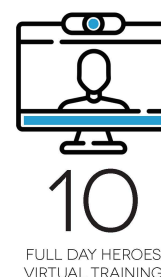
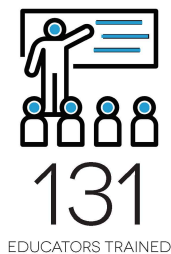




2020 ANNUAL REPORT

Impact Society's purpose has always been to teach youth resiliency, and in 2020, we had the opportunity to show that we practice what we preach. With a renewed intensity behind our efforts, we rose to meet the challenges of the pandemic. We proved ourselves to be adaptable - digitizing our programs when schools were shut down, establishing a bursary program when schools had less funding to work with, and even refreshing the Heroes curriculum so that students had tools that were relevant to the pandemic. Under the leadership of our new CEO, Christopher Primeau, we established multiple new partnerships that launched these exciting programs and show promise for long-term sustainability.

2020 IN REVIEW



THE LAUNCH OF FLOURISHING LIFE ASSESSMENTS & REPORTS

In an effort to provide a more personalized approach to Heroes® and increase capacity to measure our program impact, we have worked closely with Dr. Wayne Hammond of Flourishing Life Technologies Inc. to integrate a highly anticipated Pre and Post Flourishing Life Questionnaire into the Heroes programs. We are thrilled by our findings – after completing Heroes, students have seen, on average, a 30% increase in emotional competence, a 23% increase in self-esteem, a 32% increase in social connectedness, and a 28% increase in moral directedness.

HEROES @ HOME UPDATE & DIGITIZATION

Thanks to our partner, the Calgary Foundation, we completed the digitization of Heroes @ Home (Heroes for parents) and provide it at no cost to parents of students partaking in Heroes programs. Complete with videos, exercises, and optional Deep Dive sessions with Impact staff members, parents can now learn to nurture their children using strength-based parenting, all from the comforts of home.

HEROES PROGRAM UPDATE

In conjunction with the Flames Foundation, the entire Heroes program has been revamped. While maintaining the integrity of the proven Heroes process, we build on its effectiveness using research from the Flourishing Life Questionnaire. Heroes now has more relevant content, and a more modern look with cleaner graphics, which resonates better with the needs and interests of today's students.



6

NEW TEAM MEMBERS



25%

INCREASE IN SOCIAL MEDIA FOLLOWERS



1000

PODCAST DOWNLOADS



7

PARTNERSHIPS WITH FIRST NATIONS COMMUNITIES

SUCCESSFUL BURSARY PROGRAM

In a defining moment for Impact Society, our team decided that no child should be denied a chance at revealing their inner hero due to financial barriers. Initiated by a contribution of \$90,000 from the Government of Alberta and the City of Calgary, we established our bursary program, providing Heroes program benefits at no charge to schools desiring to implement Heroes for their students, and making Heroes @ Home available for parents and to date, have provided 26 schools with Heroes, free of charge.

PARTNERSHIPS

Over the course of 2020, we were grateful for opportunities to partner with several organizations whose support led to many significant developments. In addition to the previously mentioned sponsors, including The Calgary Foundation, Flames Foundation, the Government of Alberta and The City of Calgary, we are thankful for the support of The Viewpoint Foundation which funded our expansion work and the development of our Theory of Change. Last but not least, a three year partnership with STEP Energy is currently in the works and will result in the implementation of our Heroes are Warriors program in four First Nations communities across Western Canada.

A NEW CEO

In December of 2020, Jack Toth stepped down as CEO and passed on the torch to Christopher Primeau. Chris has been an integral part of the major developments that Impact Society underwent in 2020 and continues to honor Impact Society's vision by leading with the same confidence, character, and integrity that Jack and Collette Toth founded the organization with 26 years ago. Jack continues to be a significant part of the Impact team through his new role as Founder / VP of External and Indigenous Relations.

LOOKING AHEAD

In 2021, we hit the ground running. With no intention of losing our momentum, we already have several exciting projects underway, including:

DIGITIZATION OF HEROES

A NEW WEBSITE

A MONTHLY MEMBERSHIP CLUB

A SUCCESSFUL PEER 2 PEER EVENT

We invite you to join us in our exciting forward momentum as we continue to expand our programs across the province of Alberta and beyond. Please consider donating today!

GIVE NOW

@HEROESIMPACT

WWW.IMPACTSOCIETY.COM

THE IMPACT SOCIETY