



BUDES
club

ANNUAL REPORT 2023 - 2024



LEAVE YOUR ARMOUR AT THE DOOR

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WHO WE ARE

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

OUR TARGET POPULATION

DUDES Clubs welcome all individuals who self-identify as men, promoting a gender-inclusive environment. DUDES Club Society (DCS) operates within communities with significant Indigenous populations, including both urban neighborhoods and rural towns or villages. We acknowledge the historical context of colonialism, which has led to the displacement from traditional lands, the erosion of culture and language, and the disruption of healthy roles for men in society. These factors contribute to structural inequities that result in economic and social marginalization, as well as cycles of violence and intergenerational trauma.

DCS is also aware of the ongoing impacts of patriarchy, which has established inequitable and unsustainable gender roles. This system often marginalizes women, trans and non-binary individuals, and certain groups of men, excluding them from the benefits of our society. By recognizing these interconnected challenges, DCS aims to create a supportive and inclusive space that fosters healing, growth, and community empowerment for all men, while actively promoting equity and inclusion for everyone.

MESSAGE FROM THE EXECUTIVE DIRECTOR

Dear Brothers, Supporters, Partners, and funders,

As we gather for this year's Annual General Meeting, I am deeply honored to reflect on the journey of the DUDES Club Society over the past year. Together, we have navigated challenges, embraced growth, and strengthened our mission to improve the health and wellness of Indigenous men across our communities.

This past year has been one of growth and resilience for the DUDES Club Society. We successfully completed our first-ever financial audit, with only minor and achievable recommendations, marking an important milestone in our financial accountability and organizational development. Despite some staff turnover, we strengthened our team with dedicated individuals who are fully committed to meeting the unique challenges of supporting Indigenous men in our community.

“Our work continues to be guided by the principles of brotherhood, accountability, and resilience.”

From our grassroots initiatives to our culturally grounded wellness gatherings, we are not only creating safe spaces for men to share their stories and seek healing but also addressing the broader impacts of colonialism and the ongoing need for reconciliation within communities. This past year, we saw the expansion of our knowledge, the launch of new projects like the Medicine of Brothers, and a greater focus on food security and moving towards restorative justice – initiatives that directly impact the lives of our members.

Looking forward, our vision remains rooted in the strength of our communities.

“The DUDES Club is more than just a gathering place for our men; it is a movement, empowering men to reclaim their roles as leaders, protectors, and healers.”

Our commitment to creating spaces of healing, learning, and accountability has never been stronger, and I am excited about the path ahead.

None of this would have been possible without the dedication of our staff, volunteers, and partners with a special emphasis on our champions, elders and men in the communities. Your unwavering support ensures that we continue to grow, evolve, and meet the needs of the men we serve. To our members, your courage and trust in this brotherhood inspire everything we do.

Thank you for being a part of this important work. Together, we will continue to uplift, heal, and transform.

In brotherhood and solidarity,

Grant Barton



IMPACT REPORT: WHAT WE'VE BEEN UP TO

Across the past year, we have continued to support Indigenous men's wellness in urban, rural, and on-reserve communities, providing vital opportunities for connection, healing, and support. We have witnessed the strength, resilience, and power inherent within these communities and their traditional ways of knowing and doing.

Additionally, we have strengthened our relationships with key stakeholders, including funders, community partners, policy makers, healthcare workers, and justice institutions. By deepening these connections, we are not only securing the necessary resources to continue our work but also advocating for greater recognition and support for Indigenous men's wellness on a broader scale. These partnerships are essential to address the underfunding and systemic barriers that persist in this space.

We have also continued our support for men's groups, which engage in a range of culturally rooted activities that promote mental, spiritual, and physical health. These activities include cooking and sharing meals, playing bingo, hunting, fishing, camping, on-the-land teachings, and gathering traditional medicines. Groups benefit from learning traditional crafts like drum making, rattle making, and hat weaving, are guided by the wisdom of elders who share their teachings. In addition to our men's groups, we are expanding our youth programming through neXup, which has been working on violence prevention projects with local Vancouver-based youth. With the establishment of our new ClubHouse space in Vancouver, we've been able to offer even more support to the community. Groups are now gathering in the ClubHouse five days a

week, fostering a consistent and supportive environment for Indigenous men to connect, heal, and grow together.

Men's wellness, particularly for Indigenous men, remains an underfunded and under-resourced sector. This continues to present significant challenges, as there are still many barriers to accessing adequate health services. Many policy makers, healthcare professionals, and Band Offices lack an understanding of the unique needs that Indigenous men face when navigating health care systems. These disparities in care leave many men without the tailored support they require, further highlighting the urgent need for more informed and culturally sensitive approaches.

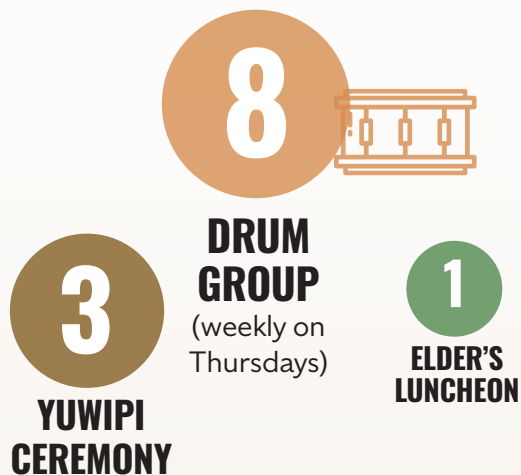
We also continually learn from the communities, men, and youth that we work with. The strength of these groups lies in the bonds, connections, and relationships they form. Men in these groups actively support each other, not only by sharing experiences but also by encouraging one another to prioritize their health. Through this work, we are continuously learning that connection—to one another, to culture, and to community—is among the most powerful ways to foster improved health outcomes. It is through these meaningful connections that true healing and growth are fostered, and our commitment to supporting this process is stronger than ever before.

NUMBERS OF OUR PAST YEAR

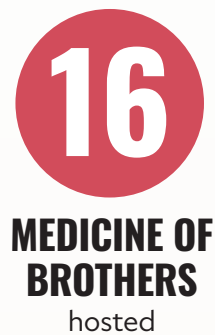
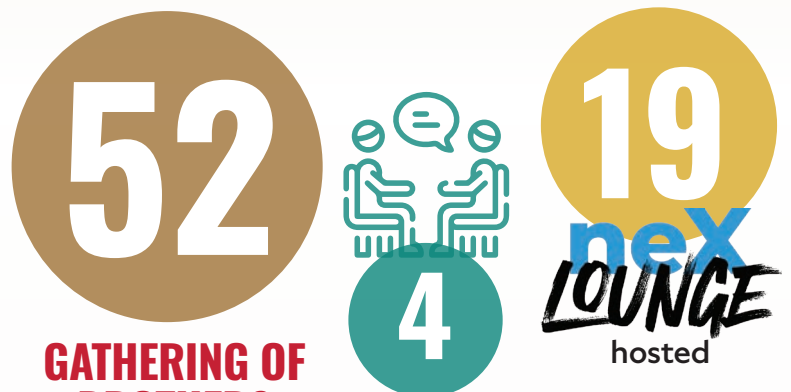
REGIONAL



SHARING OUR SPACE FOR COMMUNITY



VANCOUVER AREA



COMMUNITY



HIGHLIGHTS AND VOICES FROM OUR COMMUNITY

SKIDEGATE

March 15-17, 2024

Haida Heritage Centre

The Men's Wellness and Knowledge Exchange was hosted by the Skidegate men's group Gaagagaay in partnership with DCS and the First Nations Health Authority. The event was a multi-day experience filled with rich cultural activities, including drumming, dancing, and traditional song, which provided a powerful atmosphere of unity and spiritual connection. The DCS-led Train the Trainer workshop gave participants tools to continue the work in their own communities, empowering men to become leaders of wellness and cultural revitalization.

Over 110 men from across the region, representing communities such as Kispiox, Gitwangak, Gitxaala Nation, Prince Rupert, Lax Kw'alaams, Nak'azdli Whut'en, Lawnhill, Nisga'a, Masset, Bella Coola, and beyond, gathered for this extraordinary event. The sense of brotherhood and collective healing was palpable as they reconnected with old practices and forged new relationships.



Participants engaged in a variety of holistic services, including acupressure, massage therapy, and even Tarot card readings, which provided an opportunity for reflection and relaxation. The heart of the exchange, however, was the powerful discussions on men's wellness. Speakers shared deeply personal stories, addressing issues such as anger management, the sanctity of life, trauma, and addiction recovery. These heartfelt talks inspired many men to reflect on their own journeys, opening up about struggles with alcoholism and the impacts of trauma, while also celebrating the resilience that comes from healing together as a community.



WHITEHORSE

July 22-29, 2024

Jackson Lake, Kwanlin Dün First Nation

DUDES Club visited Whitehorse in partnership with the Kwanlin Dün First Nation, House of Learning, and the Pathways Program for a wellness camping retreat that offered a variety of activities aimed at fostering men's health and community. Participants engaged in boating, fishing, craftsmanship, and valuable knowledge exchanges. Topics of discussion included the DUDES Club Society's strategy for men's health and wellness, ways to bring men together to share wellness strategies within their communities, and methods for facilitating men's camp circles.

With a rough attendance of 20 men, the length of the camp proved to be particularly impactful. As the days progressed, participants became increasingly engaged, building stronger connections and deepening their involvement in the activities. The retreat provided a meaningful space for men to connect with nature, share experiences, and exchange knowledge, leaving a lasting positive effect on those involved.



VANCOUVER DUDES CLUB

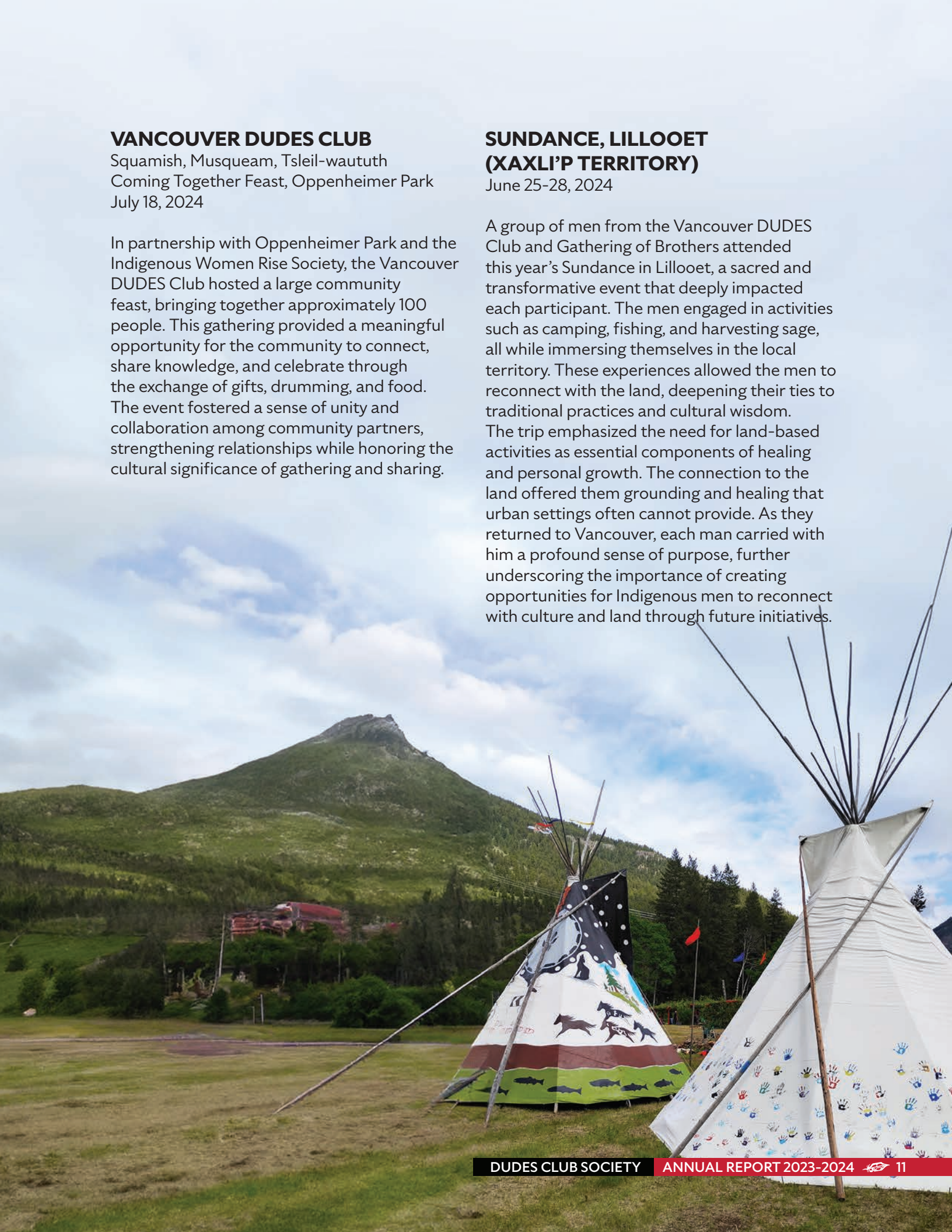
Squamish, Musqueam, Tsleil-waututh
Coming Together Feast, Oppenheimer Park
July 18, 2024

In partnership with Oppenheimer Park and the Indigenous Women Rise Society, the Vancouver DUDES Club hosted a large community feast, bringing together approximately 100 people. This gathering provided a meaningful opportunity for the community to connect, share knowledge, and celebrate through the exchange of gifts, drumming, and food. The event fostered a sense of unity and collaboration among community partners, strengthening relationships while honoring the cultural significance of gathering and sharing.

SUNDANCE, LILLOOET (XAXLI'P TERRITORY)

June 25-28, 2024

A group of men from the Vancouver DUDES Club and Gathering of Brothers attended this year's Sundance in Lillooet, a sacred and transformative event that deeply impacted each participant. The men engaged in activities such as camping, fishing, and harvesting sage, all while immersing themselves in the local territory. These experiences allowed the men to reconnect with the land, deepening their ties to traditional practices and cultural wisdom. The trip emphasized the need for land-based activities as essential components of healing and personal growth. The connection to the land offered them grounding and healing that urban settings often cannot provide. As they returned to Vancouver, each man carried with him a profound sense of purpose, further underscoring the importance of creating opportunities for Indigenous men to reconnect with culture and land through future initiatives.

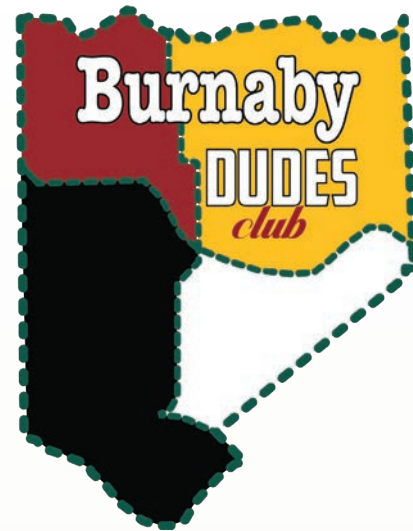


BURNABY DUDES CLUB

Every Monday, 6-8 PM

The Burnaby DUDES Club has grown into a vibrant and dedicated group, providing a safe and welcoming space for about 20 men who gather regularly. With the guidance of an Elder and the leadership of a local Champion, the men come together to share, connect, and support one another. The club has a dedicated meeting space and hosts weekly gatherings that foster a strong sense of community. Through these meetings, the men are able to discuss their experiences, learn from each other, and strengthen their personal and cultural connections.

This year, the group has expanded its outreach efforts, engaging in several impactful community projects. These include building garden boxes for a local school and cooking meals for those in need. By taking on these initiatives, the men contribute meaningfully to their community while also developing skills and a sense of purpose. The club's outreach efforts continue to grow, providing opportunities for members to support others while also benefiting from the experience of giving back. This expansion highlights the club's ongoing commitment to fostering a deeper connection with the local community and addressing the needs of both its members and the broader public.



CHATHAM KENT DUDES CLUB

The Chatham Kent DUDES Club, our farthest east club, has had a remarkable and impactful year, providing a safe and supportive space for men to gather, learn, and grow. Led by a dedicated Champion and guided by the wisdom of the Knowledge Holder, the club has fostered a strong sense of community where men can openly engage in discussions about what it means to be healthy, physically, emotionally, mentally and spiritually. This space has been transformative, especially for participants who have felt disconnected from their culture and heritage. Through meaningful activities such as traditional rattle-making and hosting guest speakers from various First Nations and health organizations, the club has empowered its members to reconnect with their identities and begin a journey of exploring the impacts of colonial trauma. The weekly gatherings, which include shared meals and time to connect, have cultivated strong bonds among the men and created a place where they can freely express themselves without judgment.

This year, the Chatham Kent DUDES Club has also expanded its outreach efforts by participating in significant campaigns such as Moose Hide and Orange Shirt Day, raising awareness about violence prevention and Indigenous resilience. Looking to the future, the club is eager to continue building connections with other DUDES Clubs across the country, strengthening a network of support and cultural exchange. An exciting development is the club's ongoing partnership with the Canadian Aids Society, which, with the help of the local Champion, will provide invaluable support for the club's growth and outreach. This partnership is expected to enhance the club's ability to address health disparities, offer education, and create even greater impact in the community.

ACTIVITIES IN THE CLUBHOUSE

GATHERING OF BROTHERS

Every Monday, 6-8 PM

Every Monday, a group of men come together to enjoy a shared meal, play bingo, and engage in meaningful conversation and connection. These gatherings are more than just social events—they provide a safe and supportive space for men to build relationships, share experiences, and seek guidance. An Elder or Knowledge Holder is present at each meeting to open and close the gathering with cultural teachings, offering wisdom and leading smudging ceremonies that help cleanse and ground the participants.

As the weeks have passed, these gatherings have steadily grown in popularity, with 15 to 20 men now attending regularly. The presence of cultural practices, such as smudging and traditional teachings, helps foster a sense of belonging and community, encouraging participants to connect not only with each other but also with their cultural roots. These weekly gatherings are creating an atmosphere where men feel comfortable, supported, and inspired to reflect on their own journeys while engaging with their peers.



MEDICINE OF BROTHERS

Every Friday 1-4 PM

The Medicine of Brothers Gathering takes place every Friday, where a dedicated group of men come together to engage in cultural projects guided by our Knowledge Holder. This gathering goes beyond simple craftwork—it is an opportunity for the men to deepen their connection to their heritage, culture, and each other.

So far, the men have woven cedar hats in the Haida style with the guidance of renowned weaver Todd DeVries, learning the intricate techniques and significance behind each step. Now, they are working on making traditional rattles, a project rich in cultural meaning and connection to ceremony. As they craft these items, the men not only develop new skills but also gain a stronger bond to their cultural traditions and the land from which these practices come. The Medicine of Brothers Gathering is more than just a weekly activity—it reflects the evolutionary desire among these men for growth, healing, and connection to their identity.



COMMUNITY SHARING

Since opening our space, we have made a conscious effort to share it with other like-minded groups, collectives, and organizations, responding to the growing need for accessible community spaces. Recognizing the importance of collaboration and inclusivity, we are proud to have hosted a range of events and gatherings that bring people together in meaningful ways. To date, we've welcomed two Yuwipi ceremonies, which hold significant spiritual and cultural importance, as well as a weekly drumming circle that fosters healing and connection through traditional practices. In addition, we have hosted an Elders' Luncheon, where respected community members gather to share wisdom and stories, further strengthening intergenerational ties.

By providing this space in-kind, we aim to support initiatives that align with our values of community, culture, and healing. Our partner organizations have also used the space for various events, creating a hub for diverse activities that benefit the wider community. This open-door policy helps ensure that groups in need of space, particularly those with limited resources, have a welcoming environment to meet, organize, and build relationships. As we continue to grow, we are committed to maintaining this approach, ensuring that our space remains a vibrant and supportive hub for all who need it.





BY THE FATHERS FOR THE FATHERS GROUP

Every Tuesday 10 AM -1 PM

In October, DUDES Club Society (DCS) began to host a weekly gathering for fathers every Tuesday. These gatherings are designed to provide a safe space where fathers can share a meal, connect with other men in similar situations, and discuss their experiences and teachings around fatherhood.

Although still in its infancy, the goal of this gathering is to become a pivotal resource for Indigenous fathers who need help navigating child welfare systems regarding their children. By fostering an environment where fathers can gain the confidence to use their voices without fear of the system, this program aims to empower them to advocate for their children and themselves. Unlike many spaces that pathologize fathers for perceived wrongdoings, this group focuses on strengths, understanding, and guidance on navigating colonial systems while offering a supportive network of fellow fathers.

We are proud to have Elder Todd DeVries as a guiding presence in these sessions, providing invaluable knowledge and experiences around fatherhood. His teachings help make this group unique by addressing not just the practical challenges but also the deeper connection to culture, traditions, and the historical societal traumas that Indigenous men face.





NEXUP

NEXUP UPDATES AND WHAT'S NEW

neXup is a youth-led initiative nurturing the physical, mental, emotional, and spiritual well-being of boys, young men, and those identifying as two-spirit, trans, queer, nonbinary, and gender-nonconforming youth. Since its launch in 2020, neXup's overarching mission is to foster a community for young people's well-being, placing emphasis on activity-based clubs that champion supportive relationships, engagement in healthcare, and the incorporation of local Indigenous perspectives.

Weekly Sunday Drop-ins encourage youth to engage in hands-on learning through peer facilitated workshops such as board games, kickball, basketball, and other youth-led initiatives to occupy them during non school hours. The team has an opportunity to check in and spend time with youth, to debrief, share food, encourage and share care. Youth have the chance to build relationships amongst each other and connect to resources. This model extends to non-drop in gatherings such as neXlounge and The Closet, where gatherings see the same consistency model but have a specific focus and structure around movement, creativity, grounding, engagement, or a mixture.

Alongside recurring gatherings, neXup also hosts special events such as Indigenous Sports Day, Wellness Day, Holiday Dinners, and studio sessions. neXup has also had the privilege to start visiting communities interested in starting their own club; this year our neXup team was invited to Kitselas 5 Tier System Youth Expo in Terrace and Nak'azdli Knowledge Exchange in Nak'azdli Whut'en.

Consistency in activities and gathering times supports a group in organically finding their structure and culture. Weekly gatherings lay a path for youth to become familiar with consistency, engagement with activities, resources, and opportunities - and most importantly come to understand how to engage with self-determination and autonomy - as they are a part of a group where the overall planning and culture of the club is self-driven.

To continuously grow and improve, a lot of time and effort goes into planning, operationalizing, promoting, and facilitating. Our team, a group of 5 young people, with the support of DUDES Club Society, are always looking for ways to improve our process, ease administrative strain, increase our supportive capacity for youth, and procure supplies and materials that can bolster our programming.



EVENTS AND ACTIVITIES

SUNDAY FUNDAY

Sundays 12-5 PM

neXup hosts weekly gatherings where youth can hang out, share a meal, and use our barbershop, music studio, and various games. It's a low-barrier space designed for relaxation and reconnection before the start of a new week. Since its launch in Fall 2022, participation at neXup's weekly drop-ins has grown to an average of 25 youth.

**SUNDAY
FUNDAY**

This space remains open and safe for youth while most other places are closed, offering a supportive environment where they can build relationships, gain confidence, and develop practical skills. Youth also take on peer jobs within the space, such as cooking, cleaning, and organizing, which fosters responsibility and teamwork. Whether they're cutting hair, creating music, or helping run the space, youth leave feeling empowered, connected, and prepared for the week ahead.

THE CLOSET

Tuesdays 3-5 PM

neXup is excited to announce a new initiative launching this fall: a weekly group specifically for Two-Spirit and queer youth. This initiative is grounded in the importance of creating a safe and inclusive space where participants can express themselves freely and connect with others who share similar experiences.

**The
Clo
set**

Each gathering will feature youth-led activities centered around themes of community, creativity, and youth-driven design. Participants will have the opportunity to engage in various creative projects, collaborate on community-building activities, and explore topics that resonate with their identities. This approach not only empowers youth to take the lead but also fosters a sense of belonging and support among peers.



BARBERSHOP

The mentorship happening within our barbershop setting has been incredibly impactful. This space is led by our youngest neXup team member, Moe, who trained with Juniors Barbershop and now passes on his knowledge to neXup youth every Sunday.

Under supervision, youth practice their barbering techniques on volunteer participants, who often leave with surprisingly good haircuts. So far, two youth have advanced their skills to the point where they can provide haircuts with little guidance. This initiative is helping to foster a strong sense of community, as well as practical skills for future opportunities.

One neXup member has successfully transitioned from honing his skills in our barbershop to securing full-time employment and further training at a barbershop on Commercial Drive. This progression highlights the impact of the mentorship and skill-building that takes place in our space. The barbershop not only provides a platform for learning but also opens doors to real-world opportunities, helping youth build confidence, peer relationships, and employment skills.



MUSIC STUDIO/NEXLOUNGE

Wednesdays 3-6 PM

neXLounge is a dedicated time for youth to learn and create using our fully equipped studio space. The studio offers access to tools like GarageBand, MIDI controllers, speakers, microphones, and various learning materials. Currently, neXLounge is focused on helping youth write and produce songs that address and challenge the violence they encounter in their lives, communities, and families. This project provides a creative outlet where youth can collaborate and productively work through their struggles in supportive, peer-based spaces.

In addition to music production, we're also focused on teaching the technology behind studio equipment, music production, recording, and podcast creation. Given neXLounge's diverse demographics, we've introduced educational videos that explore colonialism from an Indigenous perspective, helping youth understand its impacts. By connecting colonial traumas to their own lived experiences through writing, youth are encouraged to express and share their stories, fostering both healing and empowerment.

nex
LOUNGE



COMMUNITY BASED LEARNING

KITSELAS 5 TIER SYSTEM YOUTH EXPO

March 26

neXup team members and a youth champion were invited to host a booth at K5T's 2024 Youth Expo. Tabling events allow the team to engage with youth leaders, partners, and share a snapshot of what clubs look like. The team brought barbershop materials, our video game console, and snacks to simulate the atmosphere of a neXup gathering.

NAK'AZDLI KNOWLEDGE EXCHANGE

June 24-27

DUDES Club Society and neXup were invited to Nak'azdli Whut'en Mens Wellness Knowledge Exchange in June 2024. Knowledge Exchanges are opportunities for existing and interested individuals - usually liaisons and champions (leaders in community) - to access tools for supporting a men's wellness initiatives in their community; additionally providing space for collaboration and peer support by bringing together different community leaders.



TEAM AND STAFFING UPDATES



GRANT BARTON

Executive Director

Grant is DUDE, a dedicated leader with over 20 years of experience working with vulnerable populations in Vancouver’s Downtown Eastside. As a proud member of the Nisga’a Nation and a son of a residential school survivor, he has a deep understanding of colonialism and the harms it has caused and continues to cause Indigenous peoples. While acknowledging these wounds, he envisions a path forward by standing together, holding our truths, and focusing on healing within. Rather than seeking reconciliation with systems, Grant believes in creating spaces for Indigenous men to begin the challenging work of reconciling the harm within themselves, their communities and for their nations.

DAKOTA FERGUSON-HALL

Food Coordinator

Dakota is the Food Coordinator with DUDES Club Society. Dakota is from Nuxalk and Qayqayt First Nation – Qayqayt is in New Westminister and Nuxalk is in Bella Coola. He is currently working on building the ClubHouse into a food hub location to help feed our community. Dakota enjoys the colour lavender, music, video games, and rock climbing.





FRANCIS BAPTISTE

Social Media Specialist

Francis is of Syilx ancestry from the South Okanagan Valley. A member of the Osoyoos Indian Band (OIB), Francis grew up on the OIB reservation before moving to Vancouver for college. For the past twenty years Francis has lived in Vancouver, where he's working in Marketing and Communications for organizations like Indigenous Tourism BC and Sacred Trust. He is also a musician and a music journalist who writes for Exclaim magazine.

MATTHEW PROVOST

Facilitator

Matthew Provost is Siksikaitapii (Blackfoot) from Treaty 7 Territory. He has been in Vancouver for around 10 years. He is a practicing artist and works in the design industry, as well participating in varying spaces supporting culture through drumming, singing and pow wow. He has a background in Indigenous governance, communications, art & design, and building community.



PARTNERSHIPS

625 POWELL ST FOUNDATION

The 625 Powell Street Foundation's support has been pivotal in bolstering the DCS team's capacity to better serve the communities we work with in a centered, grounded way. Our ClubHouse at 1318 Frances Street now hosts weekly gatherings for men and youth, community events, and ceremonies. Furthermore, they continue to support our work by networking our team to partners, funders, and funding opportunities.

CITY OF VANCOUVER

The City of Vancouver has been a long-time partner and supporter of DCS and neXup work located in Vancouver through funding from its Social Policy programming. IHW supported our Elders Support Fund, which increased the participation of Elders and Knowledge-Keepers in all aspects of our Downtown EastSide Club's current activities, outreach programming and gatherings. BSCP funding supported our youth violence prevention work; enhancing positive youth development services and programs, connecting youth to caring adults, and lessening the impacts of serious violence and crime on children and youth. We would like to thank the City of Vancouver for supporting our work.

FNHA

We are now in the seventh 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 \$7500 to communities, and it is primarily DCS who supports the communities in accessing these funds. This year also marked the return of the 3rd Biennial Northern Men's Gathering, hosted in Prince George from November 1-3, seeing over 250 participants and representatives from over 40 northern communities, on and off-reserve. FNHA supports DCS to travel to communities and provide direct support, joins us in our online support options, and helps us to distribute swag and other resources to communities.

MCCONNELL FOUNDATION

DCS is currently in its final year of a two-year funding relationship with McConnell Foundation. McConnell Foundation has been crucial in supporting us to expand our network of partners outside of BC, including Health Authorities, policy-makers, and local community-based organizations Indigenous Services Canada



INDIGENOUS SERVICES CANADA

Indigenous Services Canada (ISC) supports DCS in working with men and youth groups in urban communities, with a specific focus on creating, establishing, and maintaining safe spaces and reducing community-based violence. Through this partnership, DCS is able to work with our communities and groups to establish best practices in addressing gender-based and other forms of violence, ensuring we are keeping everyone safe, holding each individual accountable, and yet also maintaining an environment of welcoming and acceptance.

LAW FOUNDATION

DCS is working with the Law Foundation of BC to increase our reach and support for men, male youth, and other male-identifying individuals who are involved in the judiciary system. This partnership enables us to do policy-level advocacy and relationship building, providing us with strong wrap-around resources to engage with a population that is sorely underserved and overrepresented in the justice system.



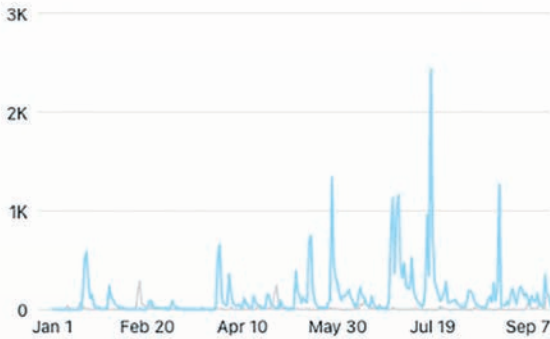
SOCIAL MEDIA

2024 was an active year for DCS and neXup social media. In spring 2024, DCS onboarded a new dedicated Social Media Coordinator, leading to higher overall activity on main channels like Facebook and Instagram. While in the previous year, only a few posts were made each month, whenever team members had the time to spare. With a new position in place, it was possible for DCS to post on a regular basis about happenings within the organization and the DCS presence at events throughout the year.

REACH

Facebook reach ⓘ

19.6K ↑ 846%



Instagram reach ⓘ

5.9K ↑ 969.2%

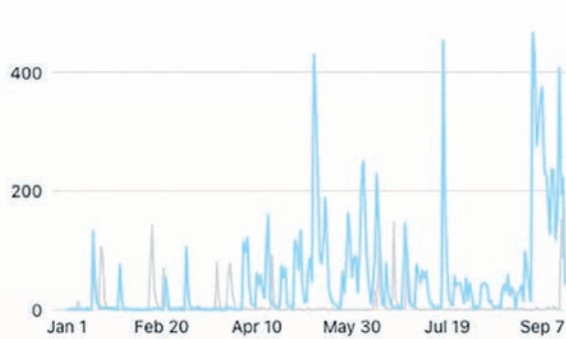
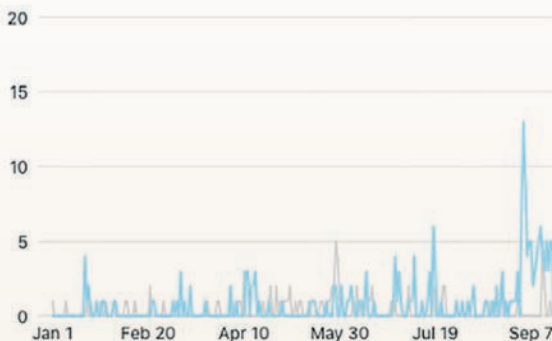


Figure 1: Reach January to September 2023 vs.2024

FOLLOWS

Facebook follows ⓘ

205 ↑ 118.1%

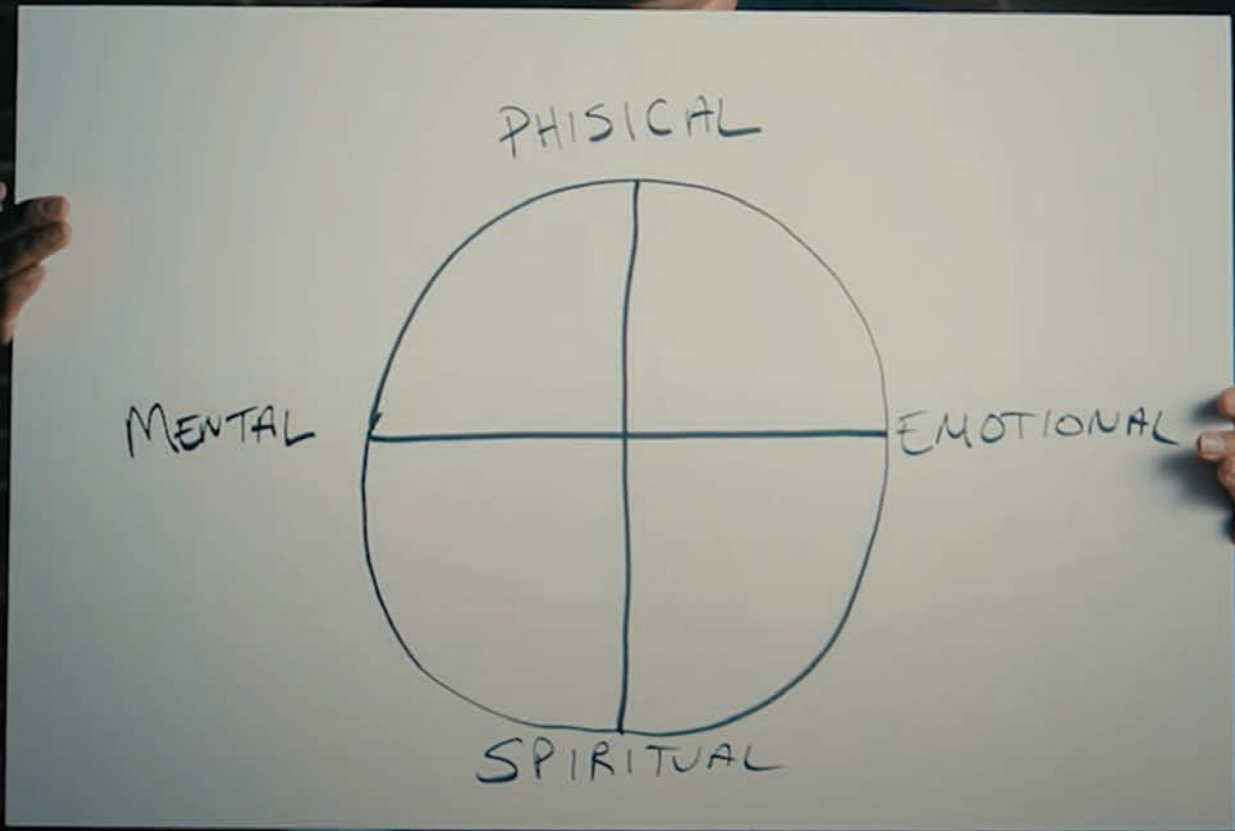


Instagram follows ⓘ

643



Figure 2: Followers January to September 2023 vs.2024



WHEEL OF HEALTH DOCUMENTARY

This year, DCS worked with Novo Nordisk to produce a short documentary about the context of our work and the reality many of the men who access our supports face. Shortly after the film was released on Novo Nordisk's social media channels, DCS saw a huge jump in followers and reach on our own social media platforms.



FINANCIALS

FUNDING STATUS

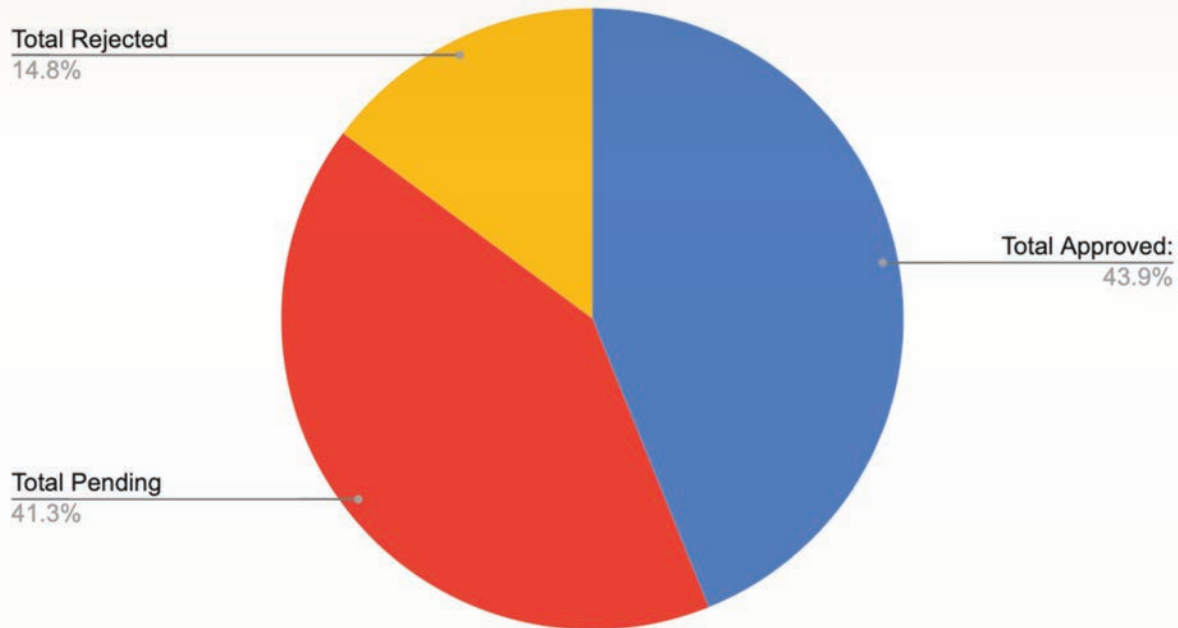


Figure 3: Status of funding requests by applications

REVENUE & EXPENSES YOY 2020-2024

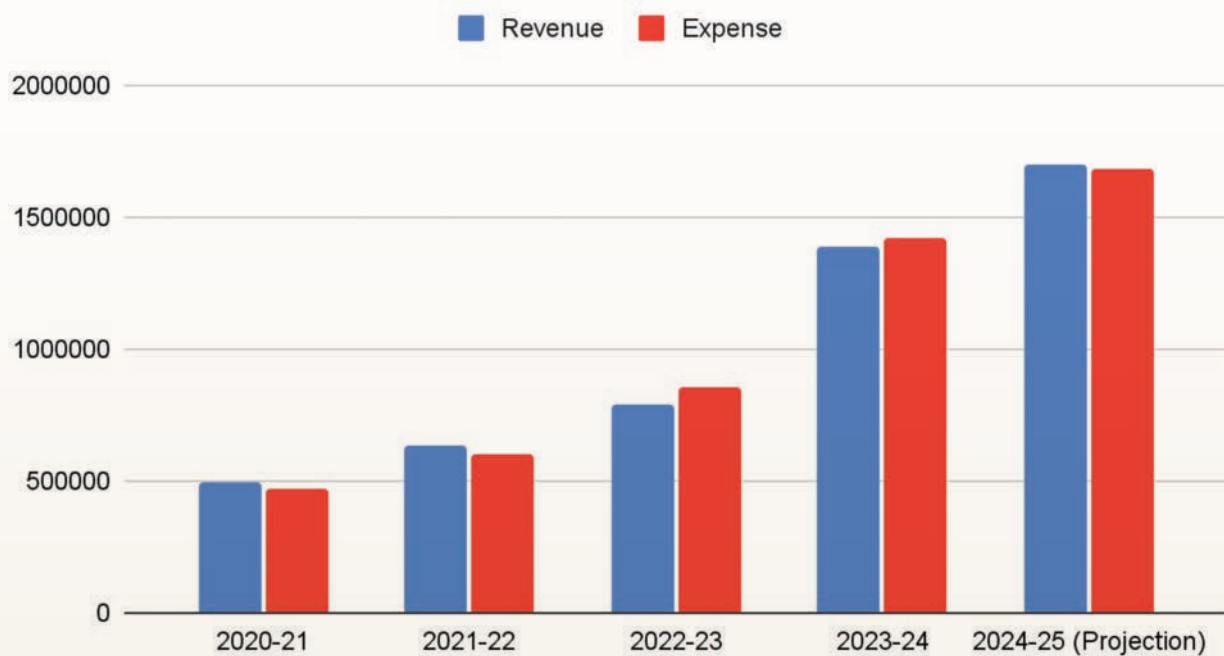


Figure 4: Revenue vs. Expenses by Fiscal Year from 2020 to 2024

2023 - 2024 FUNDERS YTD

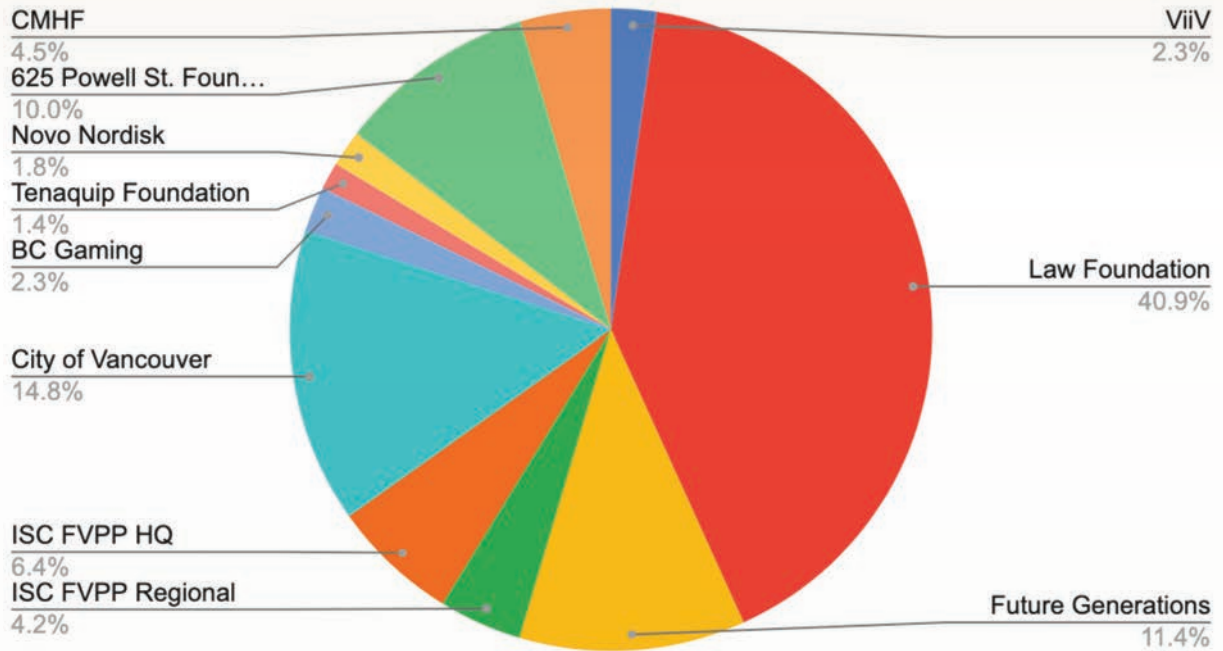


Figure 3: Status of funding requests by applications

FUNDING BY CATEGORY

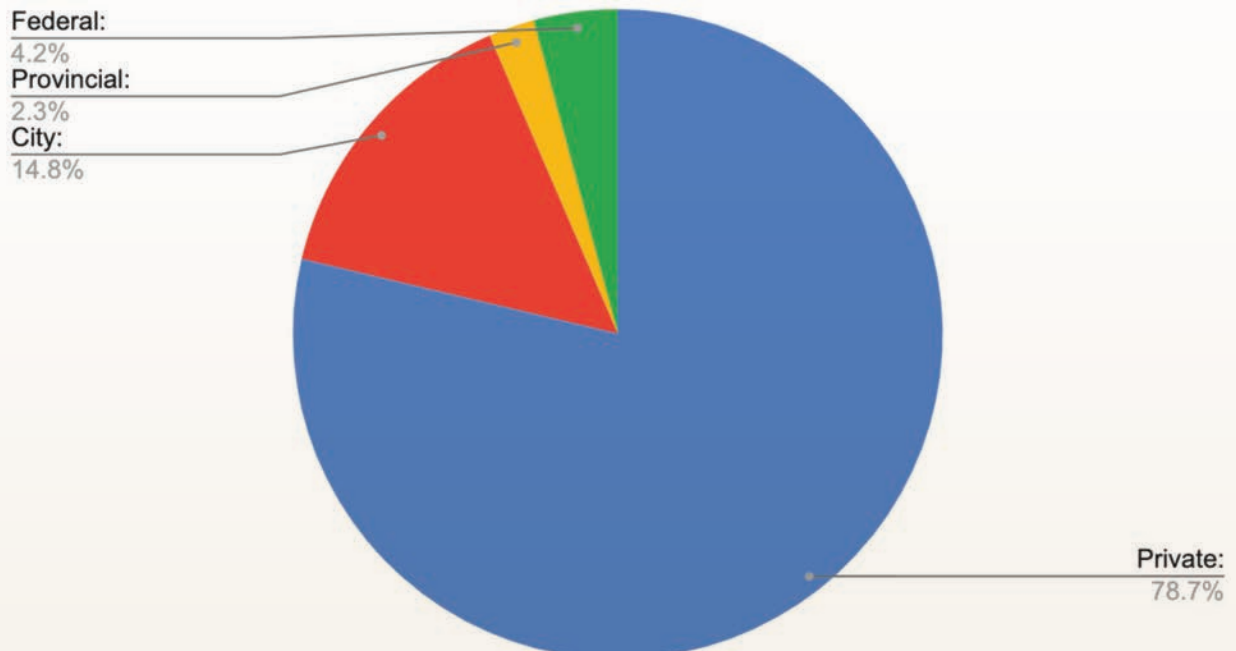


Figure 6: Breakdown of funding by source category



LOOKING AHEAD

As we look to the future, **DUDES Club Society is focused on building a framework that fosters growth and connection among Indigenous men.** Our knowledge bundle outlines how to create safe spaces for men to gather, and we have seen a genuine thirst for growth and development within this community. Our goal is to develop a leadership and cultural connection bundles, providing men with the tools they need as they prepare to engage more deeply with their identities and experiences.

We also aim to address the disparities in men's health compared to Indigenous men's health, striving to bring these issues into alignment and connection. To achieve this, we plan to build partnerships with men's health organizations to elevate the unique challenges faced by Indigenous men in society. By fostering relationships that spotlight these issues, we hope to advocate for equitable access to health and wellness resources.

Additionally, we intend to examine systemic discrepancies in accessing health services for Indigenous men. This may involve collaborating with the First Nations Health Authority to position ourselves as leaders in Indigenous men's health across all regions with their support, especially with our strongest connection and proven model working with First Nations Health Authority North.

We also want to engage urban centers to enhance men's health initiatives, providing support to those organizations through a one- to two-year transitional agreement. During this time, we will champion men's groups with our foundational knowledge bundle on how to create safe spaces for men, ultimately transitioning these initiatives to the organizations we partner with. Through these efforts, we seek to create a sustainable impact that empowers Indigenous men and fosters a culture of wellness and support within our communities.

In conclusion, **DUDES Club Society is committed to paving the way for a brighter future for Indigenous men through an evolutionary framework that prioritizes growth, connection, and empowerment.** By enhancing our knowledge bundles and fostering safe spaces, we aim to equip men with the necessary tools to navigate their identities and experiences more effectively. Our dedication to addressing health disparities and advocating for equitable access to resources reflects our understanding of the unique challenges faced by Indigenous men in society.

Through strategic partnerships with men's health organizations and collaboration with the First Nations Health Authority, we are determined to elevate Indigenous men's health and ensure that their needs are acknowledged and addressed. By engaging urban centers and supporting local organizations, we are not just championing immediate initiatives but also fostering long-term change that will resonate within our communities.

Together, these efforts will help create a sustainable impact that cultivates wellness, fosters resilience, and builds a sense of belonging among Indigenous men. As we move forward, DUDES Club Society remains steadfast in its mission to uplift and empower Indigenous men, ensuring they have the support and resources needed to thrive in their personal and communal journeys.



BUDES
club