
OUTWARD BOUND
CANADA
REACH BEYOND
EXPEDITION
YUKON 2027



ABOUT REACH BEYOND

Reach Beyond is Outward Bound Canada's (OBC) premier fundraising initiative, bringing together business leaders, philanthropists and changemakers to **invest in Canadian youth and the country's next generation of leaders**.

Every dollar raised sends more young Canadians on life-changing Outward Bound Canada programs that build resilience, self reliiance and teamwork in the country's great outdoors.

CHALLENGE YOURSELF TO REACH BEYOND















AND HELP BUILD A STRONGER CANADA.

ABOUT OBC

A registered charity operating in Canada since 1969, Outward Bound Canada (OBC) has helped bring youth out in nature to ***discover their true potential!***

Much more than an outdoor education program, OBC's programs empower youth to uncover their inner strength, build resilience and take charge of their destinies. To date, we have served more than 175,000+ participants through our programs.

OBC is also a regsitered school, offering a series of high school accreditations.





WHY OBC?

OUR YOUTH, OUR FUTURE

Youth today are more isolated and disconnected than ever. Too often, they're spending their days on their phones and alone in their rooms, feeling increasingly lonely, overwhelmed, and adrift.

Meanwhile, families who want their kids outdoors simply can't afford it as the cost of living climbs, putting programs like OBC's out of reach.

OBC gives youth what research shows they need most: **real connection, true belonging, and the chance to push themselves in a supportive environment**.

BUILDING THE NEXT GENERATION OF LEADERS

Through OBC's programs, participants engage in a life-changing experience that enables them to become effective leaders of tomorrow. **Resilience**, **leadership**, **community**, **connection** and **compassion** are just some of the qualities that OBC's programs engrain.

> *"Self-reliance, social responsibility, self-confidence, and camaraderie."*
> — **Jonathan Haidt**, The Anxious Generation, on programs such as Outward Bound

Read OBC's 2026 Case for Support:
outwardbound.ca/2026caseforsupport



OBC'S TRACK RECORD

175k+

Youth Served

SINCE 1969

73%

Report an increase in

SELF-CONFIDENCE

80%

Report an increase in

LEADERSHIP

92%

Report an increase in

RESILIENCE

Learn more about OBC's impact: **outwardbound.ca/ourimpact**

WITH YOUR SUPPORT

we will be able to



GET MORE ECONOMICALLY CHALLENGED YOUTH OUTDOORS



PROVIDE GEAR & EQUIPMENT



EXPAND OUR REACH TO MORE FIRST NATIONS COMMUNITIES



EXTEND PROGRAMMING TO UNDERSERVED REGIONS OF CANADA

THE YUKON EXPEDITION

Set amidst the vast Yukon frontier, participants will hike through the awesome glacier-studded mountains and dramatic river carved valleys of Kluane National Park. They will journey through a pristine and still undiscovered part of Canada they few ever see. It’s an extraordinary opportunity to reconnect with oneself and others and test one’s resilience and purpose.

More than an adventure, the Yukon becomes the stage for a much bigger story: **your participation helps to build the next generation of resilient Canadian leaders**.





EXPEDITION SPECIFICS

Multi-day Backcountry Hiking & Rafting

Join us for 4 days of epic hiking in one of Canada's most spectacular and least known national parks, plus a day of thrilling rafting along one of Yukon's exhilarating rivers, all fully supported with expert guides.

Leadership & Teamwork Exercises

In true Outward Bound fashion, the expedition will include a series of leadership and teamwork exercises which you will be able to reflect and build upon for both your professional and personal lives.

Indigenous Connection

We will spend time with Yukon First Nations culture keepers and storytellers to learn about and appreciate the traditions and history on whose land we will be passing through.

FUNDRAISING COMPONENT

Reach Beyond brings together adventurous leaders who want to challenge themselves while committing to help build the next generation of resilient Canadian leaders.

Each Reach Beyond participant commits to raising funds that go directly toward supporting Outward Bound Canada's charitable programs, ensuring more young people can access life-changing wilderness experiences.



WHY LEAD THE MOVEMENT?

LEGACY

Become the company that made this possible.

PURPOSE

Invest in Canada's next generation of resilient leaders.

STORY

Own a story employees, customers and communities can feel and support.

THE YUKON IS THE STAGE.
YOUTH TRANSFORMATION IS THE STORY.

WAYS TO LEAD

EXPEDITION PARTNER

$100,000+

*Be our flagship impact partner

MEDIA PARTNER

$50,000+

YOUTH PARTNER

$20,000+

PARTNER WITH CANADA'S ONLY NATIONAL OUTDOOR YOUTH LEADERSHIP AND EDUCATION CHARITY.

EXPEDITION PARTNER

OBC will work with your organization to tailor a package aligned to your organization's priorities and values.

National Leadership

- Exclusive Presenting Partner status
- Campaign recognition
- Media & thought leadership

Scholarship Naming Rights

- A dedicated scholarship supporting a program of your choice demonstrating tangible results

Employee Enagement

- 1-2 employees can participate in the expedition
- Ongoing volunteer and lunch-and-learn opportunities with OBC
- Documentary-quality content

Executive Access

- VIP launch event
- Closing celebration
- Donor and participant network

Impact Reporting

- Youth supported outcomes and stories
- Photos, quotes and results

A PARTNERSHIP THAT CAN BE ACTIVATED ALL YEAR.

MEDIA PARTNER

OBC will work with your organization to tailor a package aligned to your organization's priorities and values.

Storytelling Leadership

- Co-create the expedition and youth-impact reporting
- Use the Yukon journey to spotlight resilience, leadership and access

Content & Distribution

- Campaign recognition across owned channels
- Launch, expedition, recap and youth-impact story moments

Audience Engagement

- Behind-the-scenes updates, interviews and shareable assets
- Opportunities to inolve employees, viewers and readers

Storytelling Leadership

- Co-create the expedition and youth-impact reporting
- Use the Yukon journey to spotlight resilience, leadership and access

A PARTNERSHIP THAT CAN BE ACTIVATED ALL YEAR.

YOUTH PARTNER

OBC will work with your organization to tailor a package aligned to your organization's priorities and values.

Direct Youth Access

- Fund individual bursaries and scholarships that reduce barriers to OBC programs
- Help more young people get outside

Named Scholarship

- Create a branded Youth Leadership Scholarship or Resilience Fund
- Recogniton tied directly to opportunity

Community Connection

- Support youth from priority communities or partner networks
- Build belonging, confidence and leadership

Impact Reporting

- Youth supported demographics and outcomes
- Participant stories, photos, quotes and results

A PARTNERSHIP THAT CAN BE ACTIVATED ALL YEAR.


OUTWARD BOUND
CANADA
READY TO
REACH BEYOND?
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