



When you're a kid, the world is divided into two. Two genders, two colours, black and white, mom and dad. But what about the kids who find themselves in the grey area? The ones who are struggling with their identity?

Trans and non-binary youth are extremely marginalized. In fact, many researchers say that they are one of the most vulnerable groups in our society. From subtle comments on the way parents raise their kids, to direct transphobic verbal or physical attacks, trans and non-binary youth will experience stigma and discrimination at some point in their life.

THE HARSHTEST ENVIRONMENT FOR TRANS YOUTH IS THE REAL WORLD.

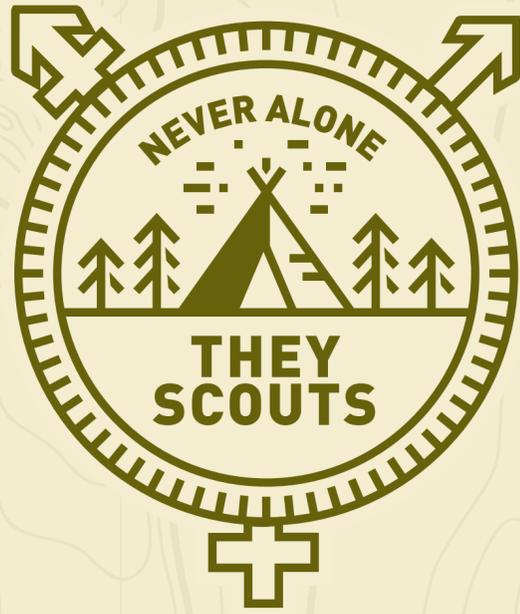
Introducing **They Scouts**.
A digital community and survival tool kit to help trans, non-binary, and gender-fluid kids navigate a cisgender world.

Programs like boy scouts teach kids basic survival skills and life lessons. More importantly, they offer a supportive community of friends and mentors.

Trans and non-binary kids lack a proper support system and are therefore at risk of drug addictions, alcoholism, and suicide.

They Scouts is our solution to this problem. By connecting them to the right people and equipping them with the right tools, trans and non-binary youth will feel safer and more supported.

Because with They Scouts, you are never alone.



THE SURVIVAL TOOL KIT INCLUDES:

A Facebook group for their troop where they can message their leaders and fellow members, share experiences, and offer support.

Waze map with push notifications letting them know that there is a safe, inclusive space nearby like a restaurant or a shop with gender-neutral washrooms.

An Instagram page with survival tips on anything related to transitioning, coming out, facing discrimination, and overall navigating a cis world.

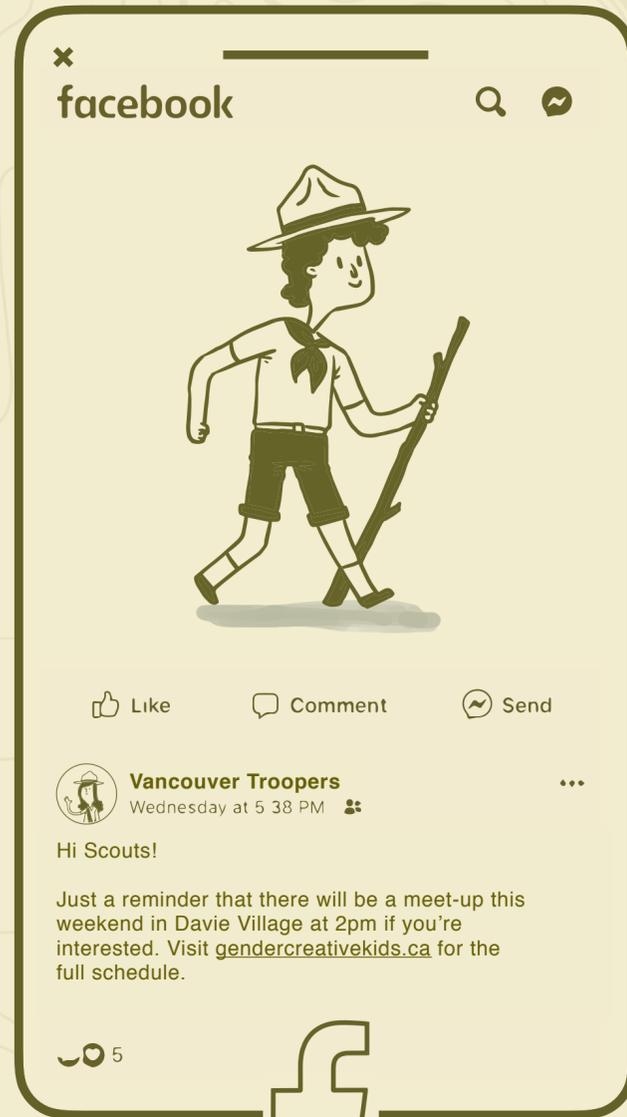
Confidence badge:
I stood up for myself.



Pronoun badge:
I corrected someone on my preferred pronoun.



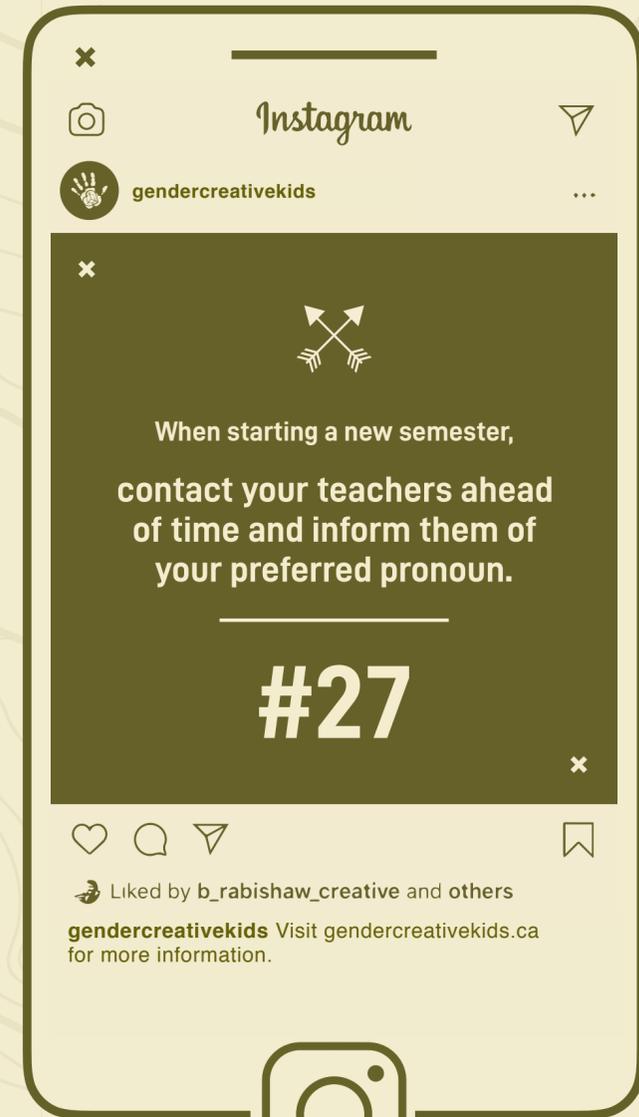
Bravery badge:
I came out to my loved ones.



LOCAL TROOP



MAP & COMPASS



SURVIVAL GUIDE