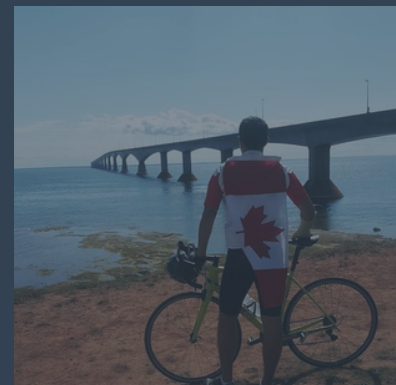
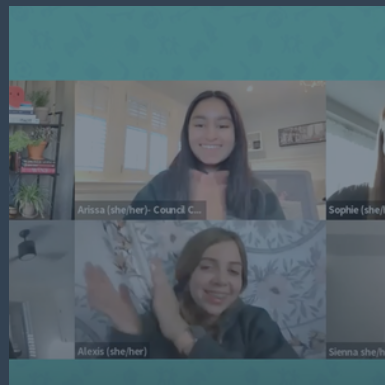
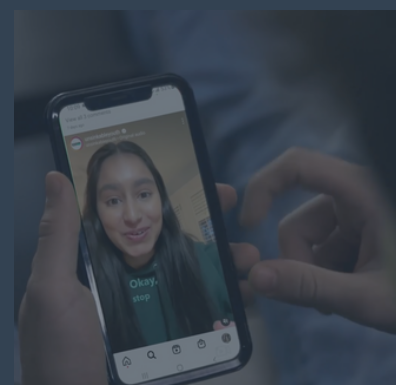
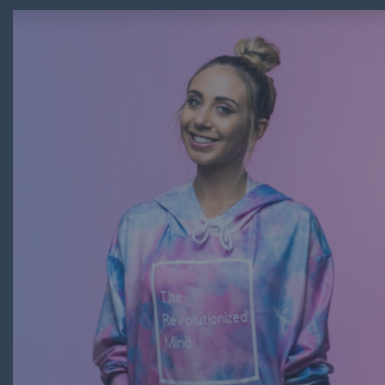
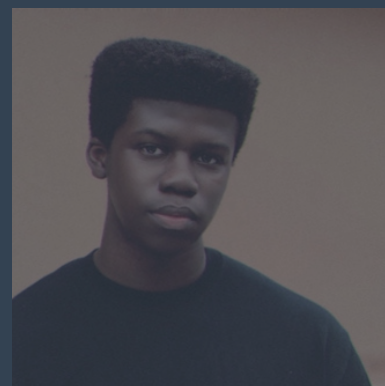


# 2022 IMPACT REPORT



—  
Unsinkable **humanizes**  
the way people access  
and experience mental  
health support.



 **TAP TO  
EXPERIENCE**

# TOGETHER WE ARE UNSINKABLE

FOUNDED BY

Silken Laumann



## MISSION

Unsinkable uses storytelling to help people #BridgeTheGap between struggling with their mental health and taking steps forward towards mental well-being.

**50%**

OF ALL MENTAL HEALTH CONDITIONS START AT THE AGE OF 14, BUT MOST ARE **UNDETECTED AND UNTREATED**



**#2**

SUICIDE IS THE 2ND LEADING CAUSE OF DEATH FOR **YOUTH AND YOUNG ADULTS** AGED 15-34

**45.2M**

SINCE 2019, WE HAVE **REACHED** 45.2M PEOPLE AROUND THE GLOBE WITH OUR MENTAL HEALTH CONTENT



**#1**

**LEADING ORGANIZATION** IN EMPOWERING PEOPLE THROUGH STORY AND HUMAN EXPERIENCE.

# A LETTER FROM THE **FOUNDER:**



## **Silken Laumann**

FOUNDER

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**"After a fast paced and thrilling two years building Unsinkable, it was time to evaluate and make sure our foundation was solid and scaled for growth."**

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My rowing coach Mike Spracklen was never afraid to break down the stroke, in order to build a better and stronger foundation. He knew that you had to have the courage to let go of the old way of doing things to make space for a new way of doing things that would lead to winning. After a fast paced and thrilling two years building Unsinkable, it was time to evaluate and make sure our foundation was solid and scaled for growth. We started by appointing a stellar Board for Unsinkable led by Kate Nazar, a smart and powerful leader who is passionate about mental health. We recruited six more business leaders and social innovators to bring various skills and perspectives to the Board. We brought in a mental health clinical lead and specialized advisors to support key program and fundraising initiatives. With the Board complete we got to work, setting up sub committees, meeting regularly, and pulling in our connections as advisors when needed. It was a huge amount of work that was led tirelessly by our Kate along with our Vice-Chair, Asha Burry. I am proud of how this superb Board together with our management team set a strong foundation in 2022 for Unsinkable to grow in presence and impact.

In January, our interim Executive Director Jennifer Elia presented an impressive six-month plan to secure our charitable status, build good HR practices, establish funding goals, and instill a growth and possibility mindset across the team. Within the first third of the year all of these milestones were accomplished and we are proud to be a registered charity on track achieve our financial goals through new funding sources and corporate partnerships. There is now a strong continuous improvement mindset governing Unsinkable's HR practices, program delivery and operational processes to ensure Unsinkable runs effectively, so we can best support the communities we serve. To draw upon my rowing experience again, I know that sometimes the most "boring" work in the boat, can lead to the most exciting results. Preparing to win takes thousands of minutes of tedious and precise practice, but once established, that clean exit of the blade out of the water propels the boat powerfully to an electrifying pace on race day.

As all this was happening behind the scenes, our team has been on the front lines working with youth and developing unique and impactful mental health content that is always based on the power of sharing lived experiences. Led by Community Impact Manager Shantelle Jonassen together with content creator Thaisa De Paula, Unsinkable resources and events in 2022 addressed the areas where we know people are struggling: Anxiety, Depression, Grief, Disordered eating, and the pressures of social media just to name a few. We continued to prioritize our work with new storytellers to assist them in sharing their story while supporting their mental health journey through Unsinkable community connections.

# A LETTER FROM THE **FOUNDER:**

Our Youth Councils flourished with our young leaders Arissa Roy and Sam Gerry, under the leadership and guidance Unsinkable Program Manager, Tracy Hall. We know from feedback that youth peer groups work, and we are exploring ways to increase support for those who are most impacted by gaps in mental health care. We are committed to serving the needs of BIPOC and LGBTQ2S+ youth, and are exploring how Unsinkable can bridge the gap for young people in transition from inpatient hospital care, and who will benefit from peer support.

Unsinkable is strengthened by partnerships with like-minded organizations that are equally committed to meeting people where they are on their mental health journey, and for that we are grateful. A new alliance was created in 2022 with the La Marche Centre for Child and Youth Research at York University, and we are excited for our partners and community to share in the benefits of innovative, evidence-based strategies in the months and years ahead.

I am so proud of the Unsinkable community. Our Champions and storytellers first and foremost for their courage, vulnerability and generosity. We are fueled by these amazing people and it is our privilege to give their life stories a space to be told and to create the possibility of these stories helping other people.

I am so grateful to everyone who volunteers their time and talent to help Unsinkable address the mental health crisis; our Board members, advisors, and friends of Unsinkable. I am beyond grateful for the financial support we receive from our sponsors, especially our lead sponsors Goodlife Fitness and Sun Life. Their investment allows us to do the work we do, and serves as a vote of confidence for Unsinkable. Thank you for believing in us and the power of story.

In 2023 we had the courage to focus on assessing what was needed to build a solid foundation and set a clear course for the next several years. WE figured out how to get that blade out of the water quickly and cleanly and are now excited to propel our rowing shell, with power and speed into 2023 and beyond. Together, we are Unsinkable.



## **Silken Laumann**

FOUNDER

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**"I am so proud of our Champions and storytellers first and foremost for their courage, vulnerability and generosity. We are fueled by these amazing people and it is our privilege to give their life stories a space to be told and to create the possibility of these stories helping other people. "**

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# A LETTER FROM OUR **BOARD CHAIR:**



## **Kate Nazar**

BOARD CHAIR

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**"Unsinkable is developing leaders who will light the way through human connection and lived experience for years to come. The impact is real, tangible and needed now more than ever."**

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As 2022 came to a close, it gave us all a chance to reflect on the year gone by and re-energize for the opportunities ahead. And what a year it was! For the Unsinkable Board, it was our first full year together with our founder, Silken, and the incredible Unsinkable team under the leadership of our Executive Director, Jennifer Elia. Jen has been a driving force supporting so many different elements of the organizational design which enables growth and evolution. We were all thrilled to officially gain receipt of our charity status in the spring which opens up many new channels for Unsinkable and our partnerships of all sizes.

Focused on the sustainability of the organization and its mission, the Board formalized roles and responsibilities with Asha Burry taking on the role of Vice Chair and Kathy Cunningham as Treasurer. We also welcomed additional advisory roles in Communications, Major Gifts and in the area of clinical support. We couldn't have created so much impact without individuals offering their valuable time and diverse perspectives. I'm so grateful and proud of how our Board members, advisors and the Unsinkable team rallied around our ambitions each and every day to drive impact for the Unsinkable community.

Since 2020, we have shared over 287 stories and worked with over 318 storytellers. Also, in this time, we have helped our Community Champions carry out over 170 social initiatives to support their goals and elevate their advocacy work. In 2022 alone, we supported 70 Community Champion initiatives and events. Unsinkable is developing leaders who will light the way through human connection and lived experience for years to come. The impact is real, tangible and needed now more than ever. Through our online content and events, we have now reached over 45.2 million people since 2020.

As a way of continuously improving the value and impact of our Youth Council, we launched our Unsinkable Youth Advisory Council to listen and engage with youth to build a for-youth, by-youth program. Our focus for 2023 will be centered around 3 key strategic priorities: Supporting the needs of youth and their families, growing impact and influence of storytellers and Champions of all ages and addressing the needs of underserved communities – all through the evolution of our programming meant to help the broad spectrum of people struggling.

On behalf of the entire Board, thank you to our Unsinkable community and partners. I look ahead to 2023 with hope and optimism. Together, we are stronger. Together, we will continue to take small but meaningful steps to close the gap between broken and healing.

# A LETTER FROM OUR EXECUTIVE DIRECTOR:



## Jennifer Elia

EXECUTIVE DIRECTOR

**"We're proud of how Unsinkable helps people take steps forward on their mental health journey. Listening is at the heart of what we do, and when the Unsinkable community identifies needs, we act on their ideas and create space for their voices to be heard. "**

In 2022 Unsinkable built a plan to strengthen our response to the mental health crisis. We got clear on the role Unsinkable plays to bridge gaps in care, by drawing out and sharing inspiring stories of hope and resilience. Silken and our Community Champions led the way with their stories, and dozens have followed suit. The stories are raw and diverse, and they are accessible 24/7 on Instagram, TikTok, Facebook, and Twitter to help people see they are not alone in their struggles. We launched a new website that includes a searchable story archive.

Adding mental health expertise to the Board of Directors was an important step to ensure Unsinkable programs are meaningful, accessible, and safe for the Unsinkable community. This has been instrumental to evolving the Unsinkable Youth and Champion programs, as we began working with the concepts of peer support and social for good to meet people where they are, in safe online spaces.

We're proud of how Unsinkable helps people take steps forward on their mental health journey. Listening is at the heart of what we do, and when the Unsinkable community identifies needs, we act on their ideas and create space for their voices to be heard. By listening, we observed how Unsinkable continues to be a beacon of hope for those who often can't find the support they need. A lifeline. A hopeful and accessible place.

Unsinkable Youth find a home to share, create, and have an impact which is healing in itself. We meet young people where they are, whether it's providing a forum for them to make a difference or simply offering a place to belong when they are really struggling.

We are fueled by Silken's vision and the Board's direction to be the leader in mental health storytelling. It's been incredible to see leaders in mental health care, government, and research leaning in to what we do, validating Unsinkable's approach as both unique and necessary.

When I joined Unsinkable as Interim Executive Director, I knew leading the organization through transformation would be an opportunity of a lifetime. It's a privilege to be immersed in the healing power of Unsinkable, which is deeply rooted in the team and the community we serve. Tracy Hall, Shantelle Jonassen, Thaisa De Paula, Arissa Roy, and Sam Gerry are shining stars whose creativity, wisdom, and perseverance moved Unsinkable programs and presence forward in 2022. These incredible human beings have challenged, taught, and delighted me in ways that make it easy to forget this is "work".

I'll close with gratitude for all Unsinkable Youth, Champions, and Storytellers. You're the reason we make a difference to those struggling on their mental health journey. You're the reason we are moving into 2023 with energy and confidence. You are courageous. You are leaders. We are Unsinkable and we're just getting started!



# UNSINKABLE TEAM.

Our organization is lead by passionate change makers who are experts in their field. They bring tremendous value to support Unsinkable's growth and impact.



**EXECUTIVE  
DIRECTOR**



**PROGRAMS  
MANAGER**



**COMMUNITY  
IMPACT  
LEAD**



**DIGITAL  
COMMUNITY  
MANAGER**



**EXECUTIVE  
ADMINISTRATOR**



**YOUTH  
COUNCIL LEAD**



**VIDEO MANAGER**



# UNSINKABLE PARTNERS & DONORS.

Together, we are connecting, empowering, and educating people so they can lead healthy and fulfilling lives. Without our partners, supporters and donors, we would not be able to do what we do.

## FOUNDING PARTNER



- Mind & Body Series
  - [Social Media Example](#)
- Canfitpro Panel
- Community Champion Storytelling webinar

## CHAMPION PARTNER



- Lumino Videos
  - [Wynnikka Matthews](#)
  - [Asante Haughton](#)
  - [Jacob Grosberg](#)
- Silken Corner Podcast
- Employee Event with Community Champions
- [LinkedIn Article](#)

## DONORS AND SUPPORTERS:







# STORYTELLING PROGRAM.

Offering the community a variety of honest, relatable and motivating lived mental health and recovery stories, to show others they are not alone. Community members are empowered to continue taking steps on their mental health journey; in turn, inspiring others to see their own potential and do the same.



IN 2022 WE WORKED WITH **18** STORYTELLERS

IN 2022 WE PUBLISHED **12** STORIES

SINCE 2020 WE HAVE **PUBLISHED OVER 287 STORIES** AND WORKED WITH **OVER 318** STORYTELLERS.

## EXPERIENCE STORIES BELOW:

"When Life Gives You Parkinson's"  
-Larry Gifford

"Learning to Live with My Dark Cloud"  
-Angelica Galluzzo

"Left Alone."  
Darrel Mancini



# COMMUNITY CHAMPIONS PROGRAM.

Supporting a diverse and insightful group of mental health advocates who are passionate about sharing their lived experiences, to help bridge the mental health gap and increase access to community support. By actively demonstrating the steps they are taking on their mental health journey, Champions empower others to make a change and start taking steps forward.



**IN 2022 WE WORKED WITH 18 COMMUNITY CHAMPIONS.**

**IN 2022 WE SUPPORTED 70 CHAMPION INITIATIVES AND EVENTS.**

**SINCE 2020 WE HAVE SUPPORTED OVER 170 CHAMPION SOCIAL INITIATIVES AND GOALS.**

**RESILIENT ME PROJECT:  
ADDICTION AWARENESS  
MARIA ESTRADA**

**LUMINO HEALTH STORY  
ASANTE HAUGHTON**

**GRIEF INITIATIVE  
ARISSA ROY**

**YOUTH IN THE DIGITAL SPACE  
WYNNIKKA MATTHEWS**

**MONTHLY MEDITATION  
PAMELA FITZGERALD**



# COMMUNITY CHAMPION IMPACT STATEMENTS.



Keeps me accountable to my mental health goals.



Being around so many mental health champions has motivated me to stay more on top of my well-being habits.



"Unsinkable has helped me reach more audiences in order to create more awareness"



Unsinkable has been the one constant support I've carried through the pandemic



Unsinkable has help build me into the person I am today.



Have a deeper understanding of how mental health can look.

Canada's youth are in **crisis**.

Constant exposure to social media, coupled with the global pandemic helped make **suicide the second leading cause of death among our youth**.

**1/5 CANADIAN TEENAGERS  
CONSIDER SUICIDE**

**4/5 DON'T GET THE MENTAL  
HEALTH SUPPORT THEY NEED**

**BUT, they are online**

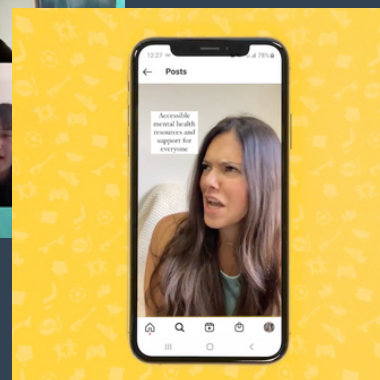
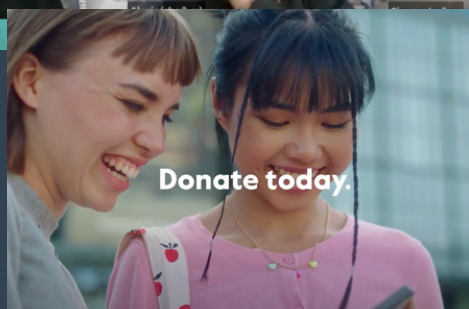
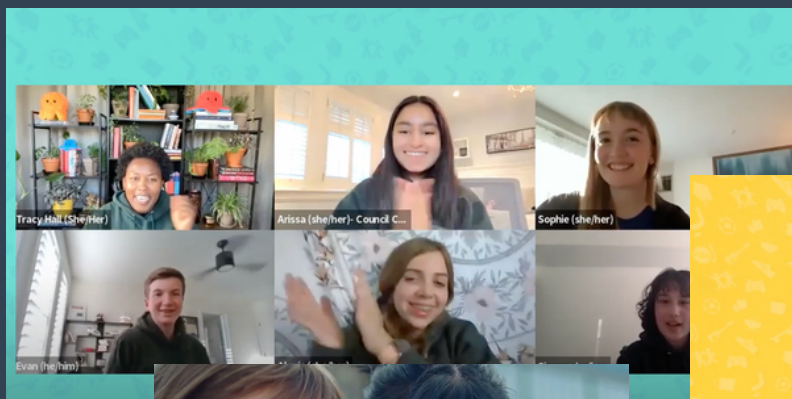
We see this as an opportunity to **meet them where they are**.

We take a **unique, youth centric approach**, that under the guidance of our clinical advisors, creates a community where young people can connect and help one another. Unsinkable youth has powerful and **proven digital storytelling and youth-to-youth programs** that bring mental health support directly to those who need it most.

With community support initiatives across social and online platforms, we help youth

**#BridgeTheGap**

between struggling with their mental health and taking steps towards well-being.



# YOUTH COUNCIL PROGRAM.

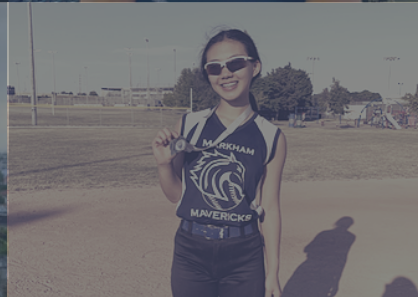
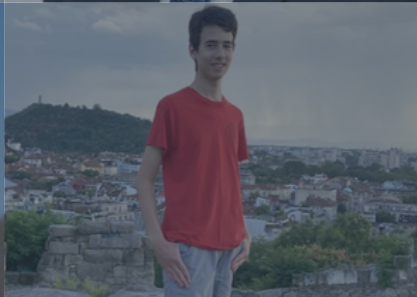
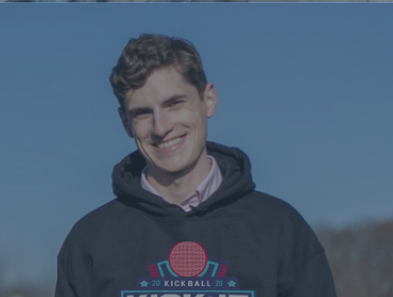
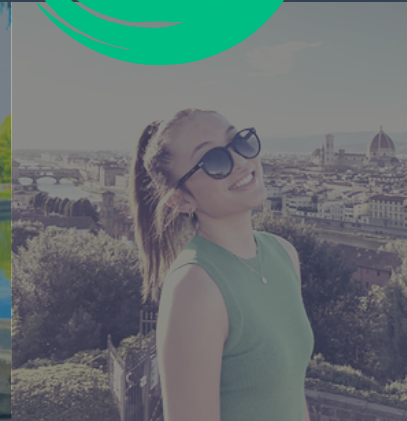
## JANUARY - JUNE: UNSINKABLE YOUTH COUNCIL

A group of diverse youth brought together by their lived mental health experiences, learn to support one another, while gaining an understanding of the power of their story.

Worked  
with  
29 youth

70%  
feel connected  
to others

Message  
from council  
lead



## SEPTEMBER - DECEMBER : UNSINKABLE YOUTH ADVISORY COUNCIL

A group of youth brought together to channel their lived experience in order to provide insight into the current needs of youth in the mental health and well-being space. The Advisory Council's purpose was to collaboratively build a, **for-youth, by-youth**, program to launch in 2023.

Worked  
with  
14 youth

71%  
attendance +  
engagement  
rate

Meet  
an advisory  
council  
member

## Youth are Heard. Supported. Connected.

Youth are educated, empowered, heard, safe to be vulnerable, uplifted, and connected to peers through this program. We create impactful and relevant youth content by listening to youth voices.



I learned that stigma exists in different ways, and I learned to speak up about myself



I love the way Unsinkable is normalizing mental health conversations through storytelling. It's helpful to know I am not the only one struggling at times.



It has given me numerous strategies to help me when I am feeling down and those strategies have ultimately helped me very much when I feel down.



It's the first time I've ever had an outlet to talk about my mental health, and that was super meaningful.



I loved how everyone has a spot and brings something new to the table. This gives diverse and interesting discussions and overall leads to the success of the council.



It's a safe space where I never felt judged, and I appreciated how open and caring everyone was.

# YOUTH COUNCIL IMPACT PROJECT.

The impact project is a unique opportunity that allows youth to harness the lessons they have learned through the council and their lived experience (story) to create an impact on mental health.

## PLANTIFY TORONTO

A INITIATIVE CREATED BY TWO YOUTH COUNCIL MEMBERS AND SUPPORTED BY OUR PROGRAM MANAGER AND YOUTH LEAD.





# UNSINKABLE ONLINE.

Through the use of social and digital media, we educate, empower, and connect people across the globe.

**5.2 M**  
People Reached

**300K**  
People Engaged

**28K**  
Website Clicks

**105**  
Countries Reached

**1.1K**  
Original Unsinkable content posts

## #SOCIALFORGOOD CAMPAIGN

The #SocialForGood Campaign aims to bring awareness to the impact of excess social media on youth mental health and promote positive practices & strategies to help our youth and parents cope with managing the online world.



**REACHED**  
**189K PEOPLE**

**ENGAGED**  
**23K PEOPLE**

**GAINED**  
**207 FOLLOWERS**



Being an afro-indigenous person, this conversation really resonated with me. I struggle with social media because I feel like I don't see a lot of people like to me so seeing a group of panelists that not only looked like me but also I had similar experiences was refreshing and brought a sense of hope and belonging.



It is so helpful to know I am not alone in experiencing the negative side effects of social media. Your content helps me feel hopeful and build better habits to support my mental health.





# UNSINKABLE ONLINE.

Through the use of social and digital media, we educate, empower, and connect people across the globe.

## #BRIDGETHEGAP CAMPAIGN

Video campaign to draw new audiences to Unsinkable.



Unsinkable Community Champion  
Chris Cull



Storyteller  
Melica Gallardo

**Unsinkable**  
a registered charity



**REACHED**  
**82K PEOPLE**

**ENGAGED**  
**3.3K PEOPLE**

**FOLLOWERS GAINED**  
**57**

**FUNDRAISER CLICKS**  
**320**

**REACHED**  
**269K PEOPLE**

**ENGAGED**  
**10K PEOPLE**

**FOLLOWERS GAINED**  
**145**

**FUNDRAISER CLICKS**  
**320**

## GRIEF CAMPAIGN

We partnered with Unsinkable Youth Council lead Arissa Roy and created a campaign to bring awareness to the diversity in which youth experience grief, and spotlight the resources available.





# LOOKING AHEAD:

The Unsinkable community will continue to grow in 2023, as we bring **inspirational stories** and **accessible support** to help more people take steps forward on their **mental health journey**.

## WE WILL:

Focus on the needs of youth and families

Growing the impact and influence of Storytellers and Champions of all ages

Address the needs of underserved communities

Join the **Unsinkable** Mental Health Movement today.