



PROGRESS REPORT

*A look at what you
made possible*



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A Hero is someone who uses

GIFTS & ABILITIES

to make a positive change in themselves
and others.

Excerpt - Heroes Student Journal

A MESSAGE FROM OUR CEO

Dear Friends and Partners,

As we approach a landmark year, celebrating 30 years of Impact Society in 2024, I am filled with immense gratitude and a deep sense of accomplishment. Reflecting on our journey, especially the last five years, it is evident that our bold vision to expand and enhance our program's reach has been realized beyond expectations, leading to an over 10X increase in our student numbers since 2018.

This school year, we are poised to deliver our HEROES® programs to an astounding 20,000 youth, with approximately 14,000 students already enrolled, a milestone that underscores our commitment and the effectiveness of our approach. This unprecedented growth is a testament to the strength of our vision and the unwavering support from each of you, our dedicated partners and donors. Your contributions have been the cornerstone of our expansion, enabling us to keep pace with the growing needs and evolving challenges faced by today's youth.

Our achievements extend beyond quantitative growth; they resonate in the depth and breadth of our impact. Thanks to your support, we have equipped a multitude of educators, youth workers, and mental health professionals with our programs, directly nurturing the confidence, character, integrity, and purpose of our youth. This year, we marked a significant advancement with the release of our longitudinal study showing a 45% increase in long-term resilience mental health and well-being, the launch of our innovative Heroes Hub app and the introduction of the enhanced Heroes2 program. These milestones not only enrich the Heroes journey but empower students to use their unique gifts and abilities, fostering significant community impacts that will stand the test of time.

However, the urgent need for our work is more evident than ever. Recent data points to a mental health crisis among Canadian youth, emphasizing the critical nature of our mission. Your support, both financially and in raising awareness, fuels this essential cycle of support and scalability.

Our collective efforts are crucial in building robust support communities, encompassing not just our youth, educators and mentors, but also their parents and caregivers. Every kid has to go home, and we aim to ensure that home is a place of strength and resilience.

This brings me to our focus for the upcoming year and beyond. While we ambitiously aim to reach 25,000-30,000 youth next year, we recognize that numbers only tell part of the story. They are indicators of the critical work we are dedicated to, and our primary goal remains rooted in ensuring supportive, strength-based environments for our youth, both in educational settings and at home. In line with this, we are excited to announce the launch of Heroes @ Home in a new, dynamic format on our Heroes Hub App. This expansion will provide ongoing support to parents and caregivers, integral to our holistic approach to youth development.

As we step into another year of growth and impact, your continued partnership is more vital than ever. You are not just donors; you are the driving force behind a movement shaping the future of a generation. Your ongoing support is key to building a legacy of empowered, resilient, and thriving youth.

Thank you for being a pivotal part of our journey. Your commitment and belief in our mission is transforming lives, one young person at a time.

Sincerely,

Chris Primeau
Impact Society CEO

A stylized, handwritten-style signature in blue ink that reads "Thank you". The letters are fluid and connected, with a prominent blue horizontal line above the word "Thank".

IMPACT SOCIETY OVERVIEW

In 2023, Impact Society achieved unprecedented growth. We reached more students than ever before, expanding the reach of our transformative Heroes programs. The year witnessed a surge in support from a growing audience of dedicated individuals and organizations who recognize the crucial importance of empowering youth. This significant growth allowed us to make strides in our mission to build resilient communities by nurturing the potential of young minds. As we delve into the significant milestones of 2023, we encourage you to discover how our ongoing efforts, bolstered by the backing of community partners, have catalyzed positive change, empowered countless youth, and set the stage for even more transformative initiatives in the coming years.



QUANTIFYING SUCCESS

*Note: Numbers within the report are accurate as of November 2023

STUDENTS ENROLLED

14,515

INSTRUCTORS TRAINED

345

TRAINING HOURS

728

PARTICIPATING SCHOOLS

129

ENROLLMENT GROWTH

300%

AGES
11 - 15

HOURS
12 - 20

IN PERSON

**\$45 PER
STUDENT**



HEROES[®]

The Heroes program is a social-emotional skill building program that equips youth with tools proven to enhance their capacity for resilience. By building their inner strengths, resilience, and decision-making skills, youth feel more confident navigating life's challenges and taking healthy risks.

Research shows that building positive capacity in youth requires four dimensions of strength-based learning: feeling, thought, behaviour and conviction. The Heroes program implements these dimensions by making students feel valued and safe, inspiring them to foster their own motivational thoughts and to think optimistically about their future. It provides them with experiential learning exercises to practice new skills and insights into positive peer-to-peer interaction and behaviour.

**STUDENTS
ENROLLED**
12,609



**INSTRUCTORS
TRAINED**
222



RESILIENCY: AWAKENING THE HERO WITHIN

Imagine a world where we live from our strengths and are able to confidently navigate the adversities that life throws our way. Heroes Programs are built using an evidence-based and trauma-informed approach to help today's youth do just that.

CONFIDENCE

CHARACTER

INTEGRITY

PURPOSE



Because of you, over 13,000 youth have participated in Heroes Programs in 2023 and are now equipped with a toolbox of social-emotional learning resources. This toolbox includes the long-term development of the 5 social-emotional learning outcomes - Self-awareness, Self-management, Social Awareness, Problem-Solving Skills, and Responsible Decision-making.

“Imagine a world where we live from our strengths.”

By developing their toolbox to include these resources, youth are not only able to survive life's challenges but thrive in spite of them.

AWAKENING THE HERO WITHIN

By Jordan Remple, Heroes Facilitator

**Names in this story have been changed for privacy purposes.*

In the heart of an inner-city school, the Heroes program unfolded like a tapestry of hope. Amongst the diverse group of students, sat Ava, whose demeanour echoed the weight of many unspoken struggles. She sat at the back of the classroom, a silent observer with her hood drawn tight.

As Heroes progressed, Ava's detachment began to give way to a slow emergence from the shadows. The facilitators witnessed a gradual unfolding as she tentatively engaged with the program's activities. Her story, a mosaic of pain and resilience, started to surface.

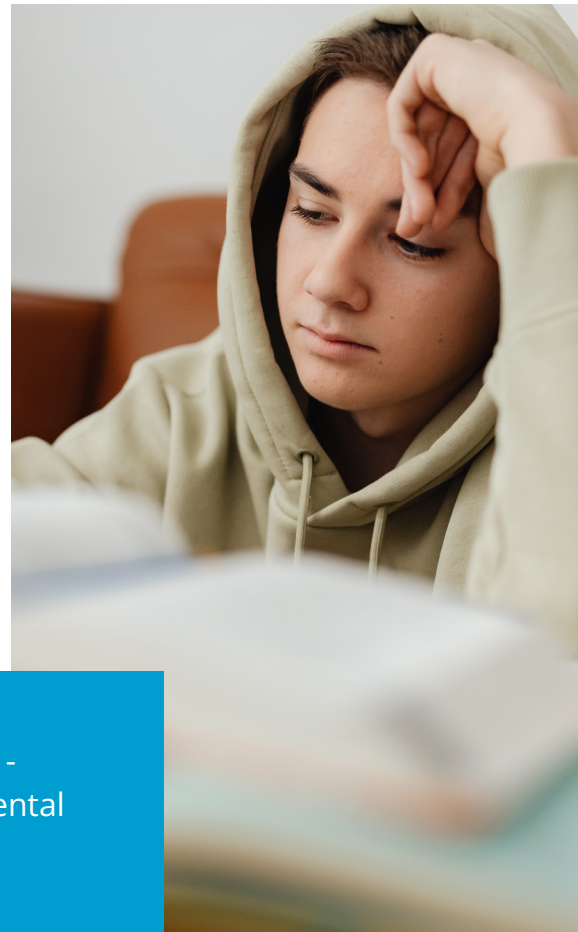
It was during a session focused on building confidence that the first flicker of change occurred. Defying the metaphorical and literal cover of her hood, Ava took the courageous step of uncovering her face. It was a subtle act, but a powerful one—choosing vulnerability over concealment.

The subsequent modules of the program, each addressing a crucial dimension of strength-based learning, became stages for Ava's personal evolution. In the character-building phase, she shed the protective layers of her hoodie, revealing herself in a long-sleeved shirt.

The symbolism was hard to miss; she was peeling away not just physical layers but emotional ones too.

“

THE BEAUTY OF THE HEROES PROGRAM LAY NOT JUST IN UNMASKING PAIN BUT IN PROVIDING A PLATFORM FOR HEALING.



It's estimated that up to 20% of children and youth in Canada - approximately 1.2 million young people - are affected by a mental health disorder.



“ THE HEROES PROGRAM BECAME A CATALYST FOR CONVERSATIONS THAT NEEDED TO BE HAD, FOSTERING CONNECTIONS AMONG STUDENTS WHO FOUND COMMON GROUND IN THEIR SHARED HUMANITY. ”

As the program delved into integrity, Ava found herself drawn to the front of the class. No longer content with the periphery, she sought a place closer to the heart of the classroom. The evolution continued, marked by a significant moment when she decided to wear a t-shirt to school - an outward expression of her inner strength, a bold proclamation that she was shedding the burdens that weighed her down.

Amidst these visible signs of transformation, it became clear that her struggles ran deeper. The Heroes program, designed to be trauma-informed, created a space for Ava to confront the darkness within. It was revealed that she had been grappling with self-harm, a silent battle that had kept her imprisoned in isolation.

However, the beauty of the Heroes program lay not just in unmasking pain but in providing a platform for healing.

With newfound courage, Ava shared her story with her classmates, turning the classroom into a sanctuary of empathy and understanding. The Heroes program became a catalyst for conversations that needed to be had, fostering connections among students who, despite their diverse backgrounds, found common ground in their shared humanity.

As the Heroes program neared its conclusion, Ava, who had once dwelled in shadows stood transformed. No longer a silent observer, she became one of the most vocal and engaged participants. The front of the class, once an intimidating space, became her stage of empowerment. In a t-shirt that symbolized not just resilience but a triumphant emergence from darkness, she wore a genuine smile.

**Your well-being is our top priority, which is why we emphasize the availability of mental health resources. We recommend exploring the Canadian Mental Health Association's website, which offers a variety of resources for anyone seeking additional support.*

AGES
12 - 16

HOURS
12 - 20

IN PERSON

**\$45 PER
STUDENT**



HEROES2

In this 12 week leadership course students develop their social-emotional skills in an experiential learning environment. Heroes 2 focuses on a further elevation of mental well-being while equipping students to lead from their strengths. While working with their peers, students will create a Passion 2 Action project that empowers them to make a real impact in their community while building their project management skills.

Through the Heroes 2 experience, students not only take the next step in their personal development but also embark on a journey of self-discovery, uncovering the hero within themselves. This transformative process not only shapes them into inspired individuals but also instills in them the ability to inspire others, fostering a community of empowered and impactful leaders.

**STUDENTS
ENROLLED**

1,507



**INSTRUCTORS
TRAINED**

29

PASSION 2 ACTION



“ In our school, we realized that many of us, when feeling overwhelmed, seek refuge in the washrooms. It's the one place we found solace in our moments of anxiety. Zachary, Heroes2 Alumni

ZACHARY'S STORY

One of the most heartening narratives from our Heroes2 program this year came from a group of students who chose anxiety as their 'Passion to Action' project.

These students shared, "In our school, we realized that many of us, when feeling overwhelmed, seek refuge in the washrooms. It's the one place we found solace in our moments of anxiety." Recognizing this, they embarked on a journey to transform these washrooms into spaces of calm and inspiration.

They raised funds to renovate the washrooms with calming colors, inspiring quotes, and better lighting. More than the physical renovation, they also implemented an awareness campaign, advocating, "It's okay to feel this way, and you're not alone. Our entire school community stands with you."

This initiative is more than just a testament to the efficacy of the Heroes2 Program. It's a clear indicator of how, when equipped with the right tools and guidance, our youth can become agents of change and empathy in their communities.



CHECK OUT
ZACHARY'S FULL
STORY HERE



**AGES
PARENTS &
CAREGIVERS**

**HOURS
12 - 20**

**IN PERSON
OR ONLINE**

**\$45 PER
STUDENT**



Home is more than a shelter; it's the space where families blossom. It encapsulates love, security, nurturing, provision, growth, and laughter. Though the potential for a thriving home is universal, the path to crafting a healthy family environment demands commitment, patience, and time. Recognizing these challenges, Heroes @ Home emerges as an interactive E-Course specifically designed to assist caregivers in not only building but also maintaining a flourishing home and family. This transformative course is crafted to provide insights, resources, and practical guidance on your journey toward creating a nurturing and resilient family environment.

**COMING
SOON**



**RELAUNCHING
JANUARY
2024**

**AGES
PARENTS &
CAREGIVERS**

**HOURS
12 - 20**

IN PERSON

**\$45 PER
STUDENT**



HEROES[®] ARE WARRIORS

Since 2000, we have been privileged to listen to the stories, visions, and hopes of Indigenous youth, elders, and leaders. The idea of a Heroes program contextualized for Indigenous communities was born after Indigenous community leaders informed us that their 7 Teachings of Love, Respect, Honesty, Humility, Courage, Truth, and Wisdom, were naturally intertwined within the Heroes program. From that, Heroes are Warriors was created. A Heroes program aligned with the richness of Indigenous culture, designed to assist Indigenous Nations across Canada to achieve their goal of enabling youth to experience personal success and holistic well-being.

**STUDENTS
ENROLLED**

399



**INSTRUCTORS
TRAINED**

15





FLOURISHING LIFE FRAMEWORK

The Flourishing Life Model is a comprehensive framework that consists of three dimensions of flourishing: Personal Strengths, Environmental Strengths, and Performance Strengths. Each of these dimensions is further broken down into several factors and sub-factors. Within this model, there are 10 essential core competency factors that are crucial for living a flourishing life, along with 7 factors of well-being.

At the core of Impact Society's mission is the vision of creating a world where young people have the tools and mindset necessary to lead flourishing lives. To achieve this vision, Impact Society has developed Heroes Programs that leverage the Flourishing Life Framework. These programs play a vital role in helping youth develop the skills and perspective needed to thrive and lead fulfilling lives.

STUDENTS EXPERIENCED AN INCREASE IN THE FOLLOWING AREAS AFTER PARTICIPATING IN HEROES

INCREASED RESILIENCE

84%

PEER SUPPORT

73%

SELF CARE

85%

SELF AWARENESS

82%

SOCIAL AWARENESS

80%

LEARNING SUPPORT

77%

HOME LIFE SUPPORT

89%

EMOTIONAL RECOGNITION

84%

“ THANK YOU FOR GIVING ME TAPROOTS AND A NEW OUTLOOK ON LIFE. NOW I KNOW THAT I AM GREAT. THANK YOU FOR HELPING ME THROUGH PROBLEMS I COULD NOT FACE ALONE. ALL I CAN SAY IS THANK YOU!

EVAN, HEROES STUDENT

FUNDRAISING CAMPAIGNS

MOVE FOR MENTAL HEALTH

Impact Society launched the annual Move for Mental Health campaign from March 10 to 20, 2023. Its focus: raising awareness about the ongoing mental health crisis, encouraging friendly competition among teams, and promoting physical activity. The campaign garnered support from partners like Rumble, HotShop, and Pure Hot Yoga, who contributed charity class donations to advance the mission of fostering mental health through movement.

The campaign successfully raised \$4,309, enabling nearly 100 youth to benefit from the Heroes program. These funds were utilized to deliver essential mental health resources, enhancing the resilience of young individuals in the community.



PEAK WEEK

From June 23 to 29, 2023, Robert Lemermeyer, Ryan Armstrong, and Yuri Lemermeyer embarked on the Peak Week challenge, aiming to summit seven mountains in support of Impact Society's Heroes programs. Inspired during a winter summit in January, the campaign sought to intertwine their love for hiking with a meaningful cause. The primary goal was not just physical conquest but to reignite the power of resilience, mirroring the Heroes program's mission.

The journey faced an initial setback with a summer snowstorm, prompting a reevaluation of approach. Undaunted, the team surpassed their original goal, conquering nine mountains. The statistics are impressive: a total elevation gain of 6,583 meters, covering 76 kilometers, with over 22,000 steps daily, showcasing physical endurance and mental fortitude.

Beyond the physical achievement, the campaign raised \$17,425, benefiting from the generosity of supporters and the matching contributions of Shaw Birdies for Kids presented by AltaLink. This fundraising success translates into enabling 387 students to participate in the Heroes program.



BALCONY FRIENDS

OUR COMMUNITY PARTNERS

CALGARY FLAMES FOUNDATION – PARTNERSHIP IN ACTION

Just like Balcony Friends, our community partners and supporters believe in Impact Society and the Heroes programs to help to ensure today's youth lead from their strengths and abilities to build life long resilience.

Since beginning our partnership with the Calgary Flames Foundation in 2020, they have believed in the Heroes programs, wholeheartedly, collaborating on the enhanced version of Heroes to over 3,300 students in Alberta. The update of this program goes further than the powerful co-branding and alumni stories alone, which every student gets to experience. The updated version of Heroes, proudly supported by the Calgary Flames Foundation, has shown an increase in mental well-being along with improved efficacy of assessing each participant's growth through the program. Additionally, it has increased our ability to engage with and support the mental well-being of students, teachers and families.

“Balcony friends pull you up. They believe in you and your gifts & abilities. They make you feel like your life matters” - Excerpt from Basement & Balcony Friends activity in Heroes.

We are grateful each and everyday for our partners, supporters and donors (our Balcony Friends) and the change they are making in the world!



UNIVERSITY OF CALGARY



VIEWPOINT | INVESTMENT PARTNERS



Queen's UNIVERSITY

The Alvin & Mona Libin Foundation

A dimly lit classroom with several students sitting at desks. In the foreground, a young boy in a dark jacket and light-colored pants is smiling and raising his right hand. Behind him, another student is also raising their hand. To the left, a girl in a yellow sweater is raising her hand. The background shows a bulletin board filled with papers and drawings. The overall atmosphere is one of an active learning environment.

“

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**We make a living by what we
get, but we make a life by what
we give.”**

– Winston Churchill

A LOOK AHEAD

MOVE FOR MENTAL HEALTH March 15 - 24, 2024

Join **Move for Mental Health** this March and take a step towards positive change.

For more information email brookemacklin@impactsociety.com



IMPACT SOCIETY'S SCHOOL FUNDRAISING

To get your school involved or for more information, please email caitlinherrick@impactsociety.com

IMPACT SOCIETY'S CELEBRATING 30 YEARS!



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GIVE TODAY & MAKE A LASTING IMPACT