



EVERY CHILD MATTERS ORANGE SHIRT DAY FUNDRAISER



September 30th is National Day for Truth and Reconciliation—a day to recognize and reflect on the deep and lasting impact that residential schools have had on Indigenous communities. This legacy continues to affect generations today.

The orange shirt has become a powerful symbol of hope and a commitment to a better future.

By wearing an orange shirt on September 30th, you make a statement to support reconciliation and commit to the enduring truth that EVERY CHILD MATTERS.

Your purchase of an orange shirt from the MAKE Vancouver UNYA collection will make a lasting impact on the lives of Indigenous youth.

THE STORY BEHIND THE ORANGE T-SHIRT

Orange Shirt Day was inspired by the personal experience of Phyllis Webstad, a member of the Northern Secwepemc (Shuswap) from the Stswechem'c Xgat'tem First Nation (Canoe Creek Indian Band).

When Phyllis was a young girl, her grandmother gifted her a bright, brand-new orange shirt to wear to school. The cherished shirt was taken away. This painful memory has since become a symbol of the broader movement to honor survivors of residential schools. The day encourages conversations about the deep impacts and traumas faced by Indigenous children who were forcibly removed from their families, forbidden from speaking their languages, and prevented from practicing their spiritual traditions.

You can learn more about Phyllis's story and the Orange Shirt Society here: orangeshirtday.org/orange-shirt-day

MAKE A DIFFERENCE TODAY

Purchase your Orange Shirt Online @ bit.ly/UNYAandMAKE22

2024 EVERY CHILD MATTERS ORANGE SHIRT

This year, MAKE and UNYA are striving to exceed \$100,000 in total donations by the end of this year's campaign to support culturally relevant programs for Indigenous youth.

The 2024 edition of "Every Child Matters" Orange Shirt is once again designed by Indigenous artist KC Hall.

"The 2024 Orange Shirt design symbolizes the healing and support provided by community and culture, lifting up individuals impacted by the residential school system. It represents resilience and the collective strength found in shared heritage and traditions."

– KC HALL, AUGUST 2024



ABOUT THE ARTIST

KC Hall was born in Bella Bella, BC, and was raised in East Vancouver since he was two years old.



He is the grandson of hereditary Chief Irene (Wakas) Brown. At a very young age, KC always had an interest in illustration. KC creates work that combines both his style of graffiti, the art of his people and form line design, while still following the traditions of both intricate forms.

LOOKING TO GET YOUR HANDS ON THIS YEAR'S ORANGE SHIRT?

Whether you're shopping online or in-store, there are plenty of options to choose from for yourself, a friend, or family members.

The 'Every Child Matters' Orange T-shirts are just \$20 each and come in both youth and adult sizes—while supplies last! Best of all, every purchase supports Indigenous youth programming at UNYA.

Online: bit.ly/UNYAandMAKE22

In Person: MAKE Granville Island, 1648 Duranleau Street, Vancouver MAKE Gastown, 170 Water Street, Vancouver

Corporate & Bulk Orders: fundraising@makevancouver.com



FROM LEFT TO RIGHT: Robert Pacey, Cheryl Robinson, Stacy Hall



HELPING TO MAKE A DIFFERENCE IN THE LIVES OF INDIGENOUS YOUTH

At UNYA, we're fortunate to have so many amazing partners, supporters, and donors who help us continue our work with Indigenous youth. One of those incredible partners is MAKE Vancouver, and we're thrilled to team up with them again for our "Every Child Matters" Orange Shirt Day Fundraiser.

For over 25 years, MAKE has been the go-to spot for unique, handmade gifts and local treasures. But what truly sets them apart is their commitment to giving back to the community. Through their partnership with us at UNYA, MAKE generously donates 100% of the profits from their Orange Shirt Day sales to support our programs.

This effort is led by Stacy Hall, President of MAKE. Stacy believes that businesses have a responsibility to make the world a better place, and this belief is at the heart of everything MAKE does.

Four years ago, when we first reached out to MAKE to help us with a small discount on t-shirts for Orange Shirt Day, Stacy and her team saw an opportunity to do so much more. With their retail and marketing power, MAKE was able to create a bigger impact than we ever imagined.

"UNYA's dedication to Indigenous youth is inspiring," says Stacy. "Partnering with a local Indigenous artist made this project aligns to our local artist focus and this made this project more meaningful for us at MAKE."

Thanks to this amazing partnership, MAKE has raised \$88,000 for UNYA so far.

If you'd like to support, you can pick up your "Every Child Matters" Orange Shirt at either of MAKE's two locations: Granville Island and Gastown.

Your purchase makes a real difference.



UNYA lifts our hands to MAKE in honor and appreciation of all the wonderful work they are doing to achieve the goal of \$100K raised for this year's Orange Shirt fundraiser. MAKE has been partnering with UNYA since 2021, and every dollar raised ensures we can continue to provide culturally relevant programming to Indigenous youth.

CHERYL ROBINSON, CEO
URBAN NATIVE YOUTH ASSOCIATION