MOMENTUM

FRIENDS OF RUBY
2023 ANNUAL REPORT
Our impact and ongoing momentum would not be possible without the support of our partners.
## Contents

<table>
<thead>
<tr>
<th>Page</th>
<th>Section</th>
</tr>
</thead>
<tbody>
<tr>
<td>05</td>
<td>Momentum</td>
</tr>
<tr>
<td>06</td>
<td>Message from our Board Chair</td>
</tr>
<tr>
<td>07</td>
<td>Message from our Executive Director</td>
</tr>
<tr>
<td>08</td>
<td>Momentum in Supporting Mental Health</td>
</tr>
<tr>
<td>12</td>
<td>Momentum in Housing Youth</td>
</tr>
<tr>
<td>14</td>
<td>Momentum in Partnering for Progress</td>
</tr>
<tr>
<td>20</td>
<td>Statement of Operations</td>
</tr>
<tr>
<td>21</td>
<td>Momentum in Donations</td>
</tr>
<tr>
<td>23</td>
<td>2024 Momentum</td>
</tr>
</tbody>
</table>
The momentum we've gained in 2023 serves as a powerful springboard for continued growth and a beacon of hope for the youth we serve.
Momentum drives progress—and it’s the perfect descriptor for 2023.

At Friends of Ruby, we are proud of the communities, allies, partners, donors and friends who supported our mission to improve the mental health and wellbeing of 2SLGBTQIA+ youth in Toronto, the Greater Toronto Area (GTA) and across Ontario. As an organization, we have built momentum across our core objectives.

We have broadened access to mental health services to help more youth—at no cost to the youth in need. We have helped place youth in safe transitional housing, and transitioned 90 youth into independent living through the Friends of Ruby Home program. Our Momentum for 2SLGBTQIA+ Youth Mental Health campaign raised funds to support the growing demand for our mental health services. We launched the Ruby Gala—a unique, youth-only event to engage safely and authentically during Pride.

The generosity of our donors continues to be an inspiration. With more donors contributing to our mission, we are well on our way to achieving sustainable fundraising outcomes.

Looking ahead, we are committed to deepening our partnerships with government and community agencies to ensure sustainable growth and address the evolving challenges faced by the 2SLGBTQIA+ youth community.

The momentum we’ve gained in 2023 serves as a powerful springboard for continued growth and a beacon of hope for the youth we serve.
I am grateful to have witnessed and experienced the collaborative spirit and support extended to Friends of Ruby and the 2SLGBTQIA+ youth we served over the past year. The bravery and resilience they display continue to inspire us daily.

I’d like to extend my heartfelt appreciation to our dedicated Board of Directors, whose consistent efforts have led to the growth of Friends of Ruby partnerships across various sectors, businesses, and organizations. The concerted effort of the Board increased the network of funding partners we work with, enabling us to expand our services to meet the evolving needs of 2SLGBTQIA+ youth.

The generosity of individual donors further fueled our mission, allowing us to make a tangible difference in the lives of the youth we serve. As we look ahead, we are focused on cultivating even stronger partnerships with government entities. Their funding and support are instrumental in our ability to address the growing demands for youth services within the 2SLGBTQIA+ community. Each new partnership and donation represent a lifeline for youth seeking support, reinforcing the level of our commitment to the community.

I am immensely proud of the strides we’ve made and the positive impact our team continues to have on the lives of 2SLGBTQIA+ youth. As we continue to have year-over-year growth, it is essential that we continue to work with all levels of government to ensure the necessary support for core services continues and grows. Together, we are building momentum to create a more inclusive and supportive environment. I extend my sincere gratitude to everyone involved in our journey.

I would also like to thank the Friends of Ruby staff for their commitment to the Friends of Ruby mission—their expertise and passion for helping 2SLGBTQIA+ youth is truly admirable.

On behalf of the Board of Directors, thank you.

Ed Clark he/him BOARD CHAIR
At Friends of Ruby, we believe each 2SLGBTQIA+ youth we serve is like a ruby—precious and worthy of care. In recognition of the work we do to support the mental health and wellbeing of 2SLGBTQIA+ youth, Pride Toronto selected us as the 2023 Charity of Choice. This highly esteemed position has had a tremendous impact on the organization—helping us deepen our existing relationships, connect with more funders, and establish new partnerships with individuals, businesses, and organizations across the community.

Our focus and dedication are increasing impact. I would like to thank the entire team at Friends of Ruby—both frontline and operational teams—for their ongoing dedication and hard work. Our responsibilities at Friends of Ruby go far beyond fulfilling a job role. I am continuously inspired by the passion, dedication and care that is shared—directly and indirectly—in supporting the youth we serve. Thank you.

Friends of Ruby has gained recognition for the unique groups we serve. 2SLGBTQIA+ youth are being referred by community agencies to our services so they can get the specialized support they need from teams that understand their challenges. This has contributed to our marked increase in services, as we supported nearly 50% more youth in 2023. I deeply appreciate the many youth that come to us in a time of need, seeking a space to build community, engage in our program offerings, and trust us in providing their specialized care.

Our successes would not be possible without the ongoing support and generosity of our donors. The remarkable results of our Momentum for 2SLGBTQIA+ Youth Mental Health campaign reflect your commitment to empowering youth in need.

As we look forward in 2024, we’re excited to continue this journey with you, building on this momentum, developing new programs and fostering impactful partnerships for a brighter future.

Thank you for standing with us and being a driving force for positive change within the 2SLGBTQIA+ youth community.

With gratitude,
Carol Osler she/her
EXECUTIVE DIRECTOR
Momentum in Supporting Mental Health

Making a positive impact for more youth

Friends of Ruby provides free mental health services and wrap-around support for 2SLGBTQIA+ youth across Ontario.

Our mental health services are offered within the Friends of Ruby Drop-In Centre, as well as for youth residents in the Friends of Ruby Home. The Friends of Ruby Drop-In Centre is a safe and welcoming space for youth, aged 16-29 to find counselling services, practical support, and a sense of community.

The Friends of Ruby Drop-In Centre serves as a beacon of hope and a first step for the most vulnerable youth population seeking safety and support. Since opening our doors in 2019, we have served more than 1,500 2SLGBTQIA+ youth. We have provided more than 30,000 interactions with counsellors, volunteers, program staff, and case workers, providing affirming social connection, respite, and basic healthcare needs. The space is a hub for youth to access harm-reduction supplies, COVID-19 and influenza vaccination clinics, educational programming, and primary care practitioners such as nurses and nurse practitioners provided through partnerships with community agencies.

The mental health team at Friends of Ruby reflects the diversity of the community. The team works from an integrative, trauma-informed, anti-oppressive, and collaborative framework. Their personal and professional experiences inform our comprehensive and collaborative approach to mental health and wellbeing.

In 2023, Friends of Ruby saw a 53% growth in need for mental health services with 252 youth registering for counselling services and 179 completing individual and/or group counselling within the Friends of Ruby Drop-In Centre. The need for mental health and wellness supports continues to soar—particularly comprehensive and tailored support for youth who identify as transgender, non-binary, and other non-conforming (TNB) identities, who represent 60–65% of the youth we serve. We responded to the emergent mental health crisis affecting 2SLGBTQIA+ youth by increasing both in-person and online mental health support, of which 57% were requests for online support.

To better address the evolving needs of our community, we identified and implemented key strategies. We provided comprehensive training for all counsellors in solution-focused therapy (SFT) and internal family systems (IFS). We focused on developing several key specializations, including diverse hiring, the addition of Spanish-language counselling, (dis)ability justice, counselling supports for disordered eating and gender-based violence, and increased services for BIPOC, and transgender, non-binary, and gender non-conforming youth.

Friends of Ruby also supported 2SLGBTQIA+ mental wellbeing with integrated community service referrals across a wide range of agencies including Covenant House, Dixon Hall, Eva’s Initiative, Fife House, Sherbourne Health, Stella’s Place, Street Haven, The 519 Legal Clinic, and others.

Despite increasing our capacity, it’s clear that more still needs to be done. On average, 82 new youth are placed on the counselling waitlist each month, with a median wait time of 4.9 months for counselling services.
Solution Focused Brief Therapy

As a response to the growing number of high-risk youth on the waitlist for General Counselling, in 2019, through the support of RBC Future Launch, Friends of Ruby launched the Solution Focused Brief Therapy (SFBT) program. The therapeutic modality is designed to provide six to eight sessions of psychotherapy to participants who benefit greatly from this type of therapy. It is also offered to youth who are well aligned with this service offering, and has had beneficial impact by bridging short term mental health services to support youth along their journey at Friends of Ruby.

- 2,853 mental health sessions
- +53% year-over-year
- 339 unique youth
- +41% year-over-year
Measurement Based Care (MBC) for Enhanced Youth Mental Health Outcomes

In 2023, Friends of Ruby introduced Measurement Based Care (MBC) to our services.

The project will enable us to improve data security, the speed and efficiency of our intake processes, and data sharing and analysis. It will support our ability to incorporate evidence-based decision making across our programming, increase client engagement, support client supervision, and foster a learning culture. With real-time data at our fingertips, we will be able to better support the mental health and individual needs of each 2SLGBTQIA+ youth we serve. We are grateful to have received technology-focused grant funding from Community Foundations Canada (Community Services Recovery Fund) and the KPMG Foundation, alongside capacity-building resources from Women and Gender Equality (W.A.G.E.) and the Balsam Foundation. Through their support, we are developing MBC infrastructure with enhanced case management software and leading outcomes measurement technology.

The most significant benefits will be the ability to adjust the programs and services based upon the real time data. Friends of Ruby is committed to providing continued support and care once youth have transitioned out of the Friends of Ruby Home to in-community independent living. This technology will allow us to check in with youth and determine how well they are adjusting, enabling us to evaluate the long-term impacts of our tailored programming at the Friends of Ruby Home.

Drop-in Centre

- **4,442** service engagements
- **753** program engagements
- **611** new registrants (+24% year-over-year)
- **133** youth served per month
Championing the Chosen Family Day Act, 2023

Family rejection is a leading cause of 2SLGBTQIA+ youth homelessness.

Friends of Ruby continues to champion awareness efforts for 2SLGBTQIA+ youth by supporting Chosen Family Day.

In collaboration with Ontario Members of Provincial Parliament (MPPs) Kristyn Wong-Tam, Jill Andrew, and Mitzie Hunter, Friends of Ruby played a pivotal role in introducing a Private Members’ Bill to proclaim Chosen Family Day annually on February 22. “Chosen families are made up of individuals who may not be biologically related to one another,” said MPP Kristyn Wong. “These families are especially important to 2SLGBTQIA+ individuals who may have been rejected by their biological families.”

On Wednesday, February 22, 2023, MPP Kristyn Wong-Tam introduced Bill 64, Chosen Family Day Act, 2023 to the Legislative Assembly of Ontario. The bill aimed to officially recognize and celebrate the significance of chosen families within the 2SLGBTQIA+ community. MPPs Jill Andrew and Mitzie Hunter joined MPP Kristyn Wong-Tam as co-sponsors of the bill, demonstrating cross-party support for the initiative.

The drop-in centre provided

6,605 bags of groceries
5,031 meals (+24% year-over-year)
989 harm reduction kits (+52% year-over-year)

Friends of Ruby Home

10,837 bed nights provided
18 youth transitioned to independent housing
Momentum in Housing Youth

Connecting Youth with Transitional Housing

Youth who identify as 2SLGBTQIA+ face an increased risk of housing insecurity when they feel threatened or unsupported at their family home. The Friends of Ruby Home is Canada’s first custom built transitional house for young 2SLGBTQIA+ people. The Friends of Ruby Home is a place where youth can focus on strengthening life skills, receive wrap-around mental health support, get connected to community supports through case management, and work towards living independently within one year of their stay.

The Friends of Ruby Home consists of 31 suites, including two couple suites, five accessibility suites, and five emergency suites reserved for youth in urgent need, for a shorter stay of up to three months. There are common areas for encouraged socialization and a state-of-the-art family style dinning and kitchen area, aimed at building skills toward independent living.

Since its beginnings in 2019, Friends of Ruby Home reached a significant milestone by helping more than 90 2SLGBTQIA+ youth transition to independent, in-community housing. In 2023 alone, the average stay was 290 days, with 50 youth accessing transitional housing, 17 accessing emergency beds, and 18 youth successfully transitioned to independent or permanent housing.

To better serve our communities, we are centralizing our intake and assessment processes and have implemented several strategies to improve the overall quality and effectiveness of our programming. These initiatives include:

- Being an active part of 2SLGBTQ+ Voices Matter: This is an in-person focus group with City of Toronto tasked with updating Toronto Shelter Standards (TSS)
- Working with Toronto Housing and Homelessness Forum; Shelter, Support and Housing Administration; and Toronto Alliance to End Homelessness to institute best practices in shelter services for 2SLGBTQIA+ communities
- Collaborating with Street Health to promote staff training and HIV self-testing
- Family and Natural Supports (FNS) training with A Way Home
- Exploring a shared service model for security services with Street Haven to save costs
- Implementing medication administration and harm reduction policies

Friends of Ruby continues to be the only transitional house catering to the specific needs and wellbeing of 2SLGBTQIA+ youth.

We remain steadfast in our commitment to working with sector partners, various levels of government, and funders across the province to deepen support for 2SLGBTQIA+ youth in need.
90

youth successfully transitioned to independent housing since the Friends of Ruby Home opened in December 2020

*TD Bank*
The ability to address urgent priority needs

Annual priorities for Friends of Ruby may shift depending on the immediate needs of the youth we serve. Building partnerships that allow us to pivot enables us to address urgent needs. Through multiple engagement opportunities, TD provides numerous avenues of foundational support to Friends of Ruby. One highlight is the multi-year grant funding from TD Ready Commitment in support of the programs and operations of the Friends of Ruby Home. This unrestricted funding supports program needs within our offerings, as well as those offered in partnership with other community agencies.

*The Home Depot Canada Foundation*
Unwavering Support

Becoming the Charity of Choice for Pride 2023 was an honour and a tremendous undertaking for a small but mighty organization. The Home Depot Canada Foundation continues to be an unwavering supporter of Friends of Ruby, particularly in the development of the Friends of Ruby Home. In 2023, Home Depot responded to our needs for Pride 2023 and generously donated materials and furnishings to bring to life the Friends of Ruby Charity of Choice Pride community booth. They also provided materials for building the Friends of Ruby parade float and had teams of volunteers for float construction. Whether it is a big or small need—program funding, gift in kind, or volunteer support—Home Depot continues to believe in our mission just as much as we do.

*The Ruby Gala*
A one-of-a-kind experience

On June 17, 2023, FoR hosted the Ruby Gala during PRIDE month. The Gala was a fun “red carpet” experience for 2SLGBTQIA+ youth guests, who disproportionately miss out on experiences many of us take for granted. It was made possible through the generous support of corporate partners, both in-cash contributions and gift-in-kind sponsorships.

Attendees were provided the experience to wear gender affirming clothing and have their makeup professionally applied. They also engaged with an array of spaces, catering to the diverse needs of attendees. Youth were able to enjoy the dance floor with a DJ playing loud music, while others preferred hanging out in the silent room, or visiting the service dog area to engage with the soothing effects of a support animal.

The positive feedback was a testament of the Ruby Gala’s impact and success, highlighting the importance of social gatherings in fostering a sense of belonging and community among 2SLGBTQIA+ youth.

In 2023

50
youth accessed transitional housing

17
youth accessed emergency beds
Momentum in Partnering for Progress

Strategic partnerships to increase our impact

Ministry of Health, Ontario Health, and City of Toronto
Support from Various Levels of Government

Friends of Ruby’s specialized care, facilitated by 2SLGBTQIA+ identifying mental health and case management service providers, positions Friends of Ruby as leaders in best practices to support the unique needs of this under-served population of Ontarian youth. We are grateful for the vital aid from the Ministry of Health for our core service and support offerings. Ontario Health demonstrated deep commitment by providing essential support for various mental health programs, including mental health supports for Black children and youth. We value the trust of the City of Toronto for investing in a weekend warming centre for 2SLGBTQIA+ youth operated in the space and by the team at the Friends of Ruby Drop-In Centre. Government support of these essential services is imperative for Friends of Ruby to continue serving the needs of our equity-deserving community members.

Dixon Hall, Fife House, Street Haven
Collaboration and Advocacy

To better support the entire community facing homelessness in Toronto, Friends of Ruby is working with several housing sector partners to build out collaborative opportunities. The aim is to share and reduce administrative and operational costs, to advocate as a larger body to promote real systemic change, and to develop opportunities to support more 2SLGBTQIA+ youth with space in transitional housing.

Through the generous support of a Friends of Ruby donor, a cross-sector, three-day Leadership Development training program with Toronto Metropolitan University (TMU) brought together four East Toronto Executive Directors from Dixon Hall, Fife House, Friends of Ruby, and Street Haven.

The program’s content was developed in conjunction with TMU in 2023, and the inaugural training workshop was delivered in early January 2024 to more than 40 attendees across the organizations. The three-day leadership certificate program covered topics like:

- Strengthening leadership skills through self-awareness and communication
- Strategic thinking and stakeholder management
- Mindfulness and compassion for performance, stress management, and fostering empathy and compassion in leadership
- Change management and conflict resolution
- A deeper understanding of Equity, Diversity, Inclusion (EDI) issues fostering an inclusive workplace and the courage to lead transformational change.

TMU is planning an ongoing Executive Leadership Program for social sector leaders in Toronto, building on the content developed through this project to tailor it to the unique challenges and realities facing the charitable sector.
<table>
<thead>
<tr>
<th>Meals on the Go</th>
<th>Women and Gender Equality (W.A.G.E.)</th>
<th>United Way Greater Toronto</th>
</tr>
</thead>
<tbody>
<tr>
<td>Corporate Volunteer Engagement</td>
<td>Organizational Initiatives</td>
<td>Capacity Building</td>
</tr>
</tbody>
</table>

Multiple corporate volunteer teams have engaged in our “Meals on the Go” program for youth. The teams purchase and assemble food packages in brown bags for breakfast, lunch or snacks, often adding a note of encouragement written by the volunteers. The team from Bayer’s Mississauga office went a step further and visited Friends of Ruby to pack 240 breakfasts into reusable rainbow flag tie-dye bags they had purchased.

With grant funding in place from W.A.G.E. and their 2SLGBTQIA+ Community Capacity Fund, Friends of Ruby is building agency capacity across technology, human resources, staff training, and other organizational initiatives. The $450,000 multi-year funding project commenced in Fall 2023 and will run through early 2026.

Through multi-year funding, United Way Greater Toronto continues to be a vital funding partner. Providing increased resources for youth across many essential daily needs, United Way funding has enhanced access to computers for education and learning, accessible laundry services, gender-affirming clothing, and groceries. United Way has also been a core partner for our Case Management services.
Celebrating our 2023 partners

Corporate and Foundation Partners

Balsam Foundation
Advancing our Agency

A foundational partner to Friends of Ruby through capacity-building funding to support strategic organizational development and growth, the Balsam Foundation continues to help advance our agency. In partnership with the Balsam Foundation, we have been able to invest in developing and creating a knowledge mobilization plan for shared resources within the broader sector, as well as cross-sector initiatives that break down barriers within the mental health, housing and 2SLGBTQIA+ youth spaces. The steadfast support of the Balsam Foundation will continue to have a tremendous impact for years to come.

Scotiabank
Investing in Education and Employment

Through the ScotiaRISE Fund, Scotiabank has provided multi-year funding to help 2SLGBTQIA+ youth reach their education and employment goals. The funding has led to essential youth programs that build soft skills like collaboration, time management, and team leadership in a welcoming environment. The program gives youth access to leaders and mentors across a variety of fields that reflect their own intersectional identities, as well as providing the opportunity for youth to build a community of support. This funding has also connected Friends of Ruby to new partner organizations that provide internship and employment activities.

RBC Royal Bank
A Day in Support of the Youth we Serve

On June 21 each year, RBC Capital Markets employees unite globally to support youth charities around the world. In 2023, we were thrilled to be selected as an RBC Charity Day for the Kids beneficiary. Friends of Ruby was invited to visit the Bay Street Trading Floor and speak first-hand to hundreds of enthusiastically engaged Global Markets employees about our mission and impact in supporting 2SLGBTQIA+ youth.
Celebrating our 2023 partners

Community Partners

Blake’s Law Firm and Pro Bono Students Canada (UofT Chapter)  
A Milestone for Trans and Gender-Diverse Youth

The Trans ID Clinic assists youth with obtaining new pieces of identification. The clinic had 72 interactions with 26 participants in 2023. This is a very important milestone for trans and gender-diverse youth. The collaboration between Friends of Ruby, the Toronto chapter of Pro Bono Students Canada, and Blake’s Law Firm was a coordinated initiative of niche expertise with Friends of Ruby providing the initial intake for trans and gender-diverse youth, while law student volunteers from Pro Bono Students Canada and supervising lawyers from Blake’s Law Firm worked collaboratively to provide free legal information, form-filling services, and referrals.

Expanding our reach to Hamilton  
Broadening Community Engagement

At Friends of Ruby, we’re proud of the growing number of community partners we are connecting to, working alongside, and collaborating with to grow integrated community support for 2SLGBTQIA+ youth. One innovative example of our broadening community engagement extends beyond the GTA with a community partnership event in Hamilton. Supported by the City of Hamilton and hosted by the Hamilton Art Gallery, the evening event provided an opportunity for Friends of Ruby team members to share resources and information with 2SLGBTQIA+ youth and youth-friendly agencies to support positive social engagement and inclusion.

IN Magazine  
National 2SLGBTQIA+ Community Resource Directory

IN Magazine is Canada’s premiere digital publication, website, and community platform for the LGBTQ2+ community. At Friends of Ruby, we are filled with gratitude for this ongoing partnership that enables us to reach more 2SLGBTQIA+ youth in need of our services, and to expand our impact by growing our network of supporters. As part of IN Magazine’s vision to build community, they recently launched Canada’s national 2SLGBTQIA+ community resource directory with more than 325 2SLGBTQIA+ specific programs, services and supports across Canada.
Momentum for 2SLGBTQIA+ Youth Mental Health

In 2023, Friends of Ruby sought to raise $1 million through the Momentum for 2SLGBTQIA+ Youth Mental Health annual fundraising campaign. Together with the Ruby Gala, the campaign’s primary objective was youth engagement, while also contributing to our funding efforts in building ongoing support for the Mental Health and Youth Services program, as well as brand recognition and growth.

The annual campaign achieved notable results, including:

- **$1.4M** raised, exceeding $1M goal by 40%
- 132% increase in average gift size
- 112% increase in donor acquisition

A new corporate major gift from our generous partner, Deciem
Deepening Partnerships for PRIDE Engagement

In addition to the financial support of the Momentum campaign, we engaged numerous partners to provide volunteer time and gift-in-kind support to make our experience as Pride Toronto 2023 Charity of Choice a memorable one. Figure3, a Toronto-based interior design firm, donated their creative brilliance to design our PRIDE community booth, creating a quiet and welcoming space for 2SLGBTQIA+ youth. They also designed the parade float, which was built with materials and volunteers from Home Depot. Gail Prosser, professional carpenter and President of Women Who Build, constructed the frame for the eye-catching Ruby float, in a safe and secure space provided by Pinewood Studios. DJ Pogi the Artist kept the music playing and the parade attendees dancing, singing, and smiling, while Dixon Hall and Kids Help Phone marched with us in solidarity. The unflagging support from these organizations helped us create an environment of inclusion and celebration, and connected us with more than 9,000 people who visited our booth throughout the weekend. It was definitely a Pride to remember!

With more than 9,000 people who visited our booth throughout the weekend, it was definitely a Pride to remember!
## Statement of Operations

### Revenue

<table>
<thead>
<tr>
<th></th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Designated funds</td>
<td>3,356,785</td>
<td>3,180,891</td>
</tr>
<tr>
<td>Unrestricted Donations</td>
<td>1,502,552</td>
<td>862,464</td>
</tr>
<tr>
<td>Amortization of deferred capital contributions</td>
<td>356,928</td>
<td>356,405</td>
</tr>
<tr>
<td>Subsidies</td>
<td>0</td>
<td>137,463</td>
</tr>
<tr>
<td>Other</td>
<td>191,393</td>
<td>130,053</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>5,407,658</strong></td>
<td><strong>4,667,276</strong></td>
</tr>
</tbody>
</table>

### Expenses

<table>
<thead>
<tr>
<th></th>
<th>2023</th>
<th>2022</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct service delivery costs</td>
<td>3,856,300</td>
<td>3,151,470</td>
</tr>
<tr>
<td>Amortization of capital assets and intangible assets</td>
<td>686,364</td>
<td>684,423</td>
</tr>
<tr>
<td>Occupancy</td>
<td>565,392</td>
<td>681,326</td>
</tr>
<tr>
<td>Program fees</td>
<td>541,802</td>
<td>427,955</td>
</tr>
<tr>
<td>Administration</td>
<td>233,185</td>
<td>177,310</td>
</tr>
<tr>
<td>Professional fees</td>
<td>193,144</td>
<td>134,434</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>6,076,187</strong></td>
<td><strong>5,256,918</strong></td>
</tr>
</tbody>
</table>

In 2023, revenue grew with focused fundraising strategies. There was $686,364 amortization of capital expenses, resulting in a shortfall of $17,835 in operating costs and significant increased service demands.
Friends of Ruby continues to deliver specialized and vital services to 2SLGBTQIA+ youth at no cost to the youth we serve. This is made possible by the generosity of our donor community.

We are thrilled to continue to deepen relationships with various levels of government, private foundations, individuals, and corporations that choose to support us each year. We truly value our longstanding donors who continue to make Friends of Ruby their philanthropic priority. We appreciate the new supporters who decided in 2023 to start supporting our mission and cause. Your dedication and support are what enable us at Friends of Ruby to do what it is we love to do each day—help 2SLGBTQIA+ youth in need.

We are proud to recognize the following donors across two categories for their impactful support to Friends of Ruby:

- Donors who have given lifetime, cumulative gifts of $10,000 or more since the completion of the Capital Campaign in 2020.
- Donors with a star next to their name are first time donors in 2023, who also donated $10,000 or more.
- Donors who made their first donation in 2023 of $1,000 or more.

Cumulative Lifetime Gifts of $10,000+

- Anonymous
- Anton and Illana Rabie Charitable Fund at the Jewish Foundation of Greater Toronto
- Beanfield Technologies*
- Bill and Bronwen Thomas
- Bill and Teri Currie
- Blake, Cassels & Graydon LLP
- Brian Cartwright
- Brian J. Gibson
- Bruce Lawson
- Catherine Meade
- Christopher Hewat
- Colleen Moorehead
- Community Food Centres Canada
- Community Foundations of Canada
- Connie Reeve—in memory of Bonnie Tough
- Craig’s Cookies*
- David W. Anderson
- DECIEM*
- Douglas Stolbery
- Geoffrey Smith
- George Yabu and Glenn Pushelberg
- Government of Canada, Employment and Social Development Canada*
- Government of Ontario, Women and Gender Equality*
- Heather Killough
- Heather Richardson
- The late Hon. Williams C Graham, P.C., G.M., Q.C.
- Ian McPhail
- IKEA Etobicoke
- Interconnect Solutions Canada
- J.P. Bickell Foundation
- Jays Care Foundation
- Jen McCain
- John A. Philippi
- John Capozzolo and Paola Ceolin
- John F. Clifford
- John Phillips Foundation*
- John Thompson
- John Unger
- Jonathon Borland
- Kelly Moffatt and Michael Fekete
- Lisa and Marianne Smith
- M.E.H. Foundation
- Malcolm and Tara Lang
- Marc Brazeau, CPA, CA
- Martha LA McCain
- Mary Lou Maher and Virginia Hatchette
- Mike and Martha Pedersen
- Nordstrom
- Ontario Highway 407 ETR
- Ontario Lottery and Gaming Corporation
- Patrick Priestner
- Paul and Susan Douglas
- Paul Boniferro
- Public Safety Canada
- RBC Capital Markets*
- Richard J. Balfour
- Richard Silver
- Roger Keglevich
- Russel Vert
- Ruth Woods
- Scott McCa
- Sharon Geraghty and Paul Wickens
- SkipTheDishes Restaurant Services Inc.*
- Stephen J. Graham
- Steven Smith
- Telus
- Terry Burgoyne
- The Azrieli Foundation
- The Clark Family Foundation
- The Estate of Craig Hanson
- The Neighbourhood Organization
- The Ontario Realtors Care Foundation
- Timothy M. Thompson
- TSX Inc.
- Virgin Plus
- VOS Productions
In addition to the donors listed here, we would like to thank all donors who made large and small contributions to Friends of Ruby in 2023. Your generosity enabled us to provide free critical services to more 2SLGBTQIA+ youth than ever before.

Thank you!
Driving more impact for 2SLGBTQIA+ youth

We’re incredibly excited about the year ahead. At Friends of Ruby, we are thankful for the momentum that our partners, donors, stakeholders, volunteers, staff, and youth create every day.

As our unique service offerings, applications for transitional housing, and requests for digital services continue to grow, we remain steadfast in our commitment to working with various levels of government to deepen their support of the vital mental health services, spaces, and programming offered by Friends of Ruby.
Thank you to photographer Em Schuster (they/them) for contributing many of the photos used in this annual report.