

aftermetoo

2023 ANNUAL REPORT





I felt like the site was aimed directly at ME. Like, it had really thought about me and what I need to know.”

– Aftermetoo User

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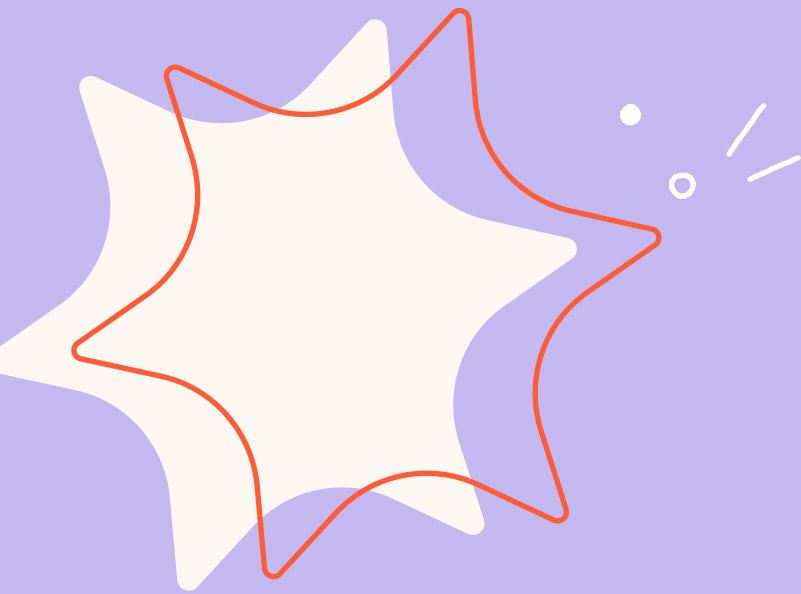
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If I had had this site back when I was being harassed a lot, it would have made me feel better. I worried a lot.

And I think I probably would have felt more confident about the things that I did and the things that I didn't do, if I had had access to this back then.”

– Aftermetoo User



Our Vision

A world in which people can thrive unimpeded by gender-based harassment at work.

Our Mission

We tell you everything you need to know about gender-based workplace harassment, so you can make the decisions that are right for you. We provide a place where you can connect with others for support and to organize for change.

Message from the Chair



Freya Ravensbergen

Board Chair

In 2023, Aftermetoo achieved something we had been working toward for years. Five years after the #MeToo movement first galvanized public attention, in 2023 we launched www.aftermetoo.com, a massive comprehensive new website providing information, support and resources for people who are being sexually harassed at work in Canada.

I want to take a moment to thank everybody who helped us develop the site!

- More than 2,000 people who had experienced sexual harassment filled out our surveys and participated in interviews with us, telling us what they wanted and needed from the site.
- Hundreds of people contributed first-person accounts of harassment to the site, and/or recommended resources for our Resource Roulette feature.
- Dozens of sexual harassment researchers, lawyers, and mental health experts contributed their time and expertise to helping us develop our informational materials, many for free.
- Funding for the project was provided by Employment and Social Development Canada through its Workplace Harassment and Violence Prevention Fund program, and by the Ministry of Justice through its Justice Partnership and Innovation Program.
- The Canadian Women's Foundation provided critical support and partnership at every step of the work.

Thank you all so much!

The Aftermetoo site is important and necessary, because despite decades of efforts to combat workplace sexual harassment in Canada, it is still far too common and ruins far too many lives. As a society, we aspire to one day entirely eliminate gender-based violence. But until that day, we need to do everything we can to support survivors.



Freya with Sen. Marilou McPhedran, Sen. Donna Dasko and MP Leah Taylor Roy during the Aftermetoo reception hosted by the senators.

The site is helping tens of thousands of people across Canada, and has been very warmly received! We’ve been collecting feedback from visitors since launch, and you’ll see it throughout this report. It is so thrilling to see the site is really helping people!

As we move into 2024, I am filled with optimism for what lies ahead, and grit and determination for the work that remains to be done. In 2024 Aftermetoo will be expanding and enhancing the services we provide to people who are experiencing gender-based harassment at work: we invite you to join us in this important work.

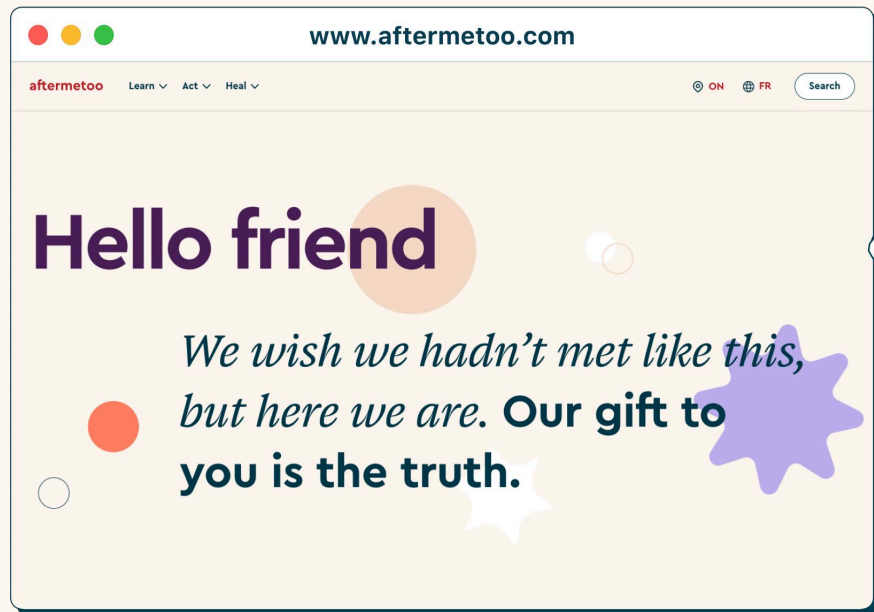
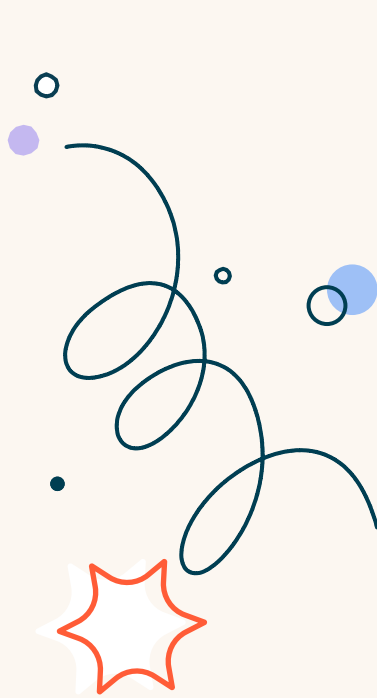
Thank you to everyone who has contributed to our success this year. Together, we are making a lasting difference.

Warm regards,
Freya Ravensbergen, Chair



I knew that there were no good options for women. And I guess, after reading **Aftermetoo**, now I sort of know it more. That doesn't make me feel sad or angry. It makes me feel like I was right. And actually, that feels good. I didn't miss anything, there was no magic bullet solution that I missed. I was right all along.”

– Aftermetoo User



What We Did

In 2023, Aftermetoo launched www.aftermetoo.com.

Aftermetoo is a comprehensive and authoritative one-stop information shop, offering people everything they need to know about the laws related to sexual harassment in Canada, as well as how to protect their career, finances, and mental health from the damage that harassment so often causes.

- 100% Canadian and fully bilingual
- Information about the laws that apply to you, as well as how to protect your career, finances, and mental health: 176 articles, totaling 670,000 words
- Legal information is geolocated and customized for your jurisdiction
- Dozens of first-person stories, plus the option to upload your own
- A crowd-sourced set of media (TV, movies, podcasts, music, games, and quizzes) that people found helpful when they were being harassed
- Links to geolocated community resources near you from the 211 national database



LAUNCH PARTY

Sandra Hassan, Deputy Minister of Labour and Associate Deputy Minister of Employment and Social Development, and guests



David Lametti, Minister of Justice and Attorney General of Canada. He couldn't attend in person, but sent video greetings



Paulette Senior, CEO of the Canadian Women's Foundation (red jacket), and Anuradha Dugal, Vice President of Community Initiatives at the Canadian Women's Foundation

“

I remember when it was happening to me and it was all so confusing and it is very helpful to have **the options very clearly laid out like they are here.**”

– Aftermetoo User

“This site would have helped me when I was being harassed. It would have helped me figure out how I was being affected and what I was willing to do. I would have understood everything better.



- Aftermetoo User



Blu Waters, Elder at Seneca College



Sue Gardner, Aftermetoo Executive Director



Designer Jihye Choe, developer Jess Duarte, Aftermetoo alumnae Kate Cornell and Silmy Abdullah, Canada Learning Code Marketing Manager Layah Glassman



Paulette Senior, Canadian Women's Foundation CEO with Karen Campbell, Senior Director of Community Initiatives and Policy at the Canadian Women's Foundation.

What We Did

New Partnership with The Law Foundation of Ontario to Improve the Website

In September we were delighted to start work on a project designed to assess and strengthen Aftermetoo's offerings for groups of people with specific informational needs, such as gig economy workers, people who work in bars and restaurants, trans and non-binary people, sex workers, and personal support workers. This project was generously funded by the Law Foundation of Ontario and will conclude in 2024. Thank you to the Law Foundation for funding this important work!

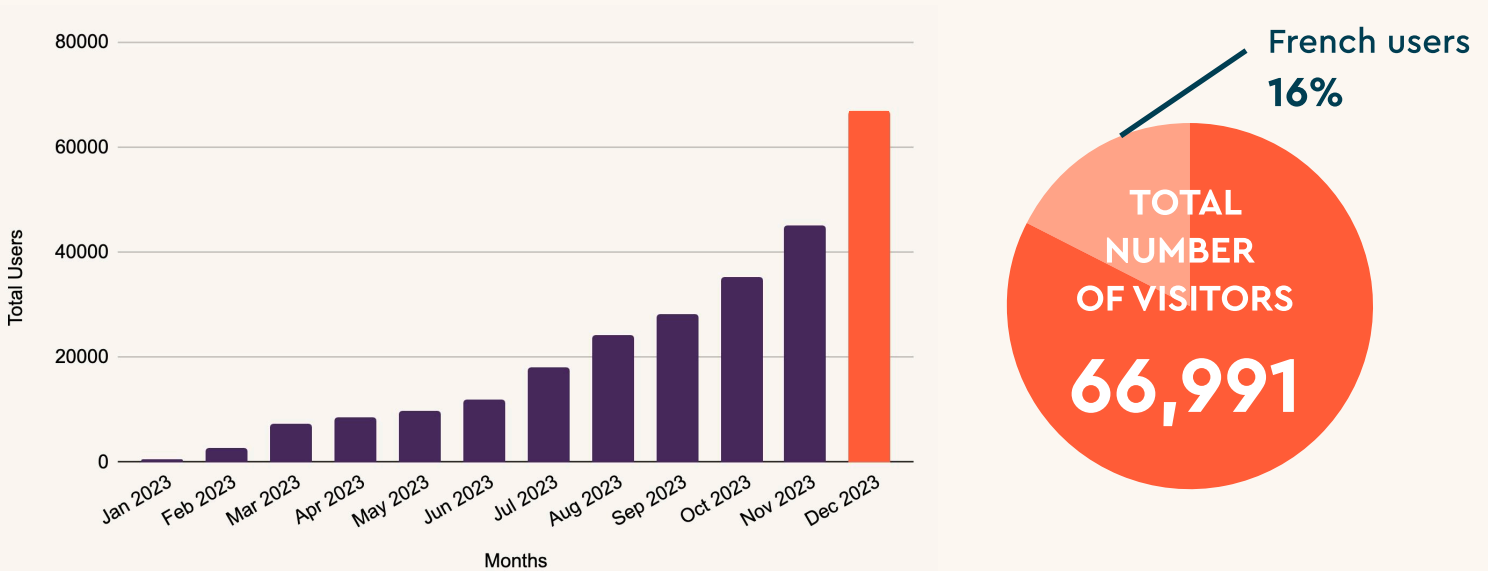


In November, Senators Donna Dasko and Marilou McPhedran hosted a reception for Aftermetoo in Ottawa.



Who we're helping

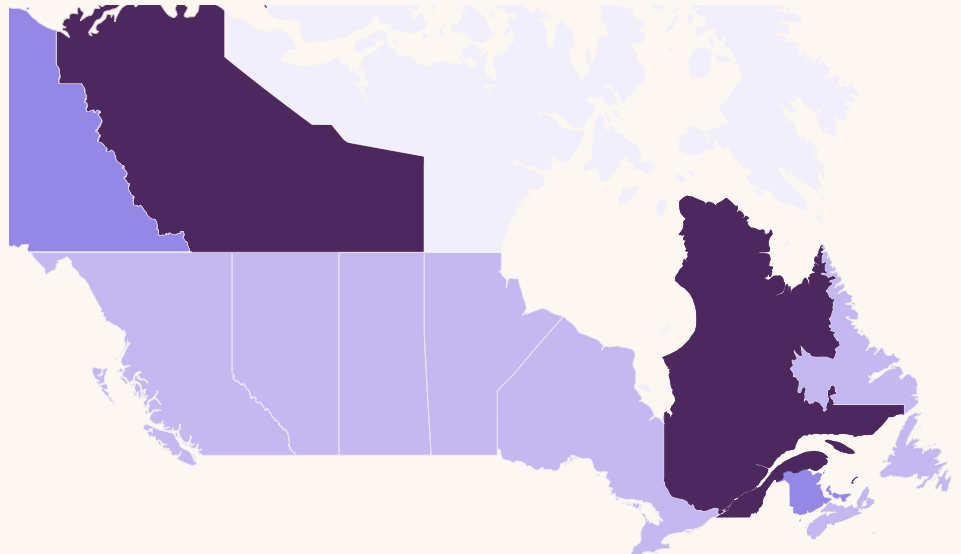
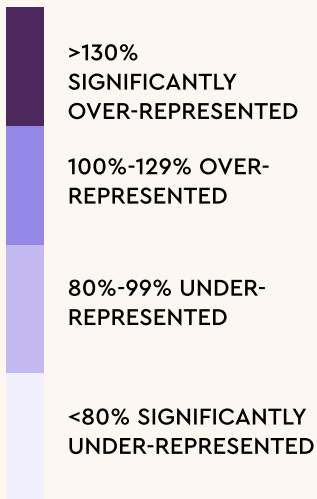
In 2023, our visitors grew steadily, increasing by 68.96% month over month. The bar graph shows this consistent rise, highlighting our expanding reach throughout the year.



PROPORTIONAL REPRESENTATION OF USERS BY REGION ACROSS CANADA

This map shows the Proportional Representation Index (PRI) of users across Canada. The PRI compares the percentage of Aftermetoo users in each region to that region's share of the national population, indicating where users are over- or under-represented.

KEY:

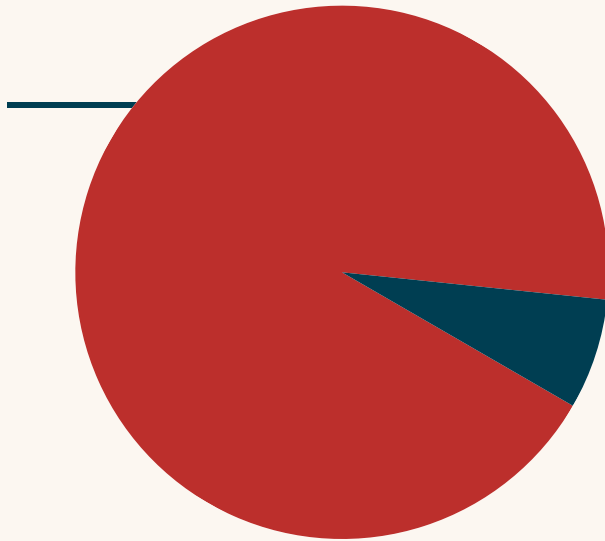


PEOPLE THINK AFTERMETOO IS HELPFUL

In 2023, 93.3% of users who visited the website told us that they think the website will help.

93.3%

FOUND IT HELPFUL



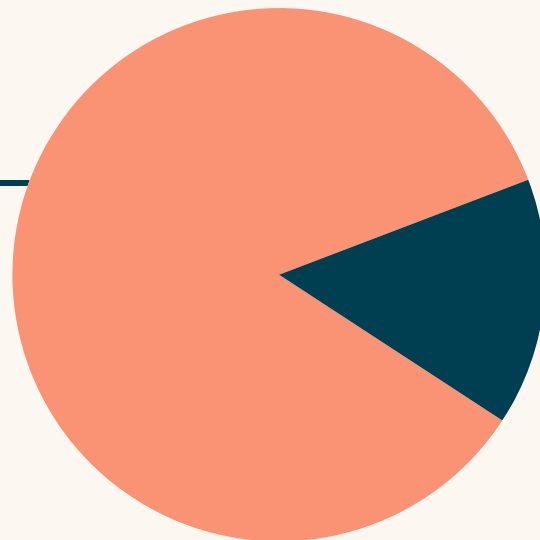
- FOUND IT HELPFUL
- DID NOT FIND IT HELPFUL

PEOPLE RECOMMEND AFTERMETOO

In 2023, 85% of users who visited the Aftermetoo website said they would recommend aftermetoo.com to a friend.

85%

RECOMMEND IT



- WOULD RECOMMEND
- WOULD NOT RECOMMEND

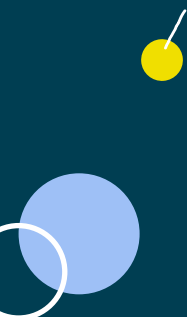
Who we're helping



10 Most *Popular* Articles

1. How does the law in Canada determine if I've been harassed?
2. What is workplace sexual harassment?
3. You're being sexually harassed at work. What are your options?
4. How can you tell if what you are experiencing is sexual harassment?
5. The secret your employer doesn't want you to know
6. Assess your situation
7. How to decide whether to file a human rights complaint
8. How to make sense of what happened to you: Understanding the trauma of sexual harassment
9. Document everything
10. How to decide whether to quit your job —and how to make that work

Revenue & Expenses



Revenue: **\$233,910**

Contributions	\$19,494
Funding	\$214,379
Interest Income	\$37

Expenses: **\$228,054**

Bank Charges	\$454
Communications	\$3,014
Insurance	\$15,360
Office and General	\$36,760
Professional fees	\$4,366
Retreats and events	\$25,674
Salaries and Benefits	\$123,201
Travel	\$10,690
Web Design	\$2,232

Note:

Since 2019, Aftermetoo has been working in partnership with the Canadian Women’s Foundation (CWF) to execute a variety of projects aimed at combating workplace sexual harassment, including the development of the digital property described in this report. The projects have been co-managed, but the majority of the funding has resided with and been disbursed by CWF.

Consequently, the figures presented in this report do not fully represent the scale and scope of Aftermetoo’s activities, nor do they fully capture the costs of building and maintaining the digital property we launched in 2023.



The Aftermetoo board! Left to right: Ariel Ramdewar, Aisha Green, Mimosa Kabir, Mary Liu, Freya Ravensbergen, Sara Comrie Pauls, Alex Panousis

Board of Directors 2023

In 2023, the board bid a fond farewell to outgoing board member Mimosa Kabir. We thank Mimosa for her dedication and energy.

Executive

Freya Ravensbergen, Chair

Ariel Ramdewar, Secretary

Mary Liu, Treasurer

Members

Aisha Green

Mimosa Kabir

Alex Panousis

Sara Comrie-Pauls

**Our
Community**


We are so grateful to our funders and partners!


Aftermetoo is proud to be funded by the Employment and Social Development Canada Workplace Harassment and Violence Prevention Fund, the Department of Justice Justice Partnership and Innovation Program, the Law Foundation of Ontario, and individual donations.

Aftermetoo is grateful to its partners: the Canadian Women’s Foundation, Barbra Schlifer Commemorative Clinic, APTN, and Western University’s Centre for Research into Violence Against Women and Children.

Donations to Aftermetoo are tax deductible in Canada and we welcome your support.



 Employment and Social Development Canada Emploi et Développement social Canada

 Department of Justice Canada Ministère de la Justice Canada





About Aftermetoo

In 2017, millions of people around the world started using the #MeToo hashtag to talk about their experiences of gender-based violence. In Canada, a small group of women in the performing arts didn't want to let that energy dissipate, so they founded Aftermetoo, Canada's only national charity working solely to oppose gender-based harassment at work. We hope that one day, gender-based violence will be entirely eradicated. Until then, we need Aftermetoo and other organizations like it. Thank you for supporting our important work!



I am so glad that it tells you to prioritize your own health, you know? Because when it happens, you really need to think about yourself, and it's hard to do that. So that kind of safeguarding, giving people permission to take care of themselves, I feel like that is so important."

– Aftermetoo User

aftermetoo

WWW.AFTERMETOO.COM

