

# THE GREEN LINE



# 2024 IMPACT REPORT

# TABLE OF CONTENTS

Introduction	3
2024 Key Highlights	5
Action Journeys™	6
Case Study: Toronto’s Housing Crisis	8
Case Study: Queer Torontonians in Trades	10
Initiatives Launched in 2024	12
Awards and Achievements	15
Things to Watch for in 2025	16
Thank you to Funders and Partners	17
Thank you to Donors and Members	18
Calls to Action	19





# DISTINCTIVELY US

*The Green Line's* focus is simple: provide Torontonians with useful information they actually need to deal with challenges they face while living in our city. We know how it feels to be overwhelmed by an endless stream of content from the internet and social media — so much so that it's hard to find concrete resources that help you solve everyday problems happening in your neighbourhood. That's why we're building a new kind of media organization for the future that doesn't just force audiences to passively consume stressful content, but rather encourages them to actively participate in creating a better Toronto.

*The Green Line* produces handy tools and guides that highlight community-driven solutions, co-creates events with hyperlocal organizations to provide a space for residents to connect and share resources with each other, and equips our audience with the skills they need to advocate for themselves and fight for change in their communities.



Our unique theory-of-change model, called **The Action Journey™** is designed so that our team can continue covering problems and solutions that community members have identified as being important to them. This process is important to us because we want to make real, long-term change in Toronto, as opposed to bandwagoning on trending topics that only hold the public's attention until they're replaced by the next big thing.

While traditional journalism admirably holds decision-makers to account by creating policy change through in-depth reporting, this kind of change doesn't often last. Someone new takes office, and suddenly we're back to square one. By reporting on solutions, we equip Torontonians with concrete tools to take action and create long-lasting change in their communities. We believe in transforming people because that's a forever change.

Our team is also frustrated with the rising number of biased news sources, and how easy it is for misinformation to divide our communities. In its 2024 Digital News Report, the Reuters Institute for the Study of Journalism reported that only 39% of Canadians trusted news sources. When it comes to solving a problem in your neighborhood, it's a lot easier to trust the opinion of your neighbour rather than a faceless journalism outlet.



We don't see Torontonians as readers, viewers, or followers — we see them as co-conspirators in shaping meaningful change and building stronger communities together. Our relationship with community members doesn't end after publishing an article about them. We want to know how they're doing in months — and even years — from when we first connected with them.



## THE MODEL THAT MAKES US DIFFERENT

Partnerships — with individuals and local organizations — are *The Green Line's* backbone. Not only do our partners help us generate social impact, they also help us diversify revenue streams that open up financial opportunities that aren't accessible to traditional news publications. We call this our **Civic Partnerships Model**.



This year, we partnered with Scadding Court Community Centre to establish a community newsroom and engagement outpost. Through this collaboration, we were able to support Alexandra Park, a neighbourhood characterized by below-average income levels, a high proportion of renters and immigrants, and a population where twice the citywide average speak neither English nor French. Additionally, this partnership allowed us to tap into an unconventional revenue stream by indirectly accessing government funding through an innovation fund from the City of Toronto.

*The Green Line's* ongoing partnership with CityNews Toronto is another example of our unique Civic Partnerships Model. It's expanded our audience and exposed our brand to even more Torontonians.

For CityNews, collaborating with us helped the legacy broadcaster connect with Gen Z and Millennial audiences. Meanwhile, our newest partnership with Yahoo Canada has helped them introduce high quality hyperlocal journalism to their audience, while giving *The Green Line* a bigger platform to help Torontonians (and Canadians) survive and thrive.

## WHAT'S NEXT?

*The Green Line* is on vanguard of the future of journalism by innovating the way we deliver hyperlocal information and by training Canada's next generation of journalists to be more community-minded. *The Green Line* is not just a publication. We are community members just like you who love Toronto, and want Torontonians to not just survive but thrive in this rapidly changing city we call home.

"*The Green Line's* lens on local storytelling and advocacy is a breath of fresh air for the Yahoo Canada network. Their commitment to putting a face to every issue and diving deep into the challenges of day-to-day existence in Ontario helps frame a new perspective on what it truly means to be Canadian in 2025 — and how we can each play a role in changing it. We are committed to helping their ideas come to life and proud to have their work in front of the biggest audiences in our ecosystem!"

✱ FARAH SYED, MANAGING EDITOR, YAHOO CANADA





# 2024 KEY HIGHLIGHTS

In today's digital age when misinformation and disinformation are major problems, destabilizing our democracy and worsening polarization, we want to focus on the voices of average Torontonians who are just trying to **survive and thrive** in a rapidly changing city — whether that's your neighbour down the street, or a small business owner a few blocks away. People invest their time reading and watching our journalism because they trust us, and feel like they know who we are as people.

17

Current  
Partners

48%

Revenue Growth  
from 2023-24

21

Mentions in Press  
and at Conferences  
Worldwide

Percentage of TGL audience  
who identify as gen Zs and  
millennials

74%



Number of average viewers who  
watch *TGL's* biweekly show on  
*CityNews* in 2024

162,000+



Neighbourhoods represented at  
*TGL Action Journey™* events and  
in our journalism

58



Number of survey responses  
collected from Torontonians who  
shared community-driven solutions

245



# ACTION JOURNEYS™



The Green Line Action Journey™ is our original theory-of-change model, which helps us increase loyalty and engagement among our audience members, as well as motivate them to solve problems in their communities. Rather than just passively consuming the news, our Action Journey encourages Torontonians to take action after learning about different issues in *The Green Line*.

## OUR PROCESS

### 1. Explainer

Breakdown of the systemic problem explored in the feature.

### 3. Event

Reporter, sources and community members gather to discuss the feature and possible solutions to the systemic problem.

### 2. In-depth feature

Deep-dive reporting on local solutions that address the systemic problem.

### 4. Solutions article

Article about the event, featuring crowdsourced solutions that'll inform our future coverage and help our audience take action on the systemic problem.

## IN 2024, *THE GREEN LINE*...

Published

6

Action Journey™ Issues

Attained

61.2%

Increase in direct traffic growth to our website from 2023 to 2024



# ACTION JOURNEYS™



## IN 2024, *THE GREEN LINE*...

Trained

6

Community members in our Alexandra Park Youth Journalism program

Generated

19

Community-driven solutions at our Action Journey™ events

Attained

18,000

Increase in new users engaging with TheGreenLine.TO

Here at *The Green Line*, our mission is more than just reporting on the news. Through our practical service journalism and community gatherings, we want to help people live healthier and happier lives in Toronto. We also want to motivate Torontonians to take action in their communities and help make the city more livable for everyone.



People know themselves and their communities best, which is why it's important for us to ensure that they have access to community-driven solutions and resources. Here's what you had to say about it:



## WHAT'S THE IMPACT?

"Thank you for covering this very important topic. Way better than anything the major outlets are doing."

✦ YOUTUBE VIEWER

"This is the kind of story where real local journalism like this can save lives. Thanks!"

✦ YOUTUBE VIEWER



# CASE STUDY: TORONTO'S HOUSING CRISIS

Renters and buyers are up against tough challenges Toronto's housing market. Rent prices keep climbing, building maintenance is often neglected and finding affordable housing feels nearly impossible. People from all walks of life, all across the city, are feeling the stress —with some even juggling multiple jobs just to keep up. That's why it was important that *The Green Line* gave attention to this topic in 2024.



60

Attendees  
at our  
community  
event



In partnership with Stories of Ours, we asked storytellers Jeffrey Canton, Jasmin McMullan and Teru Ikeda to share their experiences personally navigating Toronto's housing crisis. Afterwards, *The Green Line* team hosted Story Circles, where attendees discussed their housing problems and possible pathways forward.





# CASE STUDY: TORONTO'S HOUSING CRISIS



As costs keep rising, finding joy in Toronto has become a real challenge, and we know firsthand how tough life in the city can be. Our hope is that *The Green Line's* solutions-focused service journalism and warm community gatherings will help Torontonians find collective strength in increasingly difficult times.



As a result of our March 2024 Action Journey™, our team created a cost-of-living calculator to help Torontonians easily figure out how much they were spending each month by inputting housing, food and transit expenses. This tool is a clear example of how *The Green Line* provides practical tools to our community members based on their feedback — in this case, helping users better deal with their financial challenges.



## WHAT'S THE IMPACT?

"The event helped me make real-life connections. Googling solutions isn't enough nowadays, so it was good to hear stories of people with first-hand experience."

✦ **EVENT ATTENDEE**

"The best part was being around like-minded people. Sometimes it can feel like you are one of very few. But the sharing here made it feel like a community."

✦ **EVENT ATTENDEE**



# CASE STUDY: QUEER TORONTONIANS IN TRADES



We recently took a look at one of Toronto’s biggest industries — trades — through the perspective of our city's 2SLGBTQIA+ community members. With support from Hi-Viz, *The Green Line* hosted a panel discussion, drag show and social event focused on the experiences of queer tradespeople working in construction and other skilled trades.



The night kicked off with practical guidance from queer professionals who shared how to navigate an industry that's often hostile to them.



## WHAT’S THE IMPACT?

“It’s great to see so many people coming out from so many different trades [and] people who are also not in the trades, who are learning about our situation. I think that it’s often really unbelievable for folks who aren’t in the trades to learn about what it’s like for us.”

✦ **EVENT ATTENDEE**



# CASE STUDY: QUEER TORONTONIANS IN TRADES



Later on in the evening, attendees in Story Circles brainstormed solutions to systemic industry discrimination, including the importance of upgrading their skillset, tapping in to trades programs and finding supportive communities within their field.

To close out the evening on a high note, we brought out Justin Cider, a drag king and local tradesperson who delivered a show-stopping, construction-themed performance.



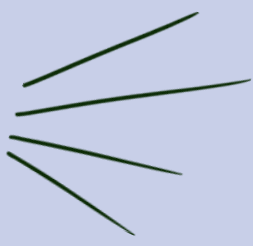
## WHAT'S THE IMPACT?

"It was a lot of fun! It's good to have an event like this 'cause I've never seen one and I'm in the trades, so I feel like it's needed. People need to know what's going on."

✧ **EVENT ATTENDEE**



# WHAT WAS NEW IN 2024?



We accomplished a lot in 2024, and opening *The Green Line's* engagement outpost and community newsroom in the heart of downtown Toronto was one of our favourite memories. Take a look below at some examples of the cool work we produced in 2024.



## COMMUNITY NEWSROOM & ENGAGEMENT OUTPOST

In the summer of 2024, *The Green Line* partnered with Scadding Court Community Centre to provide free training workshops on video production, interviewing skills and engagement journalism to local youth in Alexandra Park.

During these workshops in May 2024, youth learned how to engage with local residents, and to develop stories that highlighted the unique character of their neighbourhood. The participants gained employable skills and entrepreneurial know-how, boosting their confidence.



From June to August 2024, these youth journalists surveyed community members, and interviewed independent businesses in Alexandra Park, Chinatown and Kensington Market. They also produced video profiles published on *The Green Line's* website and YouTube page as part of a series called "Know Your Neighbour."

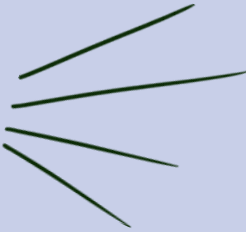
## WHAT'S THE IMPACT?

"I quite enjoyed my experience with *The Green Line*. I learned more about interviewing and also making videos. It's helped me with some of my school and other activities because I learned how to talk to people better."

✦ **RON, 16, ALEXANDRA PARK YOUTH JOURNALISM PROGRAM PARTICIPANT**



# WHAT WAS NEW IN 2024?



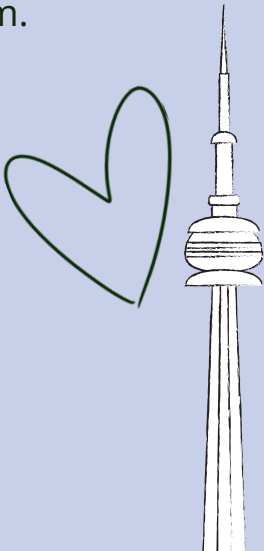
## COMMUNITY NEWSROOM & ENGAGEMENT OUTPOST



*The Green Line* team opened our engagement outpost to surrounding neighbourhoods throughout summer 2024, where we surveyed over 240 residents to understand their top local concerns — homelessness, housing affordability and public transit.



Our outpost has since moved to the heart of Scadding Court Community Centre. In the lobby, our new location, *The Green Line* team stays closely connected to the people we serve, so we can continue addressing the issues that matter most to them.





# WHAT WAS NEW IN 2024?

## DOCUMENTERS CANADA



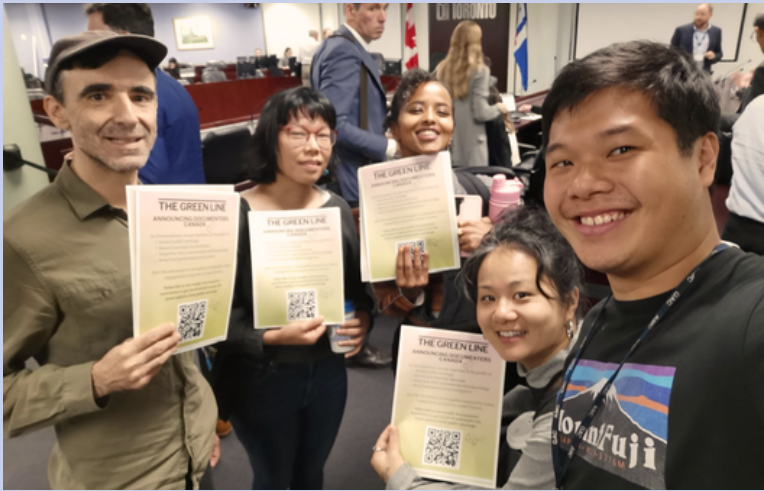
In 2024, *The Green Line* became the first organization in Canada to launch Documenters, a groundbreaking journalism program led by Sebastian Tansil.

Documenters trains and hires community members to take notes at public meetings, including community and City of Toronto meetings, providing them with employable skills while paying them a livable hourly wage.

Since launching in October 2024, *The Green Line* has hired three Documenters, empowering them to cover a range of topics, including housing affordability, transit improvements and local environmental policies.

For example, notes from our Documenters have resulted in articles and videos titled:

- “Rethinking Housing From Annex to Moss Park: What Models Work for Toronto Neighbourhoods?”
- “Toronto Moves Towards Stronger Protections Against Renoviction With New Bylaw.”



By giving community members the tools to better understand local government, Documenters enables them to advocate for themselves and their communities, creating a direct link between civic engagement and positive local change.

# WHAT’S THE IMPACT?

**12** NEWSLETTERS PUBLISHED  
From October to December 2024





# AWARDS AND ACHIEVEMENTS

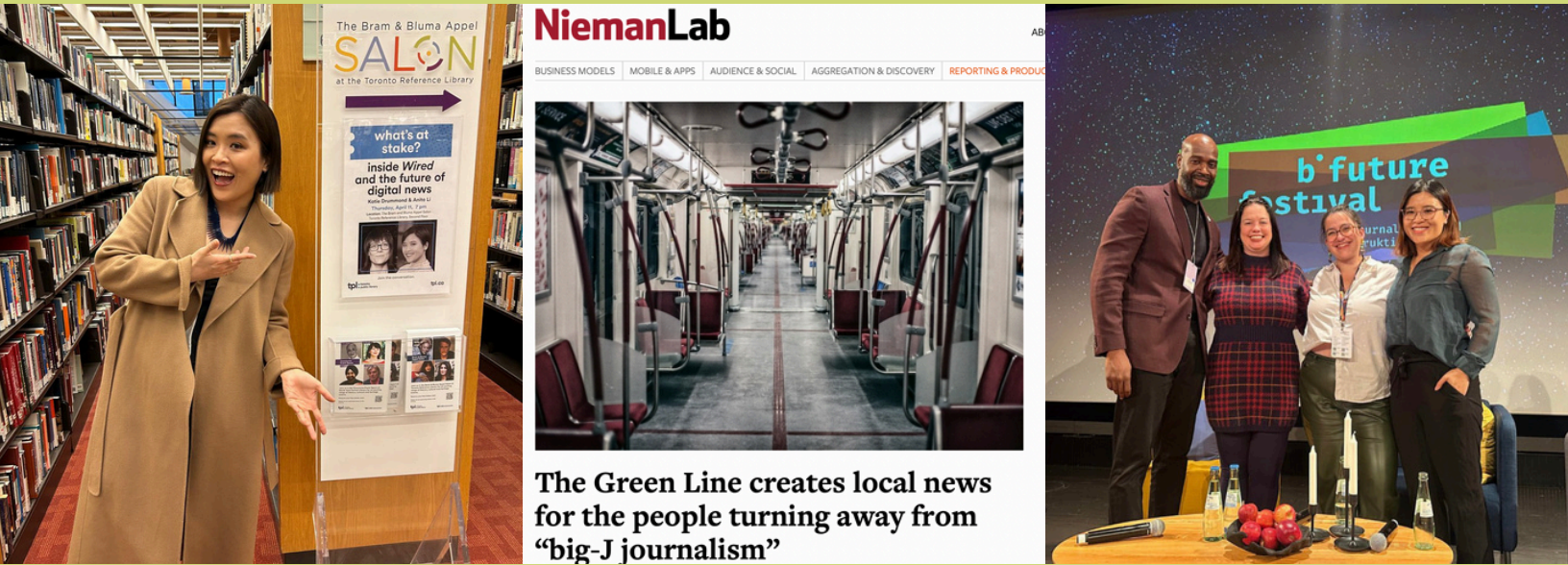
We received many significant recognitions both domestically and internationally in 2024, and we want to celebrate these achievements with our community.



## RTDNA CENTRAL REGION AWARD WINNER FOR FEATURE NEWS (LARGE MARKET) 2024

### DIGITAL PUBLISHING AWARDS

- \* Best Arts and Culture Storytelling Honourable Mention 2024
- \* Best Innovation in Digital Storytelling Honourable Mention 2024
- \* Best News Coverage (Community Publication) Honourable Mention 2024



## HARVARD UNIVERSITY'S NIEMAN JOURNALISM LAB HOMEPAGE FEATURE OF THE GREEN LINE

### SPEAKING ENGAGEMENTS

- \* Spoke at the Canadian Region of the Commonwealth Parliamentary Association's 60th annual conference
- \* Spoke at worldwide conferences: B° Future Festival in Bonn, Germany, and Splice Beta in Chiang Mai, Thailand



# WHAT TO WATCH FOR IN 2025



## ZINE WORKSHOPS



At our hands-on zine workshops, attendees can craft and share their Toronto-inspired stories in a fun environment where they can make friends.

## MONTHLY ACTION JOURNEYS™



Your favourite events from *The Green Line* are now monthly, bringing you even more opportunities to connect with others and take action on problems.

## PARTNERSHIP WITH GOOGLE



We are launching an exciting Google product partnership that will amplify *The Green Line's* Action Journey™ through the responsible use of artificial intelligence (AI).

## EXPANDING DOCUMENTERS



We're continuing Documenters at *The Green Line*, as well as expanding our network across Canada by hiring a Documenters Network Lead to help grow the program nationwide.

## PARTNERSHIP WITH TORONTO PUBLIC LIBRARY



We're partnering with the Toronto Public Library to distribute zines across TPL branches citywide, and to collaborate on an election event.

## UPDATES TO OUR WEBSITE



Keep an eye out for brand-new pages dedicated to our signature events and newsletters, packed with all the latest updates and *The Green Line* journalism you won't want to miss!



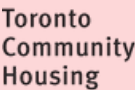
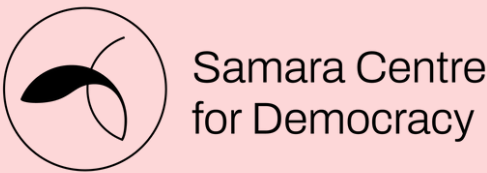
# WE COULDN'T DO IT WITHOUT YOU



Thank you to our **funders and sponsors** without whom our work and impact wouldn't be possible:



Thank you to our **partners** for contributing to *The Green Line's* journalism and community work:





# LAST BUT NOT LEAST



Thank you to all of our **members and donors** for your ongoing support of *The Green Line's* community-driven journalism. We're excited to continue learning about your stories, and to reporting on what matters most to you!

"I'm amazed at what you do — keep up the good work! News media needs to watch out for the next big thing."

✱ **ALEXANDRA PARK SURVEY RESPONDENT**

"I think events like this one are really important because there is a need for it as there are people in a similar situation as myself."

✱ **ACTION JOURNEY™ ATTENDEE**

"I liked connecting with people, [especially] the dialogue. [It] was a pretty fun event, low cost and low barrier."

✱ **ACTION JOURNEY™ EVENT ATTENDEE**

"It was fun to talk to people about this topic who are from all walks of life. Very valuable to break out of my echo chamber."

✱ **ACTION JOURNEY™ EVENT ATTENDEE**

"This is a great program — informative and welcoming."

✱ **ALEXANDRA PARK SURVEY RESPONDENT**

Many thanks to everyone in our community for an incredible 2024. Here's to a more livable and lovable Toronto!



# WANT TO SUPPORT HYPERLOCAL, COMMUNITY-LED JOURNALISM THAT FOCUSES ON SOLUTIONS?



Email us at [hello@thegreenline.to](mailto:hello@thegreenline.to) if you're interested in funding our work or partnering with us.



Make a [direct donation](#) to support *The Green Line* and our work.



Become a [paying member](#) to access exclusive perks to Action Journey™ events and more.



Sign up for [our newsletters](#) to learn about local people and organizations working to make Toronto a more livable place for everyone, and how you can support them.

