

Strategic Plan

2024-2027



Cultivating Community

- Enhance and grow the Community Champion Program through partnerships with community agencies
- Build out an ecosystem of mental health partners to increase program reach
- Design and pilot in-person experiences

Fostering Sustainability

- Grow Unsinkable's portfolio of supporters
- Evolve Unsinkable organizational structure
- Expand governance policies & build out committee membership
- Deliver Unsinkable's programs in both official languages

Amplifying Diverse Stories

- Define and implement a multi-modal approach to storytelling (video, written, interview etc) based on clear, diverse story themes
- Partner with community agencies to amplify the stories of their participants and their resources
- Host interactive sessions exploring the intersectionality of mental health

Embracing Thought Leadership

- Cultivate tools and resources from leading experts
- Enhance speaking opportunities for champions and advocates
- Develop and launch Unsinkable @ Work series with businesses across Canada

Demonstrating Impact

- Establish an impact measurement framework
- Capture pre- & post- program participant impact data
- Explore research partnership to highlight the benefits of storytelling for participants and audience

Our Mission

Unsinkable harnesses the power of storytelling to bridge the gap between clinical supports and lived experience by shifting internal dialogues, cultivating community and connecting people to mental health resources across Canada.

Our Vision

To create a more compassionate, informed and inclusive Canadian society where mental health is embraced, understood as an essential aspect of overall wellbeing and actively supported within community.

Key Performance Indicators

- # of stories shared
- # of program participants
- # of community partners
- # of events hosted & # of attendees
- # Community Champions engaged
- # of followers, donors, supporters
- Participant satisfaction
- Participant comfort in conversing about mental health