



# SHAKE UP THE ESTABLISHMENT

NON-PARTISAN  
EVIDENCE-INFORMED  
COMMUNITY-CENTRED



ANNUAL REPORT  
2021



# LAND ACKNOWLEDGEMENT

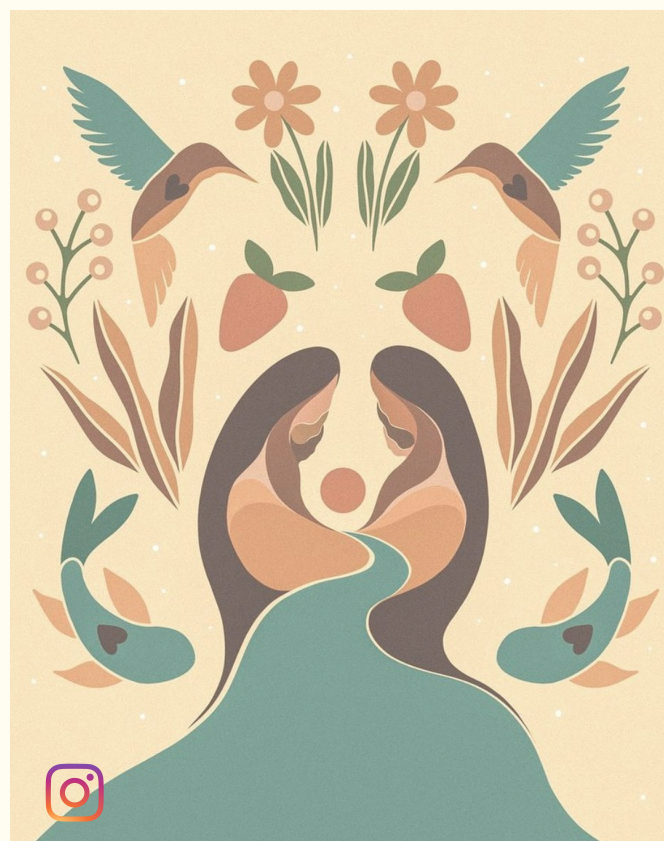
**Shake Up The Establishment (SUTE)** is a national youth-led registered not-for-profit organization (#1190975-4) that focuses on promoting climate justice within the geographical confines of what is currently known as "Canada". We use an intersectional approach to promote non-partisan political advocacy, craft accessible evidence-informed educational resources to improve climate and environmental literacy and work to collaborate directly with underserved and structurally vulnerable communities to address injustices.

Our address resides upon Treaty 3 land, on the territories of the Erie, Neutral, Huron-Wendat, Haudenosaunee and Mississaugas Peoples. We are humbled to be able to follow the lead of Indigenous-led efforts toward the protection and stewardship of this environment since time immemorial. We honour the contributions of Indigenous, Black and other racialized peoples within the climate justice space and recognize their resiliency in the face of systemic oppression as imposed by the Canadian state. We aim to incorporate joy, rest and dreaming of futures throughout our work, particularly for BIPOC women and gender-diverse, neurodiverse and (dis)abled youth, to help craft a more sustainable movement.

We are aware that our actions as an organization and the work we put out have an impact on our land, and on all that inhabit it. Our enterprise is inclusive of all peoples who call the geographical confines of what is currently known as Canada, home, and we celebrate the horizontal learning that comes from our diverse identities. As an organization, we will try our utmost best to ensure that only individuals with lived experiences are speaking for their communities, while still recognizing that racialized and Indigenous communities, 2SLGBTQ+ communities, and others of minoritized and historically excluded identities are not a monolith.

We firmly believe in accountability, and commit to being as transparent as possible in our activism space; to research our topics well, support and centre community care, and minimize any harm, no matter the intent.

We actively prioritize the implementation of anti-oppressive practices, safe space policies and accountability procedures above all deliverables and work as we value these to be more important for the wellbeing of our SUTE family and the community that supports our work. We continue to learn about historical and present injustices to ensure we promote the use of a trauma-informed, equity-centred approach in our work through addressing our educational platform, Righting History's Active Learning Club initiative which is mandatory for all members to participate in, and we audit/ update our policies and practices, on a minimum yearly, but always as-needed, basis.



## "Revival"

A collaborative piece by @lukewinsonart  
& @morning.star.designs

# ABOUT US

## Mission Statement

Shake Up The Establishment is a non-partisan organization that aims to make credible, evidence-informed information readily available to the Canadian population to promote informed voting, advocacy practices, and political accountability surrounding human and social justice issues that are exacerbated by the climate crisis.

## Climate Justice Approach

Climate justice is a human-centred approach toward addressing social, ecological and economic issues exacerbated by the climate crisis. Climate Justice activism, in our definition, means to utilize equity-focused advocacy practices to ensure a liveable and sustainable future for all, given that the impacts of the climate crisis and environmental degradation have not, and will not, be borne equally across all populations.

## Our Goals

1

To promote informed advocacy & political action by providing information on major political promises and decisions pertaining to topics underlying climate justice, including but not limited to environment, sustainability and climate change, in addition to social issues such as racism and discrimination based on gender identity, sex, sexual orientation and other social determinants of health, in a non-partisan manner, with evidence-informed, credible information.

2

To demand a climate action plan from political leaders that will reduce emissions and waste production, promote renewable energy and conservation, and support structurally vulnerable, historically underrepresented and minoritized, and under-served communities above all else.

3

To hold the Canadian government accountable for their promises made towards human health and wellbeing, inclusive environmental protection, climate action, and the environmental determinants of health.

4

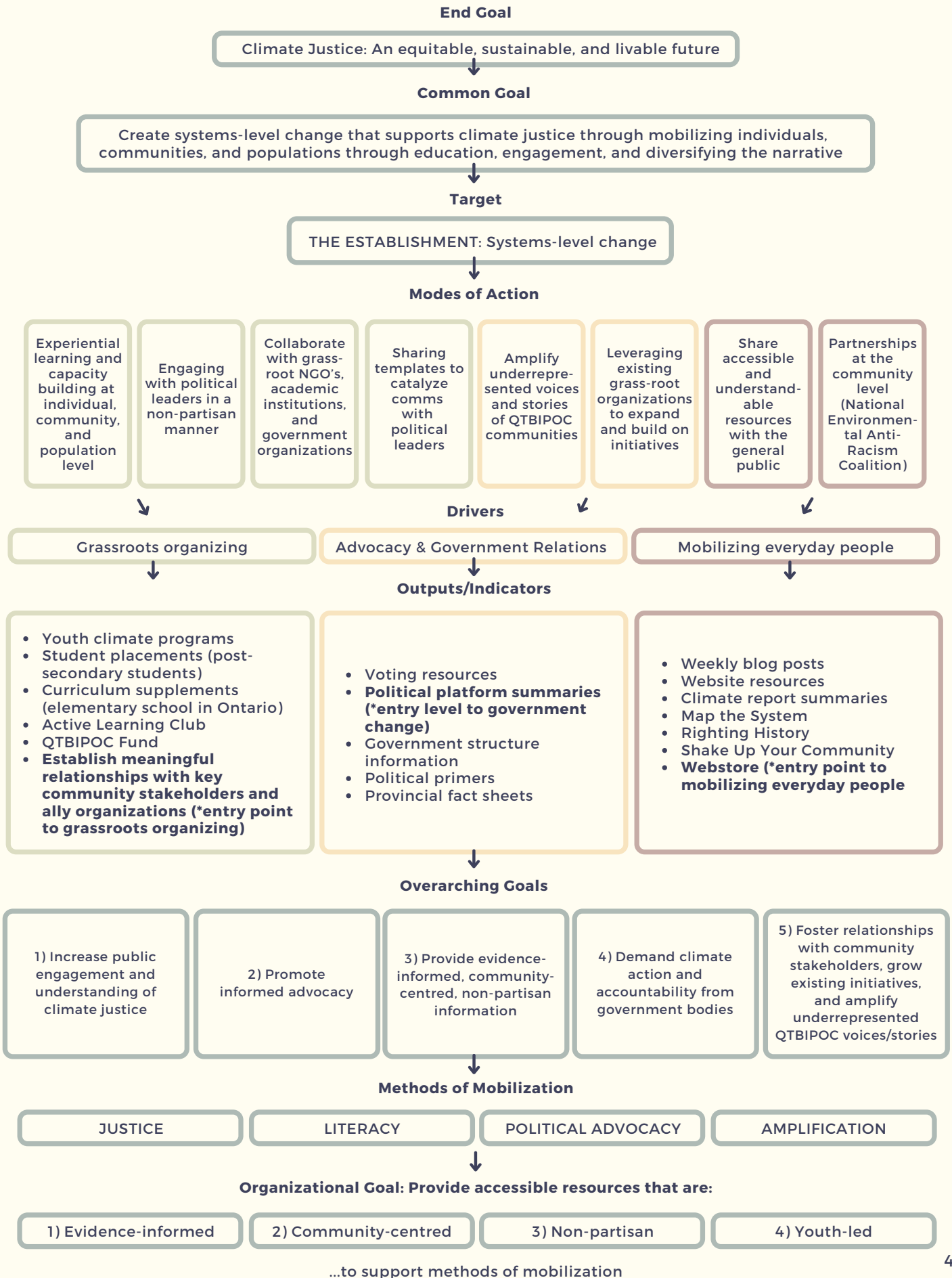
To educate and increase the public's understanding of climate justice-related topics by contributing to research in this field, and by disseminating information on these topics through educational resources, awareness campaigns.

5

To foster meaningful relationships and partnerships with key community stakeholders & ally organizations, expand and build on existing initiatives, and amplify underrepresented voices and stories.

# OUR APPROACH

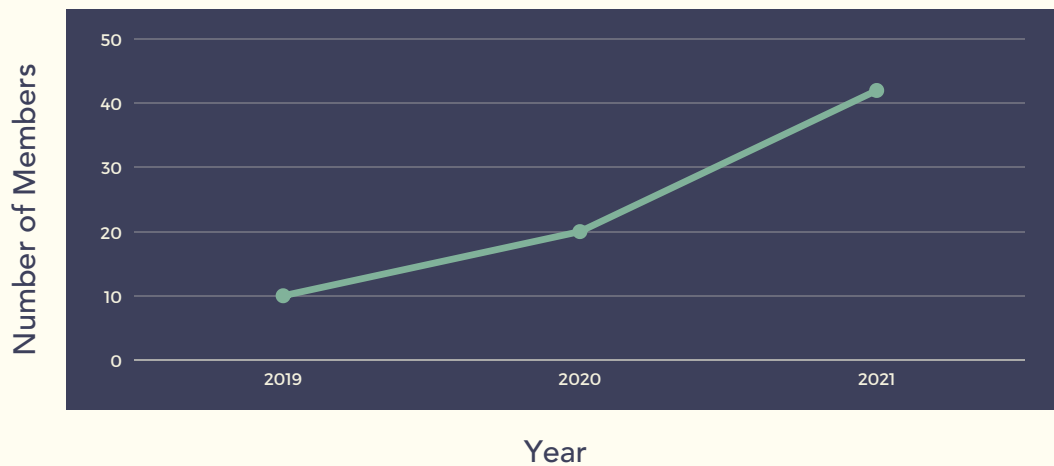
## THEORY OF CHANGE



# OUR TEAM

SUTE creates flexible, co-designed contracts with each volunteer which has aided in our retention. We continue to adapt and optimize this contractual agreement process and invest in enriching our space to offer more paid ethical project work and skill-building opportunities.

## SUTE's Growth Over Time



Over **9,000 volunteer hours** invested in our future in 2021

**3 paid opportunities** for youth created in 2021

Over **15 community partners** in 2021

## Demographics

Self-reported data from SUTE members from January-December 2021

- 94% of members of SUTE identify as women or gender-diverse
- 14 of 15 leaderships positions at SUTE are occupied by individuals who identify as women
- 37% of members at SUTE self-identified as racialized individuals
- 2 / 4 members of the Board of Directors identified as racialized individuals
- 1 / 4 members of the Executive Council identified as racialized individuals
- 24% of members of SUTE identify as Neurodiverse

**Our team is proud to have individuals that are fluent in the following languages:**  
 English, French, Italian, Spanish, German, Hindi, Vietnamese, Chinese, Tamil, Cantonese, Farsi, Mandarin, Malayalam, ASL, and Persian.

# OUR NUMBERS



**Number of Resources Published: 30+**  
**Number of website hits: 23,935**



**Likes: 15,336**  
**Shares: 5,591**  
**Interactions: 23,327**  
**Reach: 150,839**  
**Impressions: 193,755**



**Impressions: 227,316**  
**Mentions: 298**  
**Profile Visits: 50,098**



**Reach: 6,5193**  
**Engagement: 65**  
**Links Clicked: 1,803**  
**Shares: 205**  
**Reactions: 1,632**



**Page Views: 1,323**  
**Reactions: 903**



**Likes: 413**  
**Views: 4,043**



**Streams: 875**  
**Countries Reached: 5+**

# MEDIA FEATURES

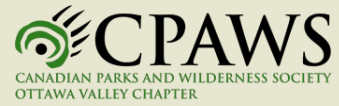


CANADA'S  
**NATIONAL  
OBSERVER**

February 2021 September 2021  
December 2021

**FUTURE  
OF GOOD**

March 2021 April 2021  
June 2021 August 2021  
September 2021



**SUSTAINABILITY  
IN BUSINESS LAURIER**



environmental  
defence



Wade in the Water



# CONTENT CREATION



[www.shakeuptheestab.org](http://www.shakeuptheestab.org)



In 2021, SUTE researchers created 25 new resources.  
Here are some highlights...

- **The federal government of Canada released their 2020 Climate Action Plan - but is it enough?** by Rose Duncan
- **Voter rights timeline: Systemic barriers towards voting experienced by historically excluded groups** by Meagan Parmassar, Aarisha Elvi Haider, & Anna Huschka
- **10 reasons we need to be protecting and restoring wetlands in Canada** by Acacia Markov
- **A two-eyed approach to biodiversity conservation** by Aidan Maloney
- **Why we should be paying attention to the farmer's protests in India** by Hayley Brackenridge and Aarisha Elvi Haider
- **Black climate activists inspiring change in what is currently Canada** by Hayley Brackenridge
- **Organizations that support Black communities** by Hayley Brackenridge
- **A sign of things to come? Examining how workers are affected by coronavirus and climate change** by Isaac Bell
- **Bill C-273 and basic income in Canada** by Holly Giacomodonato
- **Greenwashing: How corporate 'environmental' efforts are anti-climatic** by Lucia Fernandez
- **Pipelines in Canada: Keystone XL, Line 3, Coastal Gasline, & TMX** by Rachel Howlett
- **The Fairy Creek Blockade: Examining the costs between nature and human existence** by Aarisha Elvi Haider
- **Resources supporting Asian communities** by Lucia Fernandez
- **Indigenizing our perspective on fisheries** by Lucia Fernandez
- **Not Voting F\*cking Sucks: An urgent campaign by youth voters, for youth voters**
- **A plan to grow- What about farmland?** by Jordan Kilgour
- **Commitments to the Paris Agreement & SDGs: How close are we to meeting them?** by Jordan Kilgour
- **Federal elections 101: What actually happens during a federal election** by Anna Huschka
- **Our environmental progress report card: What worked and where can we improve?** by Rachel Howlett
- **Voting 101** by Hayley Brackenridge
- **Info on cancellation of vote on campus program in 2021 federal election** by Shake Up The Establishment
- **Shake Up The Establishment stands with Wet'suwet'en land defenders** by Aarisha Elvi Haider
- **September 30th is Orange Shirt Day: National Day of Truth and Reconciliation** by Atreyu Lewis
- **Condensed Climate Report: IPCC - Climate change 2021: The physical science basis** by Jordan Kilgour
- **From the individual to the system: Reflections on youth awareness of climate solutions** by Isaac Bell and Holly Giacomodonato (Green Teacher Magazine)



# THIS YEAR AT SUTE

## FUNDED INITIATIVES

### Movers & Shakers

SUTE's second annual Movers & Shakers program aimed to provide youth with the tools to take action on local climate issues by developing the necessary skills, networks, and solutions to engage meaningfully in climate justice. Five events were hosted over three months, including political literacy training, climate action mobilization workshops, case competitions, and hot topic crash courses on topics such as pipelines and mobilizing youth for the Sustainable Development Goals (SDGs).

**Partners:** Our Climate Cafe, Community Climate Council, ReImagine17, funded by the David Suzuki Foundation Future Ground Network



### Youth Perspectives on an Integrative Strategy for Radioactive Waste

SUTE facilitated conversations with youth community members to collect stakeholder insights on behalf of Wild Matriarch and the Nuclear Waste Management Organization (NWMO). This work engagement between Wild Matriarch and SUTE will directly affect and make space for Indigenous communities, intergenerational knowledge keepers, and racialized youth to share their voices, concerns, and solutions to radioactive waste management. To review the results of SUTE's independent research published in the Integrative Strategy on Radioactive Waste What We Heard Report on youth engagement, [click here](#).

**Partners:** funded by Wild Matriarch x NWMO

### Establish Podcast

SUTE's inaugural podcast, [Establish](#). We are youth, and we are reclaiming our spaces and establishing new ones. We stand to make climate and social justice conversations accessible to all. We will hold our governments accountable, and provide you with the tools to do the same.

**Partners:** 6 guests; 5 organizations (Blomidon Naturalists Society, Fridays for Future Toronto, Future Ancestors Services, La CEVES, Climate Strike Canada), funded by the Jane Goodall Institute of Canada Roots & Shoots program

# THIS YEAR AT SUTE

## FUNDED INITIATIVES



### Voices of the Greenbelt: Educational Programming

A docuseries focussed on providing an outdoor guided experience describing the history, significance, risks, key characteristics of selected GB natural spaces to encourage public use and appreciation of both popular and lesser-known Greenbelt features. Objectives are to:

- Increase awareness and public education, specifically among youth, of the importance, activities and natural solutions of the Greenbelt
- Amplify Indigenous voices and supporting their environmental stewardship of the land
- Increase visits to environmentally and culturally significant sites in the Greenbelt

### Righting History

[Righting History](#) is a new collaborative platform dedicated to addressing environmental racism and achieving climate justice through education and awareness of the “true” history of what is currently known as “Canada”. This initiative will meaningfully contribute towards the ongoing societal learning (and unlearning) of histories of minoritized, oppressed, and unduly underrepresented groups with the intention of decentralizing the white hegemonic narrative and thus creating new narratives that enable BIPOC to be better supported within environmental activism and climate justice work. We are not re-writing history. We are Righting History.

Partners: 2 paid positions funded by Canada Summer Jobs

# THIS YEAR AT SUTE

## VOLUNTEER INITIATIVES



### Carbon Knowledge Series: Canadian Institute of Climate Choices

Ongoing work with CICC to cultivate the next generation of climate leaders through conducting primary research on the topic of carbon offsets and pricing, beginning with creating and administering a survey for phase one of three. The survey's purpose was to collect primary research on the topic of carbon offsets and pricing and to gauge the current public awareness of carbon offsets and how they influence consumer behaviour and decision-making.

**Partners:** Guidance from the Canadian Institute of Climate Choices

### Not Voting F\*cking Sucks

In response to the 2021 federal election, SUTE launched our [Not Voting F\\*cking sucks campaign](#), an urgent call to youth voters from youth with 3 primary goals: to increase youth voter turnout; to increase the public's knowledge about climate change and the Canadian political system so individuals can make an informed decision for whom to support; and, to centre climate justice as the forefront issue for this election.

- Created a non-partisan, understandable, fully-referenced political comparison chart for voters to explore the environmental platforms of each major party side-by-side. Data was collected daily from party platforms and media engagements and chart updates were made live on a weekly basis leading up to voting day.
- Created a starter pack consisting of federal election print resources to explore before voting, including foundational and historical concepts of federal elections and politics in what is currently Canada and mapped the progress of environmental policies, SDGs, and Paris Agreement targets.
- Hosted a tabling Event at Patagonia Toronto where members of the public could pick up brochures, print resources, stickers, and ask our SUTE members questions about the organization and the upcoming election.

# THIS YEAR AT SUTE

## VOLUNTEER INITIATIVES

### Active Learning Club

The [ALC](#) (or Active Learning Club) is SUTE's initiative to ensure that all members of our community are constantly engaged in current events, as well as active learners of historic systems of oppression so that we are all able to actively dismantle such systems in the pursuit of justice. Integrated alongside topics of social justice, we will also feature a range of issues related to climate change, environmental degradation, and Canadian politics.

Each month, a new theme is chosen that is topical to current events, and we provide a curated list of educational resources (things to watch, read, or listen to) on it. The idea is not to certify anyone as an "ally", but rather to help in concert the educational efforts surrounding justice, and help give fellow community members structured, long-term activities to engage in anti-discrimination/equity work/learning. The current themes may recur and are dependent on suggestions, as well as what is going on in our world that requires coverage. We also email participants if we come across any workshops, training, or other educational activities, as well as any major petitions/calls to action.



### Makers & Shakers

With the fashion industry responsible for around 10% of global emissions, supporting slow fashion and local creators has never been more important. SUTE partnered with local artist Saffron Locas-Hoeltken who created hand-embroidered, upcycled, limited edition SUTE sweaters for [sale on our site](#).

Partners: Saffron Locas-Hoeltken

# STATEMENT OF OPERATIONS

## INCOME

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Foundation and government grants (Schedule A)	\$32,991.25
Donations	\$776.87
Merchandise sales	\$923.76
<b>Total Income</b>	<b>\$34,691.88</b>

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## EXPENSES

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Program expenses (Schedule B)	\$22,314.77
Administrative expenses (Schedule C)	\$6,279.47
<b>Total Expenses</b>	<b>\$28,594.24</b>

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**EXCESS REVENUE OVER EXPENSES**      **\$6,097.64**

# STATEMENT OF OPERATIONS

## SCHEDULE A

### FOUNDATION AND GOVERNMENT GRANTS

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Jane Goodall Institute	\$800.00
David Suzuki Foundation	\$2,500.00
Greenbelt Foundation	\$12,398.00
Canada Summer Jobs	\$5,946.00
Wild Matriarch	\$11,347.25
<b>Total Grants</b>	<b>\$32,991.25</b>

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# STATEMENT OF OPERATIONS

## SCHEDULE B

### PROGRAM EXPENSES

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Salary and benefits	\$11,656.02
Web services	\$116.95
Honouraria	\$8,903.20
Subscriptions	\$296.89
Merchandise costs	\$969.39
Paid advertising	\$372.32
<b>Total Program Expenses</b>	<b>\$22,314.77</b>

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## SCHEDULE C

### ADMINISTRATIVE EXPENSES

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Legal services	\$300.00
Insurance	\$1,231.20
Bank fees	\$115.50
Design subscriptions	\$396.78
PayPal fees	\$35.00
Taxes	\$854.69
Honouraria	\$1,048.69
Shipping	\$105.12
Merchandise	\$1,897.28
Marketing communications	\$295.50
<b>Total Administrative Expenses</b>	<b>\$6,279.47</b>

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# THANK YOU TO OUR TEAM



## Board of Directors

Manvi Bhalla, President, Co-Founder  
 Komil Bhalla, Treasurer  
 Janaya Campbell, Secretary, Co-Founder  
 Christina Di Carlo, Chair of the Board

## Executive Council

Samantha Casey, Chief Development Officer  
 Rose Duncan, Chief Research Officer  
 John O'Connor, Chief Operations Officer

## Research

Aarisha Elvi, Co-Director of Research  
 Hayley Brackenridge, Co-Director of Research  
 Acacia Markov, Scientific Researcher  
 Jordan Kilgour, Scientific Researcher  
 Rachel Howlett, Political Researcher  
 Lucia Fernandez, Political Researcher  
 Angelique Dack, Political Researcher  
 Anna Huschka, Political Researcher  
 Heather Li, Project Manager, Righting History

## Funding & Outreach

Sara Low, Director of Outreach  
 Megan Allen, Project Manager, Events  
 Elaine Li, Project Manager, Movers and Shakers  
 Atreyu Lewis, Project Manager, Voices of the Greenbelt

## Admin

Alexandra Ferrari, Financial Officer

## Communications

Mei-Ling Patterson, Director of Communications  
 Alena Blanes, Creative Design Manager  
 Mary Dada, Media Content Designer  
 Michelle Tieu, Media Content Designer  
 Niousha Mazaheri, Marketing and Communications

## Community Partners

Alicia Richins, Leading Change Canada  
 Allie Rogeout, Fridays for Future Toronto  
 Anna-Kay Russell, Toronto Black Policy Conference, Leading Change Canada  
 Canadian Coalition for Environment and Climate Justice  
 Celina Fu, Pitch it Green  
 Chúk Odenigbo & Larissa Crawford, Future Ancestors Services  
 Divya Arora, David Suzuki Foundation, Community Climate Council  
 Dr. Ingrid Waldron, ENRICH Project  
 Elizabeth Sarjeant, David Suzuki Foundation, Future Ground Network  
 Green Teacher  
 Healthy Schools Day  
 Jason Robinson, Community Climate Council  
 Kai-Reimer Watts & Students of PS383 Fall 2020, Wilfrid Laurier University

Keerat Dhama, Community Climate Council, Our Climate Cafe  
 Kyle Empringham, The Starfish Canada  
 Laura Hache & Roesawn Davidson, Youth Challenge International  
 Lauren Moody, Okanagan Climate Hub  
 Marina Melanidis & Sarah Hanson, Youth4Nature  
 Matt Brown & Team, Patagonia Toronto  
 Meghan Wise, Climate Hub at University of British Columbia  
 Payton Mitchell, La CEVES and Climate Strike Canada  
 Riley Scanlan & Soren Bondrup-Nielsen, Blomidon Naturalists Society  
 Robin Pollard & Student Society, University of Victoria  
 Roma Dhamanaskar and Team, missINFORMED ReImagine17  
 Sabrina Guzman Skotnitsky, Climate Justice Advocate

We are very grateful for the efforts and continued support from those on our team who have moved forward to new endeavours in 2021!

Isaac Bell, Holly Giacomodonato, Aidan Maloney, Meagan Parmassar, Eva Thorpe, Udeshi Seneviratne, Marcia J. Bianchi, Shreya Praveen, Akshai Ramesh, Erin Appelbe, Maryssa Eccles, Keith Baybayon, Ceileigh McAllister, Sophia Bi, Stephanie Rosen, and Mojeane Sadzadeh.





## SIGN-OFF FROM OUR CHAIR

As we wrap up 2021, I am overwhelmed with gratitude to have been part of the climate justice movement, and more importantly, to have done so alongside my incredible colleagues at Shake Up The Establishment.

Watching this organization grow from our roots in informed voting and political accountability to a leading force in the climate justice movement has been an unparalleled learning experience. From a team of 5 to over 40, the trajectory of SUTE is incredibly promising for continued contributions to address inequities across the geographical confines of what is currently known as "Canada".

From voting campaigns to the launch of a collaborative platform centring lived experiences, SUTE has engaged across sectors to amplify youth perspectives for equity in all spaces. Understanding this importance of intersectionality, the scope of SUTE spans across the vast disproportionate injustices that are exacerbated by the climate crisis.

As chair, my role at SUTE, and within the larger climate justice sphere, serves as supportive and not directive. SUTE values align with the importance in having courage to speak up, and having the wisdom to know when to 'pass the mic'. Most importantly, as an organization, we consistently revisit our approaches, perspectives, and mission to ensure we adapt our reach to best serve as climate justice advocates.

A big thank you to all of my incredible colleagues who continue to inspire me every day. The catalysts of change that I am so fortunate to work alongside represent the hard work behind the contents of this report, and the bright future ahead.

*Christina  
Di Carlo*

**CHRISTINA DI CARLO**  
CHAIR OF THE BOARD



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