




**OUTWARD BOUND
CANADA**

Outward Bound Canada Impact Report

May 2020

Developed in partnership with
BAIN & COMPANY 



**OUTWARD BOUND
CANADA**

Who we are

Outward Bound Canada is a pan-Canadian charity that believes in **the power of outdoor adventure education** to build skills in youth that **set them up for life-long success**

We were **founded over 50 years ago**, and have since **served over 150,000 individuals**

We are part of an **international network of 34 Outward Bound Schools** that was created in 1941





Why we exist

Today's youth are **lacking the critical social and emotional skills** needed to thrive at school, at work, and in their communities

Traditional education systems are often **confined to the classroom** and focus on **skills for jobs of the past**, an issue particularly pronounced for **underserved communities**

There is **inequitable access to Outdoor Adventure Education** based on, for example socio-economic, ethno-cultural and/or racial background

In our **increasingly complicated world**, youth don't have the space to **connect with themselves, with others, and with nature**

Together, these realities leave many youth ill prepared to overcome challenges or take advantage of opportunities throughout life

What we do



Provide outdoor adventure education to Canadian youth

Using **nature as our classroom**, we allow Canadian youth to **get away from their daily lives**, creating space to engage in **self-discovery** and experiential learning



Employ a curriculum promoting personal growth

Expert guides lead participants through **novel, real-life challenges** requiring teamwork, collaboration, and perseverance; skills often **missed in the traditional classroom**



Reduce the financial barriers to ensure many can benefit

OBC raises funds and strives to **ensure equitable access** to these life-changing educational programs, regardless of **socio-economic, ethno-cultural** and/or **racial background**

Participants develop the interpersonal skills needed to succeed in school, work, and life:

- ▲ **Resiliency**
- ▲ **Leadership**
- ▲ **Connection to nature**
- ▲ **Belief in oneself**
- ▲ **Teamwork**

and much more...

Outward Bound Canada's impact occurs in various stages...



Post-program results

Participants develop as individuals throughout the program

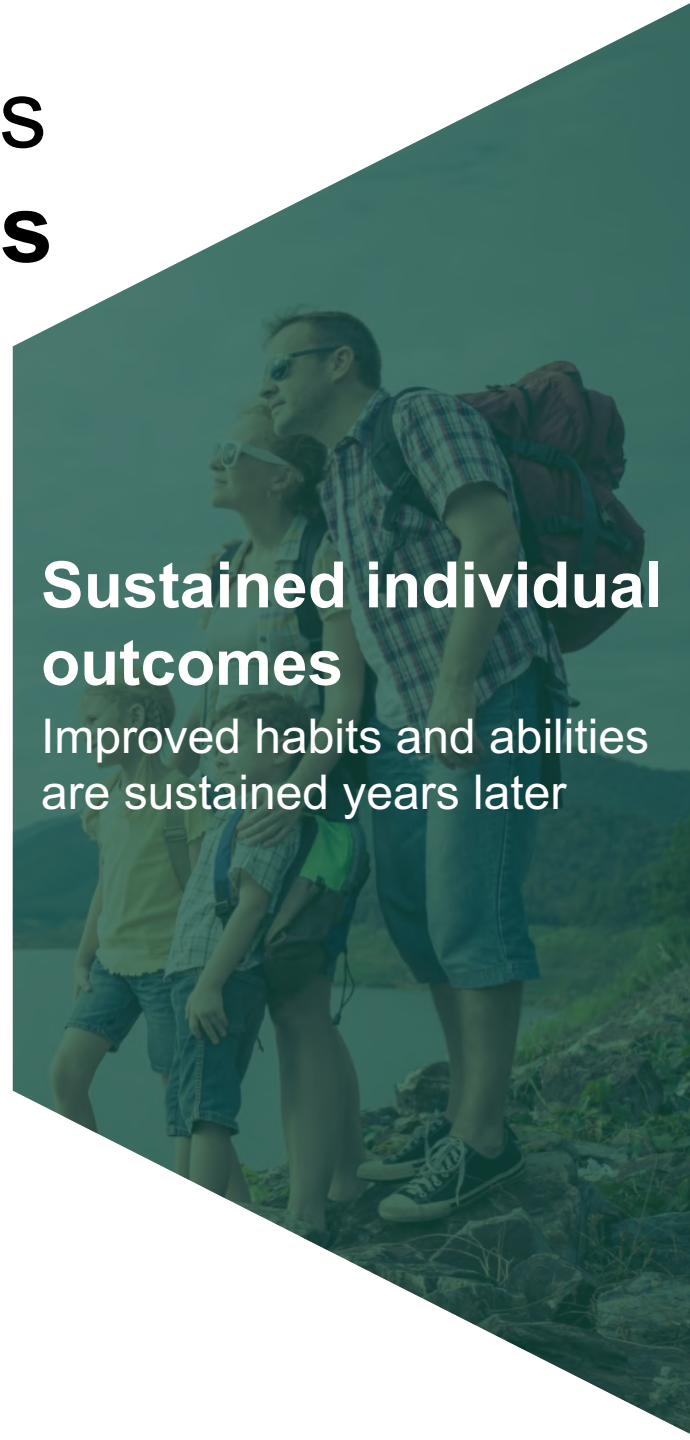
Sustained individual outcomes

Improved habits and abilities are sustained years later

Long-term societal impacts

Long-term direct and indirect benefits to society

...that grow over time



We tested **26** **different impact** **dimensions** across all stages



Of participants indicated that Outward Bound Canada had a **strong impact** on them for **at least one dimension**



Outward Bound Canada had a **strong impact** on at least **half of all participants** for 14 of the 26 dimensions evaluated

- ◆ Teamwork
- ◆ Leadership
- ◆ Self-efficacy
- ◆ Physical activity
- ◆ Charitable giving
- ◆ Connection to nature
- ◆ Stress management
- ◆ Connection to others
- ◆ Community involvement
- And others*

Outward Bound Canada leaves a lasting impact on participants' lives in 3 key areas



Improved sense of **resiliency**

Greater control over physical and mental health



Building a generation of physically and mentally healthy citizens

Greater **leadership skills** and social connectedness

More **confident, collaborative, and bold** team players



Teaching the skills needed to succeed at school, work, and in life

Stronger connection with **nature**

Higher **environmental consideration** throughout life



Promoting greater levels of environmentalism

Physically and mentally healthy citizens



Program results

More resilient individuals

65%

showed an increase in their **resiliency**

“ It has made me more resilient and willing to take on challenges. Youth Participant

“ I am better equipped to cope and navigate adversity. Youth Participant

Individual outcomes

Greater control over physical and mental health

40%

indicated that they are much more prepared to **manage depression/anxiety**

55%

indicated that they are much more prepared to **manage stress**

80%

get at least 150 minutes of **exercise** per week

Societal impacts

Lower risk of physical and mental illnesses in the future



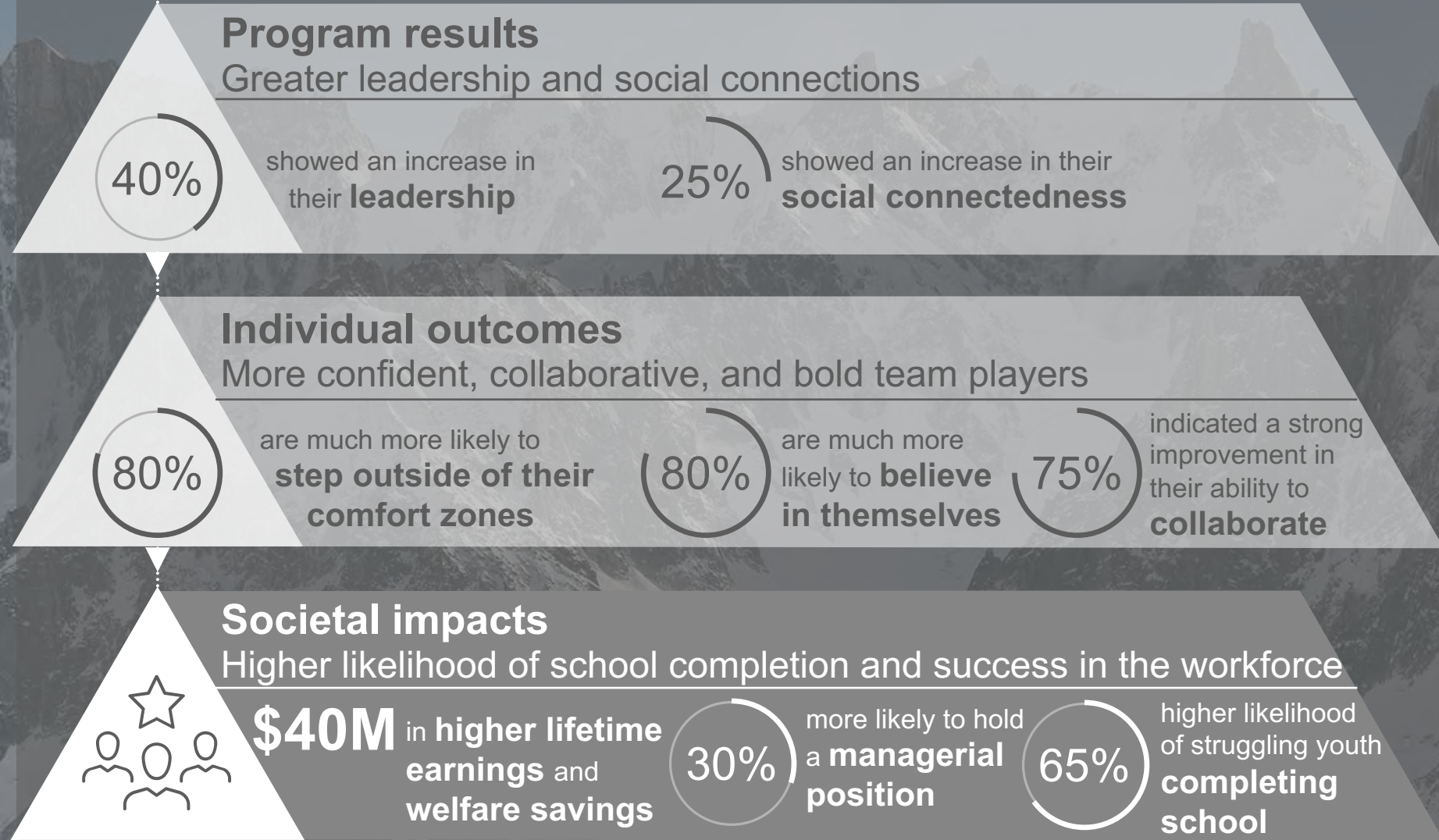
\$4M

saved in lifetime **mental and physical health costs**

\$5M

in **workplace productivity benefits** due to improved mental health

Skills needed to succeed at school, work, and in life



Promoting environmentalism



Program results

Stronger connection with nature



showed a strong increase in their **connection to nature**

“ *I found a deep reverence and connection to nature, which I never had before.*
Youth Participant

Individual outcomes

Higher environmental consideration throughout life



showed a strong increase in their **environmental awareness**



are much more likely to **make eco-friendly choices**

Societal impacts

Greater levels of pro-environmental behavior



Higher likelihood of **recycling** and other eco-friendly household behaviors

Higher likelihood of engaging in **environmental conservation efforts**

Outward Bound Canada's societal impact is multiplied further, **indirectly impacting an additional ~30 individuals per participant**

“

*I am now more **empathetic around my peers** which definitely has had a beneficial impact on them.*

Friends

“

*As a business leader, my OBC experience has helped me **mentor and motivate my teams** both professionally and in their personal lives.*

Work/school

~30

Individuals indirectly impacted, on average, per participant

Family

“

*My **two daughters** saw what I accomplished, and I instilled in them **that they can do anything they put their minds to**.*

Community

“

*After my OBC trip, I was **inspired to continue working in my community**. I've worked with NGO's and summer camps promoting youth development.*

\$20K+

In lifetime benefits per participant

\$1:13

Every \$1 donated to Outward Bound returns at least \$13 in value to society

~\$50M

In lifetime benefits contributed to society in 2019



Physically and mentally healthy citizens



Promoting environmentalism



Greater success at school, work, and in life

Long-term societal impacts

Sustained individual outcomes

Post-program results



OUTWARD BOUND CANADA

25% feel more socially connected

80% are much more likely to step outside of comfort zones

Reduced reliance on welfare



Lower physical and mental health costs

80% do 150+ min. of weekly exercise

65% develop greater resiliency

40% develop greater leadership

75% indicated a strong improvement in their ability to collaborate

Higher lifetime earnings



Improved workplace productivity

40% can much better manage anxiety or depression

85% feel more connected to nature

70% make more eco-friendly choices



Greater pro-environmental behavior

Bain & Company analyzed Outward Bound Canada's impact using three **different yet related** methods...



Sustained individual outcomes

Long-term societal impacts

Post-program results

Academic research analysis

- Consolidated leading academic studies to establish key benefits to society
- Only considered findings that were corroborated in multiple studies and focused on relevant sample populations

Outward Bound Canada past-participant survey

- Surveyed individuals that participated in programs prior to 2017 to measure long-term impact (sample size of 152 participants)
- Results were analyzed in aggregate, and by controlling for different key factors (type of program, level of funding, years since trip, etc.)

Outward Bound Canada participant questionnaire

- Consolidated 4 years of responses from participants in all programs (sample size of ~2,055 participants)
- Participants self-reported scores on key personal attributes considering their pre and post program self to understand change attributed to their expedition
 - Tested resiliency, leadership, social connectedness and compassion

All data sources were rigorously corroborated to ensure confidence in conclusions