



WRITERS COLLECTIVE
OF CANADA

writing
together,
we change
the
world

WHY WE WRITE

Amplifying magnificent underheard voices
through accessible arts-health programming

2024 YEAR IN REVIEW

Writers Collective of Canada (WCC) combats
the devastating epidemic
of loneliness and isolation
through the **creation of art & storytelling**



“We are hardwired to live in community. **Connection is the essential glue of our lives.** ... We need social connection for our survival and collective well-being.”

Dr. Vivek H. Murthy
19th & 20th Surgeon General of the USA

Through the power of making art together, WCC offers **a strong social prescription** that addresses the global crisis of isolation and loneliness

“[WCC workshops] reinforced my belief in the ability of creativity to help our clients engage in ... a social setting that was really natural – many are so isolated they don’t get that – their life experience is often one of isolation. **[WCC workshops] countered that.**”

Mental Health Advocate & workshop participant,
Trillium Health Partners staff

The WCC program has **proven impact** in community, clinical, and peer-support settings

“I’m a social worker – writing is one of the tools I can use to support others. I know this because I have benefited from it personally and in my clinical work as well where it helps me to grow and also protects me from secondary trauma.”

Social Worker & workshop participant, Trillium Health Partners

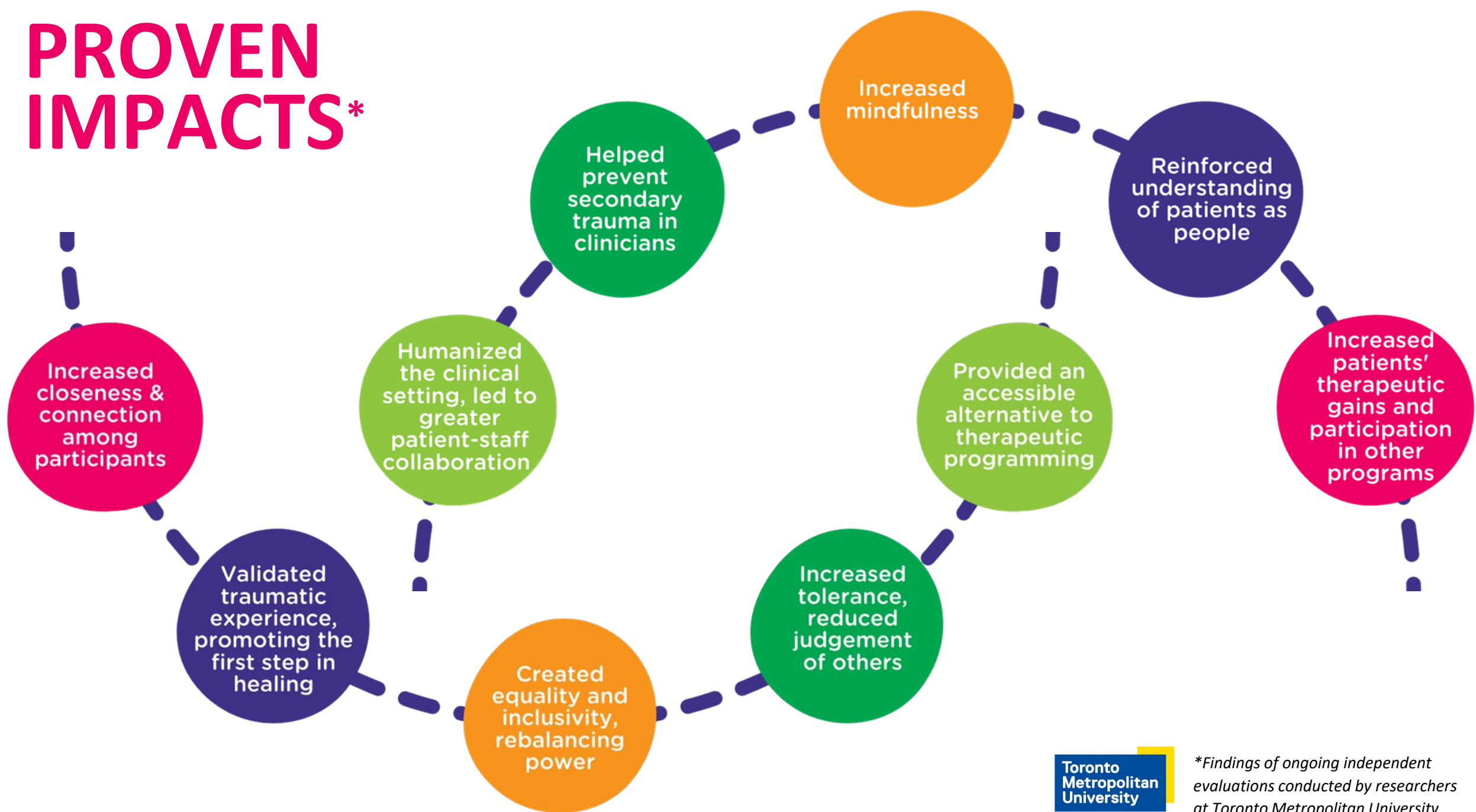
“Writing led me to gratitude and then to radical acceptance of my own imperfections. It became a powerful complement to the work I was doing with a psychotherapist. Joy and peace followed naturally. Thanks to writing I am still here today, fighting for a better and brighter future for all.”

Queen María, WCC writer & volunteer facilitator

“As a person who has mental health challenges and trauma, the WCC allows me to bring out dark secrets and memories into the light by making them ‘story’. Once revealed, I can wrestle with the memories and coax healing from them.”

Kathleen Conibear, WCC writer & volunteer facilitator

PROVEN IMPACTS*



Participants in WCC workshops **transform** their identities into creative artists & **writers**

“I used to think I was just an addict, now I see that **I am more than that**. In creative writing today, I saw that I am creative, that I am a writer, and that I just might have something to give back after all.”

WCC workshop participant

WCC impacts **diverse** communities through valued **partnerships**

We **deliver** programs to:

2SLGBTQQIAAP

BIPOC & ACB

Women at risk

Living with mental
health challenges

Differently abled

Trauma survivors

Underhoused

First responders &
uniformed personnel

Youth & older adults

Living with addiction
& in recovery

Involved with criminal
justice system

Newcomers

Caregivers

We **reach** them at:

Public libraries

Community & cultural centres

Online at home

Clinics, hospitals, & community
health centres

Shelters & drop-in centres

Workplaces

Churches

Universities

“The participants in our WCC writing workshops are women ... experiencing homelessness or at risk of homelessness ... The participants leave the workshops feeling validated, valued and acknowledged ... They support women to be creative and to escape from their reality for a short while. It has been rewarding to be able to provide this service for our clients.”

Cynthia Meshorer
Director of Training Services at Street Haven

UNDERHOUSED

In 2024, we worked with

9

partners
serving underhoused
populations

and
delivered

90

workshops

in

5

cities

reaching

163

writers
like Wrecks →

"I'm finding that more
and more positivity is being
expressed in almost all facets
of my life."



YOUTH

“In a WCC workshop, I witness youth who are pushing themselves to speak up in spite of fear, and their confidence growing when they voice their lived experiences. I experience youth coming out of their shells.”

Alya Harvey, WCC youth facilitator

YOUTH

In 2024, we worked
with

7

partners
serving youth
populations,

and
delivered

63

workshops

in

5

cities

reaching

99

writers
like Danielle →

“Reflecting on past traumas
through writing has been
incredibly therapeutic.”



WRITERS COLLECTIVE
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VETERANS

“Any time a woman can open up and share her true feelings in an environment that feels safe and non-judgmental, that to me is women’s empowerment. I am lucky enough to see it every week in the [WCC workshops], when each and every story written and read out loud is done with such raw emotion, exposing the wound, but having a group that helps you wrap it back up so that it will heal properly.”

Natalie C, WCC writer and volunteer facilitator of Her Story workshops for Canadian military women

VETERANS

In 2024, we worked
with

3

partners
serving veteran
populations

and
delivered

35

workshops

nationwide

reaching

63

writers
like Nancy →

"The [WCC] workshops unlocked
reflection on my own military service
... and allowed me to share a part of
myself that I hide from most people."

BIPOC

“It is particularly important for racialized communities to see people that look like them leading workshops and offering alternative ways to manage mental health challenges, as well as the intergenerational trauma, racism, and the injustices many of us deal with daily.”

María Cristina Sabourin Jovel aka Queen María,
WCC writer and volunteer facilitator, BIPOC workshops

In 2024, we worked
with

4

partners
serving BIPOC populations

and
delivered

118

workshops

in

4

cities

reaching

163

writers
like María →

“Writing led me to gratitude
and then to radical acceptance
of my own imperfections.”



BIPOC

OLDER ADULTS

“The WCC workshops at The Second Mile Club have transformed older adults’ lives by fostering authentic self-expression ... The impact on their emotional well-being, self-esteem, and social connectedness is undeniable, leaving them feeling seen, heard, and empowered.”

Becca Buttigieg, Day Program Manager,
The Second Mile Club (Kensington Health)

OLDER ADULTS

In 2024, we worked
with

3

partners
serving older adult
populations

and
delivered

43

workshops

in

1

city

reaching

49

writers
through volunteer
facilitators like
Helen →



"I leave each [WCC workShop] with renewed belief in the power of the written word and my faith in humanity restored."

HEALTHCARE COMMUNITY

“As a participant ... I love the [WCC] workshops – they give me an opportunity to be mindful. As a therapist, we always talk about being mindful. I felt present in the workshops, in that 90 minutes I just think about me and what I can create.”

**Social Worker
Trillium Health Partners**

HEALTHCARE COMMUNITY

In 2024, we worked
with

9

partners
in the healthcare
community

and
delivered

60

workshops

in

3

cities

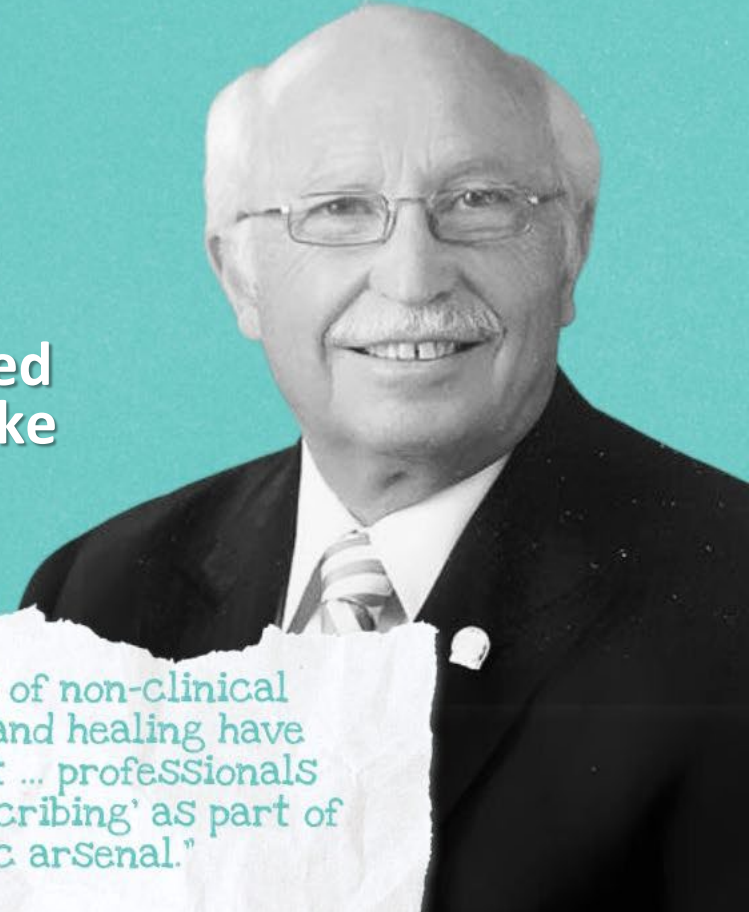
reaching

265

writers

... and endorsed
by clinicians like
Dr. Cal Gutkin

"The positive impacts of non-clinical
approaches to health and healing have
grown to the point that ... professionals
now include 'Social Prescribing' as part of
their therapeutic arsenal."



WRITERS COLLECTIVE
OF CANADA

POWERFUL PARTNERSHIPS*

* Select partners who helped us reach key populations in 2024

rest CENTRES SHELTER DIGNITY

STREET HAVEN caring for women

HAVEN TORONTO

SALUS

Indwell

YWCA TORONTO

Belong Ottawa AT THE WELL

auberge shalom

fred victor Helping people find place & purpose

LOFT

options

epilepsy south central ontario

rest CENTRES SHELTER DIGNITY

CJE-NDG

l'anneXe

Student Wellness Hub

TRUE PATRIOT LOVE CANADA'S FOUNDATION FOR THE MILITARY COMMUNITY

The Haven MENTAL HEALTH & WELLNESS TOGETHER WE CAN.

VETERANS' HOUSE A Multifaith Housing Initiative Project

Anishnawbe Health Toronto

ODEIWIN

rest CENTRES SHELTER DIGNITY

THE ODAWA NATIVE FRIENDSHIP CENTRE

STREET HAVEN caring for women

WOODGREEN

tpl toronto public library

Kensington Health

SOMERSET WEST COMMUNITY HEALTH CENTRE

CHHA AMEC

CarePoint Health

The Ottawa Cancer Foundation

F&A

mdo Mood Disorders Ottawa

braintumour foundation OF CANADA

CENTRETOWN Community Health Centre CENTRE DE SANTÉ communautaire du Centre-ville

The Le Roy

Trillium Health Partners

2024 MILESTONES

✓ Reached the most vulnerable

Launched or re-launched onsite workshops in public libraries, drop-in centres, community centres, and other social service venues

✓ Increased capacity

Expanded support for volunteer facilitators
Certified staff in Mental Health First Aid
Increased volunteer training and (re)engagement

✓ Expanded our network

Activated 53 partnerships in 2024
Created materials in English, French, & Spanish
Launched Vancouver chapter

✓ Provided sector leadership

Published *Why We Write: Ten Years at WCC*
Launched Community Learning Circles (CLCs)
Guested on blogs, podcasts, panels & presentations

✓ Amplified authentic voices

Published *Then, I was a dragon: writing from women who have served in the Canadian military*
Hosted public readings & discussions

✓ Measured societal impact

Generated critical knowledge around the social benefits of making art to foster inclusion, inspire wellbeing, and support pivotal life transitions

2024 BY THE NUMBERS

53

Partner agencies with active programs

106

Active volunteer facilitators in 2024

74

Returned/reengaged in 2024

38

New facilitators trained

745

New in 2024

1192

Writers reached

1

New chapter activated in Vancouver

4402

Writing experiences delivered

CAPACITY



Generous funders, sponsors & donors

5

Full-time staff

5

Part-time staff

6

Contractor experts

8

Board members

6

Advisory council

2

New chapbooks published

10+ YEARS OF IMPACT

RESEARCH & ASSESSMENT

2

Population-specific
pilot projects

7

Years of longitudinal
impact data

350

Volunteer Facilitators
trained since 2012

10,000+

Writers reached
since 2012

6

Chapters:
Virtual, Toronto, Peel,
Ottawa, Montreal,
Vancouver

45,000+

Writing experiences
delivered since 2012

9

Original publications
amplifying under-
heard voices

143

Partner agencies
engaged since 2012

2025 FOCUS

☐ Connect

Leverage our unique ability to create connection to strengthen and expand our network of facilitators, partners, funders, and champions from coast to coast

☐ Amplify

Promote the *collective* voice of WCC as a place that inspires magnificent art, celebrates underheard voices, and advocates for arts-health programming as a necessary social benefit

☐ Sustain

Prioritize program integrity and long-term financial health through alternative funding models

☐ Enable access

Expand our commitment to language inclusion
Innovate with on-site, virtual, and hybrid models to ensure access for all

☐ Strengthen

Sustain and grow best practices in volunteer training, support, and appreciation
Elevate our impact as community builders

Your support has exceptional reach & impact. Together, we:

- ✓ **Inspire creativity** and amplify magnificent voices from underserved populations
- ✓ **Increase societal impact** through accessible program delivery
- ✓ Train, support, and **empower volunteer facilitators** with lived experience
- ✓ **Transform healthcare** in Canada with a proven program viable for social prescribing
- ✓ **Expand research** and measure impact of innovative approaches to person-centred healthcare

HOW YOU CAN CONTRIBUTE

➤ Fund us

we need **long-term financial support** to reach more people, populations, and organizations

➤ Introduce us

We need **community partners** with aligned mandates and capacity to serve populations in need

➤ Volunteer with us

We need **volunteer facilitators** to help deliver our program in geographies and populations with the greatest need

writing
together,
we change
the
world.



Write with us, partner with us, support us

get in touch

wcc-cec.org

contact@wcc-cec.org



**SUSTAINING
SPONSORS**



MIKELBERG
FAMILY
FOUNDATION

SPONSORS | OTTAWA COMMUNITY FOUNDATION | CANADA SUMMER JOBS | TIPPET FOUNDATION | BLOOMBERGSEN INVESTMENT PARTNERS
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LISA MIKELBERG AND DANIEL KREBS FOR THE MARY AND BEN ZUKIERMAN FUND | RICHARD BLOUIN & ALDONNA STREMECKI
STARBUCKS FOUNDATION CHARITABLE FUND, HELD AT VANCOUVER FOUNDATION | LOLA RASMINSKY, CM | TURTLE CREEK ASSET MANAGEMENT