



DUDES
club

DUDES CLUB SOCIETY ANNUAL REPORT

DECEMBER 2019 - NOVEMBER 2021

Founded in 2010 in Vancouver's Downtown Eastside, in 2020 the DUDES Club Society (DCS) partners with groups in more than 40 communities in British Columbia, and several communities in other parts of Canada

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Who Are We?

Our Mission

To facilitate a participant-led community for men's wellness with local activity-based clubs that prioritize supportive relationships, engagement in healthcare, and indigenous worldviews.

Our Values

- Relationships
- Sanctuary
- Brotherhood
- Journey
- Two-Eyed Seeing

Our Vision

A renewed role for men* supporting each other and their families in building wellness and strong communities.

*self-identifying



Our Target Population

DUDES Clubs are open to all individuals who self-identify as men (gender-inclusive). DCS works within communities with significant Indigenous populations, either neighbourhoods in urban areas, or rural towns or villages. DCS works within a context of historical colonialism and the resulting displacement from traditional land and destruction of culture, language, and healthy roles for men in society; leading to structural inequities related to economic and social marginalization, and cycles of violence and intergenerational trauma. DCS also recognizes a current and historical context of patriarchy, which has defined inequitable and unsustainable gender roles that all too often see women, trans, and non-binary folks, as well as certain groups of men, excluded from many of the benefits of our society.



2020-21 Major Updates

Communities

Urban

- | | | | |
|----|----------------|-----|------------------------|
| 1. | Vancouver DTES | 6. | Fort St. John |
| 2. | Vancouver East | 7. | Prince George |
| 3. | Prince Rupert | 8. | Chatham-Kent (Ontario) |
| 4. | Terrace | 9. | Smithers |
| 5. | Houston | 10. | Quesnel |



FNHA (Active Through COVID)

- | | |
|---|-----------------|
| 1. Binche Whut'en | 12. Witset |
| 2. Sik-e-dakh | 13. McLeod Lake |
| 3. Kispiox | 14. Burns Lake |
| 4. Kitsumkalum | 15. Kispiox |
| 5. Nadleh Whut'en | 16. Skidegate |
| 6. Takla Landing | 17. Kitsumkalum |
| 7. Tl'azt'en | 18. Gitwangak |
| 8. Tsay Keh Dene | 19. Kitselas |
| 9. XayyDaga Dlaang Society
(Gitanmaax/Hazelton) | 20. Gitga'at |
| 10. Stelat'en | 21. Gitxaala |
| 11. Gingolx, Gitwinksihlkw,
Laxgalts'ap & Gitlaxt'aamiks
(Nisga'a Nation) | 22. Gitsegukla |
| | 23. Gitanyow |
| | 24. Deylu Dena |
| | 25. Saik'uz |



Communities that have been more complicated to connect with

- | | |
|-------------|--------------------|
| 1. Wayenne | 6. Tachie |
| 2. Tachet | 7. Saulteau |
| 3. Yekooche | 8. Lheidli T'enneh |
| 4. Tahltan | 9. Fort Nelson |
| 5. Iskuut | 10. Blueberry Riv |

Invitations from Communities

Northern

- | | |
|------------------|------------------|
| 1. Williams Lake | 8. Kwadacha |
| 2. Wet'suwet'un | 9. Halfway River |
| 3. West Moberly | 10. Dease River |
| 4. Tlingit | 11. Hagwilget |
| 5. Taku River | 12. Old Masset |
| 6. Nazko | 13. Doig River |
| 7. Prophet River | 14. Bella Bella |



Fraser Salish

- | | |
|-------------------|-----------------------|
| 1. Katzie | 5. Skwah |
| 2. Cheam | 6. Soowahlie |
| 3. Leq'á:mel | 7. Sumas First Nation |
| 4. Seabird Island | 8. Sto:lo |

Interior

- | | |
|-------------------------------------|---|
| 1. Lhoosk'uz Dene Government | 7. Splotsin |
| 2. Lhatko Dene Nation | 8. T'kemplups |
| 3. Tobacco Plains | 9. Lower Similkameen |
| 4. Stswecem'c Xgat'tem First Nation | 10. Okanagan Indian Band |
| 5. Shuswap | 11. Osoyoos |
| 6. Simpcw First Nation | 12. Penticton |
| | 13. Xaxlip and Ts'kw'aylaxw First Natio |



Island

- | | |
|-------------------------------|----------------------------|
| 1. Campbell River Indian Band | 6. Snuneymuxw First Nation |
| 2. Cowichan | 7. Tsartlip |
| 3. Esquimalt | 8. Tsawout First Nation |
| 4. Lyackson | 9. Tseshaht |
| 5. Penelakut | |

Vancouver Coastal

- | | |
|-------------|-------------------|
| 1. Lil'wat | 4. Tla'amin |
| 2. Musqueam | 5. Tsleil-waututh |
| 3. Squamish | |

Outside of BC on Turtle Island

- | | |
|-------------|------------|
| 1. Toronto | 3. Seattle |
| 2. Winnipeg | |



What We've Been Up To, Including our COVID Response

On December 6th, 2019, with the help of Miller Thomson LLC, the DUDES Club Society (DCS) incorporated as our own independent organization. This followed 10 years of working, with immense gratitude, under the umbrella of Vancouver Native Health Society, Canadian Men's Health Foundation, University of British Columbia, and the Movember Foundation. Shortly after our incorporation, in March 2020, everything changed for us and the communities we serve, as the COVID-related closures began.

As the realities of the Pandemic set in, we hustled to adapt our activities, team, systems, and supports to this new context. At the outset, all gatherings were first put on hold, and then when safe to do so, we moved all gatherings to an outdoor or 'takeout' only basis. We also cancelled our annual Health Fair, our annual Retreat, our biennial Northern Guys Gathering, our in-person Train the Trainers (usually three/year), and indefinitely postponed all travel to communities (usually at least eight trips to at least 20 communities per year). This year, as the pandemic evolves, we are keeping a flexible approach to ensure we are providing continued support to our DCS community in a safe and responsible manner.



Updates Since December 2019

- We continue to support and encourage men and communities to engage in outdoor on-the-land and on-the-water activities. Some highlights from communities in BC include:
 - Chopping firewood for elders
 - Fishing and hunting for distribution within the community
 - Building smokehouses and sweat lodges
 - Elder or Knowledge Keeper-led medicine gathering walks
 - Gatherings and storytelling around the fire pit
 - Outdoor drumming circles



- We continue to expand our online and social media presence in order to support men and communities that are aren't able to connect in-person

- We have held 5 series of Train the Trainers, with 4-5 sessions each and over 20 different communities represented in participants (20 online TtTs with over 50 participants)
 - We continue to host monthly facilitator check-in calls over Zoom
 - We continue to host Monthly Online Talking Circles
 - We held 10 online photo competitions
 - Individual coaching, mentoring, and support for in-community facilitators and elders, over phone/text/facebook/Instagram
- Through the generosity of the Carl Vanderspek and the 625 Powell Street Foundation, DCS was granted temporary access to a wonderful house at 1325 East Georgia St., adjacent to a new space on Frances St. & Clark Dr. that is being rebuilt to become the new DCS home, in 2022, along with a large kitchen shared with The Kettle Society's Recovery Cafe program. Although we were only able to begin using the house once COVID restrictions were decreased, it has become a highly functional space for our team to work, plan, organize, and host activities.



Key Updates and Changes of 2021

- We resumed indoor Gatherings (Sept 2021), Think Tanks (late 2020), and Talking Circles (late 2020)
- We held our 9th Annual Health Fair, at Oppenheimer Park (adjusted to a 100% outdoor model)
- We participated in the planning and implementation of three other health fairs with partners
- We held our 4th Annual Loon Lake Retreat (with reduced attendance and provincial participation due to sensitivities around travel restrictions)
- We resumed community support visits:
 - Frank and Sandy toured through some of our Northern BC communities over the last week of August, including:
 - Prince George (Lheidli Teneh), Nak'azdli, Tl'azt'en, Binche Whut'en, Saik'uz, Stellaquo, Nadleh Whut'en, Burns Lake. They also visited the Men's Sheds in Fraser Lake and Vanderhoof, the Lejac Residential School site, and participated in ceremony in Burns Lake territory and had great conversations with several Health Directors.
 - Kanatiio is currently up in Northern BC for a 2 week tour. He has attended the Health Fair with Kyle Sam and Robert Elkins in Tl'azt'en, and will be visiting (depending on COVID closures):
 - Seabird Island, Cheam, Williams Lake, Quesnel, Prince George (Lheidli Teneh), Nak'azdli, Binche Whu'ten, Stellat'en, Burns Lake, Houston, Smithers, Witset, Gitanyow, Gitwangak, Kispiox, Sikhedakh, Gitanmaax (at least 2 of the 5 Gitxsan communities), Kitsumkalum, Kitselas, Terrace, Prince Rupert, and possibly Skidegate. Members of

Nisga'a and possibly Gitxaala and Gitga'at will be meeting Kanatiio in Terrace.

- Planned visits to Vancouver Island, Fraser Salish communities, Montreal, and Ontario



- We are supporting communities in BC to emulate the Street Squad model piloted by the Vancouver DUDES. We have begun the process with 10 communities who are interested in starting their own Street Squads.
- We now have access to a 40 foot canoe, Stikaia, under a partnership program with Kilala Lelum Health Centre, the Indian Residential School Survivors Society (IRSSS), and Saa'ust. The canoe is available to DCS community and staff team members for outings, with Knowledge Keeper Wendall Williams.
- Weekly outdoor baseball in Vancouver at Strathcona Park that is transitioning into an indoor-program for the winter season (batting cages, watching baseball on TV)

- Presented at the 3rd World Indigenous Suicide Prevention Conference 08/21
- Publication of: Efimoff, I, Patrick, L., Josewski, V., Gross, P., Lambert, S., & Smye, V. (2021). The power of connections: How a novel Canadian men's wellness program is improving the health and well being of Indigenous and non Indigenous men? The International Indigenous Policy Journal, 12(2).
- Release of our 2020 FNHA and General Evaluation Reports
- Release of 2021 Provincial Corrections Evaluation Report
- First Nations & Inuit Suicide Prevention Association of Quebec & Labrador's conference: Dialogues for Life, November 23-25th, 2021.



Introduction to The NexUp Initiative



We spent 10 years learning and listening and observing the dynamic challenges of youth and young adults, and recognized the importance of building responsive and appropriate strategies to address the needs. The average age of DC participants is 46, and we knew that our existing spaces for men to come together were sometimes but not always appropriate for younger folks. While in some communities we have seen strong local Facilitators in the 25-40 age range, most of our Facilitators are above 50.



In the summer of 2020, DCS team members began building out our concept - a youth-focused initiative to support healthy relationships and build shared experiences. In late 2020 DCS received funding from the Canadian Red Cross to launch our *Supporting Healthy Relationships and Shared Experiences* project, and January 2021 would see the official launch of The NexUp Initiative (NexUp). We have been able to lay the foundation of an innovative youth-focused and youth-led approach to health and wellness, dedicated to building spaces that embrace Indigenous ways of knowing, to support young people's wellness. Nexup works with boys, young men and masculine-identifying two-spirit, queer, nonbinary and gender nonconforming youth to strengthen physical, emotional, mental and spiritual health. Like each DC, Nexup prioritizes supportive relationships, engagement in healthcare and exploration of shared experience to promote healthy masculinities and bring an end to heteronormative, misogynistic narratives. Participants connect through drop-ins, safe social gatherings, and online sessions that remain deeply invested in approaching this work with empathy, diversity, equity, and inclusion. The inaugural year's activities included:



- Outdoor gatherings for cultural knowledge exchange, in-person meetings, socializing practices, and demonstrating healthy social distancing practices when conducting in-person engagement sessions.
- Travel support for individuals unable to participate without sufficient funds to cover local transit fares. Travel support for invited guests, facilitators, elders, and knowledge-keepers who may require transportation for culturally relevant articles and supplies.



NexUp recognizes that "Men's Health" can mean many different things at many other times. We commit to listening, learning, and adapting new ways to create safer, supportive, and motivating spaces for all Trans, Two-Spirit, Gender Non-conforming, Non-binary and Gender Queer individuals of all races, ethnicities, and cultural backgrounds. Remaining focused on supporting one another on our unique learning

journeys as we collaborate on projects that focus on continually redefining "Men's health."



NexUp held over 60 events and activities - shared with over 150 participants through a collection of hosted and/or participation in various events. This includes:

- 1 On-the-Land event
- 2 DJ Workshop Sessions
- 5 Community Information tables
- 13 Artist Showcases
- Early development of the NexUp Youth Steering Committee
- Secondary school curriculum development on Anti-Bullying
- An incredible first-time Halloween Haunted House with more than 400 people in attendance, 80% of whom were youth community members.

NexUp continues its work with Indigenous Communities/ Collectives, Community-based Organizations, and Ambassadors who have expressed interest or have directly reached out to us - to begin exploring, discussing, or engaging in a potential partnership with the NexUp Initiative. This includes:

7 Indigenous Communities/ Collectives:

- Panther Society (Urban BIPOC)
- Four Wolves (Urban Indigenous)
- Chatham-Kent (Urban Indigenous)
- Stelat'en (Via Fraser Lake Secondary School)
- Katzie First Nation
- Squamish Nation
- Llheidli T'enneh



13 Community-Based Organizations:

- Ayas Menmen Child & Family Services
- UNYA
- IRSSS
- RayCam
- Britannia Community Services Society
- Britannia Secondary School
- Frog Hollow
- Sk'ai Zeh Yah
- Fresh Roots
- UBC - Healthier Masculinities Club
- YWCA
- Outward Bound Canada
- Community Action Team | City of Vancouver
- Youth Overdose Prevention Forum Planning Committee

13 Artists, Ambassadors, and Knowledge Keepers:

- Kota Emile (DJ)
- Madeline Terbasket (Drag)
- Desiree Dawson (Music/Yoga)
- Elizabeth Goffe (Yoga/Journaling)
- Andre Bear (Leadership)
- Bryant Doradea (HipHop/Mentorship)
- Kajan Johnson (Martial Arts)
- Dakota Bear (HipHop/Entrepreneurship/Screen Print)
- Kin Balam (Music)
- Peruzzo (Filmmaking/Storytelling)
- Devi Mucina (Decolonizing Black Masculinities)
- Kendall Gender (Drag)

Partnership Updates

FNHA

We are now in the fifth year of our collaboration with FNHA's Northern Region. Together, we support 32 communities in northern BC in holding men's gatherings and addressing the challenges of men's wellness. FNHA provides microgrants of \$2500 and \$7500 to communities, and it is primarily DCS who supports the communities in accessing these funds. Normally this year we would have held a 3rd Northern Guys Gathering, but that had to be held off. We have supported FNHA in developing a new and improved 'Northern Men's Health Coordinator' position description and plan. FNHA supports DCS to travel to communities and provide direct support, and joins us in our online support options.



PHSA

DCS and PHSA collaborated from January 2019 until August 31, 2021 to provide 145 sessions for an average of 6 men inside three provincial correctional facilities (Prince George Regional Correctional Center - 117 sessions, Vancouver Island Regional Correctional Center - 18 sessions, Nanaimo Correctional Center - 10 sessions). 90% of 17 participants surveyed shared that they felt an increased sense of community, connection, belonging, confidence, empowerment, self-worth, self-esteem, and connection with Indigenous culture. The contract ended and it was mutually decided to not continue the relationship.



Providence Health

DCS, and in particular the community members of the Vancouver DC, have been among the most involved and active participants in the broad consultative process for the new St. Paul's Hospital that is in early planning stages. DCV men have engaged their peers and other community members in providing their feedback about what the hospital should be taking into account in their planning, to build a healthy and good spiritual hospital where people of the lower mainland and BC can visit and feel welcomed at the entrance.



Team/Staffing Updates

New Team

- Ry Avola: Youth Coordinator
- Jolou Imperial: Social Media Coordinator
- Shanae Sodhi: Outreach Coordinator
- Fred Lincoln (New): Outreach Coordinator
- Cruz Rodriguez: Web Master and Senior Graphic Design (Extended Hours)
- Existing Team:
- Leona Lu: Operations Coordinator
- Teka Evertsz: National Coordinator
- Kanatiao: Outreach Coordinator
- Terrace Desnomie: Outreach Coordinator
- Dan Castillo: Digital Support
- Kyle Sam: Facilitator
- Jason Fitzpatrick: Vancouver DC Coordinator
- Frank Cohn: Director
- Bryan Zandberg: Writer
- Susan Vlasich: Finance Manager
- Wendell Williams: Facilitator
- Robert Chippeway: Facilitator
- Duane Kendi: Facilitator



Funding Updates

2020-21

Approved for 2020-21:

\$30,000	United Way Northern BC
\$50,000	United Way Lower Mainland (KL)
\$58,533	Red Cross (Virtual Supports)
\$35,806	Red Cross (Youth Supports)
\$90,650	Indigenous Community Support Fund
\$39,480	Provincial Health Services Authority (PHSA)
\$76,870	Indigenous Community Support Fund (2)

Total Approved: **\$341,859**

Applied to in 2020-21:

\$50,532	United Way Northern BC (2)
\$65,400	Red Cross (3)
\$60,000	City of Vancouver Direct Social Services Fund
\$20,000	City of Vancouver Indigenous Wellness & Healing Fund
\$10,000	City of Vancouver Homelessness Action Week Fund
\$94,060	BC Community Gaming Grant

Total Applied for: **\$564,980**

2021-22

Approved for 2021-22:

\$112,645	Indigenous Community Support Fund (Indigenous Services Canada)
\$30,000	Indigenous People's Resilience Fund (Community Foundations Canada)
\$95,000	Healthy Communities Initiative (Community Foundations Canada)
\$20,000	Indigenous Healing and Wellness (City of Vancouver)
\$3,000	Homelessness Action Week (City of Vancouver)
\$20,000	BC Community Gaming (Province of BC)
\$25,000	Homelessness Community Action Grants (SPARC)
\$50,000	Rural, Remote, and Indigenous Overdose Grant (Community Action Initiative)
\$6,000	Community Action Initiative Grant (City of Vancouver)
\$15,000	Tenaquip Foundation

Total Approved: **\$376,645**

Applied to in 2021-22:

\$250,000	Healthy Communities Initiative (R2):
\$30,000	Indigenous People's Resilience fund (R2)
\$95,000	BC Community Gaming Grant
\$207,700	Intersectoral Action Fund (Public Health Agency of Canada)
\$60,000	Core Support Grants (City of Vancouver)
\$50,000	Indigenous Priorities Grant (Vancouver Foundation)
\$100,000	Emergency Food Security Fund (FNHA)
\$150,000	McConnell Foundation

Total still Pending: **\$662,700** out of total applied to: **\$1,039,345**



Social Media Updates

	2019	2020	2021 - JAN-OCT	2021 NEXUP MARCH-OCT	2021 TOTAL	2 YEAR TOTAL
Overall Facebook page reach		8902	5567	13978	19545	28447
Overall engagement		2962	1309	1299	2608	5570
Instagram page reach		569	615	6960	7575	8144
FB Likes	258	343	438	120	558	
FB Follows	264	328	479	135	614	
Post Reach Average	28	51	35	16 (organic) 78 (paid)		

Key Updates

- 2021 saw major increases in Instagram reach, activity, and usage.
- 2021 (as of Jan 1, 2021 to Oct. 31, 2021) demonstrates higher peaks, higher frequency, and higher average of engagements despite lower incremental increases compared to previous year.
- 2021 not accounting for the final two months of the year surpasses 2021 in reach excluding the Aug. 24, 2020 post.
- Since 2019 DC Facebook page has demonstrated improved reach and engagement averages year over year.