



pride • inclusion • equality

A vertical bar on the left side of the page, composed of four colored segments: yellow, green, pink, and blue.

**2024**

# **Chroma NB Annual Report**

Prepared by: Victor Reap

Approved by: Manny Travers and Hadeel Ibrahim



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# Indigenous Land Acknowledgement

We operate on the unceded and unsurrendered traditional territories of the Wolastoqiyik, Mi'kmaq and Peskotomuhkati. We believe that reconciliation and mending relations with Indigenous peoples is our collective responsibility, which requires ongoing reflection and action.



# Introduction

Chroma: Pride, Inclusion, Equality, Inc. is a community-driven organization committed to advocating for and uplifting 2SLGBTQIA+ individuals throughout New Brunswick. Rooted in the Menahesk/Saint John region, we have proudly broadened our reach this year by extending our programming to include events in Sussex and Hampton. Our mission is to foster inclusivity, raise awareness about the issues facing our community, and ensure a unified voice that amplifies the needs and aspirations of 2SLGBTQIA+ people.

At Chroma, we believe in driving meaningful change. Through our diverse services, events, and partnerships, we create tangible opportunities for 2SLGBTQIA+ individuals, their families, allies, and the wider community to connect, support one another, and advocate for a more inclusive future.

## **Vision**

An equitable world where 2SLGBTQIA+ people and all intersections of identity are recognized, celebrated and thriving.

## **Mission**

Cultivate the social and systemic transformations needed for 2SLGBTQIA+ lives to be supported, celebrated, and uplifted through education, advocacy, and accessible service provision.

# A Message from Board President Manny Travers



On behalf of the Board of Directors, I want to extend my heartfelt gratitude for the unwavering support Chroma continues to receive from our community. To our staff, volunteers, participants, partners, allies, and everyone in between: we wouldn't be where we are— and who we are— today without your generosity and pride.

Throughout the past year, Chroma was nationally recognized for its advocacy efforts when an education policy that sets standards to protect our queer youth, Policy 713, was threatened. The unwavering support of our community across the country allowed Chroma to remain strong in times of political uncertainty, providing opportunities to educate and create spaces for our community outside of work, school, or home.

Fostering inclusive spaces and educational opportunities are always priorities when we create and host our programming. We are truly grateful for the effort, labour, and time our staff puts towards making our mission a reality. Without the feedback from our community and the action from our team, we would not have the ability to respond as effectively to those who need us the most.

As we move into 2025, we are excited to work with our new Executive Director, Hadeel Ibrahim, alongside our dedicated team of staff and board members, to continue making an impact in the 2SLGBTQIA+ community. Whether you've contributed your time, resources, or energy: you are an essential part of our community and we appreciate you. Thank you!

Sincerely,  
Manny Travers (He/Him/Il)

# A Message from Outgoing Executive Director Alex Ash



This was a wild year that came with a lot of uncertainty alongside the progress. We saw firsthand how divisive policies can hurt our community, but through advocacy and perseverance we have been able to secure hope for the 2SLGBTQIA+ community. As a co-founder and previous board member, it has been an honour and privilege to work alongside staff, board, volunteers and community members to shape Chroma and help this region become a more queer and trans affirming place to call home. We have come such a long way, and although there is always work to be done, I want to take a moment to pause and reflect.

We have increased our programming, and have an incredible staff team. We have continued to advocate for our community and provide brave spaces for people to show up in. I am honoured to pass on executive leadership to Hadeel and cannot wait to see how Chroma deepens its impact in the coming years.

With immense gratitude,  
**Alex Ash**  
(outgoing E.D)



# A Message from Incoming Executive Director Hadeel Ibrahim



My first Chroma event was a paint night in a local café, in 2021. We laughed and made art and felt together for the first time in a long time.

Chroma advocates, but Chroma also makes space for people to simply be together. Not just to protest or to work, but to be joyful. This is what Chroma is to me: a fighting force for queer acceptance, and unequivocally, queer joy.

In just a few short years, Chroma has built a strong, recognizable presence and earned incredible public support. That success is a direct result of the dedication and hard work of its staff, volunteers, and supporters. Your efforts have created a solid foundation, and I am so eager to build upon it.

As we move forward together, my goal is to support the programs already in place, while also exploring new opportunities and deepening our educational reach.

I feel truly fortunate to be joining such an inspiring group of people who have made this work possible. I can't wait to meet each of you, hear your stories, and work alongside you to further our shared mission.

With gratitude and enthusiasm,  
Hadeel Ibrahim (She/Her/هي)  
Executive Director

# Our Board



**Manny Travers**  
President



**Katie Herrington**  
Vice President



**Raunak Bagga**  
Secretary



**Erin McDermott**  
Treasurer



**Cassandra McLaughlin**  
Board Member



**Bailey Boyer**  
Board Member



**H. Rice-Sawyer**  
Board Member



**Leanne Geurts**  
Board Member



**Sharmarkay**  
Board Member

# Our Team



**Alex Ash**  
Executive Director



**Tanya James**  
Operations Manager



**Mariah Darling**  
Education Coordinator



**Arlo Cogswell**  
Marketing Coordinator



**Sarah Martin**  
Peer Navigator



**Victor Reap**  
Administrative  
Coordinator

# Our Accomplishments



## 01. Awarded for Community Impact of the Year

Canada's 2SLGBTQIA+ Chamber of Commerce (CGLCC) awarded Chroma NB the Business Leaders Award for Community Impact of the Year. This award honors individuals and organizations that have championed diversity, inclusion, and economic growth within the Canadian 2SLGBTQIA+ community. The award specifically recognizes efforts to promote inclusivity, advocate for the community, and enhance the well-being of 2SLGBTQIA+ individuals through innovative programs, policies, and initiatives.



## 02. Joined the lawsuit against Policy 713 changes

We joined the Canadian Civil Liberties Association in the lawsuit against the New Brunswick Department of Education over a new parental consent requirement for students under 16. We were able to drop the litigation when the new government undid those changes and returned the policy to its near-original form.



## 03. Established our Peer Navigator position

In December, we hired a part-time Peer Navigator to enhance our support for the 2SLGBTQIA+ community. This role focuses on offering guidance, connecting individuals to resources, and providing support through shared experiences. We're excited about the positive impact it will have on the well-being of our community members.

# Our Accomplishments



## 04. Beat our target for education

Our Education Coordinator Mariah exceeded the financial target for education workshops. This achievement reflects not only their dedication and strategic approach but also their commitment to advancing our educational programs.



## 05. Focused on intergenerational programs

We listened to feedback from community members and responded by adding more programming specifically aimed at adults.



## 06. Diversified our partnerships

We established new partnerships with community organizations and businesses to enhance capacity for more inclusive spaces, events, and programming, while also maintaining strong relationships with our longstanding collaborators.



## 07. Student mentorship

Chroma mentored six students from Dal Med, Dal School of Social Work, UNBSJ School of Nursing, and NBCC.



## 08. Expanded service & volunteer network

We've expanded our services and volunteer network to Sussex and Hampton. Our new Rainbow Family Meet-Ups are monthly, volunteer-run events, providing a welcoming space for LGBTQIA+ families to connect and share experiences.

# Our Projects

## Rainbow Connections



This event series provided a welcoming space for 2SLGBTQIA+ individuals and allies of all ages to build connections within their community, using arts and crafts as a means of self-expression. Chroma staff were available to offer guidance and resources, fostering an open and non-judgmental environment while participating in creative workshops. Rainbow Connections traveled to various community centres and public locations, aiming to increase accessibility for residents in priority areas.

7

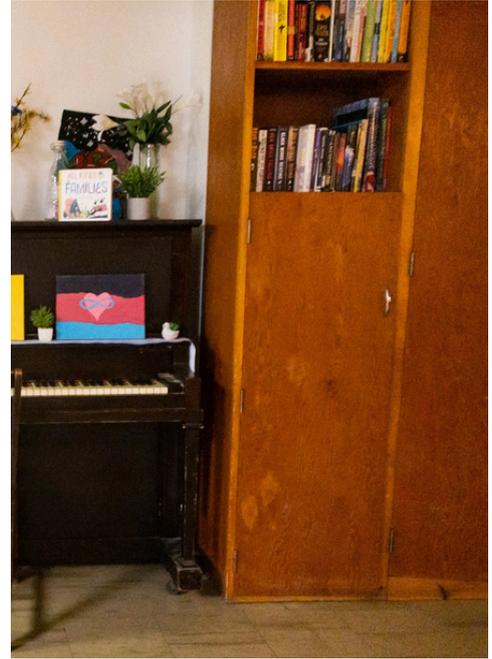
exploration and art workshops were held in 2024.



153

participants of all ages attended our Rainbow Connections events.

# Rainbow Lunch Club & Drop-in



Chroma staff offer a welcoming and supportive drop-in space for 2SLGBTQIA+ youth and allies to come together, eat, laugh, and enjoy each other's company. Lunch is always provided free of charge. Our space in Saint John's south end is open exclusively to youth during lunchtime on weekdays (except Wednesdays) from 12:00 to 1:30 pm, and after school on Fridays from 4:00 to 6:30 pm throughout the school year.

*"It means that I have a safe space to hang out with friends at  
lunch & stay out of the cold."*

*"It's fun and I like to come see my friends. It's my favourite place to go during lunch  
and sometimes I get food or clothes."*

1,463

lunches were  
provided through  
our Rainbow Lunch  
Club.



100

youth attended, overall.

37

youth returned 5+ times.

# Supper Club



Supper Club is a new monthly event hosted by Chroma where participants can connect and socialise while Sam Del Deca guides them in preparing a delicious meal. This program promotes food security, skill building, and introduces attendees to a variety of healthy foods.

*"I enjoy getting out and meeting new friends and learning to make new meals I have not made before! I always feel very welcomed when I'm at supper club and I get excited all month for the night to come to go back!"*

9

events were held  
in 2024.



52

participants of all ages  
attended our Supper Club  
events.

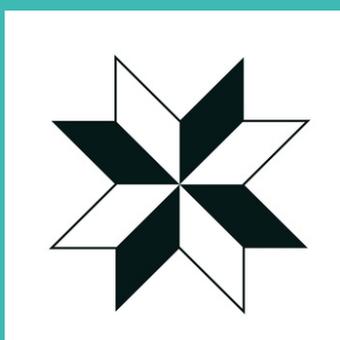
# Rainbow Family Meet Up

Rainbow Family Meet Ups are monthly events, organized by volunteers, held in Hampton and Sussex. These gatherings offer a supportive and inclusive space where rainbow families of all ages can come together to connect, share experiences, and strengthen their community.



# Queer Meet & Greet

Queer Meet & Greet, formerly known as Queer Solidarity or Decompression Sessions, is a monthly event hosted by Chroma where participants can engage with others and build community. Attendees are provided with one complimentary non-alcoholic drink. In 2024, the event was held at Uncorked Tours in the Saint John City Market.



65

people attended  
Queer Meet & Greet  
in 2024

# Growing Resilience



Growing Resilience is for 2SLGBTQIA+ youth between the ages of 16-26 in the Greater Saint John region who are interested in gardening, local food, and identifying ways they can address climate change in their communities. Youth learned how to start, grow, harvest, and cook their own food produced locally in community garden plots. Participants attended workshops and a social garden event in addition to independently cultivating their own gardens. They also partook in a Photovoice project where they identified the things in their communities that they see as issues and assets to address climate change.

This program occurred in partnership with [ACAP Saint John](#), [Wisdom2Action](#), and the New Brunswick Environmental Network ([NBEN RENB](#)), and was funded by [Ecclesiastical Insurance Canada](#).

*“The growing resilience program inspired me to take up gardening as a hobby and better understand food waste.”*

14

youth participated  
in Growing Resilience



7

sessions were held between  
May & October of 2024

# Chest Binder Distribution and Binder Try-on Library



In 2024, our binder try-on library was hosted by Heartbreak Boutique for folks to try different sizes and styles to find the appropriate fit before ordering their own. This year, we have moved our binder library to our location where we will offer on-site assistance with safe and proper sizing upon request.

In 2022 and 2023 Chroma partnered with 'gc2b' whose 2b donation program allowed us to give out free chest binders. Going forward, we are partnering with Origami Customs, a trans owned, designed, and operated company out of Montréal. We are excited to relaunch the free binder program in 2025!



**427**

chest binders have been distributed since this project was launched in August 2022.

# Beyond Acceptance: Becoming a Family Member 2SLGBTQIA+ Advocate



14

parents, guardians and family members attended Beyond Acceptance.

Beyond Acceptance is a virtual monthly gathering for parents, guardians, and family members of 2SLGBTQIA+ youth. Hosted by informed Chroma team members and guest speakers, attendees can chat and ask questions with other family members from the comfort and privacy of their own home. Conversation topics are informed by the group, but may include advocating for a child in health or education settings, aspects of physical, legal and social transition, being a strong ally and support, and resources for other family members.

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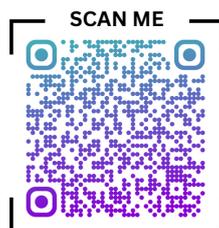
*“Participating in Beyond Acceptance has been a tremendous source of encouragement to me, as a parent of a child in the 2SLGBTQIA+ community. The understanding and support not only guided us through this journey but also created a safe space we can ask our questions, share our laughter and tears, celebrate our highs and support each other through our lows. Whether it’s been through guest speakers, conversations, shared resources or simply listening, I’ve left each session feeling uplifted and strengthened. Thank you to everyone who makes these sessions possible, your efforts are truly appreciated and make a lasting difference in our lives.”*

# 2SLGBTQIA+ Inclusive Allyship Workshop Packages



This year, we have continued to provide our 2SLGBTQIA+ Inclusive Allyship workshops, delivering education on gender, sexuality, identity, and intersectionality to a variety of organizations. Our standard 2.5-hour workshop covers key topics such as the 2SLGBTQIA+ acronym, inclusive language, non-traditional pronouns, and best practices for working with queer, trans, and gender-diverse individuals. We also offer customized sessions to meet the specific needs of organizations. By strengthening existing partnerships and reaching new ones—including non-profits, businesses, government, education, and healthcare—we are helping to foster more inclusive workplaces and communities.

For more information on Chroma's Inclusive Allyship workshops, scan this QR code or go to <https://chromanb.ca/lgbtqia-inclusive-allyship-workshop-packages-2/>



# Allyship training feedback

What people say about Chroma's 2SLBTQIA+ Inclusive Allyship Training:



**93%**

found the workshop helpful

**90%**

learned something new

**91%**

felt heard and safe to speak during the presentation

**95%**

would recommend Chroma's Allyship & Inclusivity workshop to other organizations

”

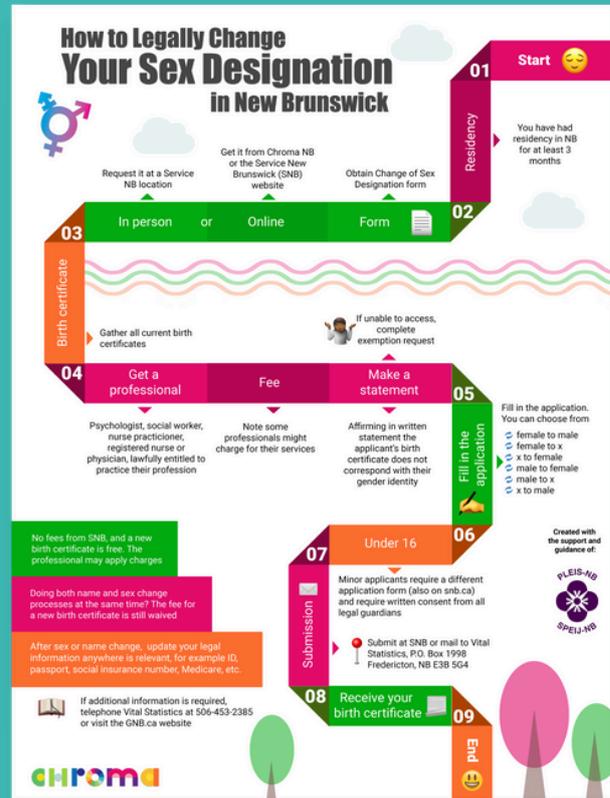
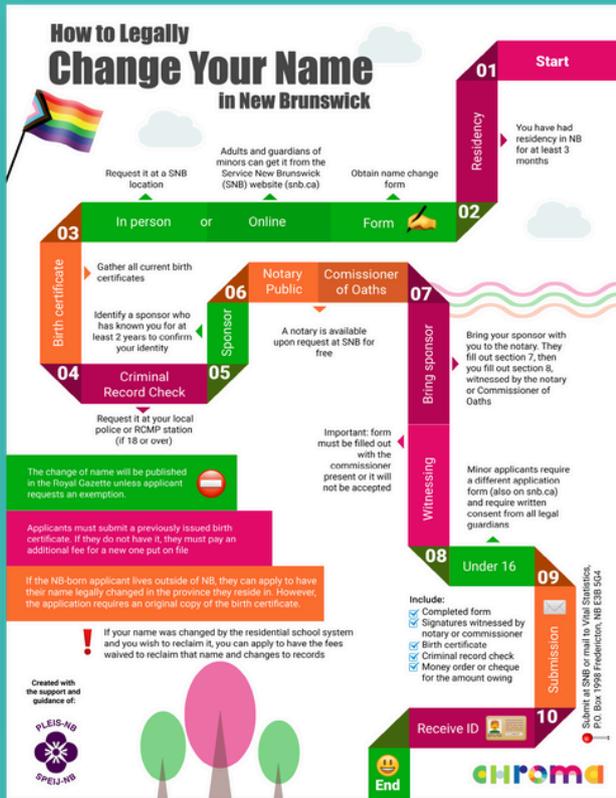
*“I learned more about the ways we can advocate for 2SLGBTQIA+ community members.”*

*“This was very informative. I was happy to hear more about different pronouns because that was an area where I was uneducated.”*

*“Learned how to help kids (and all) feel more included especially since I work so closely with kids.”*

*“Mariah is excellent at making a room feel open for conversation (even when some do not wish to speak)”*

# Name and Sex Designation Change Navigation



Using our interactive maps— “How to Legally Change Your Sex Designation in New Brunswick” and “How to Legally Change Your Name in New Brunswick” — Chroma NB is continuing to provide a simplified, comprehensive overview of the complex processes involved in name and sex designation changes. Additionally, Chroma offers in-person assistance and financial aid to cover associated fees, helping remove barriers for transgender and gender diverse individuals.

Since 2022

35

folks received assistance in navigating their legal transition.

13

of these individuals received financial aid.

# Our community growth

## Some of our partners in 2024

During 2024, we maintained and added to our partnerships, working with organizations in Saint John, New Brunswick, and beyond to:

- organize events and workshops
- support each other in promoting activities
- share spaces
- and other forms of mutual support

**50+**  
organizations  
partnered with  
us in 2024.



Community-Based Research Centre



FACULTY OF MEDICINE



# Our funders in 2024



Women and Gender Equality Canada

Femmes et Égalité des genres Canada

# And a big thank you to our donors



# Partner Spotlight

**Sheryl Crowley**

Chroma partnered with Artist in Residence, Sheryl Crowley, for family-friendly intergenerational art programming



**Gridiron Brewery**

Gridiron brewery partnered with Chroma NB to brew a Chroma Radler which is now sold at Gridiron Brewery in Hampton.



# Event Highlights

## Sussex Nature Walk & Social



## Sussex Craft & Chat



## Kayaking

Kayaking with KV Adventures.



# Community Outreach

PRIDE NIGHT MARKET, AUG. 15, 2024



ONE CHANGE INC. STREET FAIR, AUG. 15, 2024



OVER THE RAINBOW PRIDE MARKET AT AREA 506 AFTER THE SJ PRIDE PARADE, AUG. 17 2024



SAINT JOHN PRIDE PARADE, AUGUST 2024



RAINBOWS IN THE PARK, SEPT. 14, 2024

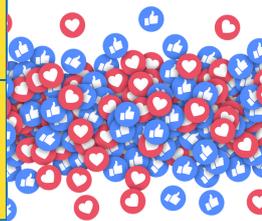


# Our Marketing Growth

## Digital Channels

Channel	Indicator	2021	2022	2023	2024
Facebook	Followers	633	1.4 k	2.2 k	2.6 k
Instagram	Followers	534	1.1 k	1.8 k	2.3 k
Newsletter	Subscribers	47	128	266	456
Website	Views	5 k	10k	20 k	20.9 k
Website	Unique visitors	1.5k	4k	7.5 k	8.7 k

Our Progress



104.7k

Facebook reach  
in 2024

23k

Instagram  
reach in 2024

27.6%

our average social media growth compared to 2023  
throughout our digital platforms including website  
views and visitors

# Our Educational Impact

How our 2SLGBTQIA+ Inclusive Allyship Workshop Packages went in 2024:



Our Progress

1980

individuals successfully completed the training

42

workshops were delivered

37

organizations participated

Some of the organizations trained in 2024:



# Our 2025 Goals



## 01. Increase Outreach & Public Visibility

In 2025, we will focus on engaging more deeply with the communities we serve by being louder in our advocacy and more visible in the space we occupy.



## 02. Implement Fundraising Strategy

We will roll out a sustainable fundraising strategy designed to broaden our funding sources and ensure long-term financial stability, leveraging our charitable status once granted.



## 03. Expand Educational Offerings

We will customize our workshops to more effectively address the unique educational needs of organizations, with the goal of reaching and educating a broader audience.



## 04. Take care of our staff

An organization is nothing without a well-supported staff. We will maintain healthy and consistent growth by continuing to value our staff, and formalizing workplace policies.



# Thank you!

We are appreciative of the support from:

- Our current and previous board members
- Our staff
- Our 2024 interns, students, and contract staff: Ben, Ty, Taylor, Antonia, Tyler, and Morgan.
- Our 2024 volunteers: Dan, Michelle, Vivian, Amber, Sam D., Sam N., Tori, Alanna, Ella, Ben, and Carley.
- Our event facilitators
- Our colleagues at partner organizations

**Thank you for your continued support of our efforts to contribute to and strengthen the 2SLGBTQIA+ community in New Brunswick. We couldn't do it without you!**

## Contact

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For education workshops contact  
[education@chromanb.ca](mailto:education@chromanb.ca)

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[@CHROMA\\_NB](https://www.instagram.com/CHROMA_NB)





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