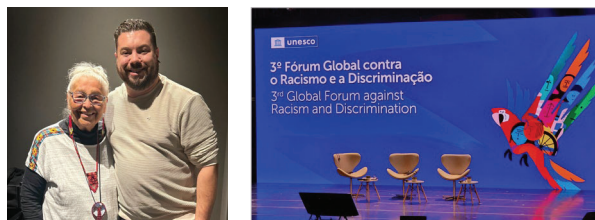
16 DAYS OF ACTIVISM AGAINST GENDER-BASED VIOLENCE

During #16daysofactivism we worked with workplaces, communities, organizations and partners to advocate for the prevention of gender-based violence and call on all men and boys to be allies for gender equity and healthy masculinities. We reached diverse audiences in Canada and around the globe and collaborated with many groups:

CAMH	Laurentian University	Sheridan College
ETFO	METRAC	South Vancouver Neighbourhood House
Elmwood Community Resource Centre	Nuclear Waste Management Organization	UNESCO Global Forum against Racism and Discrimination
Global MenEngage Alliance	OPG	Vale Mining
Greenwood College School	Religions for Peace	WomanACT
Hydro One		

In addition, White Ribbon and Draw The Line Project partners hosted Standing Up Against 2SLGBTQIA+ Gender-Based Violence in Schools featuring Wisdom2Action, Chroma NB, and Egale Canada.

In support of Indigenous Communities in Manitoba, White Ribbon attended the screening of the [IKWEWI - She is a Woman](#) documentary produced by the Clan Mothers Healing Village.



A close-up photograph of a man and a young girl reading a book together. They are sitting under a light-colored blanket with a white star pattern. The man, on the right, has a beard and is smiling warmly at the book. The girl, on the left, has curly hair and is pointing at the text in the book with a happy expression. The book is open, and the pages are visible. The lighting is soft and intimate, creating a warm and focused atmosphere.

Change Happens Here

It's about what's in your heart. You've placed your heart in our hands and invested in our mission, enabling us to be brave and courageous in building a better world. We know it's possible, it's achievable, and it's right before us: a future free from all forms of gender-based violence and discrimination.

GRATITUDE

We thank our funders, sponsors, partners, donors, and volunteers for reaching into their hearts and helping us create a new world where violence and discrimination no longer exist.

Government of Canada

Women and Gender Equality
Canada
Public Safety Canada
Justice Canada
Global Affairs Canada

Provincial Governments

Ministry of Children, Community
and Social Services, Office of
Women's Social and Economic
Opportunities, Ontario
Ministry of Education, Ontario
Ministry of the Solicitor
General, Ontario
Municipal Relations, Manitoba

Foundations

Anonymous Foundation
Chamandy Foundation
J and B Carroll Family
Foundation
Ontario Trillium Foundation

CONTRIBUTORS OF \$500+

adidas	Hydro One Networks Inc.	Queen's University
Banfield	Hypenotic	RDH Building Science Inc.
Bensimon Byrne	JAW Advertising	Red River College Polytechnic
BoardWalk Group	Joshua Hopkins	Renfrew County Catholic District School Board
Bruce Power	Kitigan Zibi	Sandra Herd
Canadian Football League Players Association	Kris Vikmanis & Denny Creighton	South Vancouver Neighbourhood House
Canadian Teachers' Federation	Louise Moyer	The OtherHalf Consultants
Canadian Union of Postal Workers	Metropolitan Action Committee on Violence Against Women and Children	The Sex Information & Education Council of Canada
Cecil Community Centre	Mothers Matter Centre, Canada	Toronto Maple Leafs
Community Development Council Durham	Narrative	UNFPA Vietnam
Corman Feiner LLP	Niagara College	United Steelworkers
Craig Norberg-Bohm	North Toronto Collegiate Institute	Unifor Vale
Dave Conlon	Nuclear Waste Management Organization	Victim Services Toronto
David Burton	Ontario Institute for Studies in Education	Wilfrid Laurier University
Elementary Teachers' Federation of Ontario	Ontario Power Generation	World Food Programme
Federation of Canadian Municipalities	Pincrest Queensway Community Health Centre	YMCA Immigrant Services of Halifax/Dartmouth
Greenwin Inc.	Prairie Spirit School Division	YWCA Halifax
Greenwood College School	Probation Officers of Ontario	Zonta Club
Humberto Carolo		Anonymous



Governance

FINANCIALS

Because of your commitment to ending all forms of gender-based violence and discrimination, our programs and messages are reaching more people than ever.

Our many achievements towards building a world free of gender-based violence and discrimination have been possible because of your confidence in our approach to creating social changes through promoting healthy masculinities and allyship.

We are proud of our collective journey, but we continue to need your help.

White Ribbon is one of the few equity seeking organizations that doesn't benefit from core funding.

We call on funders, governments, justice-inspired foundations, and donors to help us build a stable financial future. With your investment and support, we'll continue to be able to build a world in which gender-based violence and inequities no longer exist.

We need you. Please help us secure core funding.

STATEMENT OF OPERATIONS FOR THE YEAR ENDED DECEMBER 31, 2022

	2022	2021
REVENUES		
Grants and contributions	\$ 1,254,895	\$ 1,054,371
Third party consulting	548,317	474,886
Donations	167,841	60,535
Sponsorships	22,500	29,000
Educational materials	18,376	17,367
Interest	5,000	3,132
	2,016,929	1,639,291
EXPENSES		
Salaries and benefits	939,775	732,961
Social marketing and communications	320,560	338,671
Consultants	211,202	167,696
Administration	43,217	36,247
Travel and conferences	27,793	6,564
Telecommunications	3,838	3,246
Rent	3,120	18,782
Fundraising costs	2,245	2,595
Professional fees	1,250	10,654
Amortization of capital assets	3,096	2,998
	1,556,096	1,320,414
EXCESS OF REVENUES OVER EXPENSES	\$ 460,833	\$ 318,877

THE WHITE RIBBON TEAM

Humberto Carolo, Chief Executive Officer
Toby Goldberg, Executive Assistant to the Office of the CEO
Manoj Paul, Senior Director, Finance and Operations
Kate Bojin, Senior Director of Programs
Louise Moyer, Senior Director of Organizational Development
David Garzon, Director of Marketing and Communications
Katie Taylor, Director of Philanthropy and Corporate Engagement
Taylor Demetriooff, Bilingual Program Manager
Zoey James, Program Manager
Adjei Scott, Community Engagement Manager
Marcelle Dalal, Bilingual Community Engagement Manager
Monica Boquin, Community Engagement Manager
Sarah Cunningham, Indigenous Community Engagement Manager
Strength of Two Buffalo Dale, Workplace Engagement Manager
Patrick Iregura, Bilingual Community Engagement Coordinator
Brandee Albert, Consultant, Indigenous Knowledge

THE WHITE RIBBON BOARD OF DIRECTORS

Mona Mitchell, Chair
Michael Bowe, Vice-Chair
Louie Surdi, Treasurer
Jeffrey Feiner, Secretary
Sarah Chiavarini
Chanda CeeCee Chilanga
Jim Devoe
Ari Elkouby
Sheamus Murphy
Brendan Shanahan
Will Shelling
Nadira Singh

With your help, we will create a world free of all forms of gender-based violence and discrimination!

Here are some things you can do:

Invite Us

Invite us into your organization to help you transform your culture



Partner

Partner with us on your community-based project



Enhance Accountability

Engage us when harm has been done



Follow Us

Help spread our message

Instagram

Threads

TikTok

X

Facebook

Our Newsletter

YouTube



Give

Invest, donate, fundraise and/or setup payroll deductions



Learn More

Learn More About White Ribbon and Our Campaigns



Advocate

Advocate for White Ribbon to receive core funding



Book Us

Book a workshop for your school, workplace or community





white ribbon

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