



THE AWESOME MUSIC PROJECT
STRATEGIC PLAN 2024-2026

AMPLIFIED



To positively impact people's health, wellness and mental wellbeing through music, stories and science.

OUR PURPOSE



THE NUMBER OF
CANADIANS THAT
WILL EXPERIENCE
A MENTAL ILLNESS
BY THE TIME THEY
ARE 40 YEARS OLD.
(CMHA)

1 IN 2 CANADIANS



**OUR MISSION IS TO
MAKE LIFE BETTER THROUGH MUSIC**



OUR VISION

TO CREATE A WORLD WHERE PEOPLE TRUST AND INTEGRATE MUSIC INTO THEIR LIVES TO REALIZE THEIR ABILITIES, LEARN, WORK, CONTRIBUTE TO THEIR COMMUNITIES AND THRIVE.



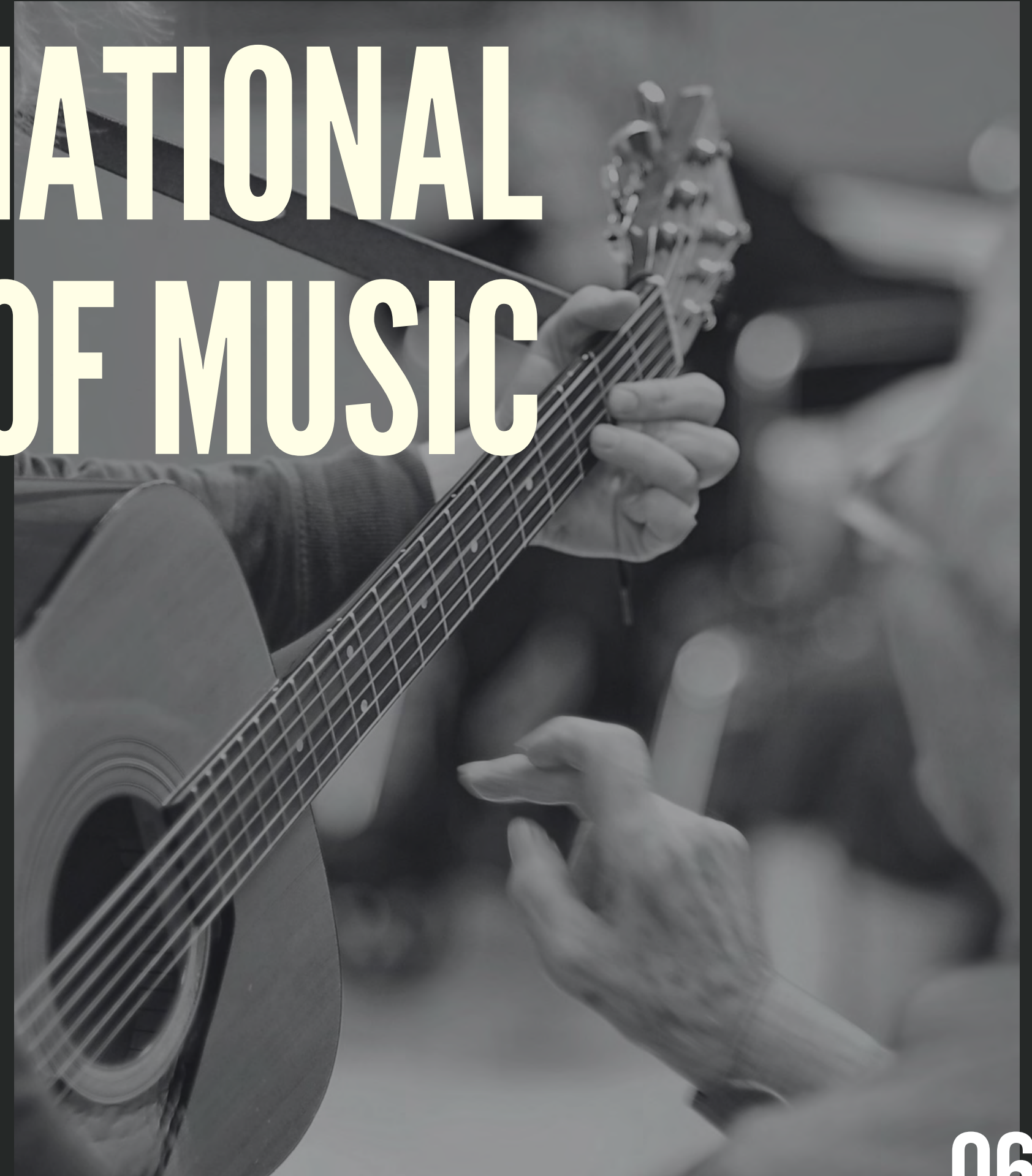
INCREASED RISK FOR YOUTH

Young people aged 15-24 are more likely to experience mental illness and/or substance use disorder than any other age group. (CAMH)



TRANSFORMATIONAL POWER OF MUSIC

There is growing literature and evidence about the transformational power of music, which includes improving our mood, reducing stress, helping us to relax, and learning new skills to help us improve our health, wellness and mental wellbeing at all ages and stages of our life.,





Images: Clockwise from Upper Left - Terry Stuart, Rob Carli, Thomas Carli, Aaron Davis, , Rob Carli, Meesha Brueggergosman, Skye Wallace, Miranda Mulholland, Anna Ruddick, Ken McCaw, Thompson Wilson Shaw and Tom Wilson, Lindsey Deluce.



Images Clockwise from Left: Rob Carli, Chris Hatfield, Miranda Mulholland, Aaron Davis, Meesha Bruggergosman, Skye Wallace, Miranda Mulholland, Anna Ruddick, Choir! Choir! Choir!



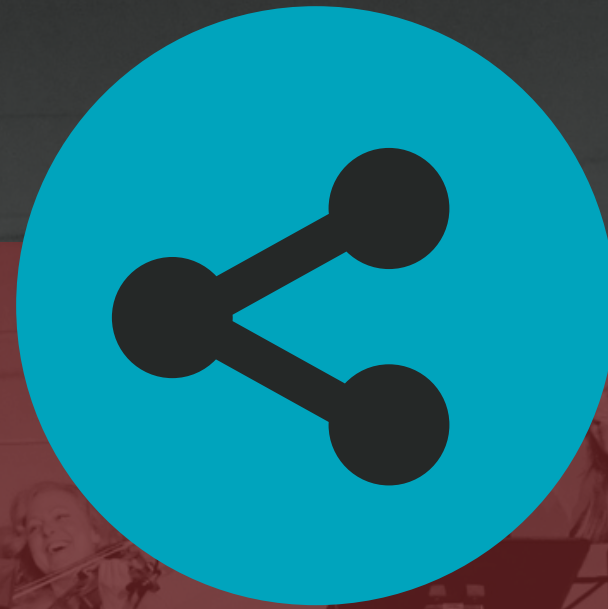
AMP



POSITIVELY IMPACT
PEOPLE'S LIVES



CULTIVATE
AWARENESS



ACTIVELY
ADVOCATE



SUSTAIN AND
GROW

OUR GOALS



POSITIVELY IMPACT PEOPLE'S LIVES

AMP POSITIVELY IMPACTS PEOPLE'S LIVES BY:

- Delivering evidence-based programs to youth and seniors using music as the foundation to improve health, wellness and mental wellbeing.
- Defining and measuring the impact of our programs.



CULTIVATE AWARENESS

Images Clockwise from Left: Michael Downing, Danny Michel, Michael Costantini, Sarah Slean, Alan Doyle, Skye Wallace, Meesha Brueggergosman, Miranda Mulholland, Ed Robertson and Jim Creggan (BNL)



AMP CULTIVATES AWARENESS OF HOW MUSIC CAN POSITIVELY IMPACT PEOPLE'S HEALTH, WELLNESS AND MENTAL WELLBEING BY:

- Hosting engaging events that use music, stories, and science to raise awareness, engage funders and demonstrate community impact.
- Launching targeted multi-channel awareness campaigns that educate the public, communicate evidence-based approaches, and showcase the impact of our programs.
- Forging partnerships with psychologists, neuroscientists, music therapists and other experts to deepen our understanding and promote music's positive impact on our lives.



ACTIVELY ADVOCATE


AMP ACTIVELY ADVOCATES, SUPPORTS AND PROMOTES THE TRANSFORMATIVE POWER OF MUSIC BY:

- Being thought leaders, developing engaging content and speaking at conferences, seminars, and events about the science behind and impact of music on health, wellness and mental wellbeing.
- Engaging with policymakers at local, regional and national levels to advocate for the integration of music into health, education and social programming

SUSTAIN & GROW

AMP ENSURES ORGANIZATIONAL RESILIENCE AND SUSTAINABILITY BY:

- Increasing financial resilience through consistent, comprehensive, and diverse fundraising.
- Continuously developing and growing as a national charity which reaches all Canadians.
- Monitoring and adapting long-term strategies based on external factors, emerging insights and evolving organizational needs.

A photograph of Chris Hatfield, a man with a mustache, speaking into a microphone. He is wearing a dark t-shirt. The background is slightly out of focus, showing a woman with blonde hair and a red jacket. The image has a dark, semi-transparent overlay.

**“Music helps
explain the
universe to
ourselves in an
artistic way.”**

Chris Hatfield.

Let's make life better through music.

AMP