

# THE **ROBB NASH** PROJECT



**2021-22**

**Annual Report**



**we're in this together**

The Robb Nash Project harnesses the power of music & storytelling to start the conversation about mental health.

We encourage young people to get help from a trusted source, make positive life choices and lead lives of significance and purpose.

**it's our mission**



# we are

the bridge between  
hurting kids &  
the resources  
available to them



*we show them  
it's okay not to be okay  
and we lead them  
towards mental health support*

# keeping it real

## Strikes a Chord

**Music. Stories.** It's the way we've always connected with youth.

Through the live concert experience, we've told stories of struggle and hope and witnessed some incredible breakthroughs as a result.

We know that youth connect with our messages and they're more open to receiving help after experiencing our shows—they've told us and so have their teachers.

I'm not going to lie, at first it felt like the pandemic took away our livelihood—our live *in-person* shows, our first line of contact with youth—cancelled. But we persevered. We got creative. We tried something new. We pushed through the struggle.

### As a result, we produced:

- a new album with 18 inspired new songs
- new music videos
- a full feature documentary
- an online mental health curriculum for schools-in English & French

I'm happy to say that when we pushed through our creative frustration, it paid off.

**A Living Curriculum: *Stories of Life through Darkness*** will reach more young people in more schools across Canada than we ever could while on tour.

In the pages ahead, you'll hear more about how we're using our music and the stories of youth we met while on tour, in a radically different way. We're not done though. We also plan to get back out on tour, inspiring more youth through our revived concert experience. We hope you'll join us for this awesome ride.

Thanks for your continued support & stay tuned!



**Robb Nash**



## An Inspiring Year

This was not a year many of us would remember as a year of innovation, growth or community outreach. Frankly, pandemic restrictions still rang true much of the time.

*Pandemic restrictions...* words we associate with loss and isolation, but at The Robb Nash Project, pandemic restrictions took on another meaning. They pushed us to look beyond what we've always done and the way we've always done it. We were propelled to brainstorm and create innovative new ways to reach young people during some of their most critical times of need.

Through the generosity of supporters like you, we were able to launch some important tools in 2022 to help bridge conversations and get kids talking—*really talking*.

We inspired young people to see that they are not alone and to recognize their important role in a world that they can often feel lost in. We helped them see their value, their purpose, and their significance.



**Nicole Hrehirchuk**  
**CEO**

On behalf of the team here at The Robb Nash Project, *thank you*. Genuinely. You have continued to be the beacon on the shoreline through the eye of the storm. As we navigated carefully through uncharted waters to understand how we could continue providing a lifeline for youth, you were there and you helped us to innovate and reach more of them.

We hope you will find our 2021-22 Annual Report a breath of fresh air, demonstrating a bright and shiny future for our young people. Each of us plays a role in the life of a young person and if you don't recall how you've helped this past year, we're here to remind you.

As we look forward to reaching more youth with a new curriculum, new music, a burgeoning documentary, and a refreshed concert experience, we also look forward to connecting more with you, our supporters--*our family*.

We are so thankful to you for helping to light the way during an uncertain time.

With deep gratitude,

# on board



## Len Penner, Chairman

Retired President of Cargill Ltd.

*"Young people are our future. When we support their mental health, we support their outlook, their relationships and their livelihood. This in turn contributes to the well being of our nation, our economy and our planet."*

## Vince Boschman, Director

Senior Portfolio Manager & Wealth Advisor,  
Boschman Wealth Partners of RBC Dominion Securities Inc.

*"Supporting youth mental health is a vital priority. It's an honour to be a part of an organization whose mission is exactly that. By helping The Robb Nash Project move forward, we're helping more young people realize their true potential."*



## Tom Hiebert, Treasurer

Former Robb Nash Project CEO  
& Current President, Kesitah Systems

*"I've been with the project for more than 12 years. It's a no brainer for me. Young people need help as they navigate life's challenges and it's our duty to help them. There's nothing quite like the way Robb delivers messages and how youth respond to the authenticity of those messages. The trust is real."*



# one by one...

## they listened

**82,941** song streams

## they visited

**16,593** visits to robbnash.com

## they watched

**5,849** YouTube subscribers

## they read

**1,323** received our newsletter

## they followed

**4,960** Facebook followers

**29,611** Instagram followers

**21,131** TikTok followers

## they featured

**65** media interviews and  
publication features

## they requested

**19** speaking engagements  
with audiences totaling **2,623**



**they matter**

# we created ...

**1** new album

**18** new songs

**3** new music videos

**18** new lyric videos

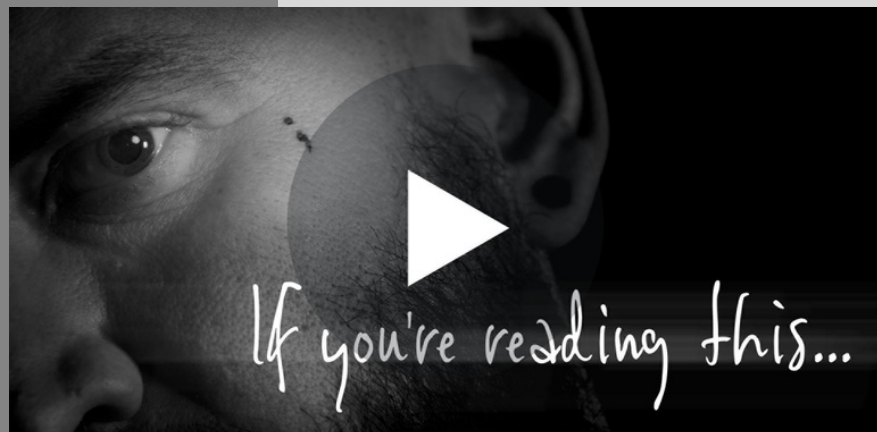


**1** full feature  
documentary

click on the image to view the documentary trailer

*"If you're reading this..."  
is The Robb Nash Project  
story*

*Stay connected for future  
viewing options!*







they're talking

## Stories of Life Through Darkness

A Living Curriculum

**In 2022, we completed two successful beta tests of our new Curriculum and launched it nationwide in English & French.**

The online Curriculum assists schools in showing young people that they're not alone and that it's okay to reach out for help.

***Using music, real life stories, and journaling, young people engage in the reflection of their own situations and the need they may have for mental health support.***

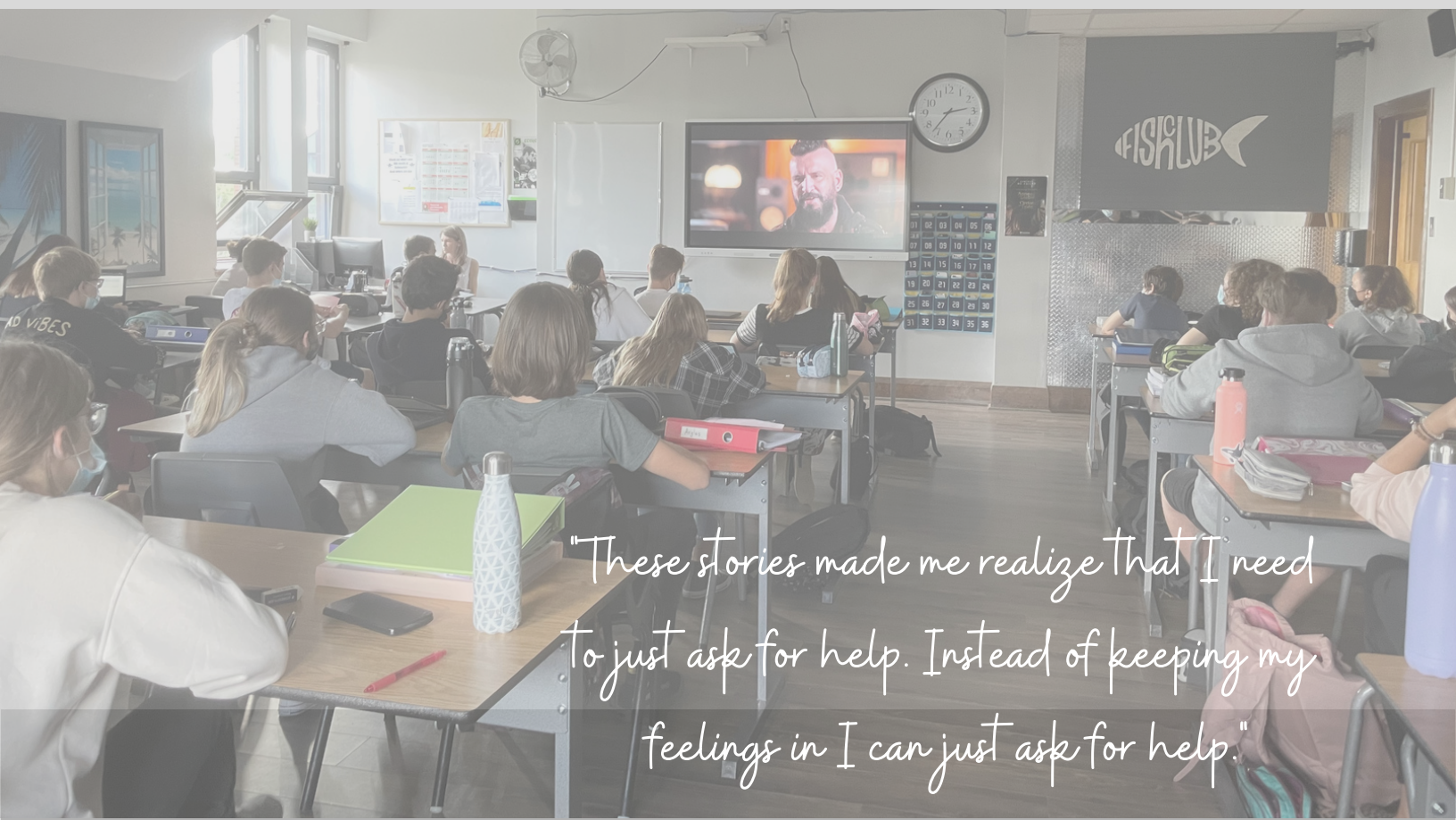
With school staff guiding them along the way, students are talking and asking for help.

Educators confirmed that **20%** of their participating students raised their hand for help using the online journaling tool. Of those, **60%** were unknown to them as needing help before this program.

Schools are happy to have a tool that students are responding favourably to, ultimately helping them to identify and support those who may be struggling.

**20%**  
**raised their hand for help**

**...60% of those were  
unknown as needing it**



"These stories made me realize that I need to just ask for help. Instead of keeping my feelings in I can just ask for help."

## curriculum soft launch

**4** provinces

**13** schools

**720** students

**51** really needed to talk

**35** of them were  
a surprise  
to their teachers

*The program is a wonderful way to introduce/ expand on students' awareness of mental health issues. The continuum of struggle, resources, hope in each story was inspirational. I think each story inspired my struggling students to carry on. Thank you for that!*

-school counselor



**we get by with a little help**



**from our friends**

## *Inter Pipeline's Multi Year Support*

**In 2022,  
Inter Pipeline  
committed to  
\$800,000  
over 4 years!**

*"Since 2018, Inter Pipeline has proudly supported The Robb Nash Project and the work they do helping build youth resiliency in Canada. We are pleased to support Robb and his team as they reach more communities within our operating areas and continue the important conversations around mental health."*

– Breanne Oliver, VP, People & Stakeholder Relations  
Inter Pipeline Inc.



Our Thanks  
for  
**helping hands**

## Smokin' Summer Charity BBQ Rib-Off

Following a youth tragedy in a small Manitoba community in the spring of 2022, Angela Harel and her sister, Laurie Ann Hamm decided they wanted to make a difference, so they organized a tasty fundraiser with proceeds supporting The Robb Nash Project. The first annual rib-tasting competition was held in August and an incredible \$5,250 was raised!

*"We're just so happy to support The Robb Nash Project and to have young people benefit from the new curriculum. We never want to see another youth tragedy like the one that occurred this spring. Our kids mean everything to us," says Angela.*



Celebrity Judges: Robb Nash, Hilary Holmes, Corny Rempel

## Kaitlyn's Lady Bug Run

Kaitlyn was a big fan of lady bugs *and* The Robb Nash Project. She was an active volunteer, helping with concerts in Alberta any time the Project was performing there. Sadly though, Kaitlyn passed away at the age of 19 due to a pulmonary embolism.

To honour Kaitlyn's beautiful spirit and to support the charity she loved so much, her grandmother, Myrna Lemay, decided to host an annual fundraiser in Red Deer. Kaitlyn's family & friends gathered together on June 20th for a celebratory run/walk on Kaitlyn's birthday and raised \$1,225 in support of The Robb Nash Project.

*"She believed with her whole heart that Robb Nash's message and how he delivered it was what every child and parent needed to hear," says Myrna.*



Kaitlyn Wiley  
2000-2020



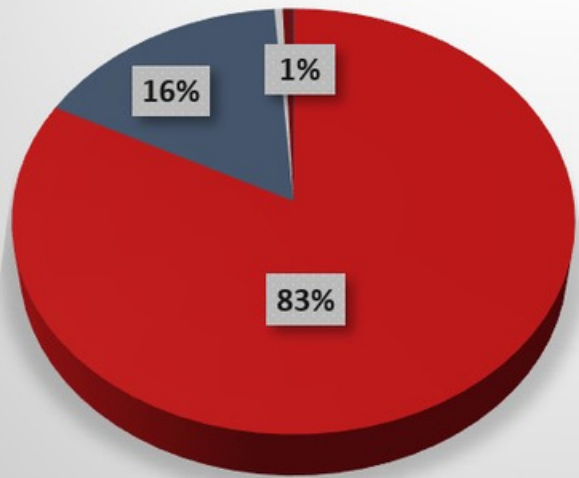
# revenue & expenses

Fiscal Year 2021-22

Sept. 1, 2021- Aug. 31, 2022

## Revenue 2021-22

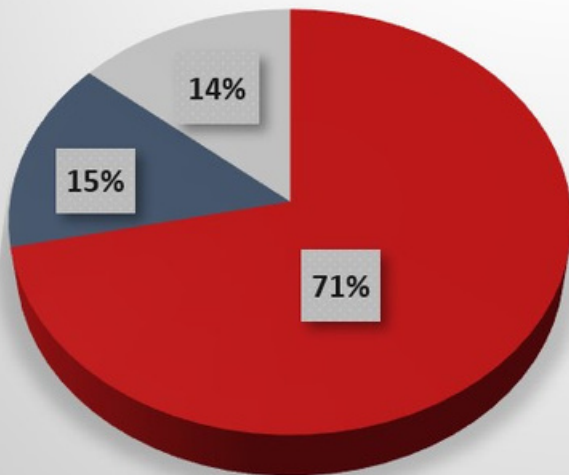
**\$1,051,602**



- Donations: 82.6%
- Foundation Grants: 16.2%
- Speaking Engagements: 0.5%
- Government Covid Assistance: 0.5%
- Other Income: 0.1%

## Expenses 2021-22

**\$1,029,097**



- Programs & Services: 71.6%
- Revenue Development: 14.6%
- Administration: 13.8%

# with gratitude *for all*

*we sincerely appreciate every donation we receive and would like to acknowledge the following individuals and organizations for gifts that went above & beyond*

**\$225,000+**

Inter Pipeline Inc.

**\$125,000+**

Anonymous

**\$100,000+**

Stacey & Vince Boschman

Carol & Len Penner

RBC Foundation

**\$70,000+**

Anonymous

**\$50,000+**

RBC Wealth Management

The Winnipeg Foundation

**\$40,000+**

Couvre-Planchers Eddy

**\$15,000+**

Kim & John Catalano

Kinsmen Club of Winnipeg

**\$10,000+**

Anonymous

Butler Family Foundation

Calgary Flames Foundation

Linda & Pierre Comtois

BJ & Tom Hiebert

**\$5,000+**

Robert Beiersdorfer & Lori Stewart

Boschman Wealth Partners of

RBC Dominion Securities Inc.



# did you know?



Robb Nash is *one of only 17* Canadians featured in Peter Mansbridge's 2020 book, *Extraordinary Canadians, Stories from the Heart of Our Nation.*



Robb Nash, Hon. Janice Filmon, Lieutenant Governor,  
Hon. Heather Stefanson, Premier of Manitoba

In 2022, Robb Nash was honoured with the Queen Elizabeth II Platinum Jubilee Award



Robb Nash was honoured with the Blackfoot name, **Kyiylina**, "Bear Chief" meaning *the protector* for his work supporting Indigenous youth. *He wears this name with great pride.*

*Thank you for being a youth ally!*

**THE**  
**ROBB NASH**  
**PROJECT**

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