

APRIL 2023

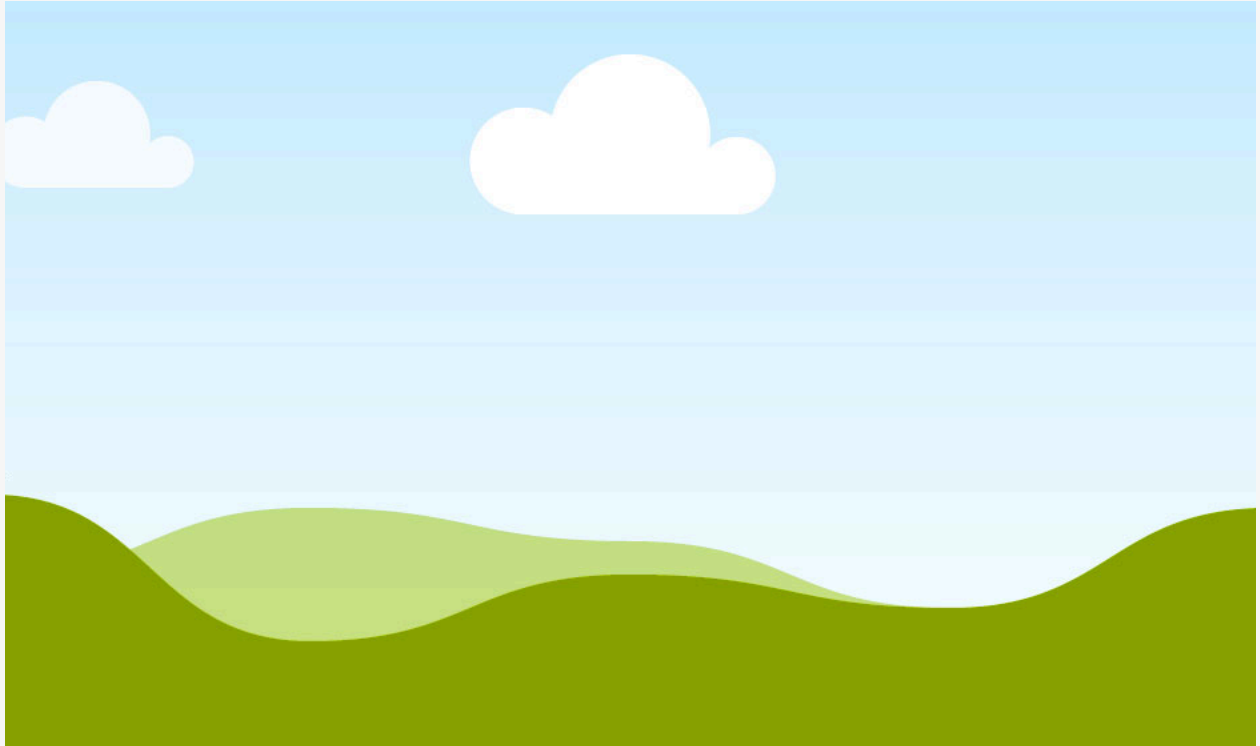
WINDSOR ESSEX ANTI-HATE YOUTH COLLECTIVE



PREPARED BY:

VANESSA BUMANLAG
PROJECT COORDINATOR

ABOUT WINDSOR-ESSEX ANTI HATE YOUTH COLLECTIVE



OUR INITIATIVES



The Windsor Essex Anti-Hate Youth Collective (WEAHC) project aims to bring Black, Indigenous and racialized youth to collectively address and lead public awareness, education, and necessary action against racism and discrimination within Windsor-Essex.

Our goals with this youth collective is to build community capacity within youth in Windsor-Essex to obtain the tools and strategies necessary to introduce youth to combating racism and discrimination. This collective will highlight lived experiences of racialized youth and help identify those who are victims of anti-Black racism, Islamophobia and anti-Asian hate.

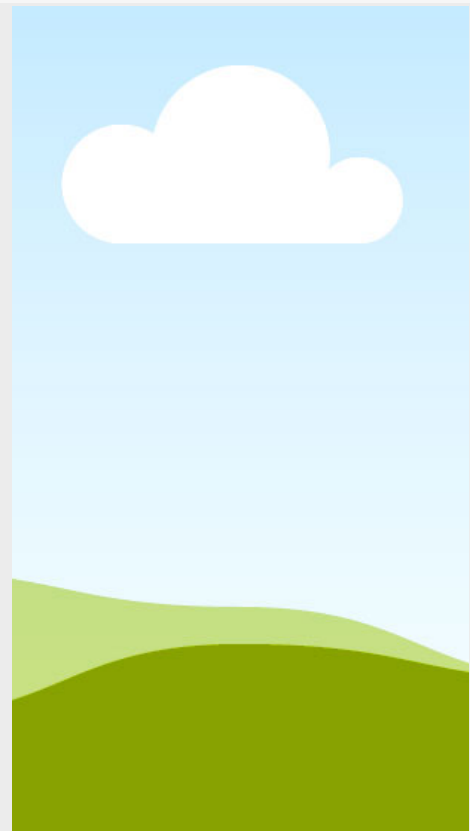
OUR COLLECTIVES GOALS

Our main goal of this project is to create fun, unique and safe spaces for youth to be introduced to discussing equity, diversity and equality in their lives. We understand that these topics are sensitive and taboo to discuss- but by providing engaging ways to discuss these topics provide youth with a safe space to learn and conceptualize their lived experiences. Through our engagement and participating in events, youth are able to connect to one another in their community, share their lived experiences as minorities' and be able to learn about dismantling racism through a variety of mediums.

Equipping students with the necessary tools to intervene and challenge racism and discrimination is a part of our long-term goal. Another imperative goal that we hold is creating a community of youth. We believe through community, there is empowerment for youth to connect and engage. Through our collective, students have gained friendships and relationships with other youth from different cultures, and are able to share their culture while discussing ways in which we can instill social change within Windsor-Essex.

EXECUTIVE MEMBERS & GENERAL MEMBERS

In the early stages of the collective, the project coordinator spent a month reaching out to a variety of different community organizations, services and groups across Windsor-Essex. With over 30+ connections with different cultural groups and community groups across Windsor-Essex, we currently have over 20+ general members and 5 executive members. Our general members consist of a variety of University, College and Highschool students. We have representation from a variety of communities, such as the Nigerian, Indian, Muslim, Filipino, Sri Lankan, Pakistani, Iranian and Bengali communities. We also have a variety of International Students that are providing us with invaluable feedback and critical representation. With our emphasis on representation, we are hoping to extend our community capacity in introducing 2SLGBTQIA+ communities and Jewish communities in the upcoming year.





CAMPAIGNS & EVENTS

THIS SECTION INCLUDES A BREAKDOWN OF ALL EVENTS AND CAMPAIGNS THAT HAVE TAKEN PLACE DURING THE PAST CYCLE.

CAMPAIGN/EVENT/PROJECT	START DATE	END DATE
Creating community organization lists & outreach to communities	October 2022	December 2022/Ongoing
Call & Email all potential community partners of over 40+ different communities	October 2022	December 2022
Created social media plan with imperative commemorative dates, brainstormed social media campaigns and initiatives	November 2022	February 2023
Brainstorming organizational structure, created social media pages, created 10+ recruitment promotions, begin recruiting	December 2022	February 2023
Created Tamil Heritage Posters with research	January 2023	End of January 2023
Created National Slavery & Human Trafficking Prevention Month Guide	January 2023	January 12th, 2023
Began ProClick Marketing Training for Google Ads Program	January 2023	March 26th, 2023



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CAMPAIGN/EVENT/PROJECT	START DATE	END DATE
Created Leadership Trainings to Teach to WEAHYC Executives	Mid-January 2023	Mid-February 2023
Met with WE LIP Council & Workforce Windsor Essex to discuss AHYC & Youth Summit Committee	End of January 2023	Ongoing
Presented at New Canadians Centre of Excellence Informational Session	February 2023	February 10th, 2023
Attended WE LIP Community Forum & Presented WEAHYC program & details; networked with over 100+ organizations across Windsor, Essex	Beginning of February 2023	February 16th, 2023/ Ongoing
Reviewed AHYC executive applications and scheduled interviews	Beginning of February 2023	Mid-February 2023
Sent out acceptances for AHYC executive applications	Mid-February 2023	End of February 2023



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CAMPAIGN/EVENT/PROJECT	START DATE	END DATE
Created Safer Internet Day post on how to handle online hate speech	February 2023	Mid-February 2023
Created and edited Mother Language Video Campaigns & Created Social Media Posts	February 2023	End of February 2023
Brainstorm & Created Black History Month Campaign with research into Black Culture, History and Promoting Black Owned Websites	February 2023	March 2023
Hosted and prepared first executive meeting, including project management set-up with Taskade & Canva Premium Non-Profit Upgrade	February 2023	March 2023
Launched International Mothers Day Campaign/ #SayMyName Campaign	February 2023	Present
Met with Global Youth Summit & Joined Committee for EDI	End of February 2023	Present



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CAMPAIGN/EVENT/PROJECT

START DATE

END DATE

Optimized leadership trainings with MBTI, Leadership Style Campaigns	February 2023	End of March 2023
Zero Discrimination Day Post	March 1st	N/A
Researching Translation Services for Mandarin, Cantonese, Urdu and French	Beginning March 2023	Mid-March 2023
International Women's Month Commemorative Post, Social Media Schedule, Research for Influential Women, Creating Instagram Posts, etc.	Beginning of March	End of March 2023
Artistic Activism Event Video Memoir & Event	Mid-March 2023	End of March 2023
International Day of the Elimination of Racial Discrimination 2023 Commemorative Post	March 20th	N/A
Created Artistic Activism Event Report	End of March 2023	Beginning of April 2023



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CAMPAIGN/EVENT/PROJECT	START DATE	END DATE
Transgender Day of Visibility: How to Be A Better Ally Instagram Guide	Mid-March 2023	End of March 2023
Finished Pro-Click Marketing Program (Completed Homework & Created 2 campaigns)	N/A	End of March 2023
Sikh Heritage Month Campaign: Researching Sikh Heritage and Creating Social Media Carousels, etc.	Beginning April 2023	End of April 2023
Commemoration of the Rwandan Genocide	Beginning of April 2023	N/A
Equality Day & Bill 21 in Quebec Research for Canada	Beginning of April 2023	Mid-April 2023
Inclusion Solution: Creating Poster & Research + Translating Services	Beginning of April 2023	End of April 2023
Dealing With Hate Speech Online Poster Conversion and Translating Services	Beginning of April 2023	End of April 2023



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CAMPAIGN/EVENT/PROJECT	START DATE	END DATE
How To Be A Better Ally to the 2SLGBTIA+ community poster & translation services	Beginning of April 2023	Mid-April 2023
Creating monthly reports for the AHYC for the board of directors	January 2023	Ongoing
Drafting monthly volunteer incentives and send communications for general and executive members	January 2023	Ongoing
Updating Taskade for project tasks and training executive members	January 2023	Ongoing
Creating Website Design with AHYC Information & Designing Graphics and Webpage	February 2023	Ongoing
Lesbian Visibility Day: Fact vs. Myth Guide	April 2023	End of April 2023
#SayMyName Video Editing and Video Campaign Management/YouTube Upload	April/May 2023	Ongoing



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CAMPAIGN/EVENT/PROJECT	START DATE	END DATE
Began list of trainings (attached on next page)	End of March 2023	End of April 2023
Creating General and Executive Board Meeting Minutes	January 2023	Ongoing
Crafting Project Report with timeline of events	March 2023	Ongoing
Brainstorming and reaching out to communities regarding May 2023 event	End of April 2023	Ongoing
Creating budget for May 2023 and researching ideas associated with activism	End of April 2023	Ongoing
Link.tree management with sources and activism links for monthly activism themes	January 2023	Ongoing
Recorded 1st Podcast Episode: Navigating Identity for Second Generation Immigrants	April 2023	May 2023



CAMPAIGNS & EVENTS

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CAMPAIGN/EVENT/PROJECT	START DATE	END DATE
Recruited 2+ more executive members- total of 7 executives	April 2023	May 2023
Filmed & Edited #SayMyName Campaign videos	April 2023	May 2023
Joined & Connected with 30+ University of Windsor Staff at Anti-Asian Hate Panel & Discussed WEAHYC	April 2023	May 2023
Created Jewish Heritage Month Graphics Content (5 Weeks Worth)	May 2023	May 2023
Created Asian Heritage Month Graphics & Guides (5 Weeks Worth)	May 2023	May 2023
St. Clair College Recruitment Activities - Tabling Booth in Common Area to Attract Students	May 2023	May 2023



EXECUTIVE TRAININGS

THIS SECTION HIGHLIGHTS THE VARIOUS TRAININGS THAT EXECUTIVE MEMBERS HAVE COMPLETED:

NAME OF TRAINING	START DATE	COMPLETE DATE
TRAINING #1 RESPECTING RACIAL DIFFERENCES	MARCH 2023	APRIL 2023
TRAINING #2 REDUCING THE HARM OF MICROAGGRESSIONS	MARCH 2023	APRIL 2023
TRAINING #3 INTRODUCTION TO UNCONCIOUS BIAS	MARCH 2023	APRIL 2023
TRAINING #4 ADDRESSING YOUR UNCONCIOUS BIAS	MARCH 2023	APRIL 2023



EXECUTIVE TRAININGS

THIS SECTION HIGHLIGHTS THE VARIOUS TRAININGS THAT EXECUTIVE MEMBERS HAVE COMPLETED:

NAME OF TRAINING	START DATE	COMPLETE DATE
TRAINING #5 SUPPORTING AN INCLUSIVE CULTURE	MARCH 2023	APRIL 2023
TRAINING #6 INCLUSION OF MINORITIES IN COMMUNITY DEVELOPMENT	MARCH 2023	APRIL 2023
TRAINING #7 LEADERSHIP STYLES	MAY 2023	END OF MAY 2023
TRAINING #8 MBTI TESTING & COMMUNICATION STYLES	MAY 2023	END OF MAY 2023



SOCIAL MEDIA PRESCENCE

METRIC	COUNT
CURRENT FOLLOWERS HOW MANY ACCOUNTS FOLLOW US	115 ACCOUNTS
CURRENT REACH HOW MANY UNIQUE PEOPLE SAW OUR POSTS	634 INDIVIDUALS REACHED
IMPRESSIONS HOW MANY TIMES OUR CONTENT WERE ON SCREENS	2,532 UNIQUE ACCOUNTS
PROFILE VISITS HOW MANY PEOPLE CLICKED ON OUR PROFILE	403 UNIQUE ACCOUNTS
LIKES HOW MANY LIKES DO WE HAVE ON OUR CONTENT	394 UNIQUE LIKES



GOOGLE ADS FOR SUCCESS

THROUGH THE ANTI-HATE ANTI-RACISM GRANT, WE WERE ABLE TO SUCCESSFULLY TRAIN THE PROJECT COORDINATOR IN GOOGLE ADS & ANALYTICS TO ASSIST OUR AHAR AWARENESS.



The training that was provided by *ProClick Marketing* has helped the visibility of our reach for the Anti-Hate Youth Collective. Our online visibility through the two campaigns that we have launched in the Google Ads editor has assisted us with targeting the correct youth groups in Windsor Essex that are looking for ways to become involved in our community. Through our targeted ads, we are able to redirect incoming traffic to our webpage where we discuss the goals, involvement and our plans in relation to the WEAHYC. The training has highlighted and assisted us with understanding our community and targeted audience in what they search, how they search and when they search.

The analytic tools provided by the Google Ads program has assisted us with tracking our performance and impressions to help us continuously build improved awareness campaigns that are based on data-driven analytics to optimize our outreach strategies.

Through the optimization of our ads, the AHYC was able to reach potential youth and prospective supporters to engage in our content and learn more about what we have to offer. We also learned the steps in which to create an effective campaign, how to maintain our Google Ads Grant, in addition to how to understand and apply these analytics to our future campaigns. We are hoping to utilize advertisement campaigns for events in the future



GOOGLE ADS OVERVIEW

METRIC	COUNT
CAMPAIGNS HOW MANY UNIQUE CAMPAIGNS ARE WE RUNNING	2 CAMPAIGNS
AD GROUPS HOW MANY KEYWORDS WE CAN SHOW UP UNDER	516 AD GROUPS & 3 SEARCH WORDS PER AD GROUP = 1,546 KEY WORDS
IMPRESSIONS HOW MANY TIMES OUR CONTENT WERE ON SCREENS	256 TIMES
PROFILE VISITS HOW MANY PEOPLE CLICKED ON OUR LINKS	20 CLICKS
HIGHEST IMPRESSIONS BY KEYWORDS WHICH TERMS SHOWCASE OUR ADS THE MOST?	<ul style="list-style-type: none">• MULTICULTURAL DIVERSITY• YOUTH JUSTICE PROGRAMS• EQUALITY IN EDUCATION• INDIGENOUS YOUTH PROGRAMS• AFRICAN YOUTH ORGANIZATION



MEET OUR EXECUTIVE MEMBERS

THE AMAZING PEOPLE BEHIND THIS PROJECT



VANESSA BUMANLAG
PROJECT COORDINATOR

"Being able to lead an imperative project in Windsor-Essex has given me a new hope for our generation- introducing youth into becoming powerful activists and standing up against hate. I am a proud Filipina, and I am eager to share my culture with the community."



ASMA BARI
EXECUTIVE MEMBER

"Our voices, our perspectives, our lived experiences matter in this conversation. There is value in diversity, and learning to acknowledge and embrace our cultures, ethnicities, and identities is a powerful tool in dismantling hate towards others. Let's break the cycle together and be an engine for change."



DEEPASHIKA SENARATNE
EXECUTIVE MEMBER

"I joined this team in light of recent events that have deeply affected the South Asian community. I wanted to do my part in making Windsor a better place for years to come, and I am very excited to work with this team to achieve this!"

MEET OUR EXECUTIVE MEMBERS

THE AMAZING PEOPLE BEHIND THIS PROJECT



**PAVANATHMAJ TARUN
KUMAR KURUDULA**
EXECUTIVE MEMBER

"It is important to have this organization in Windsor because hate crimes and discrimination are unfortunately still prevalent in our society. Having a youth collective that actively works towards promoting inclusivity, diversity, and acceptance is crucial in creating a more harmonious and equitable community."



MAIRA ELAHI
EXECUTIVE MEMBER

"The objective of the Windsor-Essex Anti-Hate Youth Collective inspired me not only because it was community-focused, but also because it was predicated on implementable efforts that would combat anti-racism and hatred. Given that we haven't yet reached a point in history where all expressions of hatred have been eliminated, I believe it is equally important—just as the collective does—to continue to campaign for a welcoming, inclusive community that is free of discrimination."

PROJECT FEEDBACK

**THIS SECTION INCLUDES FEEDBACK
FOR THE NEXT PROJECT YEAR.**

The project was a great investment that has helped us push along diversity of equity in Windsor-Essex. Through our campaigns and community connections, we were able to amass over 30+ different youth across Windsor-Essex to come together to dismantle hate and racism in Windsor-Essex.

As the project coordinator, I believe that the initiative itself requires additional initiative work that enlists the assistance of anti-racism and anti-hate professionals to assist with the initiative- including trainings, goals, purposes and other foundational based foregrounds. For the next term of the project, I am hoping to receive more funding towards hiring additional assistance towards the program. I believe that there is much needed room for structural improvement, and through the allocation of additional funds, can this project reach it's full potential.

One of the minor setbacks of the current project is the overwhelming amount of duties that we had to complete in a 15 hours timespan- only 60 hours a month dedicated towards the initiative that included onboarding executives, social media content creation, meetings, editing, researching in addition to event hours. It's hard to place all of these associated responsibilities towards one position, in addition to planning for the future and allocating enough time to partnerships and outreach.

For the new fiscal year, in addition to extra funds, if possible, I am proposing an additional project coordinator for the addition to the project in order to handle the current success of the project- with the numbers registrations, and overall outreach, I want to ensure that we are able to withstand the attention and provide the necessary growth to the project as it's needed. I am confident and excited to see how the project will flourish in the new year!



PARTNERSHIPS & COLLABORATIONS

THIS SECTION INCLUDES WAYS IN WHICH WE HAVE REACHED OUT TO A VARIETY OF COMMUNITIES IN ORDER TO SPREAD OUR INITIATIVE.



We embarked on a remarkable journey of connecting with like-minded individuals from the esteemed University of Windsor and St. Clair College, and it turned out to be an incredible opportunity for our initiatives. Through persistent networking and showcasing the value of our work, we were fortunate enough to be offered spots on their campuses to promote our endeavors. Collaborating with the vibrant student community, faculty, and staff, we were able to engage in meaningful conversations, inspire others, and foster a culture of innovation and social impact.

In addition, we were also able to partner with incoming Immigrants with the New Canadian Centre of Excelled in their informative sessions on ways to be involved in Windsor-Essex. We were able to connect with immigrants and minorities about the resources that we have to offer in addition to our programming.

Furthermore, our outreach efforts extended beyond higher education institutions. Recognizing the importance of reaching out to young minds, we established connections with the local public and Catholic school boards to promote our project to high school students. We organized informative sessions, workshops, and interactive presentations, where we shared our vision, goals, and the transformative potential of our initiatives. By partnering with the school boards, we were able to effectively communicate the value of our project and inspire students to actively participate in creating positive change.

This collaborative journey not only allowed us to expand our network and reach a diverse audience but also created a ripple effect of enthusiasm and support. Through these connections, we fostered a community that embraced our initiatives, generating a wave of passion and commitment to driving meaningful change in our society.



NEW PROJECT YEAR PHASES

PHASE	TIMELINE
PHASE 01 EARLY PLANNING STAGES: SOCIAL MEDIA CALENDAR, EVENTS AND GOALS	JULY - EARLY SEPTEMBER 2023
PHASE 02 RECRUITMENT & OUTREACH	EARLY SEPTEMBER - OCTOBER 2023
PHASE 03 COMMUNITY BUILDING & EXECUTIVE PLANNING	OCTOBER- NOVEMBER 2023
PHASE 04 MONTHLY EVENTS, BIWEEKLY PODCASTS & #ANTIHATE BOOKLET	DECEMBER 2023 - APRIL 2024