



**WEAR IT
PURPLE**

ANNUAL REPORT

2020



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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 like you.



PRINCIPLES

- ADVOCATE FOR AND EMPOWER RAINBOW YOUNG PEOPLE
- CELEBRATE AND PROMOTE THE VALUE OF DIVERSITY AND INCLUSION IN ALL COMMUNITIES
- RAISE AWARENESS ABOUT SEXUALITY, SEX AND GENDER IDENTITY.
- CHALLENGE HARMFUL SOCIAL CULTURES
- CHAMPION ROLE-MODELS TO SUPPORT YOUNG RAINBOW PEOPLE ESTABLISH THE CONFIDENCE TO BE WHO THEY ARE.

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

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 LGBTQ 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. In response, Ellen DeGeneres made a statement.

“This needs to be a wake-up call to everyone: teenage bullying and teasing is an epidemic...and the death rate is climbing.”

- ELLEN DEGENERES

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.

OUR OBJECTIVES & ACTIVITY

WEAR IT PURPLE DAY

Wear it Purple Day is our national event held annually on the last Friday of August. We act as a centre of resources to support the effective delivery of Wear it Purple Day across Schools, Universities, Workplaces and the broader community.

In 2019 Wear it Purple Day directly supported over 600,000 students through the delivery of free school packs. Our free digital and physical school packs are 100% funded by our supporters and is entirely reliant on donations. We thank every single contributor who made this possible in 2019.

There were over 750 schools, institutions, workplaces and community organisations who registered a Wear it Purple Day event in 2019.

We focus our event strategies on creating awareness, meaningful opportunities, collaboration and developing supportive environments.



AWARENESS

We create awareness through providing support and resources for Schools, Universities, Gender & Sexuality Alliances (GSA's) and Youth Organisations to assist them in creating inclusive experiences for rainbow young people.

This year we attended multiple community events supporting Wear It Purple activations including Newcastle Pride, Parramatta Pride, Midsumma Festival and Sydney Gay and Lesbian Mardi Gras Fair Day. We had dedicated Wear it Purple stalls at Swinburne University and RMIT university. We also had an 80 person strong contingent of young people and

their allies march with purple pride along Oxford Street for the 2019 Sydney Gay and Lesbian Mardi Gras.

Our youth action council were invited to schools to share their experiences and explain the importance and vision of Wear it Purple. Our YAC members also contributed to several awareness videos in collaboration with Junkee media, Facebook, NSW police and others.

We create awareness and income through our merchandise sales. Merchandise is sold online and at events.



OPPORTUNITY

We provide meaningful opportunities for rainbow young people to develop their skills, expand their network and contribute to the inclusivity of their communities. This year we have invested in leadership training with the Equality project, advanced media training with

GLAAD Institute and numerous speaking and facilitation opportunities for our youth action council (YAC). We are focused on developing the advocacy skills of our Youth Action Council in order to deliver the Wear it Purple message and to support their future careers.

ENVIRONMENT

We provide supportive and safe spaces (digital and physical) and contribute to a world where young rainbow people feel proud of who they are. In addition to community events enable and direct a supportive and safe space across our social media channels. Through sharing and celebrating our diverse range of ambassadors, we grew our online

community which is exceeding 21,500 Facebook followers, 5,300 Instagram followers and 1,600 LinkedIn followers.

Wear it Purple has strong networks through social media and on Wear it Purple Day 2019 with #wearitpurple now exceeding over 12,200 unique posts on instagram.



COLLABORATION

We collaborate and partner with organisations to further the support and inclusion of rainbow young people. We support the effective delivery of Wear It Purple Day in Schools, Universities, Workplaces and the broader community.

We regularly engage with organisations working towards more inclusive environments and speak to their leadership teams, employees and broader

communities. We are also proud to support other charities and community groups who utilise Wear it Purple Day as a platform to support their own objectives of supporting inclusive communities nationwide. We are proud to collaborate with organisations who want to join forces and support our mission by raising awareness and fundraising via their products and services.



**AUSTRALIAN
LGBTI
AWARDS**

AWARDS

IN 2019, WEAR IT PURPLE WON THE AUSTRALIAN LGBTI AWARD FOR THE CHARITY/COMMUNITY INITIATIVE OF THE YEAR.

THE AUSTRALIAN LGBTI AWARDS ARE DESIGNED TO SHOWCASE INDIVIDUALS AND ORGANISATIONS THAT HAVE DEMONSTRATED AN OUTSTANDING COMMITMENT TO THE LGBTI COMMUNITY.

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.

MADDIE SUMNER YOUTH ACTION COUNCIL EXECUTIVE OFFICER

Maddie joined the team in April of 2019 after she felt the need to stand as a strong, proud transgender woman for her LGBTQ+ community.

In March 2020, Maddie joined the executive team to represent Melbourne.

"I started volunteering for Wear It Purple to help continue the efforts of the LGBTQ+ community & allies, and use my skills and connections in the corporate world. My own personal coming-out story is fairly fortunate, and yet it was one of the hardest things I'd done by the time I was working full-time. I cannot imagine what it must be like for any young person who fear their safety when being themselves, let alone any individual - and I want to help change this. #wearethechange"



IZZY CALERO YOUTH ACTION COUNCIL EXECUTIVE OFFICER

The Youth Action Council gained a huge personality when Izzy Calero came on board in 2018 and became a part of the executive YAC team in 2020.

After attending her first Mardi Gras and learning about the story of the 78ers, Izzy reflected on how lucky she was to not have faced any adversity for being who she was and decided to use that power to benefit others who aren't so lucky.

Izzy's passion for making everyone feel loved, comfortable, supported and cared for is what carries her through her advocacy journey.





BRENNA HARDING - BOARD

I joined Wear it Purple when I was fourteen as an executive member before the YAC even existed! I loved how Katherine and Scott, the founders, created something so positive, with a focus on support and celebration; a small action, wearing purple, that makes such a big difference.

Bringing Wear it Purple Day to my high school over the following five years I was able to see how it contributed to a safer, more loving, and supportive environment for all students, especially those who identified as LGBTIQIA+. By the time I graduated in 2014 we had established an annual mufti day, a Gender and Sexuality Alliance, and a gallery and safe space in the library.

I have now joined the WIP board in the hope of supporting more young people to do the same in their school and university environments. My hope is that students from all over Australia, including rural and isolated areas, can gain the resources, information, and guidance they need to help make their schools safe and supportive places for rainbow students.



BENJAMIN LAW - AMBASSADOR

Benjamin Law writes books, TV screenplays, columns, essays and feature journalism. He's the author of the memoir *The Family Law* (2010), the travel book *Gaysia: Adventures in the Queer East* (2012)—both nominated for Australian Book Industry Awards—the Quarterly Essay on *Safe Schools, Moral Panic 101* (2017) and edited the anthology *Growing Up Queer in Australia* (2019).

The Family Law was adapted into three seasons of an award-winning SBS TV series, which Benjamin created and co-wrote. Benjamin has also written for over 50 publications in Australia and beyond—including the *Monthly*, *frankie*, *Good Weekend*, the *Guardian*, the *Australian*, *Monocle* and the *Australian Financial Review*—and has a PhD in creative writing from QUT.

Every week, Benjamin co-hosts ABC RN's weekly national pop culture show *Stop Everything*. He also co-hosts online startup and tech TV show *That Startup Show*, and you can catch him on TV shows like *Q&A(ABC)*, *The Drum (ABC)*, *The Project (Ten)* and *Filthy Rich and Homeless (SBS)*. He's a Queenslander based in Sydney.



RO ALLEN - PATRON GENDER & SEXUALITY COMMISSIONER

Ro Allen is an experienced and longstanding advocate for LGBTIQ Victorians and has held leadership positions in the community and government sectors. Ro has been a member of three Victorian Government LGBTI ministerial advisory groups and chaired the ministerial advisory committee on LGBTI Health and Wellbeing between 2007 and 2009.

As founding CEO of UnitingCare Cutting Edge, Ro established Victoria's first rural support group for young LGBTI people, giving Ro a deep understanding of the issues faced in rural and regional areas.

Ro is a former Chair of the Adult, Community and Further Education Board, the Victorian Skills Commission, the Youth Affairs Council of Victoria (YACVIC), and former member of the Hume Regional Development Australia Committee.

Ro has been recognised for extensive community service: in 2003 Ro received a Centenary Medal and in 2009 was inducted into the Victorian Government Honour Roll for Women.

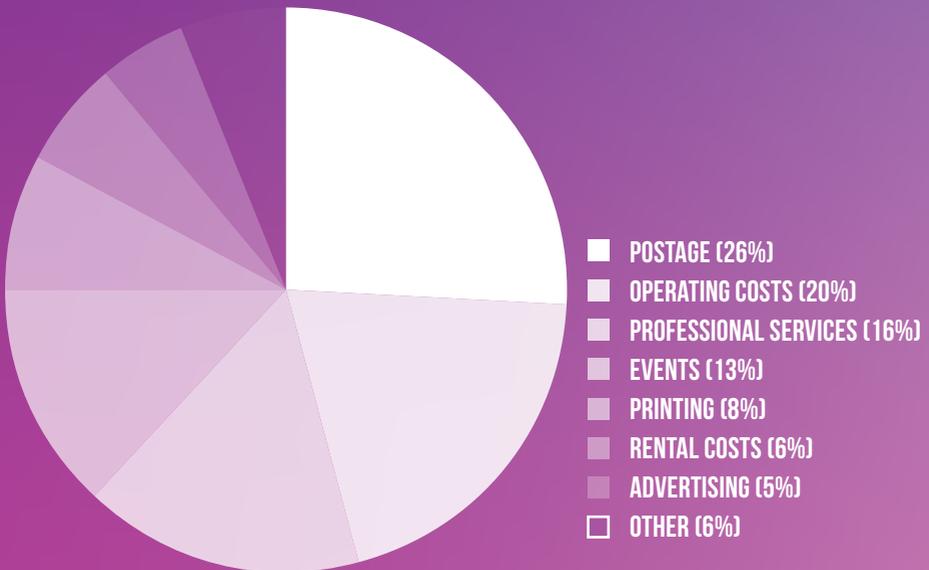
Recently Ro was recognised in the Top 50 Public Sector Women (Victoria) 2017 and won Hero of the Year in the 2017 Australian LGBTI Awards.

OUR FINANCIALS

Wear it Purple had a strong year financially - Donations and sponsorships increased by over 50% on last year enabling a greater spend on running events and organising our biggest Wear it Purple Day yet!

We are heading into the new year with a strong financial position and very well positioned for a great 10th year.

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

WERE SENT OUT TO HUNDREDS
OF SCHOOLS ACROSS THE COUNTRY



104'000+
WEBSITE VIEWS

AFTER THE LAUNCH OF OUR NEW WEBSITE WE
WERE ABLE TO PROVIDE INFORMATION AND
RESOURCES TO THOUSANDS OF PEOPLE.

1183
ORDERS

WE RECEIVED OUR HIGHEST
VOLUME OF ORDERS IN 2019



SUMMARY PROFIT AND LOSS

	2019	2020
DONATIONS AND SPONSORSHIPS	\$ 131,874	\$ 171,408
SALES	\$ 39,606	\$ 103,188
LESS: MERCHANDISE PURCHASED	-\$ 42,893	-\$ 20,712
OTHER INCOME	\$ 39	\$ 2,412
GROSS PROFIT	\$128,626	\$ 256,296
POSTAGE	\$ 21,962	\$ 16,275
OPERATING COSTS	\$ 18,083	\$ 11,304
CONSULTANTS AND WAGES	\$ 15,537	\$ 600
RUNNING EVENTS	\$ 10,714	\$ 19,166
PRINTING	\$ 6,368	\$ 70
RENTAL COSTS	\$ 5,006	\$ 4,543
ADVERTISING	\$ 3,823	\$ 2,246
TRAVEL	\$ 2,910	\$ 3,317
INSURANCE	\$ 1,652	\$ 1,572
OTHER EXPENSES	\$ 0	\$ 1,975
TOTAL OPERATING EXPENSES	\$ 86,055	\$ 61,068
NET PROFIT	\$ 42,571	\$ 195,228





PHOTOS: Ann-Marie Callihanna

ACKNOWLEDGEMENTS

THE WEAR IT PURPLE BOARD WOULD LIKE TO THANK OUR YOUTH ACTION COUNCIL AND EVERYONE WHO PARTICIPATED IN WEAR IT PURPLE DAY 2019.

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 2019 MAJOR SUPPORTERS AS FOLLOWS;



CommonwealthBank

ashurst



LION

PURE *Finance*
we believe in lifestyle



VOLLEY.

EST. 1939 AUSTRALIA

2020 VISION

2020 MARKS OUR 10TH YEAR OF CELEBRATING WEAR IT PURPLE DAY.

OUR GOALS THIS YEAR INCLUDE:

- 1** Reaching over 1 million students this year through the distribution of free school packs, empowering young people to create safe, supportive and inclusive spaces.
- 2** Supporting the personal and professional development of our young volunteers via training, networking and speaking opportunities.
- 3** Collaborating with other community organisations to develop vital resources that support the successful development of gender and sexuality alliances in schools.
- 4** Providing a safe space for 75 rainbow young people and their allies to proudly march at the Sydney Gay and Lesbian Mardi Gras parade.
- 5** Increasing our presence to support rainbow youth in rural and remote areas via pride events and collaborative projects.
- 6** Launching our 10 year national campaign: 10 years of standing together showcasing the positive stories of WIP over the decade.

WEAR IT PURPLE IS ENTIRELY VOLUNTEER RUN AND RELIES ON GENEROUS DONATIONS FROM THE PUBLIC. WE INVITE YOU TO SUPPORT OUR MISSION BY VISITING US AT WEARITPURPLE.ORG TO DONATE, VOLUNTEER, BECOME A CORPORATE PARTNER, SEEK SUPPORT OR TO ENGAGE US FOR AN UPCOMING EVENT OR FUNDRAISING ACTIVITY.



**WEAR IT
PURPLE**