

2021

**WEAR IT
PURPLE**

ANNUAL REPORT

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OUR MISSION

Wear it Purple works to create supportive, safe, inclusive and empowered environments for rainbow (sex, sexuality and gender diverse) young people. Wear it Purple is run by and for young people and is run entirely by volunteers.

We aim for a day where rainbow young people do not face challenges different to their peers. We work towards creating environments of true equality to enable rainbow young people

to thrive without limitations.

Wear Purple is an Incorporated Association and registered charity. It receives funding only by donations and small product sales.

Wear it Purples relies on the continuous support and generosity of people just like yourself. (Details on how to donate can be found on our website and at the back of this annual report).



OUR PRINCIPLES

1

ADVOCATE FOR
AND EMPOWER
RAINBOW YOUNG
PEOPLE

2

CELEBRATE AND
PROMOTE THE
VALUE OF DIVERSITY
AND INCLUSION IN
ALL COMMUNITIES

3

RAISE
AWARENESS
ABOUT
SEX
IDENTITY

HISTORY

Founded in 2010 in response to global stories of the heartache and trauma that rainbow teenagers were experiencing. Wear it Purple was born out of response to several rainbow young people taking their own lives as a result of bullying and harassment linked to the lack of acceptance of their sexuality and gender identity.

The research is frightening. We are aware that 75% of LGBTIQ youth experience some form of discrimination. With 61% experiencing verbal abuse, 19% experiencing physical bullying, 24.4% of Lesbian, Gay, Bisexual people and 36.2% of Trans Australian experiencing depression. This compares to 6.8% of the general population who experience depression.

One member of this group was 18 year old Tyler Clementi who took his own life after

being publicly 'outed' as gay by his roommate. This tragedy prompted a frenzy of similar testimonials as reports poured in of various young people sadly experiencing similar situations.

Wear It Purple was established to show young people across the globe that there was hope, that there were people who did support and celebrate them, and that they have the right to be proud of who they are.

Since its establishment by Katherine Hudson and Scott Williams, Wear it Purple has developed into an international movement. New generations of rainbow young people continue to be dedicated to promoting the annual expression of support and acceptance to rainbow young people. As we grow, our message remains the same, everybody has the right to be proud of who they are.

We know young people change the world, so they are at the core of what we do!

**INCREASE AWARENESS
ABOUT SEXUALITY,
AND GENDER
IDENTITY.**

4

**CHALLENGE
HARMFUL
SOCIAL
CULTURES**

5

**CHAMPION ROLE-
MODELS TO SUPPORT
YOUNG RAINBOW
PEOPLE ESTABLISH
THE CONFIDENCE TO
BE WHO THEY ARE.**

ANNUAL THEME

Wear it Purple Day is about showing LGBTQ+ young people that they have the right to be proud of who they are. It is about creating safe spaces in schools, universities, workplaces and public spaces to show LGBTQ+ young people that they are seen and supported.

Every year thousands of schools, community organisations, universities and workplaces organise events across Australia, and through these actions, directly and indirectly, we'll reach hundreds of thousands of young people, meaning that young LGBTQ+ people will benefit from seeing the respect, recognition, love and inclusion that surrounds them.

THIS YEAR'S THEME IS "START THE CONVERSATION... KEEP IT GOING".

This theme focusses on the important and necessary conversations we have in our daily life; particularly those that centre around sexual orientation and gender identity. It aims to remind people that the issues we reflect on during Wear it Purple Day should not only be considered on that particular day... but every day.

If we are to empower rainbow young people to be proud of who they are, and who they might become, we need to encourage and support them each day in the classroom or workplace. The importance of pronouns and gender affirmation, as well as the use of inclusive language, is a great place to start.

WHAT IMPACT WILL WEAR IT PURPLE EVENTS, CAMPAIGNS AND SUPPORT HAVE ON RAINBOW YOUTH?

One of Wear it Purple's priorities is to support schools to run Wear it Purple Day events to show LGBTQ+ youth that they are supported and that they belong. Wear it Purple provides free resources to schools and supports as many as possible with guest speakers from Wear it Purple's Youth Action Council. All donations and funds raised by Wear it Purple go to supporting LGBTQ+ youth.

START
CONV
KEEP
GO

“

PRESIDENTS MESSAGE

We hear from young LGBTQ+ people in our Wear it Purple Youth Action Council (YAC) and broader youth networks that they face fear of being rejected or discriminated against. Research shows us that 75% of LGBTQ+ youth will be bullied just for being who they are.

Our schools, universities, and workplaces can play an active and visible role to change this statistic, making it clear that this behaviour is not tolerated, and by consciously including rainbow young people so they know they are safe, and that they have the right to be proud of who they are.

The power of storytelling and visibility enables our rainbow youth to hear from those who have gone before them, their struggles and triumphs, and know that no matter where they're at right now, there is so much hope and a million possibilities awaiting them.

That's why we are inviting the community to wear purple on Friday 27th of August, and to Start the conversation, and keep it going!

- Ross Wetherbee, President - Wear it Purple

”

**START THE
CONVERSATION
KEEP IT
GOING!**



SOCIALS

AUDIENCE

facebook

24.5K
page likes

Instagram

13,979
followers

REACH

206,961

104,827

TOP POST



2,349
likes

547
shares

274
comments

85,284
reach

5,602
likes

240
shares

89
comments

30,271
reach

OUR NEW SOCIAL AMBASSADORS



Lauren Elloise (she/her)



Kirra Hampton (she/her)



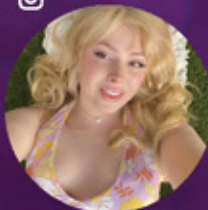
Nich Richie (they/them)



Jackaranda (she/he)



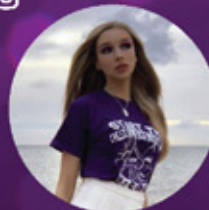
Meissa Mason (she/her)



Belle Bambi (she/her)



Deni Todorovič (they/them)



Grace Hyland (she/her)



Emma Horn (she/her)



COVID-19



Throughout this year, we offered a series of COVID-19 grants to Australian Queer youth reaching out to assist with the challenges they were facing.

Wear it Purple prides itself on its ability to adapt, be it our way of working, reviewing our theme and merchandise released, the way we held Wear it Purple day but also our ability to quickly set up this financial offer and prioritise financial aid.

COVID 19 saw many organisations like ours adapt and alter our way of working to accommodate unprecedented global challenges.

We couldn't connect face to face, attend events or run our own. But most of all we feared for our LGBTQIA+ youth across Australia for the situations they may find themselves in - isolated, potentially in unsafe homes, unseen and grappling with their identity amongst acute uncertainty of where our world and nation was heading.

If we look at statistics from this time, we believe we will see anxiety levels and other mental health challenges spike with the potential of long lasting effects for many; including our Queer youth. Therefore it was critical for Wear It Purple to adapt and respond as much as we could

OUR PEOPLE

Wear it Purple is entirely volunteer led. Our Youth Action Council and Youth Executive Leadership Team have made the organisation and movement what it is today. Their contribution and voice ensures the focus continues to be youth orientated.

Our Board is comprised of members who are passionate about their work in the rainbow community. The Board is responsible for the strategic guidance and development of policies that shape Wear it Purple's future direction and how it services the community in accordance with our purpose and priorities.

Our patrons and ambassadors are a vital part of our wear it purple community and allow our message to be amplified to young people internationally.

Head to our website to read more about our active youth action council, youth executives, board members, patrons and ambassadors.

SPOTLIGHT

A closer look at some of our amazing team and contributors.

RUBY AWAYDA (SHE/HER) YOUTH ACTION COUNCIL EXECUTIVE OFFICER



Ruby (she/her) started her Wear it Purple journey as a member of the Youth Action Council - a fiercely passionate and diverse group of young individuals - in order to leverage her skills and experiences to create positive change for rainbow youth.

Growing up, Ruby lived in six countries across the Middle East and experienced first-hand how lack of LGBTQ+ representation and the provision of safe, open spaces can impact the young queer community. Converting these experiences into the desire to drive change, Ruby grew passionate about advocating for the importance of uniting, supporting, and empowering rainbow youth and their allies in every corner of the world, starting here in Australia.

CHELSEA HENDRA (SHE/HER) YOUTH ACTION COUNCIL EXECUTIVE OFFICER



We were lucky to have gained Chelsea as a Youth Action Council member in 2018 shortly after she celebrated her first Wear It Purple Day at her school in Year 12. Chelsea began her advocacy work whilst she was in school and felt so passionately about creating safe spaces for rainbow young people that she joined the team!

Chelsea's biggest strength is her commitment to staying authentic and telling her story at schools and other public speaking opportunities.

"Wear It Purple means support and acceptance. I remember my first Wear It Purple Day at school and feeling so happy seeing many of my peers, friends, and teachers wearing purple to show their support of the LGBTQI+ community. I'll never forget walking into school and seeing the pride flag being flown. As someone that didn't always have support at home, Wear It Purple Day truly meant a lot to me and inspired me to advocate for the community".



GLEN HARE

(HE/HIM)
TREASURER / BOARD DIRECTOR

I started my career in finance at Macquarie, Australia's largest investment bank. Because the early 2010's were the early 2010's - I spent the first six years of my career only bringing half of myself to work. Of course, the early 2010's were also a period of intense change. Even as that initial urge to hide, for fear of affecting my career, lingered - I met progressive people and allies. It was these people and their open, non-judgmental mindset that would eventually empower me to feel comfortable enough to come out.

Whether it's helping previously under-served demographics access financial security with Fox & Hare; mentoring young members of the rainbow community with Out For Australia or helping multinational organisations foster an environment of inclusion with Wear It Purple. Since that watershed moment in my own life; I have dedicated much of my professional and personal endeavours to helping others bring their whole selves to the party.



CASEY CONWAY

(HE/HIM)
BOARD DIRECTOR + AMBASSADOR

Casey is a proud First Nation's man from the Barada people of Central Queensland. He is currently the Head of Diversity and Inclusion at Rugby Australia.

Upon completing high school, Casey played Rugby League professionally for the Sydney Roosters and came out as gay while competing in 2004. He has been advocating for LGBTQ inclusion in sport, society and the workplace for many years. He is also passionate about improving outcomes for Aboriginal and Torres Strait Islander peoples, particularly same sex attracted and gender diverse youth.

Casey has worked with most professional sporting bodies in Australia on their LGBTI inclusion initiatives as well as many government and private sector organisations. He is also on the Advisory Group of Black Rainbow, an organisation that supports young Indigenous LGBTQ people.

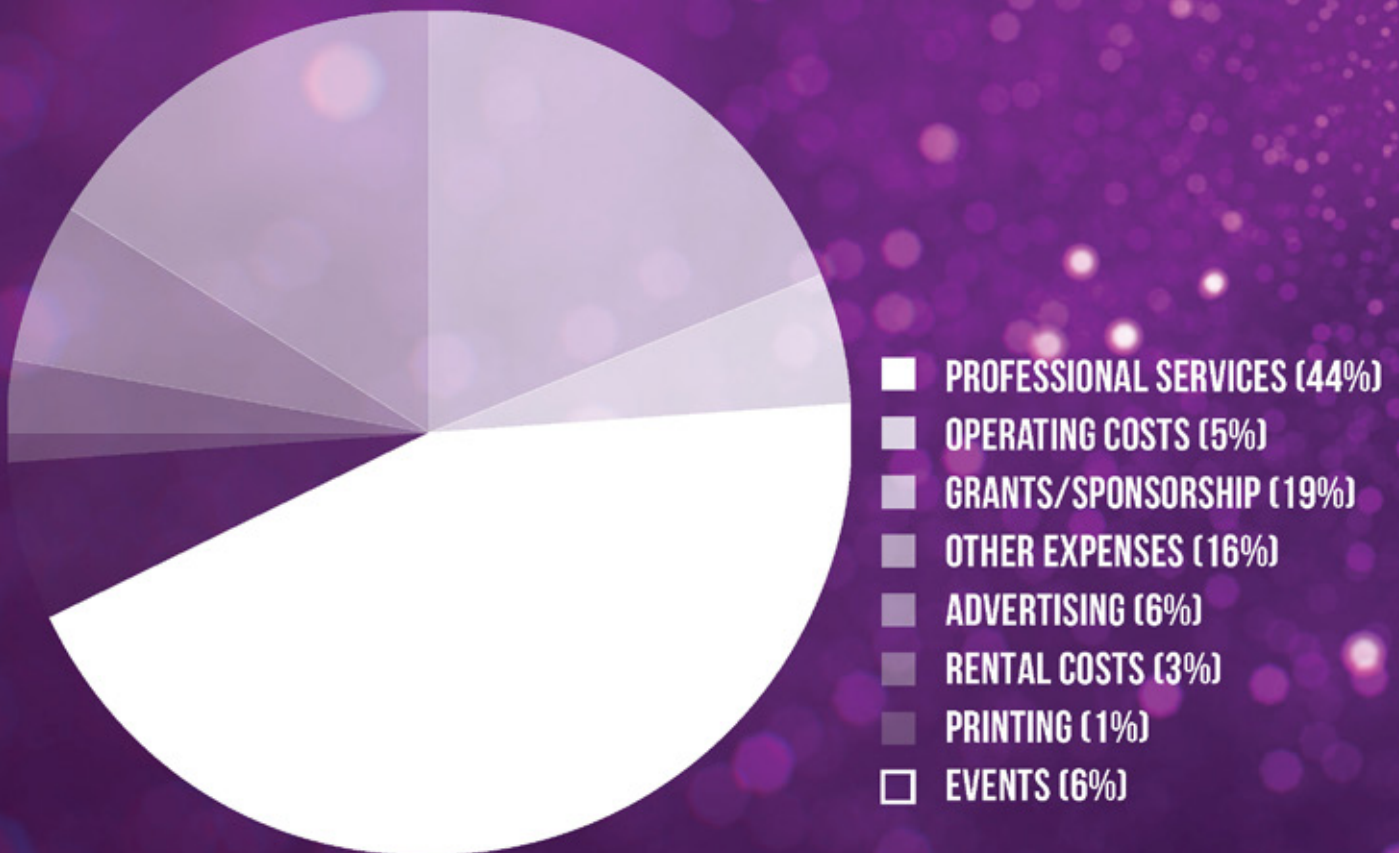


OUR FINANCIALS

WIP is centred around inclusivity driven through visibility with the peak of the Wear It Purple calendar being Wear It Purple Day. This year was challenging for the organisation as we were in the midst of the pandemic and very few organisations/school were celebrating Wear It Purple Day in person. This naturally had a significant impact on income resulting

in reduced merchandise sales. Fortunately we still received significant in kind donations from individuals and organisations that celebrated the day virtually. This year we also saw the beginning of our focus supporting the queer arts scene with sponsorship of the Auspicious Arts Project Inc Q+ and the Right Here film partnership.

SPENDING BREAKDOWN



600'000+
STUDENTS

WE DIRECTLY SUPPORTED HUNDREDS OF THOUSANDS OF STUDENTS THROUGH THE DELIVERY OF OUR FREE SCHOOL PACKS



400+

FREE SCHOOL PACKS

IN 2021 WE SENT OUT HUNDREDS OF SCHOOLS ACROSS THE COUNTRY



221'800+
WEBSITE VIEWS

IN 2021 WE WERE ABLE TO PROVIDE INFORMATION, MERCHANDISE AND RECOURCES TO THOUSANDS OF PEOPLE.

1894
ORDERS

WE RECIEVED OUR HIGHEST VOLUME OF ORDERS IN 2021



PROFIT + LOSS

	2019	2020	2021
DONATIONS AND SPONSORSHIPS	\$ 131,874	\$ 171,408	\$223,842
SALES	\$ 39,606	\$ 103,188	\$55,197
LESS: MERCHANDISE PURCHASED	-\$ 42,893	-\$ 20,712	-\$39,018
OTHER INCOME	\$ 39	\$ 2,412	\$284
GROSS PROFIT	\$128,626	\$ 256,296	\$240,435
POSTAGE	\$ 21,962	\$ 16,275	-
OPERATING COSTS	\$ 18,083	\$ 11,304	\$8571
CONSULTANTS AND WAGES	\$ 15,537	\$ 600	\$59,878
RUNNING EVENTS	\$ 10,714	\$ 19,166	\$10,302
PRINTING	\$ 6,368	\$ 70	\$540
RENTAL COSTS	\$ 5,006	\$ 4,543	\$4997
ADVERTISING	\$ 3,823	\$ 2,246	\$11,496
TRAVEL	\$ 2,910	\$ 3,317	\$140
INSURANCE	\$ 1,652	\$ 1,572	\$1619
DESIGN & PRODUCTION	-	-	\$14,791
SPONSORSHIP/GRANT EXPENSE	-	-	\$32,699
OTHER EXPENSES	\$0	\$1,975	\$24,258
TOTAL OPERATING EXPENSES	\$86,055	\$61,068	169,294
NET PROFIT	\$ 42,571	\$ 195,228	\$71,141



AVENUE PARTNERSHIP

Strengthening Inclusivity through Collaboration: Wear It Purple's Partnership with Avenue Co-Working

In our ongoing commitment to fostering inclusivity and providing meaningful employment opportunities, Wear It Purple is proud to highlight our successful collaboration with Avenue Co-Working in our annual report. As a charity dedicated to supporting LGBTQIA+ youth, Wear It Purple has found a valuable partner in Avenue, an organization empowering individuals with disabilities through safe and structured employment environments.

BACKGROUND

Avenue Co-Working has made remarkable strides in the realm of social impact by creating employment opportunities for people with disabilities. Their dedication aligns seamlessly with Wear It Purple's mission to promote diversity and create supportive spaces for marginalized communities. This collaboration is a testament to the power of partnerships that extend beyond mere transactions, emphasizing shared values and a commitment to positive change.

COLLABORATION OVERVIEW

Wear It Purple has entrusted Avenue Co-Working with the essential task of organizing, packing, and distributing our diverse range of merchandise. This strategic partnership has not only streamlined our operations but has also contributed significantly to our overarching goal of social responsibility. By engaging Avenue for these critical tasks, we are actively participating in the creation of

a more inclusive workforce while ensuring the high-quality and efficient delivery of our products.

EMPOWERING LIVES

One of the primary objectives of Wear It Purple is to make a positive impact on the lives of the youth we serve. Through our collaboration with Avenue Co-Working, we are extending this impact to a broader demographic. The employment opportunities provided by Avenue empower individuals with disabilities, fostering independence, confidence, and a sense of purpose. As we work together, we are breaking down barriers and promoting a workplace that celebrates diversity and values the unique contributions of every individual.

CREATING A SAFE AND STRUCTURED ENVIRONMENT

Avenue Co-Working's commitment to providing a safe and structured environment for its employees resonates deeply with Wear It Purple's principles. The collaboration ensures that our merchandise is handled with care and precision, meeting the high standards that our supporters expect. Simultaneously, it contributes to the creation of a work environment that prioritizes the well-being of its employees, fostering a culture of inclusivity and respect.

THE RIPPLE EFFECT

Our collaboration with Avenue Co-Working goes beyond the immediate impact on our merchandise logistics. It serves as a beacon,

Avenue
A workplace for all

inspiring other organizations to explore similar partnerships that promote social responsibility. By showcasing the success of this collaboration in our annual report, Wear It Purple hopes to encourage the business community to embrace inclusive practices that go beyond mere compliance, creating a ripple effect of positive change across industries.

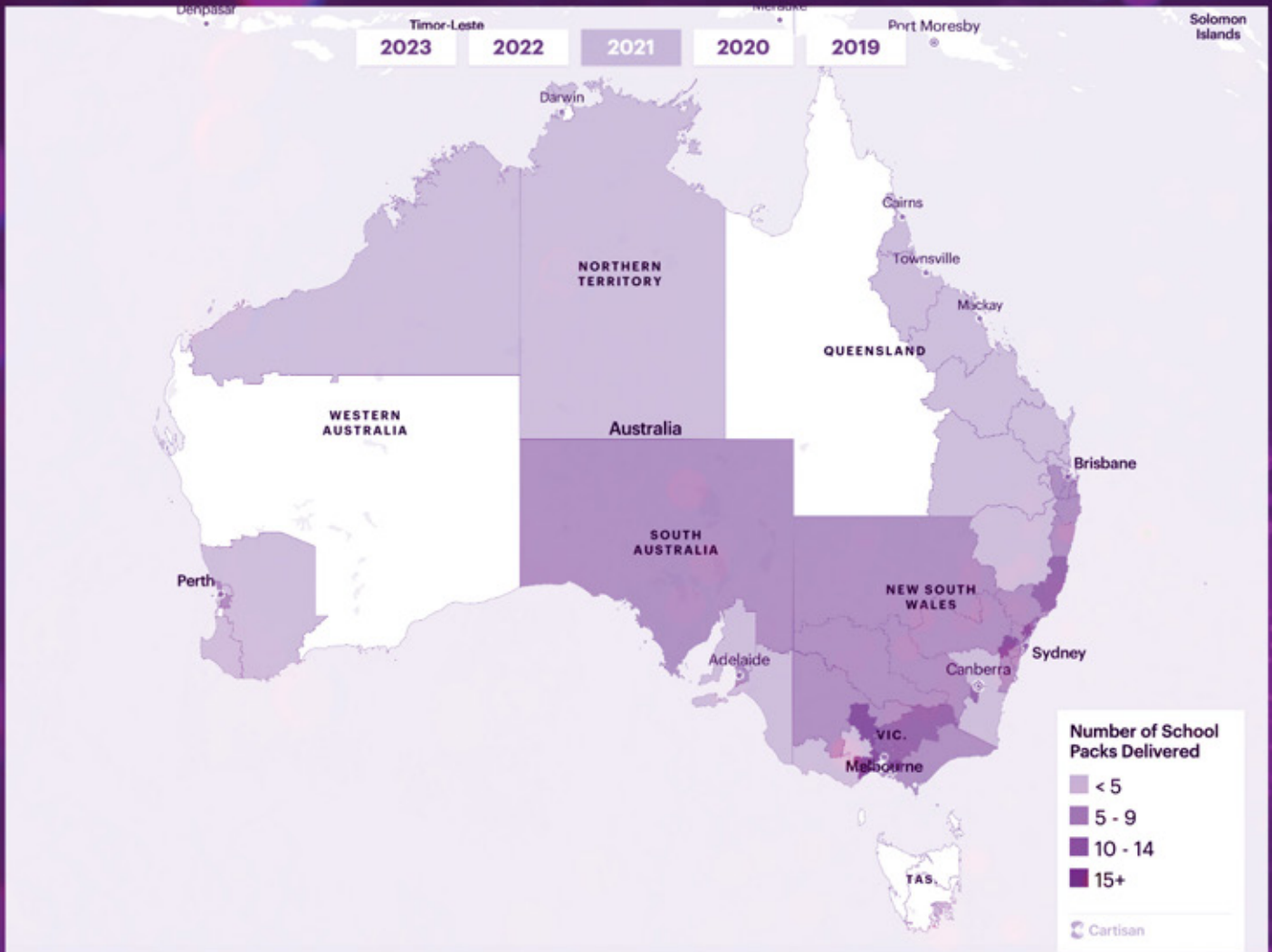
Wear It Purple extends heartfelt gratitude to Avenue Co-Working for their unwavering

commitment to inclusivity and empowerment. This collaboration exemplifies the transformative power of partnership, demonstrating that by working together, we can create a more inclusive and supportive world for everyone. As we continue this journey, Wear It Purple remains dedicated to fostering collaborations that make a meaningful difference in the lives of those we aim to serve.



Pictures courtesy of @avenuecoworking

CARTISAN PARTNERSHIP



In an effort to enhance transparency, efficiency, and strategic planning, Wear It Purple engaged Cartisan to chart the distribution of our school packs across Australia each year. Leveraging their expertise in geospatial technology, Cartisan has provided invaluable insights into the geographical spread of our impact, allowing us to visualize and analyze the reach of our initiatives in real-time.

Cartisan's collaboration with Wear It Purple has proven instrumental in optimizing our distribution strategy, ensuring that our school packs reach diverse and underserved communities nationwide.

Stella and the team at Cartisan, were provided

with old data sets to help us review historically where our packs were distributed. This paired with our data from this years school pack distribution revealed work needed to be done on how we gather information as we were not always sure what schools packs were going to (ie. teachers were only putting in their names only) and therefore unfortunately warping the data.

This activity also allowed us to set on a multi-year strategy to uplift our data capture, website forms and implement a CRM.

We are incredibly grateful for our work with Cartisan and prioritise this activity each year. It's awesome to support another queer lead, innovative, Australian business.

JEFF MCCANN PARTNERSHIP

In a dazzling display of creativity and collaboration, Wear It Purple proudly partnered with the visionary artist Jeff McCann for our 2021 Sydney Mardi Gras float, themed "Rise." McCann's artistic vision and passion aligned seamlessly with the essence of the "Rise" theme, capturing the spirit of resilience and empowerment.

Jeff McCann's expertise and ingenuity shone through as he meticulously designed and

constructed our Mardi Gras float, adorning it with large, bold florals that became the focal point of the parade held at the Sydney Cricket Ground. The vivid and striking floral arrangements symbolized the vibrant diversity within the LGBTQIA+ community, creating a visually stunning representation of unity and strength. The collaboration with Jeff McCann elevated our presence at the Sydney Mardi Gras. Wear It Purple is immensely grateful to Jeff McCann.



HOW YOU CAN HELP

As a supporter of Wear it Purple, there are numerous ways to actively support Wear it Purple and/or contribute to the cause of LGBTQ+ inclusivity and empowerment.

One crucial step is to become an active ally within your community; this involves listening to and understanding the experiences of LGBTQ+ individuals, advocating for their rights, and challenging discriminatory attitudes and behaviors whenever encountered. By standing in solidarity and offering support, you can help create a safer and more inclusive environment for everyone.

Volunteering for queer community groups or charities is another meaningful way to actively contribute. Whether it's assisting with events, providing mentorship, or offering your skills and expertise, your involvement can make a significant difference in the lives of LGBTQ+ individuals and communities.

Support Wear it Purple on the last Friday of August by organizing celebrations within

your school or organization. This could involve hosting events such as awareness workshops, panel discussions, or themed days where participants wear purple to show their support for LGBTQ+ rights and visibility. We even offer speakers for a donation fee, so get in touch. By raising awareness and fostering dialogue on Wear it Purple Day, you can help promote acceptance and understanding among peers, colleagues who may choose to have these conversations with their families and friends.

Additionally, donating to Wear it Purple will provide essential funding so we can continue the support, services, initiatives and our growth. This can be financial (see below for details on how) or by seeking opportunities to partner with Wear it Purple on local initiatives, resource development for noticed gaps, or creative projects can further amplify the impact of your support, fostering collaboration and innovation in advancing LGBTQ+ equality and visibility within your community.



ELECTRONIC TRANSFER:
Wear It Purple Donations
Commonwealth Bank, Hornsby
BSB: 062 181 | Acc No: 1086 6472



ONLINE:
www.wearitpurple.org/donate



CHEQUE:
Wear It Purple Incorporated
POBox 166, Potts Point NSW 1335



TEAM DONATIONS:
gofundraise.com.au/beneficiary/wearitpurple

From there, click the "start fundraising" link, then select create a team - and follow the prompts.

ACKNOWLEDGMENT

THE WEAR IT PURPLE BOARD WOULD LIKE TO THANK OUR YOUTH ACTION COUNCIL AND EVERYONE WHO PARTICIPATED IN WEAR IT PURPLE DAY THIS YEAR.

TO OUR FOUNDERS, PATRONS AND AMBASSADORS, WE THANK YOU FOR YOUR ADVOCACY, SUPPORT AND FOR CHAMPIONING OUR PURPOSE TO CREATE SUPPORTIVE, SAFE, INCLUSIVE AND EMPOWERED ENVIRONMENTS FOR RAINBOW YOUNG PEOPLE.

WE WOULD LIKE TO ACKNOWLEDGE OUR MAJOR SUPPORTERS AS FOLLOWS;

ashurst

Johnson & Johnson

∞ Meta



WEAR IT PURPLE

Wear It Purple acknowledges the Traditional Owners of country throughout Australia, their diversity, histories, knowledge and their continuing connections to land and community. We pay our respects to all Australian Indigenous Peoples and their cultures, and to Elders of past, present and emerging.



Wear It Purple Incorporated is an ACNC registered charity ABN 39 634 641 162. WIP believes the information in this document is correct at the time of issue, but no warranty of accuracy or reliability is given and no responsibility arising in any way for errors or omissions. This guidebook is aimed at building awareness about Wear It Purple and the LGBTQIA+ Community.