We're turning words into action.

2020 IMPACT.
In our second year as an organization, the world entered into a very tough year. People struggled tremendously with loss, grief, sadness, fear, anxiety, and exhaustion. Unsinkable was a strong support system for millions of people. During the height of the pandemic, we produced Unsinkable Youth: a CTV special in support of Kids Help Phone that was viewed by over a million people. We shared the stories of over 100 people and created mental health resources that have been read by over 25 million people across the globe. We have heard so many times that Unsinkable is an important part of people's healing support circle. We are grateful for this as we are motivated to keep going, keep growing, and keep changing lives. In 2021, we will continue creating and driving the narrative that supports suicide prevention, anxiety and depression support, building resilience, and using social media for good. We will focus on creating programs that directly support the wellbeing of people struggling with mental health. We will continue to make mental health cool. We are a support circle for healing. This is only the beginning of the incredible work Unsinkable will do. I am looking forward to growing and evolving with you.

With gratitude to our community and supporters.
A LETTER FROM EXECUTIVE DIRECTOR

We are strongest when we come together.

This year the Unsinkable organization had the opportunity of telling the stories of one hundred incredible, strong and inspiring human beings. These stories supported millions of people around the world in a time when hope was fleeting. In partnership with a dozen incredibly kind organizations, we produced a national CTV special in support of Kids Help Phone. In a time when the world was grieving loss and fighting for social justice, we reminded people how important our voices are. Our commitment in 2021 is to continue sharing these stories – but to deepen the way we listen. We are here to listen, to learn, to understand, and to continue to foster a community based on respect and inclusivity. We are dedicated to honouring the important role we play in the healing journey of people by holding ourselves to the highest standards and creating a place for storytellers to rely on. We are here for our community and we are doing everything in our power to drive real change in the mental health space. We are looking forward to sharing more stories, more voices, more resources, more programs and making a difference together in 2021.

Thank you for your support and community.

Christine Bays
EXECUTIVE DIRECTOR
In 2020, we worked directly with 100 people to share their story of struggle and recovery.

STORYTELLING PROGRAM.

TOP 4 STORIES in 2020

100 stories shared

185K readers

100K felt inspired

IT'S OKAY TO NOT BE OKAY
YOUTH STORIES

LOSING EVERYTHING: MY STORY OF ADDICTION AND RECOVERY
YOUTH STORIES

LEAVING THE CONGO ALONE: MY JOURNEY OF COURAGE AND HEALING
YOUTH STORIES

CALM STRESS AND ANXIETY WITH BOX BREATHING

DONATE

DONATE

DONATE

DONATE

Chris Cull
February 25, 2020

Box Breathing
March 27, 2019
During the lockdown, Unsinkable produced a 60-minute CTV special in support of Kids Help Phone. This event celebrated and supported young people across the country in a time of need. We thanked youth for staying home by showcasing their favourite celebrities. We celebrated their strength by giving them a platform to share their experiences and insights.

**THE UNSINKABLE YOUTH SHOW**

- 600K views
- 1.4M in-kind support
- 2.4M social reach
- 46M media reach
In response to the mental health crisis happening among students, Unsinkable Youth hosted a digital event for first year students. Through entertainment, education, and story-sharing, we empowered young people to address their mental health concerns. We talked about building resilience and students left with resources and community.
Youth are heard.

Youth are part of our process.

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 real youth.

Ages 12-14
9 Participants

Ages 15-23
15 Participants
THE UNSINKABLE ONLINE COMMUNITY

Through the use of social media, we educated, empowered and connected 40 million people across the globe.

people reached

6M
32M
2.5M

people engaged

48K
3.5M
65K
Unsinkable supporters are champions for mental health. Our supporters and partners pump blood into the heart of everything we do. Thank you so very much.

FOUNDING PARTNER

GoodLife FITNESS

CORPORATE SPONSORS

intact

IN-KIND SPONSORS

55rush
UNSINKABLE SUPPORTERS

DONORS

RBC
THE LECKY FOUNDATION
BLG

28 people

EVENT SPONSORS

HUMBER
Huron

beacon

York

See the audited financial statements