

NACY ANEJ

National Alliance for
Children and Youth

L'alliance nationale pour
l'enfance et la jeunesse

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ANNUAL REPORT

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A MESSAGE FROM OUR LEADERSHIP

Canada's children and youth are navigating unprecedented pressures that will shape their futures. Outdated systems in education, employment, and mental health, combined with inadequate infrastructure, are failing to meet today's realities.

Global economic uncertainty, rising costs, and systemic inequities are deepening vulnerabilities: mental health concerns are escalating, job prospects remain uneven, and families are under strain. This moment demands urgent, coordinated, evidence-based action to safeguard the well-being and opportunities of children and youth nationwide. Amid these challenges, children and youth themselves are reshaping the landscape.

In today's digital environment, they are not passive participants. They are innovators and disruptors. From driving technological advances and influencing cultural trends to championing social change, young people are redefining how communities connect, learn, and thrive. Their digital fluency and entrepreneurial spirit are catalysts for transformation, challenging institutions to adapt with agility and vision.

In this context, NACY and its members have demonstrated extraordinary resilience and innovation. Together, we navigated funding pressures and policy shifts while expanding our reach and deepening our impact.

We strengthened financial stability, welcomed new members, and positioned NACY as a trusted advisor to the government at a time when evidence-based solutions are urgently needed.

As we look ahead, NACY remains committed to collaboration, and bold action - because Canada's future depends on the health, safety, and success of our children and youth.



Sharif Mahdy
CEO of The Students Commission
of Canada and NACY Board Chair



Joëlle Lamport Lewis
Executive Director at National
Alliance for Children & Youth

LAND ACKNOWLEDGEMENT

The National Alliance for Children and Youth acknowledges that our work takes place on the traditional and ancestral lands of Indigenous Peoples across Turtle Island.

We recognize the enduring presence and deep relationships that First Nations, Inuit, and Métis Peoples maintain with these lands and waters.

We honour the treaties that were made and broken, and we acknowledge the ongoing impacts of colonization on Indigenous communities, children, and youth. As an organization committed to equity and well-being for all young people, we affirm our responsibility to learn, listen, and act in partnership with Indigenous Peoples to advance reconciliation and create a future where every child and youth can thrive.

MISSION & VISION



Mission: A stronger, more connected, informed, coordinated, respected sector that fosters an environment in which all children and youth in Canada thrive.



Vision: A Canada is where all children and youth thrive.



Our Values:

- Listen: We ground ourselves in the voices and actions of our members.
- Connect: We convene the sector.
- Inform: With a strong voice and a connected sector, we share knowledge and create a better understanding of the sector to a broader audience.
- Advocate: Informed by our members, we advocate across sectors for organizations and people who make up the children and youth sector.

BUILDING ON LEGACY, A NEW ERA OF LEADERSHIP - WELCOMING NACYS BOARD OF DIRECTORS

2025 marks an exciting period of renewal for the National Alliance for Children and Youth (NACY) as we welcomed a dynamic group of new leaders to our Board of Directors. This transition reflects our commitment to strengthening governance and ensuring diverse perspectives guide our mission to improve outcomes for children and youth across Canada.

We extend heartfelt gratitude to our outgoing board members for their years of dedicated service and visionary leadership. Their contributions have laid a strong foundation for the Alliance's continued growth and impact.

Our new board members bring a wealth of experience in child and youth advocacy, policy development, communications and financial acumen. Their expertise and passion will help NACY navigate emerging challenges and seize opportunities to amplify the voices of organizations and young people nationwide.

Together, this refreshed leadership team is poised to advance our strategic priorities, foster collaboration across sectors, and champion innovative solutions that create lasting change for children and youth.

OUR BOARD MEMBERS:



Sharif Mahdy, NACY Board
Chair, The Students
Commission of Canada - CEO



Marie Christian, Youth in
Care Canada - Director



Melanie Valcin, United
for Literacy - CEO



Owen Charter, Boys and
Girls Clubs - President & CEO



Ian Mishkel, Pathways to
Education Canada - Interim
Executive President & CEO



Jennifer A. Ross, Shad Canada -
Vice President Marketing,
Communications & Recruitment



Kelly Baker, Informed
Advocacy - Founder and
Principal Consultant Founder



Memona Hossain,
Muslim Association of
Canada, Director

NACY MEMBERS



The Students
Commission

Centre of Excellence for
Youth Engagement



Everything she wants to be.



EST. 1899

United for Literacy
Littératie Ensemble



CHILDREN'S
AID FOUNDATION
OF CANADA



Everything she wants to be.



START2FINISH
START TO FINISH



Greater
Toronto



Pathways
to Education



YMCA
Canada



SHAD
CANADA



TakingITGlobal
INSPIRE INFORM INVOLVE



CHILDREN FIRST
CANADA

MENTOR
CANADA



Canadian
Children's
Literacy
Foundation



Young Canadians Roundtable on Health



YWCA
CANADA



Muslim
Association
of Canada



Junior
Achievement™

EMERGING LEADERS ROUNDTABLE

The Emerging Leaders Roundtable was formed at the start of the year as a national youth-led advisory and learning space established to empower young leaders across the child- and youth-serving sector. The Roundtable brings together emerging professionals, students, and young advocates to learn from sector leaders, contribute their perspectives to national conversations, and build the next generation of leadership capacity.

Knowledge Mobilization & National Engagement

Through monthly sessions and NACY events, the Emerging Leaders Roundtable continued to strengthen youth voice and leadership across Canada. We extend our sincere thanks to all speakers and partners for inspiring the next generation. In September, participants met in Toronto for a Knowledge Mobilization Session with the Student Commission of Canada, contributing insights that will help inform NACY's policy and advocacy work.



“ Being a part of the inaugural Emerging Leaders Program has been insightful, empowering, and full of community building.

From reuniting with my friends from UNICEF Canada, to engaging with changemakers at Reimagine Canada, Students Commission of Canada, Public Good Initiative, and Plan International Canada, the EL Program has provided young leaders the space to learn, network, and hone our abilities.

As the program continues to reinvent itself and improve, I hope future cohorts will be able to make new friends and grow as young leaders of Canada.



Shennel Simpson,
Emerging Leader Roundtable
Participant 2024 - 2025

The ELRT was a great experience for me! Despite the challenges that are normally present in a pilot program, it was beneficial in ways that helped me develop as an emerging leader. I was able to meet inspiring and well-experienced leaders from across the country, who I was able to learn from, ask questions to, and most importantly, get connected.

It's not so often that young folks like myself get the opportunity to directly meet the leaders that I met, and I'm thankful that I got this experience because I had access to their teachings and built camaraderie from my fellow program participants. Thank you, NACY!

”



Andrei Rosario,
Emerging Leader Roundtable
Participant 2024 - 2025

CHILD & YOUTH NETWORK IMPACT

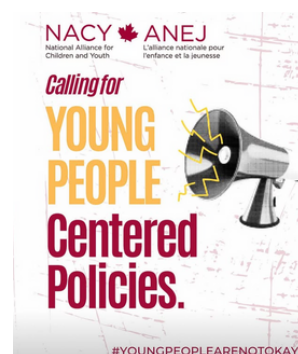
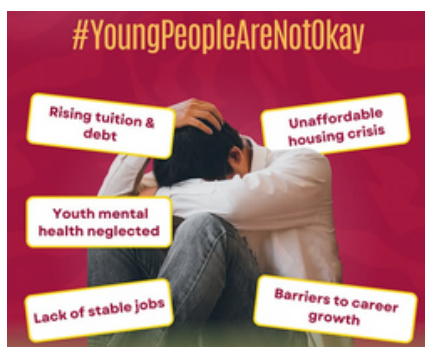
The National Alliance for Children and Youth (NACY) has strengthened Canada's child and youth sector by fostering cross-sector collaboration, amplifying youth voices, and influencing evidence-informed policy. Through capacity-building initiatives and responsive advocacy, NACY has enhanced service delivery, advanced equity-driven solutions, and positioned itself as a trusted partner in shaping a brighter future for young Canadians

Sector Expansion of Coalition Impact

NACY successfully transitioned from years of deficit to a balanced budget, signaling improved financial health. Thanks to strong engagement from member organizations. This stability allows for better planning and strategic advancement.

These efforts have helped to advance a connected and coordinated sector, fostering collaboration and shared learning across disciplines and regions. The alliance now represents 35 leading organizations serving over 6.3 million youth annually, with programs spanning mental and physical health and wellbeing, education and literacy, employment readiness, equity and inclusion, social cohesion and civic engagement. This scale strengthens NACY's ability to influence federal policy and deliver measurable outcomes.

Advocacy Campaigns & Public Representation “YOUNG PEOPLE ARE NOT OK” CAMPAIGN



Launched a national social media campaign to raise awareness about youth mental health and systemic inequities, amplifying calls for investment in young people. The mobilization of a “Young People are not okay” bringing attention to the growing crisis of children and youth. Themes covered were:

- **Mental Health Advocacy:** Emphasizing the urgency of addressing youth mental health crises.
- **Economic and Social Pressures:** Linking well-being to systemic issues like poverty and job insecurity.
- **Community Mobilization:** Encouraging collective action through social media and partnerships.
- **Hope and Resilience:** Messaging that it's okay not to be okay, paired with calls for systemic change.



MEDIA & PUBLIC RELATIONS

This year, NACY expanded its Marketing and PR efforts to strengthen visibility and sector influence. Press releases were distributed to highlight key youth-focused initiatives, and media outreach resulted in growing interest from several news publications looking to feature our work. NACY was also featured by Charity Village for the National Child Day campaign, helping elevate our national profile.

Communications contacts across organizations continue to be maintained and expanded, supporting ongoing outreach and stronger sector relationships. We also advanced thought leadership efforts by pitching articles and generating interest from outlets seeking expert perspectives on child and youth sector issues. Additionally, our outreach to organizations has encouraged more groups to subscribe to our newsletters, helping build stronger connections and broaden NACY's reach across Canada.

Election Consultation & Advocacy Briefs

Still full from our 2022 Connecting the Sector Conference, discussions have begun for our 2026 gathering. We learned a lot through our experience hosting the spring conference, among those lessons was: plan early and ask for help. To ensure upcoming conference, like all NACY programming is an event driven by members, for members, we need your voices at the planning table(s). To kick-off our planning, we are looking for support in the following areas: fundraising and sponsorship, programming and logistics.

Additional opportunities to support will be available in the lead up to the event. Contact info@nacy.ca.



Knowledge Mobilization & Convening

Through monthly committee meetings and community-of-practice sessions and national convening opportunities, NACY provides platforms for organizations to share insights, address emerging issues and advance collective capacity.

Thought Leadership & Research

- **White Paper on Strategic Investment:** Published a White Paper framing investment in children and youth as Canada's most strategic economic decision, linking advocacy to productivity and long-term cost savings.
- **Impact Framework:** Advanced methodology to demonstrate the societal and economic impact of youth-focused programs, strengthening NACY's evidence base for policy advocacy.

Strategic Framework Development



- **NACY is advocating for the creation of a National Strategy for Children and Youth**, aligning with **Bill S-212** a Senate public bill introduced in May 2025 by Senator Rosemary Moodie. Its purpose is to create a coordinated, rights-based national strategy to support the well-being of children and youth in Canada. Key Provisions that align with NACY's values:
- **National Strategy Development:** Requires the federal government to develop and implement a comprehensive strategy within 24 months, with progress reports to Parliament every six months and five-year reviews thereafter.
- **Inclusive Co-Development:** Mandates collaboration with children, youth, Indigenous communities, civil society, and child-serving organizations to ensure diverse voices shape the strategy.
- **Rights-Based Framework:** Aligns with Canada's obligations under the UN Convention on the Rights of the Child, Truth and Reconciliation commitments, and the UN Declaration on the Rights of Indigenous Peoples.
- **Accountability Mechanisms:** Establishes a permanent federal secretariat to oversee implementation, measurable targets, timelines, and public reporting.

Enhanced Sector Sustainability

By promoting awareness of sector challenges and advocating for systemic solutions, NACY has contributed to improving organizational resilience and sustainability, ensuring that frontline services remain responsive to evolving need.



Coalition Building & Representation

Cross-Sector Partnerships: Mobilized 35 member organizations to advocate collectively for systemic change, positioning NACY as a national convener and trusted advisor to government.

Government Relations Outreach: Coordinated efforts with partners to secure meetings with federal policymakers and influence post-budget priorities for children and youth.

NACY Hill Day 2025 was organized during National Child Day to bring child- and youth-serving leaders together, amplify shared priorities, and advocate directly for the investments and policies young people need. This gathering created space for meaningful dialogue with federal partners and highlighted the urgent realities facing young people across the country.

MARKETING & ENGAGEMENT GOALS



- NACY continues to experience steady and meaningful growth across all its digital platforms. This sustained increase in visibility has directly contributed to rising newsletter subscriptions for both the Policy and Frontline editions, reflecting the sector's appetite for timely, trusted content.
- Reader feedback further reinforces the value of NACY's communications efforts. Sector leaders consistently highlight the usefulness of the information shared, the relevance of opportunities circulated, and the strong alignment with emerging community needs.



- This year's communications work also played a key role in advancing the design and development of NACY's Impact Document, along with a comprehensive communications plan supporting major organizational priorities—including the AGM, National Child Day, the Research Table, and several upcoming campaign milestones.
- Website performance from July to September 2025 demonstrates significant momentum. With more than 700% growth in overall traffic, the site recorded 789 visits, 783 sessions, 500+ online subscribers, and 12 qualified leads generated within the quarter. These metrics signal not only expanding reach, but deeper engagement from members, partners, and sector stakeholders.

FINANCIAL BREAKDOWN

2024 Revenue

\$135,197

2025 Revenue

\$152,508 ↑ 12.8%

2024 Expenses

\$135,197

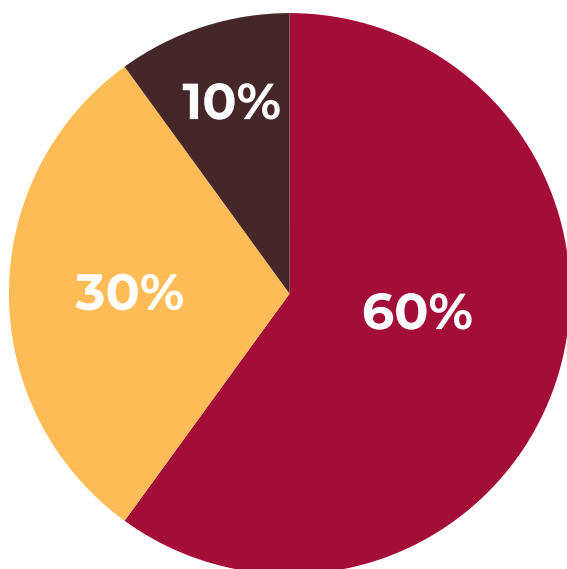
2025 Expenses

\$148,027

Revenue/Expenses: \$0

Revenue/Expenses: \$4,481

Sources of Funding



- Membership
- Grants
- Collaborative Member Projects

Thank You!