



From the IIMHL and IIDL Update List

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## **We Matter**

### **I Matter. You Matter. We Matter.**

We Matter is a national multi-media campaign designed to gather positive messages from people across the country in Canada

It is a campaign for Indigenous youth in crisis. It has a simple idea: short video messages (1-3 minutes long) are submitted by people nationwide, communicating with Indigenous youth that no matter how hopeless life feels, there is always a way forward. This HOPE is deeply needed, as suicide rates are so high for Indigenous populations. By sharing lived experiences of going through hard times and positive poetic messages, it is possible to share strength and resiliency to our young people.

**“This is your website. We hope you will WATCH the videos, SHARE your own, VIEW our art and stories – and most importantly, we hope you pass this forward to others and help these messages reach those in need”.**

It was founded by two siblings: Kelvin and Tunchai Redvers and has been profiled in the news:

#### ***“Making sense through film***

*The recent suicide of the sixth young girl in northern Saskatchewan has motivated Kelvin Redvers to figure out how to get We Matter videos into remote communities. The website launched in early October, but Internet is unreliable in parts of the North.*

*“We’re going to try to mobilize as quick as we can to deliver some of these videos into that region because it’s so hard hit,” says Redvers over the phone from Vancouver, where he lives.*

*That day, he was preoccupied with finding more people to tell their stories, as well as a sponsor that will pay for the Redvers siblings to deliver the videos on*

*USB sticks personally to areas without reliable Internet.*

*During his visit to Ulukhaktok, N.W.T., students in three classrooms all put up their hands when asked if the recorded messages would be valuable.*

<https://www.thestar.com/news/insight/2016/12/03/two-northern-siblings-who-made-hope-go-viral.html>

<https://wemattercampaign.org/>

Two examples of videos are:

Melanie Mark: <https://youtu.be/Zgc5MDs51T8>

Jack Linklater Jr: <https://youtu.be/kZ5bBq63U7g>

Co-founder Tunchai Redvers says on a video that in the 4 weeks since the October 18<sup>th</sup> launch, the website has had over a million viewers and the videos uploaded have been watched hundreds of thousands of times and continues to grow and gather momentum.

**“Add YOUR VOICE to the We Matter Campaign  
We Matter has reached over a million people on social media – let’s keep  
this strong – add your voice to the campaign!”**

<https://wemattercampaign.org/videos/>

The plan is for this concept to be introduced to other countries – New Zealand is a possible start. Dallas Hibbs, CEO, He Waka Tapu

<http://www.hewakatapu.org.nz/>

from Christchurch, New Zealand said:

*“When I saw these two fantastic young people from Canada present We Matter, I knew connecting to their initiative with some of our own work could be exciting for New Zealand. I think the impact will be considerable across our countries”.*