

**aftermetoo**

**2022**

**Annual  
Report**

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**Our Goal**

Our goal is to create workplaces where employees can go to work and not get sexually harassed.

*That's it.*

We create the tools to achieve this.

## Message from the Chair



**Freya Ravensbergen**

Board Chair

I am excited to report that in 2022, Aftermetoo soft-launched our new digital property! This is a huge achievement and a major step on the road to helping people in Canada who are being sexually harassed at work. We are so proud to have gotten this done!

I want to take a moment to reflect on why this matters.

Let's go back to 2017, when our collective journey started.

In October 2017, Donald Trump was president of the United States. People had been protesting pretty much ever since he won the election. For many, his election had been a bitter pill to swallow because it happened after the release of the Access Hollywood tapes. That recording—'grab em by the pussy'—had been played on the news repeatedly, and yet people had elected him anyway.

It was really hard to accept. We had believed that the world was progressing towards equality, and Donald Trump's election felt like a slap in the face. Maybe we hadn't made as much progress as we'd thought. Maybe the gains we'd achieved were more fragile than we'd understood.

Then the news about Harvey Weinstein started to break. And we started to hear an outpouring of women's stories about being harassed and abused at work.

I wasn't alone at being blown away by the sheer scope and scale and volume of those stories. I think very few of us had really fully understood how omnipresent sexual violence is, and the amount of damage it does to so many people's lives.

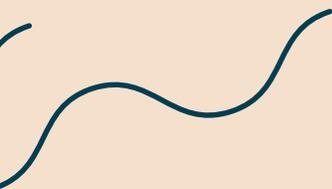
It was a real wakeup call. And some friends and I decided we wanted to do something about it. And so we started organizing.

That's how Aftermetoo got started.

Our original focus area was the performing arts, because that's where we worked. But over time we realized we needed to broaden things out. And that's how we came to make our new site, which is focused on supporting all survivors.



## Our Theory of Change



Aftermetoo aspires to achieve systemic change. But we're realists.

We know that gender-based workplace harassment has been an acknowledged problem for decades. Researchers have been studying it since the 1970s. Government and companies and individuals have been taking steps to curtail it for almost that long. It's a difficult problem, and so far it's proven to be intractable.

There is no evidence that the prevalence of workplace sexual harassment has declined, at all. Even the #MeToo movement didn't move the needle in terms of making harassment less common. It just made people feel less alone.

To create the change required to end gender-based workplace harassment in Canada will require sustained long-term effort from many parties.

In the meantime, people who are being harassed need help. They need practical, realistic information and advice to help them navigate their experience so they can emerge as unscathed as possible. That's what our new site does.

Getting here, I have learned so much from so many people. I am incredibly grateful to everyone who contributed to developing this enormous informational resource. I invite you to join me in celebrating this massive achievement.

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The stigma surrounding gender-based workplace harassment (yes, even post-#MeToo) silences survivors and cuts them off from important potential sources of information and support.

Instead of talking openly in their social and work networks about what's happening to them, people instead go online (privately, anonymously, secretly) looking for information and advice.

That's where we come in. The Aftermetoo site provides realistic, honest information for people in Canada who are experiencing gender-based harassment at work.

## What We Achieved in 2022

In December 2022, Aftermetoo soft-launched our new digital property, a one-stop information shop for people experiencing gender-based workplace harassment.

This was a massive achievement that we've been working towards for four years. The site is a joint effort by dozens of partners, hundreds of experts, and thousands of survivors of sexual violence.

It is for everybody who's being harassed at work. Hotel room cleaners. Police officers and members of the armed forces. Software engineers. Bartenders. Welders. People who work in healthcare. Everybody.

We started developing the site by surveying people who've experienced gender-based workplace harassment, asking them what they want and need from us. Then that's what we built.

The site offers information about the laws related to sexual harassment in Canada (geolocated by province so people see information that's relevant to them), as well as about how they can protect their careers, finances, and mental health against the damage that harassment so often causes.

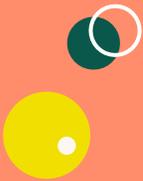
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### What we offer:

- 176 articles of information and advice, customized for the location of the reader. These articles answer questions like “what is workplace sexual harassment,” and “how does the law in Canada determine if I've been harassed.”
- Dozens of first-person accounts of harassment, so people can learn from each other's experiences
- A database of links to media (TV, movies, podcasts, songs, games and quizzes) that people told us they found helpful when they were being harassed
- Links to local resources near the reader, via the first-ever national partnership with 211, the helpline and website that provides information and referrals to community and social services
- 100% Canadian
- Fully bilingual (English and French)
- Fully compliant with Web Content Accessibility AA standards

## Workplace sexual harassment by the numbers

- 1989** Year in which the Supreme Court of Canada first defined illegal sex discrimination to include workplace sexual harassment
- 33%** Percentage of people in Canada will be sexually harassed at work at some point in their life
- 50%** Percentage of people who experienced workplace sexual harassment and literally never told a single person about it, before they told us
- 27%** Percentage of people who, after being harassed at work, feel confident they will be able to handle it okay
- 80%** Percentage of people who experienced workplace sexual harassment and never reported it to their employer
- 51%** Percentage of people who considered quitting their job to get away from the person who was harassing them
- 15%** Percentage of people who actually did end up quitting their job
- 24%** Percentage of people who considered consulting a lawyer after being harassed
- 8%** Percentage of people who actually did consult a lawyer
- \$1.3MM** Estimated average lifetime cost of workplace sexual harassment to a person pushed out of a well-paid male-dominated industry



Aftermetoo by the numbers



Revenue & Expenses



Revenue: **\$211,736**

Contributions	\$39,717
Funding	\$172,014
Interest Income	\$5

Expenses: **\$220,321**

Bank Charges	\$390
Communications	\$2,341
Contribution to Can't Buy My Silence Campaign	\$37,248
Insurance	\$14,248
Office and General	\$22,298
Professional fees	\$3,825
Project Management	\$3,625
Salaries and Benefits	\$134,114
Web Design	\$2,232

**Note:**

Since 2019, Aftermetoo has been working in partnership with the Canadian Women's Foundation (CWF) to execute a variety of projects aimed at combating workplace sexual harassment, including the development of the digital property described in this report. The projects have been co-managed, but the majority of the funding has resided with and been disbursed by CWF.

Consequently, the figures presented in this report do not fully represent the scale and scope of Aftermetoo's activities, nor do they fully capture the costs of building and maintaining the digital property we soft-launched in 2022.

## Board of Directors

In 2022, the board bid a fond farewell to outgoing board member Zoya Islam, and welcomed new member Sara Comrie-Pauls. We thank Zoya for her dedication and energy, and look forward to Sara's contributions.

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### Officers

**Freya Ravensbergen**, *Chair*

**Ariel Ramdewar**, *Secretary*

**Mary Liu**, *Treasurer*

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### Members

**Sara Comrie-Pauls**

**Aisha Green**

**Mimosa Kabir**

**Alex Panousis**

**Our  
Community**

We are so grateful to our funders and partners!

Donations to Aftermetoo are tax deductible in Canada and we welcome your support.

We are tremendously grateful to all the gender justice organizations, legal organizations, law firms, and individual lawyers, who help us with our work.

In doing our work, we have consulted with more than 2,000 individual survivors of gender-based workplace harassment. To those people: we are so grateful for your openness, your honesty, and the many important insights you shared with us. Our job is to support survivors by providing them with relevant, realistic information, and we literally could not do it without you.

**Thank you.**



Employment and  
Social Development Canada

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Department of Justice  
Canada

Ministère de la Justice  
Canada



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