
THE 2019 ANNUAL REPORT



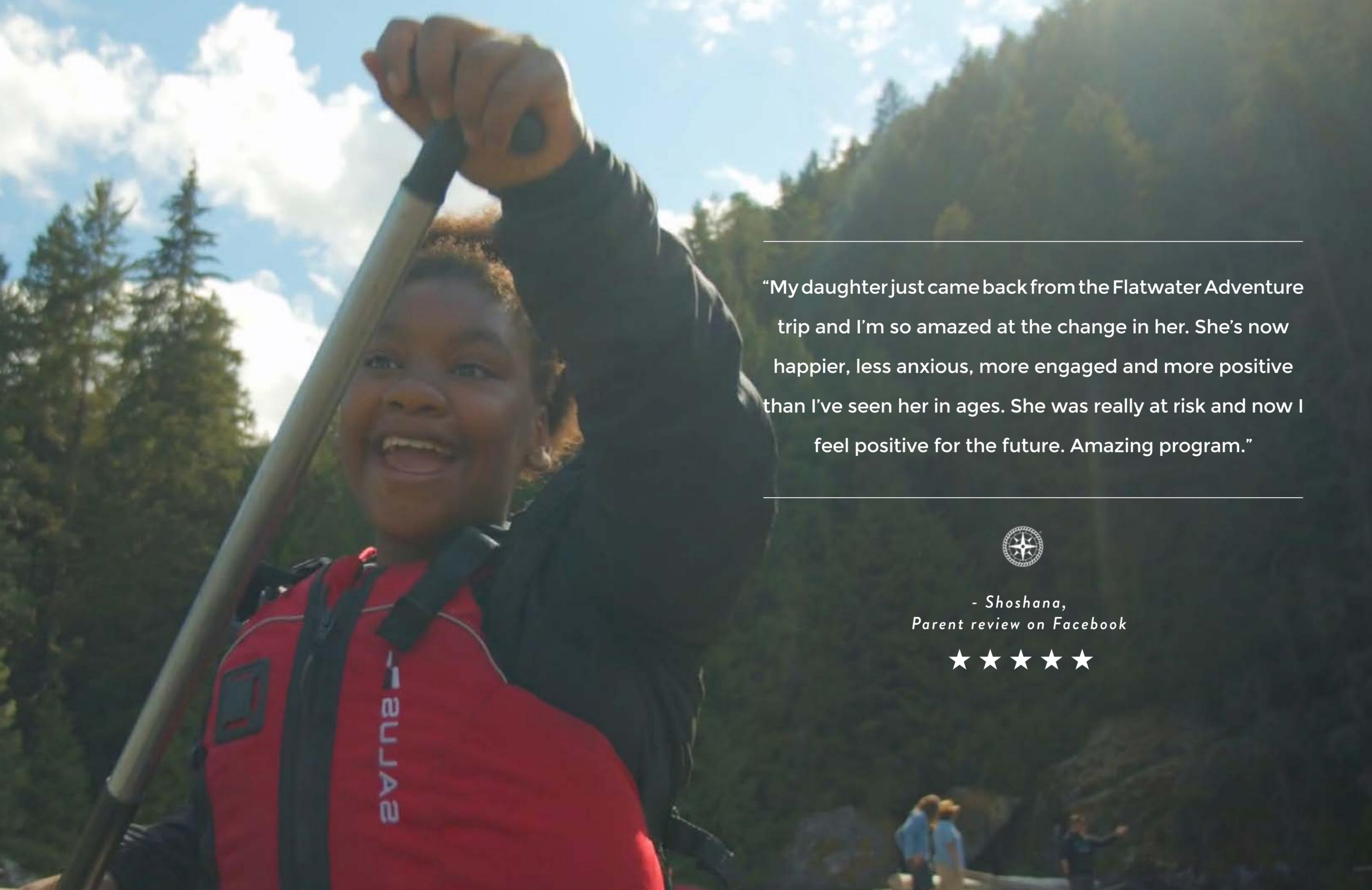
OUTWARD BOUND
CANADA

OUTWARDBOUND.CA

Outward Bound Canada is a registered charitable educational organization. Charitable #89251 1692 RR0001



OUTWARD BOUND
CANADA



“My daughter just came back from the Flatwater Adventure trip and I’m so amazed at the change in her. She’s now happier, less anxious, more engaged and more positive than I’ve seen her in ages. She was really at risk and now I feel positive for the future. Amazing program.”



- Shoshana,
Parent review on Facebook



EXPLORE WITH US

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“That trip was the single most challenging thing I had done until that point in my life. I came out of it a more honest and patient person. Now I make a priority of recreating that sense of challenge so I can be a better person to myself, my friends and family and my community. I owe you so much. Thank you for helping to create the better person I am today.” - *Cisca, Youth Participant*



MESSAGE FROM ANDREW YOUNG EXECUTIVE DIRECTOR

Dear OBC family,

As I write this message during the COVID-19 pandemic, it's hard to fathom how much the world has changed since 2019. Last year was Outward Bound Canada's 50th year of operations. We are extremely proud of that milestone, and all the lives we have impacted during our first 50 years.

In 2019, we also invested heavily into broadening our reach and letting even more people know about the great work we have been doing. This was evident through some of the amazing events we held, including the Reach Beyond Expeditions, and our Bound for Greatness Gala to celebrate our 50th anniversary. Through specific staff and alumni events, we were also able to re-engage with hundreds of old friends, who reconnected with OBC after some time away.

From a program perspective, we continue to offer meaningful, authentic experiences in the natural world to thousands of participants across the country. We established new partnerships with schools and community organizations, as well as expanded on some of our existing partnerships, all to help us expand our impact.

OBC has also gone through a very significant leadership transition. After 10 years of service to OBC as our executive director, Sarah Wiley moved into a new role with Outward Bound International, while staying on part-time to help OBC with our fundraising efforts. The OBC community is forever indebted to Sarah's passion and tireless commitment to building a thriving organization.

As a charitable organization, Outward Bound Canada is only able to serve our community in such a deep way through the support of our staff, volunteers and donors. Thank you to our terrific board, staff, campaign cabinet, donors and students for all that they have done and achieved with us over the past year.



MESSAGE FROM SARAH WILEY FORMER EXECUTIVE DIRECTOR

Amidst the immense uncertainty and challenges that Outward Bound Canada and the world are all facing today, it is hard to look back upon 2019 with fresh eyes. But it is important to do so as without the successes of 2019, OBC's 50th anniversary year, and the years leading up to our anniversary, the organization may not be able to weather today's challenges so well.

Thanks to the outstanding support of our Bound for Greatness donors, our funding and program partners, and the monumental efforts of the staff team, the OBC Board, the Bound for Greatness Cabinet, and the Gala Committee, OBC was able in 2019 to realize our objective of providing the organization with a stronger foundation for the future. I am proud of the work that we collectively have accomplished over the last 10 years to rebuild Outward Bound Canada into a truly national organization that is impacting more people than ever in truly meaningful and relevant ways. I am confident in the future under the fresh leadership of Andrew Young and the competent team spread across this vast country. There are many challenges ahead, but Outward Bound Canada is resilient above all else and the ship has a strong foundation and solid leadership at the helm.



MESSAGE FROM DAVID REEVE BOARD CHAIR

As we reflect on 2019 and look towards 2020 and beyond, the changes could not be more profound. In 2019, we celebrated our 50th anniversary year in Canada. Over the course of the last half century, Outward Bound's programs have had a significant impact on the lives of over 150,000 Canadians. While we have served a diverse group of Canadians over this period, in 2019 we refined our focus on Making Youth Better in Nature. Of the 13,175 student days of programming in 2019, approximately 32% of those were funded by our charitable partners and focused on building leadership and resilience for Canadian youth. Our 50th year celebrations were highlighted by our October 2019 gala, supported by over 450 OBC friends, as well as Reach Beyond Expeditions to the Magnetic North Pole and the Tour du Mont Blanc. Our funding partners helped us reach the philanthropic targets of our Bound for Greatness campaign. We are incredibly grateful for the support of our donors and the many volunteers that assisted in fundraising, governance, event management and operations.

As our organization and the rest of the world closed out 2019, we could never have anticipated the year that would follow. The impact of COVID-19 has been devastating to our country and to the entire planet. The human tragedy of this pandemic will impact our society for months and years to come. The economic impact has also been incredibly harmful and OBC has seen revenues reduced by more than 60% with the cancellation of its 2020 summer programs. Fortunately, with the support of generous government programs, an incredibly talented management team and a strong balance sheet, we know that OBC will survive the biggest challenge in our history. Like many other organizations, we have spent the early months of 2020 building plans focused on the survival of our organization. We are now looking to the future and our role in establishing a positive outlook for Canadian youth.

Outward Bound's mission to cultivate resilience, leadership, connections and compassion through journeys in the natural world has never been more important and urgent. While our entire population is facing countless new challenges, our youth are profoundly impacted by interrupted education, reduced career prospects and the negative impact of digital relationships replacing human interaction. At OBC, we are focusing our energy on how we will support this generation of youth as we emerge from this crisis. Our team has been busy stepping up to this challenge on multiple fronts. Our Second Nature program has been developed to combine the time-tested impacts of Outward Bound delivered digitally. We are also completing a Social Return on Investment project which will quantify the benefits of Outward Bound's programming for all stakeholders. We will continue to innovate and adapt our programming to meet the challenges that we all face.

A friend recently highlighted the fact that crises clearly identify who the strong leaders are within any organization. It has been inspiring to see the quality of the Outward Bound leadership within our management team, our operations team, our Board of Directors and Campaign Cabinet. We are blessed with a community of committed leaders which will ensure that our organization will survive and thrive in the future.



**THIS COURSE HELPED ME REALIZE THAT I AM
CAPABLE OF SO MUCH MORE THAN I THOUGHT.
AFTER THIS EXPEDITION, I'M READY TO TAKE ON
WHATEVER LIFE HAS TO THROW AT ME!**

- Jared, Youth Participant

Authentic Adventure

Since 1969, Outward Bound Canada has inspired over 150,000 participants to discover their true potential and contribute to a better, bolder, more compassionate and resilient society. A registered charity, OBC provides challenging and experiential adventures in the outdoors that develop self-respect, awareness of others, interpersonal skills, and a sense of accomplishment. With many Canadian youth struggling to thrive in an unpredictable and changing world, OBC is committed to helping them change the trajectory of their lives.

MISSION

To cultivate resilience, leadership, connections and compassion through inspiring and challenging journeys in the natural world.

VISION

A healthy, resilient society formed through lasting connections to self, others and the natural world.

CORE VALUES



AUTHENTICITY

Being true to our roots and mission. Approaching all we do with honest self-awareness and purpose.



ADVENTURE

Embracing challenge and positive risk-taking in our daily lives, and modelling and encouraging the same within our community.



CONNECTION

Inviting and sustaining meaningful connections with self, others and the natural world.



COMPASSION

Demonstrating care and respect for self, others and the natural world.



TRUST

Firmly believing and having confidence in each other and in the core purpose of the organization.

What we do



Provide Outdoor Education To Youth

Using nature as our classroom, we allow youth in Canada to get away from their daily lives, creating space to engage in self-discovery and experiential learning.



Employ A Curriculum Promoting Personal Growth

Expert guides lead participants through novel, real-life challenges requiring teamwork, collaboration, and perseverance; skills often missed in the traditional classroom.



Reduce The Financial Barriers To Ensure Many Can Benefit

We raise funds to ensure as many youth as possible can partake in these life-changing educational programs.

Participants gain the skills needed to succeed in school, work, and life:

LEADERSHIP, RESILIENCY, CONNECTION TO NATURE, BELIEF IN ONESELF, TEAMWORK, AND MUCH MORE



A YEAR IN REVIEW

2019 COURSE DATA

PROGRAMS BY REGION



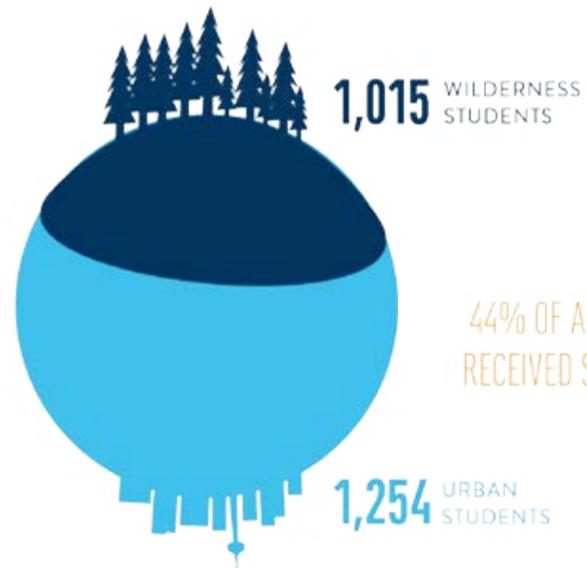
TOTAL PROGRAMS 179

13,175

STUDENT PROGRAM DAYS



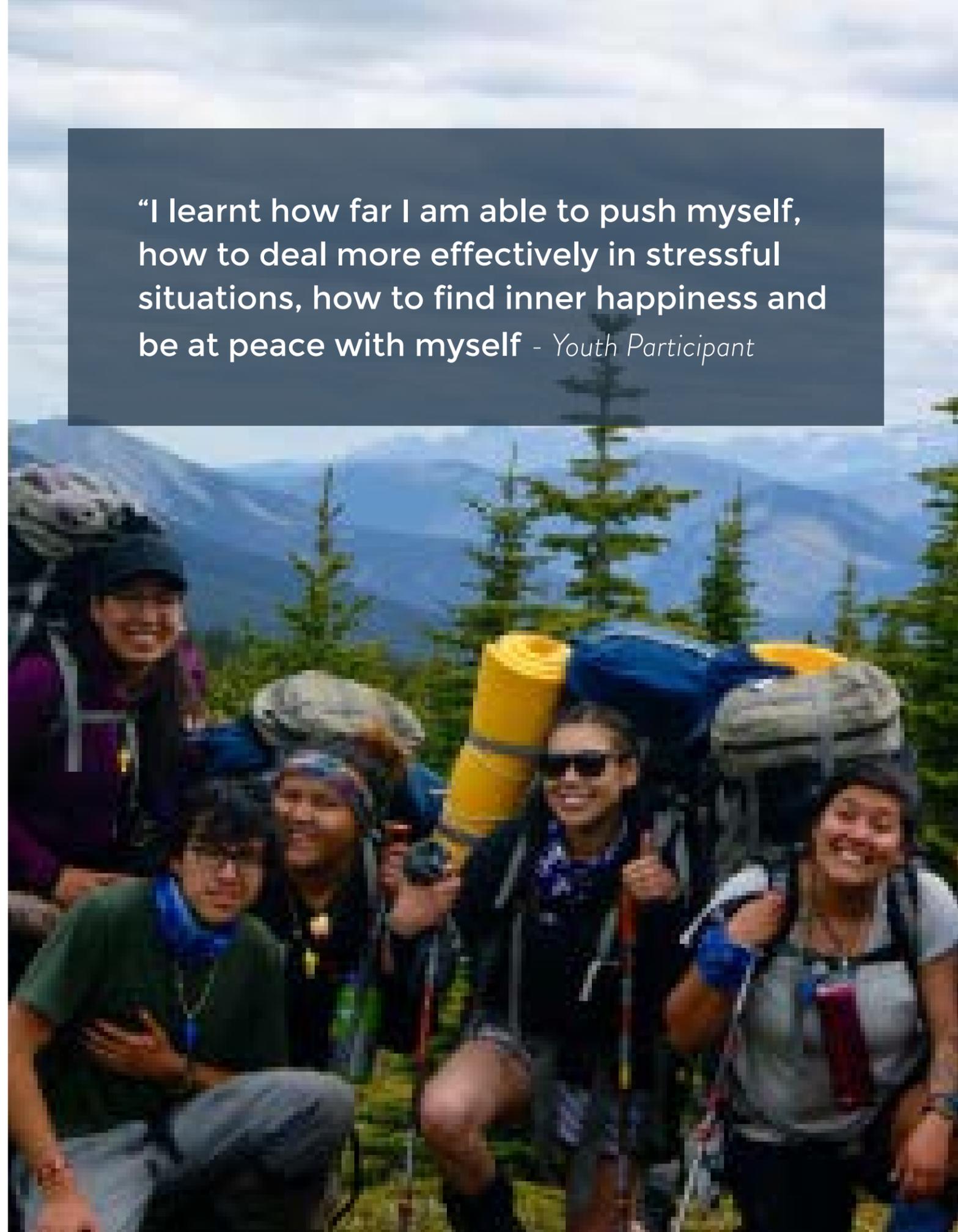
PARTICIPANTS



44% OF ALL STUDENTS RECEIVED SUBSIDIZATION



“I learnt how far I am able to push myself, how to deal more effectively in stressful situations, how to find inner happiness and be at peace with myself - *Youth Participant*”





THE RIPPLE EFFECT OF OBC

\$20K+

IN LIFETIME BENEFITS
PER PARTICIPANT

\$1:\$13

EVERY \$1 DONATED TO OUTWARD BOUND
RETURNS AT LEAST \$13 IN VALUE TO SOCIETY

~\$50M

IN LIFETIME BENEFITS
CONTRIBUTED IN 2019



**Physically and Mentally
Healthy Citizens**



**Promoting
Environmentalism**



**Greater success at
school, work, and in life**

**Long-Term
Societal
Impacts**

**Sustained
Individual
Outcomes**

**Post-
Program
Results**

**OUTWARD BOUND
CANADA PROGRAM
TAKES PLACE**

25%
feel more
socially
connected

80%
are much more
likely to step
outside of
comfort zones

**Lower physical
and mental
health costs**

80%
do 150+ min. of
weekly exercise

65%
develop greater
resiliency

40%
develop greater
leadership

75%
indicated a strong
improvement in
their ability to
collaborate

**Higher lifetime
earnings**

**Improved
workplace
productivity**

40%
can much better manage
anxiety or depression

85%
feel more
connected to nature

70%
make more eco-
friendly choices

**Greater pro-
environmental behaviour**

Outward Bound Canada leaves a lasting impact on participants' lives in 3 key areas



Physically and Mentally Healthy Citizens

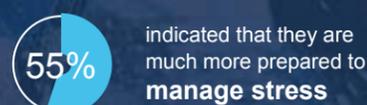
Program Results
More resilient individuals



“ It has made me more resilient and willing to take on challenges
Youth Participant

“ I am better equipped to cope and navigate adversity.
Youth Participant

Individual Outcomes
Greater control over physical and mental health



Societal Impacts
Lower risk of physical and mental illnesses in the future

\$4M saved in lifetime **mental and physical health costs**

\$5M in **workplace productivity benefits** due to improved mental health

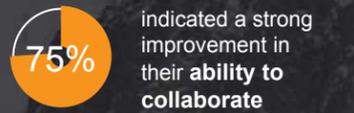
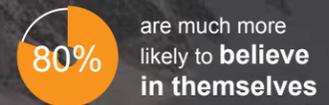


Skills needed to succeed at school, work, and in life.

Program Results
Greater leadership and social connections

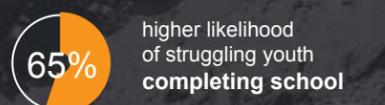


Individual Outcomes
More confident, collaborative, and bold team players



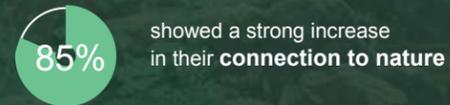
Societal Impacts
Higher likelihood of school completion and success in the workforce

\$40M in **higher lifetime earnings and welfare savings.**



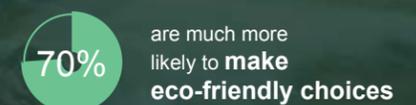
Promoting Environmentalism

Program Results
A stronger connection with nature



“ I found a deep reverence and connection to nature, which I never had before.
Youth Participant

Individual Outcomes
Higher environmental consideration throughout life



Societal Impacts
Greater levels of pro-environmental behavior

Higher likelihood of **recycling** and other eco-friendly household behaviors

Higher likelihood of engaging in **environmental conservation efforts**

“This was honestly the most eventful and challenging three weeks that I have ever experienced. But I’m so grateful for this trip, because it really pushed me out of my comfort zone. It really allowed me to be bolder as an individual but also stronger. Not only physically but also personally. I know it sounds really cliché, but the trip really left a mark. The struggles that I faced during the trip developed the strengths that I have now. I don’t think I would have necessarily realised this if I had not gone. But I gained so much from the trips: I got to meet some incredible people, nice views, and valuable lessons. This was honestly a good way to put your minds off exams and reflect as a new chapter is about to start.”

- Liz, Youth Participant



OUTWARD BOUND CANADA BOARD OF DIRECTORS 2019

Mr. David Reeve – Chair

Founder and President, InvestorCOM Inc.

Ms. Lori Cammerota – Treasurer, Chair of Finance Committee

Divisional Vice President - Finance (Cost Accounting), HBC Lord & Taylor

Mr. John Terry – Secretary, Governance Committee

Partner, Torys LLP

Ms. Hazel de Burgh – Chair, Risk Oversight Committee

Compliance & Risk Mitigation Solutions

Ms. Anne Fitzgerald – Chair, Fundraising Cabinet

Chief Legal Officer, Cineplex Inc.

Ms. Edyta Pacuk – Co-Chair, Human Resources Committee, Governance Committee

President, MarchFifteen Consulting Inc.

Mr. Mark Burton – Finance & Risk Oversight Committees

Managing Director, NINEFOLD Inc.

Mr. G. David Cole – Fundraising Cabinet

Vice Chairman, Enterprise Strategic Client Group, RBC

Mr. Dan Gormley – Fundraising Cabinet, Governance Committee

Partner, Goodmans

Mr. Chris Benedetti

Principal, Sussex Strategy Group

Mr. Andrew Young

Board of Directors - Executive Director

FUNDRAISING CABINET

Anne Fitzgerald
David Reeve
Jamie Anderson
Philip Blackford
David Cole
Gary German
Dan Gormley
Bart MacDougall
Sally Moyer Kent
Bob Ramsay
Laura Ross
Rob Safrata
Nanette Sanson
Mike Bertouche

Anne Brayley
Dave Marcus
Mark Burton
Andrew Smith
Tony Woodward
Chris Benedetti
Nicholas Pozhke
Richard Talbot

GOVERNORS’ COUNCIL

Mr. George Fowlie, Chair
Mr. Jamie Anderson
Ms. Susan Dallhoff
Ms. Pamela Fralick
Mr. Bart MacDougall
Mr. Robert Safrata

HONOURARY PATRON

Her Excellency the Right Honourable Julie Payette
C.C., C.M.M., C.O.M., C.Q., C.D.
Governor General of Canada

BOARD OF DIRECTORS OUTWARD BOUND CANADA FOUNDATION 2019

Ms. Anne Fitzgerald – Chair
Ms. Lori Cammerota – Secretary/Treasurer
Mr. David Reeve – Director

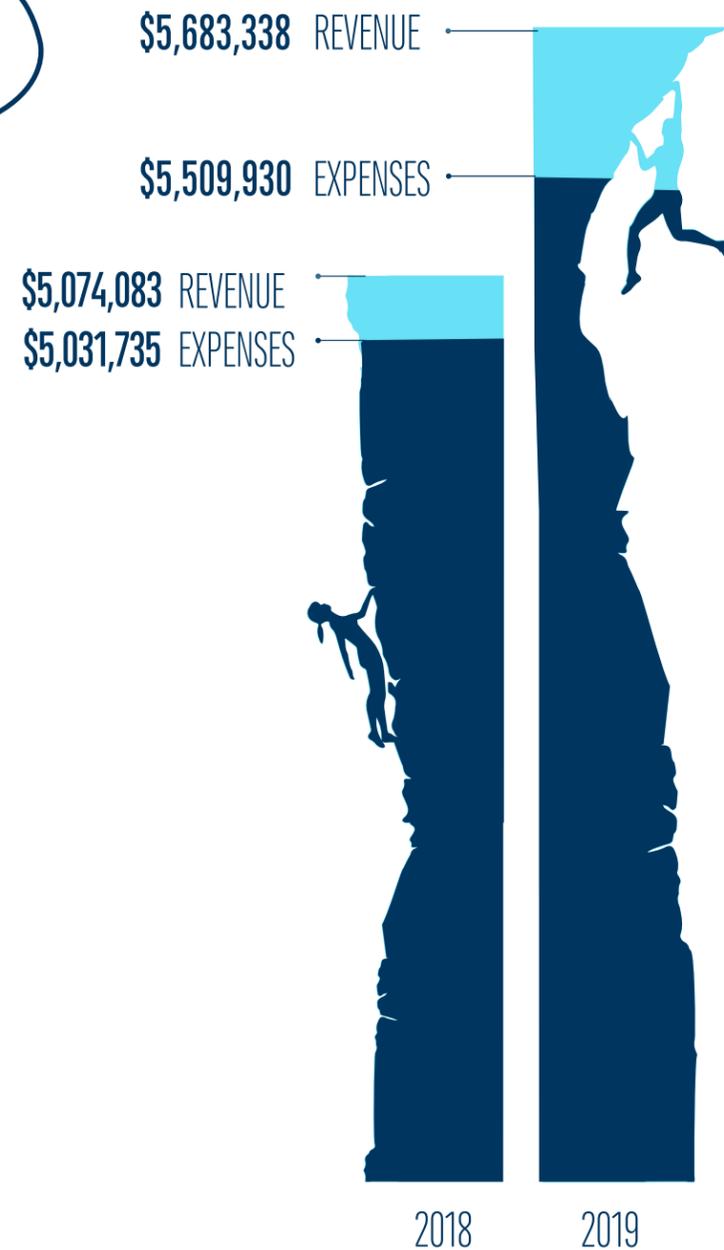
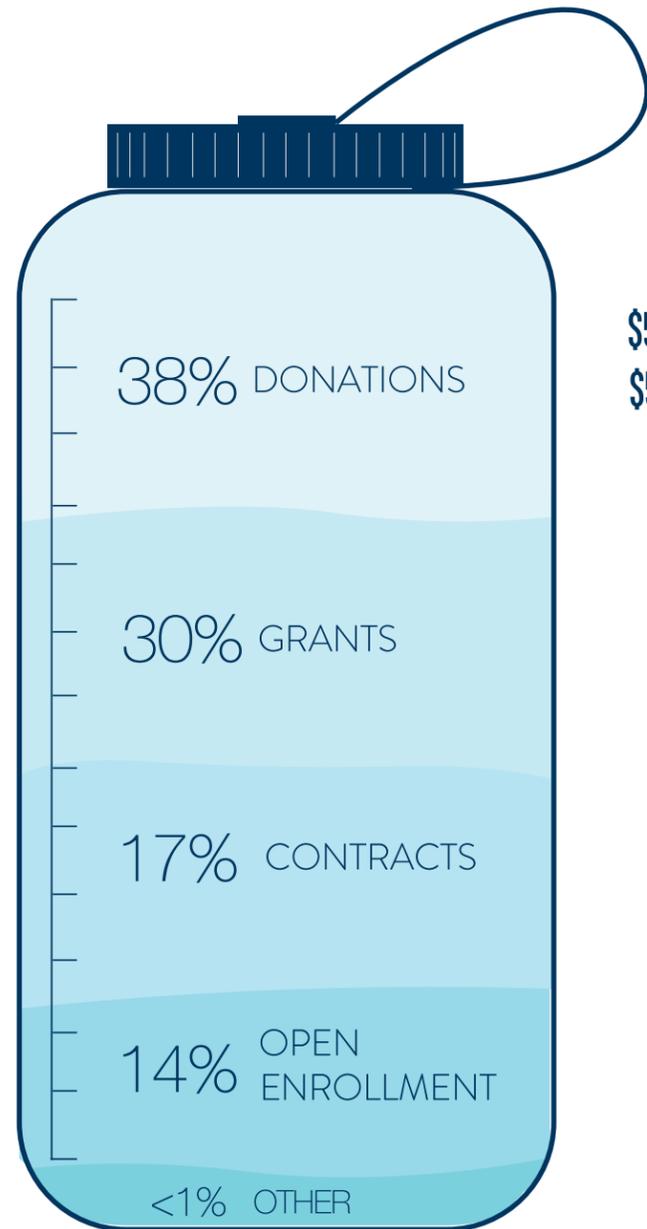


A YEAR IN REVIEW

2019 FINANCIAL DATA

SOURCES OF REVENUE

TOTAL REVENUE VS EXPENDITURES



CONDENSED STATEMENT OF FINANCIAL POSITION

As at December 31 * rounded to nearest thousandth

	2019	2018	2017
ASSETS			
Cash and other current assets	600	1,217	1,143
Capital assets	362	263	327
Total Assets	962	1,480	1,470
LIABILITIES			
Deferred grants and bursaries	236	838	677
Deferred course fees	96	231	347
Other current liabilities	360	314	389
Total Liabilities	692	1,383	1,413
NET ASSETS			
Invested in capital assets	228	130	116
Sustainability fund	32	32	32
Unrestricted	10	65	91
Total Net Assets	270	97	57
TOTAL LIABILITIES & NET ASSETS	962	1,480	1,470

CONDENSED STATEMENT OF OPERATIONS

For the year ended December 31 * rounded to nearest thousandth

	2019	2018	2017
REVENUES			
Course fees	1,781	1,853	1,915
Contributions, grant and bursaries	1,724	1,604	1,754
Donations, fundraising and other	2,177	1,343	859
Total Revenues	5,682	4,800	4,528
EXPENDITURES			
Program	3,679	3,291	3,358
Administration	1,830	1,469	1,264
Total Expenditures	5,509	4,760	4,622
Excess of revenues over expenditures	173	40	(94)
Net assets, start of year	97	57	151
Net assets, end of year	270	97	57

THANK YOU

We are proud to work with our generous supporters who are inspired by our mission and driven by our purpose of offering life-changing programs that nurture, motivate, and unlock potential.

Summit: \$100,000+



The Horne Family Charitable Fund



ALTAS PARTNERS



The Daniel Family Foundation

LAWSON FOUNDATION



Krogseth Foundation



Bart MacDougall

W. Brett Wilson

Alpine: \$25,000 - \$49,999

3Macs, a Division of Raymond James Ltd.
Alectra Utilities
Jamie & Patsy Anderson
CMH Heli-Skiing Summer Adventures
CIBC
Cole Family Foundation
George Fowle
Gowling WLG
GROW Fund at Toronto Foundation
Koerner Foundation
Simone Lumsden & Paul Nicoletti
Walter Macnee
PearTree Financial Services Ltd
Richard Bird
Robert Pitfield

Randy Gillies Family Foundation
RBC
David & Martha Reeve
Robert Safrata & Jacqueline Koerner
The Calgary Foundation
The MacMillan Family Foundation
The Maddie Project
The W. Garfield Weston Foundation
Tony & Cate Woodward

Adventure: \$5,000 - \$9,999

Sam Blyth
Gordon & Gillian Bogden
Anne Brayley & Nanette Sanson
Canadian Progress Charitable Foundation Elevate
Feet in the Forest
Fieldgate Land Development Limited
First Capital Realty Inc
Gagliano Family
Edyta Pacuk & Pierre Gauthier
GRIP Limited
Bill Harlow
Heathbridge Capital Management Ltd
Bob Henderson
John MacDonald and the Speranza Foundation

Johnvince Foods
Vernon Lobo
Anthony Longo
Zina Longo
Sarah Mills & Dan Coholan
MarchFifteen Consulting Inc.
Mark Taylor Legacy Fund
Neelands Group Limited
Raymond James Canada Foundation
John Talbot
Tarlee Enterprises Ltd. Fund at BenefAction Foundation
The Brophy Family Foundation
The Somerset Foundation
Mary Thomson & Jan Ruby
Vancouver Foundation
David Williams
Anonymous (1)

Peak: \$50,000 - \$99,999

Expedition: \$10,000 - \$24,999

Bealight Foundation
Mary Owens Bell Fitzgerald
David & Joan Burke
Cineplex
Coast Capital Savings
Don Cranston & Megan Hill
Anne Fitzgerald & Ian Tuck
Bob Foulkes
Daniel Gormley
Jackman Foundation
Kiessling/Isaak Family
Kinross Gold Corporation
Tim MacDonald
Marian MacFarlane
Dave Marcus

Nora Stevenson
Richard Talbot
Allan R Taylor
John Terry & Lisa Rochon
The Andree Rheume and Robert Fitzhenry Family Foundation
The Fiera Capital Foundation
The Keg Spirit Foundation
The Organix Foundation
The Sabourin Family Foundation
Toronto Star Fresh Air Fund
Torys LLP
Sarah Wiley
Anonymous (2)

Journey: \$1,000 - \$4,999

Frank Aiello
Apple
Arc'teryx
Association of Canadian General Counsel
Michael Atkins
Axia Investments
Chris Benedetti
Michael & Valerie Bertouche
Bishop's College School - The Bart MacDougall Scholarship Fund
James Black
Philip Blackford
Jonathan Bloomberg
Roch Boucher
Richard & Valerie Bradshaw
Sonia Brar
Elizabeth Breen
Mark Burton

Journey: \$1,000 - \$4,999

Jane Gill
George Gillett
Steven Goldenberg
Silvio Guglietti
Judith Haddrick
Ross Hamilton
Jody Harmon
Jeffrey Hayward
Ziad Hindo
Marie Iuglio
Jacob Ross Clemens Foundation
Wolfgang Juchem
KCI Management Inc
Jonathan Kennedy
Jane Kinney
Terry Knight
KPMG
Krugger Products L.P.

Jennifer Lewis & Robert French
Donald Lewtas
Gus & Mary Anne Longo
Joey Longo
Joseph Longo
Mike Longo
H.M. MacDougall
Ted & Vera Magtanong
Jean Marmoreo
Rudy Massimo
Biff & Sue Matthews
John McAlister
McBride Corp / Tim Hortons
Ian McDonald
Sylvia & Eric McGeer
Drew McReynolds
Michael Meighen
Sally Moyer Kent

Cathi Muncaster
Wade Oosterman
Owen Hosford Scholarship Fund
Patagonia
Pharmascience Inc.
Jennifer Peters
Mark & Dawn Porter
Nicky & Robert Pratt
R Howard Webster Foundation
Bob Ramsay
Jo Anne Raynes
RioCan
Mathew Rivard
Robert Green & Kelly Willis Green Foundation
Nancy & Tony Roberts-Leung
Katherine Rogers
Laura Ross

Jay & Melissa Roth
Rothesay Netherwood School - The Lorna Bethell Scholarship Fund
Bruce Rothney
John Ruddy
James Russell
John Ryder
Colin Salter
Gerarda Schouten
Steve Simonot
Connie Singer
Andrew Smith
Debbie Taylor
Robert Tedford
Thomas Trainor
Verity Pharmaceuticals Inc
The North Face Canada
Explore Fund

Jacqueline Ward
David White
Alison Wiley
Jennifer & Michael Wilson
Rosie Yeatman
Ian Yolles
Anonymous (6)

Trail: \$500 - \$999

Brandy Alexander
Joelle Anderson
Bob Anthony
Arlington Partners International
William Bamber
Al Bird
Boralex Inc
Rob Boulton
Tom Bradley
Lori Cammerota
Kent Carson
Kristi Cawthorn
Loraine Clark
Joseph Concini
Bruce Cooper
Christopher Cottier
Stephen Couchman
Stefanie Crispino
Peter Davies
Phil Donne

Don Douglas
David Driman
Leonard Drimmer
Jason Drysdale
Dura-Ramp Inc
Brandon Edwards
Brian Ellington
Mikaela Fero
Derek Flood
Jared Fossen
Thomas Gajer
Dennis German
Mary Kate Grey
Stephen Hafner
F. William Halliday
Fortis Ontario Inc
Claudia Hepburn
Clarke Herring
Cathy Holtmann
Gordon Howe
Blake Hutcheson

Maarten Jansen
Stacey Kay
Stuart Kedwell
Lynn Kilabuk
Kinnear/Goodchild Family
Cheryl Kong
Patricia Kong
Kurt and Else Maurer Fund at Vancouver Foundation
Lin Langley
Robert Lawrie
Norman Lee
George Lewis
Wenda Li
Carolyn Longo
Joel Luet
Stephen Lunn
Mindi MacKinnon
Rosanne Maiurro
Pina Marinelli
Milda Markauskas

David Mastroieni
Neill May
Jim McAlpine
Patti McFarlane
Kelly McGee
Jim McGill
Elizabeth McInerney
Patricia McMaster
Ella McQuinn
Paul Mendelson
Robyn Morgan
Henry Morse
Laurel Murdoch
David Neima
Derek Neldner
Graham Nichols
Lindsay Oughtred
Mary Parniak
Pettet Foundation at Toronto Foundation
Philson Ltd

Carolyn Pierce
Myra Plotnick
Tracy Roth
Simon & Lynne Scott
David Smye
Solmon Rothbart Goodman LLP
Daniel Stiplosek
Sun Life Financial
Lorne Tippett
Annette Verschuren
Nicola Von Schroeter
Sharon Walker
Liam Whelan
Abigail Whitney
David Wong
Linda Young
Anonymous (3)



Thank you to Bain & Company for partnering with Outward Bound Canada to analyze the societal impact of our programs as part of their global commitment to pro-bono Social Impact work.