



# **GREATER THAN**

COUNTY YOUTH COLLECTIVE

Overview for  
PEC Community Partners

January 23, 2024





# **GREATER THAN**

COUNTY YOUTH COLLECTIVE



A collective impact project to engage youth in community systems change to create a better youth future in PEC.



# History

Click the links below for more information!

- [2015 - 2022 Origin Story](#)
- [2022 - Present: Communities Building Youth Futures](#)
- [Strategic Direction: Plan-On-A-Page](#)
- [2022 - 2023 Journey Map](#)



# Impact

Although Greater Than was founded in 2015 with a mandate to improve graduation (rates below provincial average), our work with CBYF has focused on building self empowerment and a sense of belonging, indirectly supporting academic success.

This approach also supports youth in transition from secondary school to employment and/or post secondary studies

# Youth Outreach

- Free Youth Events
- Digital Strategies
- Community/ School sponsorships
- Hackathons (co-design/ consulting)
- Research
- Leadership Table & Youth-led Steering Committee



**2023**

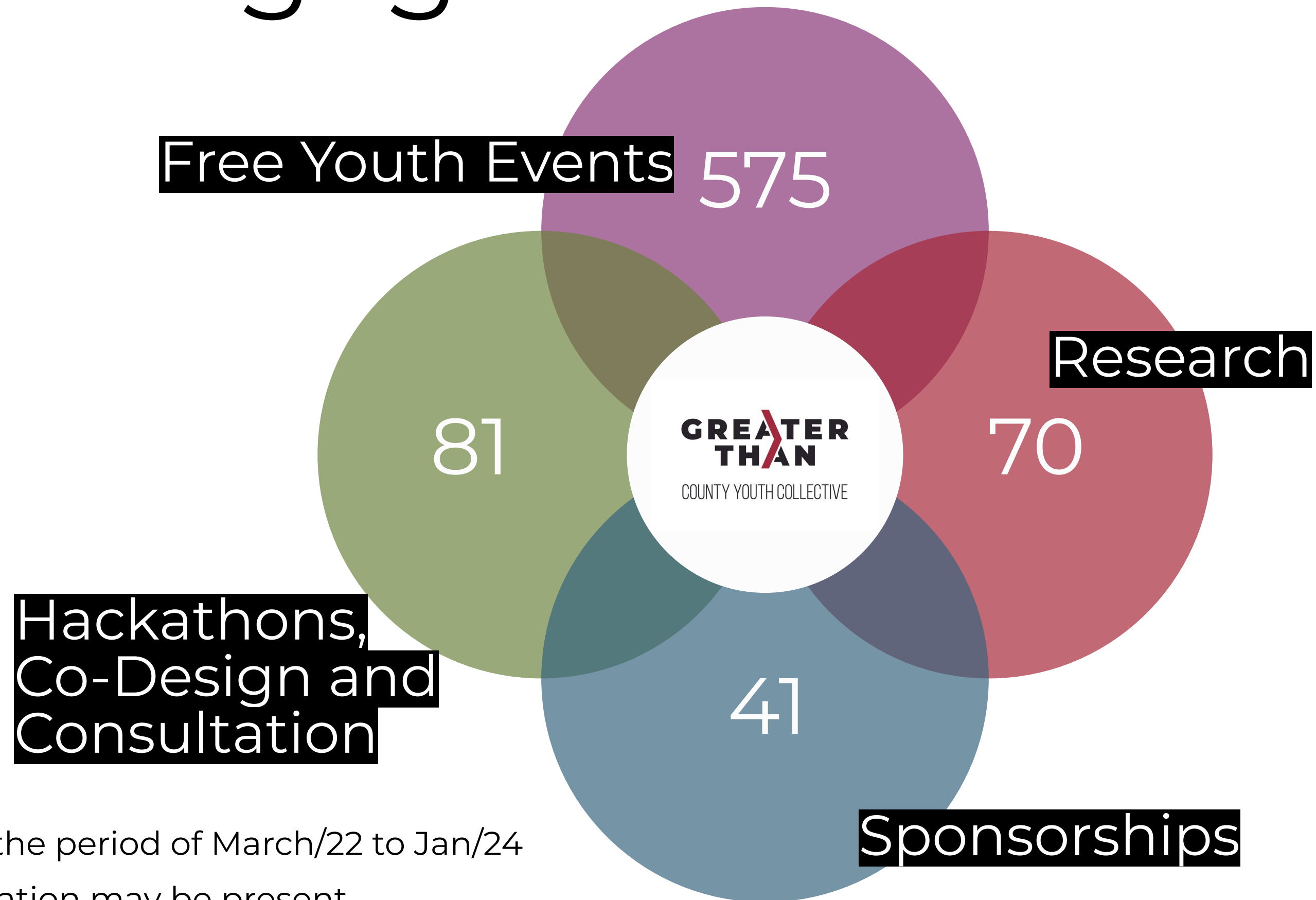
**A Year in  
Review**



# Outcomes



# Engagement: 767 Youth



Data covers the period of March/22 to Jan/24  
Some duplication may be present.



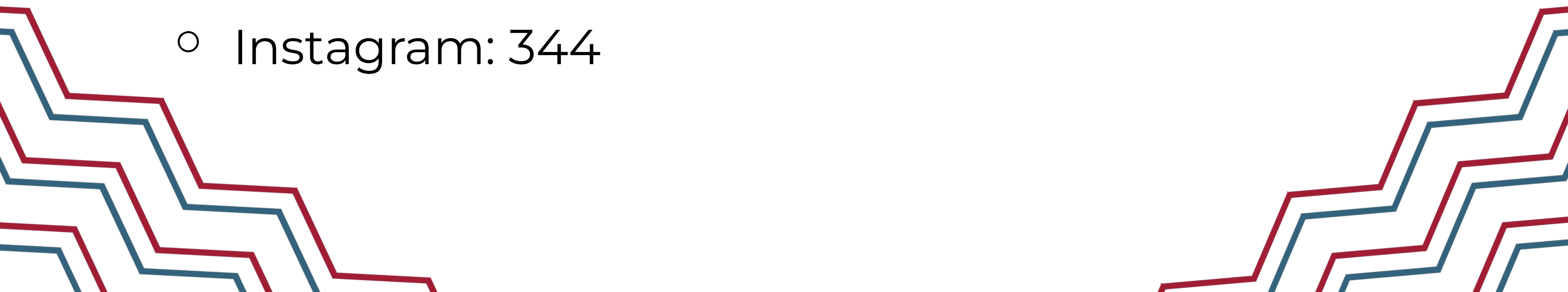
# Youth and Community Connections

- Leadership Table consists of 26 community organizations.
- Youth-led Steering Committee
- Community/Youth collaboration in Hackathons, Consultations and Leadership Table
- Greater Than provides monetary sponsorships of community and school events & activities



# Database

- Mailerlite - Website Membership: **245 active subscribers**
  - This includes youth and adult allies
- Social Media: **586 total followers**
  - Facebook: 242
  - Instagram: 344



# Lessons Learned

“Nothing for us, without us”





# Lesson 1

**There is proven potential for a youth-led organization offering community partnership through consulting, co-design and research for systems change in PEC.** Youth enthusiasm for this kind of paid work is now matched with building interest from various community sectors ( ie CMHS, Municipality, school, etc).



# Lesson 2

**The Hackathon approach to co-design and solution creation ensures expression of authentic youth voice and actionable prototypes** through various creative methods (ie scenario, collage, virtual creation, etc)



# Lesson 3

**Youth need to be paid fairly for their work.**

There is potential for a **fee-for service** organization based on a Social Enterprise model and a "nothing for us, without us" principle which would ensure youth are at the center from the beginning to the end of a project. Community partners (businesses, municipality, youth serving agencies, etc) may be willing to share in the cost of this service.





*“Within the past year or so, I’ve attended many leadership tables and Hackathons which I’ve been invited to by Greater Than. These events are an incredible way for youth to have their voices heard, meet people with common interests, and it’s always a plus to be compensated for your time! I’ve lived in a variety of cities stretching across Ontario, but I don’t think there’s ever been anything like Greater Than anywhere else! It’s a privilege.”*

— PECEI Grade 10 Student



# Lesson 4

**Building youth capacity through hands-on mentorship from adult allies** is key to this project.

We continue to develop our skill set (digital strategies, facilitation, presentation, budgeting, governance, etc) from incredible in-kind support and mentoring from community supporters





*“During the day, I was able to obtain new skills that I’ve been able to implement in my everyday work life. Due to this experience, I am now considering pursuing a career in graphic design!”*

— PEC youth aged 21





# Lesson 5

**Commitment to building youth networks (ages 15 to 29) through i) free youth events, sponsorships & hackathons and ii) digital strategies is key.**



“I’ve always wanted to perform music live with my friends and never thought that was obtainable until I got the opportunity from Greater Than. Going into the experience I was very nervous but seeing everyone enjoy our music, especially the songs by “Weezer”, made me more confident. It also gave me a short introduction to some people I hadn’t met and I had the chance to reconnect with people during the event as well.”

- Grade 12 youth





# Future Direction





# Connecting and Catalyzing



# How do we work with the Community?

- Building on trusted relationships with youth and community.
- Mastering a process with feedback loops that enable authentic youth voice to create new knowledge and the insights that community partners need.
- Connecting youth with community through our growing database.
- Establishing effective governance with a youth-led steering committee (youth and committed adult allies).

# Future Funding

Greater Than County Youth Collective's Tamarack funding ends March 31, 2024 and we have only just begun!

**We need a base level of \$150,000 per year to keep going.**

Can you or someone you know help keep youth voice at the forefront of PEC?



# Thank You



613-305-3210



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Greater Than  
County Youth Collective



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