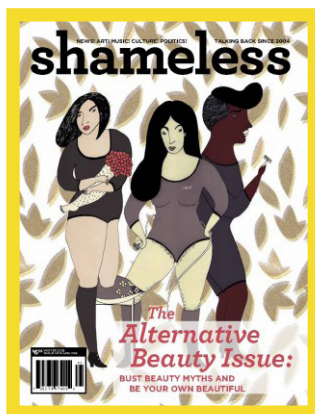
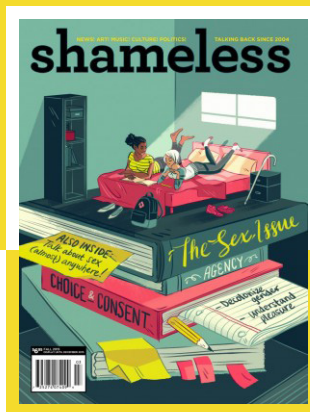
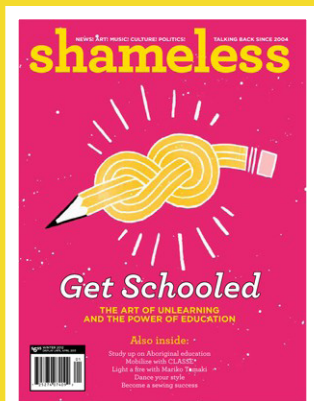


Shameless Magazine

CENTRAL HUB // GREATER TORONTO AREA

CUSTOMIZED EVALUATION

SUPPORTS (CES) PROFILES



ORGANIZATION NAME

Shameless Magazine

STEPPING UP THEMES

- Diversity, Social Inclusion & Safety
- Coordinated & Youth-Friendly Communities

PROGRAM TARGET POPULATION

- Youth living in poverty
- Racialized youth
- LBTTQ youth

PROGRAM ACTIVITIES

- Publishing online and print magazine
- Facilitating youth advisory board

“Shameless strives to practice and develop an inclusive feminism”

CONNECT WITH SHAMELESS

MAGAZINE

shamelessmagazine.com //

@ShamelessMag

SHAMELESS is an independent Canadian voice for smart, strong, sassy young women and trans youth. It’s a fresh alternative to typical teen magazines, packed with articles about arts, culture and current events, reflecting the neglected diversity of their readers’ interests and experiences. Grounded in principles of social justice and anti-oppression, Shameless aims to do more than just publish a magazine: they aim to inspire, inform, and advocate for young women and trans youth.



WHAT ARE YOUR EVALUATION HOPES AND DREAMS?

“It’s been several years since we undertook a survey of our readers to learn more about who and where they are, and we’d love some support in designing a survey and reaching youth across Canada”



ANY CONCERNS ABOUT UNDERTAKING AN EVALUATION?

“I think something that’s really important is something I find really frustrating about surveys. If there’s a scale and it’s not clear what 1 means and what 10 means. So if we do that, to make it clear.”



HOW WILL YOUTH BE INVOLVED IN THE EVALUATION?

“The Youth Advisory Board we’ve just launched has 18 youth who are all Toronto based who will be advising us on the quality of the magazine. It would be great to have some guidance on what to ask them and how to work with that...and we’re paying the youth for their time so that they’re not just volunteers”