

# GENWELL IMPACT REPORT

# 20

A YEAR OF  
GROWTH & CONNECTION

# 24

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# Building a connected Canada **where everyone thrives.**

Welcome to our 2024 Impact Report, a showcase of our achievements, progress, and future outlook.

# Message from the founder and CEO.



2024 was a landmark year for GenWell, a testament to the power of human connection and collective action.

As the CEO and founder of GenWell, I am humbled and inspired by what we have achieved together.

From our humble beginnings as a volunteer-driven initiative in 2016 to becoming a national movement, 2024 marked a pivotal step in our journey to create a more connected Canada. Our mission has resonated across communities, workplaces, campuses, and homes, and its importance has never been more evident.

This year, we expanded our reach and deepened our impact through innovative campaigns, groundbreaking educational programming, and strategic partnerships.

## Highlights include:

- Launching the GenWell Knowledge Hub, a resource offering over 60 perspectives on social isolation and loneliness, alongside the release of the 2024 Canadian Social Connection Survey results.
- Introducing new campaigns like Talk To A Stranger Week and expanding into the seniors and municipal spaces.
- Securing our first national sponsor and private foundation support, laying the groundwork for sustained growth.
- Hosting the Canadian Human Connection Conference, a forum that united researchers, practitioners, and advocates to advance social health.
- Delivering 60 workshops across diverse audiences, directly engaging an estimated 10,000 Canadians.

## Our latest impact:

GenWell's catalytic campaigns, including GenWell Weekends, have now inspired over 3,000 Canadians to host gatherings that foster meaningful connections, while our new Talk To A Stranger Week has taken root and inspired a nation to reconsider age-old theories. Our social media efforts reached over a million people, amplifying our message to new homes, streets, workplaces, classrooms and communities.

Behind the scenes, we fortified our operational foundation by completing our first full audit, implementing a CRM system, and centralizing eight years of documentation. These steps ensure we are equipped to scale our mission effectively. Additionally, our Business and Scientific Advisory Panels have provided invaluable guidance, helping align our strategies with opportunities to maximize impact.



**As we look to 2025, our vision is clear: to build on the momentum of 2024 and catalyze even greater change. We will:**

- **Launch a new campaign encouraging everyday acts of connection**
- **Expand our educational programming with additional facilitators and resources**
- **Deepen our partnerships with corporate and community leaders**
- **Continue advancing research through the Canadian Social Connection Survey**

The potential to impact 41 million Canadians and inspire people worldwide fuels our determination. Together, we are not just raising awareness about the importance of social connection and social health—we are creating a movement. This year has shown that we can build a more connected, compassionate, and thriving society when people unite around a common purpose.

To everyone who has contributed to our success—our staff, volunteers, partners, and supporters—thank you. To our funders who believed in our mission, to every supporter, new and old, and to every person who shared our message in a conversation because they recognized the value in our work—thank you. The road ahead is bright, and together, we will continue to build the more connected Canada and world where everyone thrives.

**With gratitude and optimism,**

**Pete Bombaci**  
**CEO & Founder, GenWell**

# Leading with Vision, Inspiring Connection

2024 marked a transformative year for GenWell as we dedicated ourselves to building a robust foundation for the future of human connection in Canada. This year has been one of reflection, growth, and progress, enabling us to establish the systems, campaigns, and partnerships to drive greater impact in 2025 and beyond.

GenWell continued its mission of building a more connected Canada through expanded programming, impactful campaigns, and the successful launch of our national “Connect” Public Service Announcement. These efforts raised awareness about the critical importance of human connection, reaching Canadians in **workplaces, classrooms, and communities**. Each initiative reinforced our vision of a society where connection is the cornerstone of individual and societal well-being.

Our rebranding efforts, led by our Creative Director, **Andrew Laufer**, introduced a refreshed identity that warmly invites people to join the movement. Campaigns like GenWell Weekend, Loneliness Awareness Week, and Talk to a Stranger Week were reimaged to reflect their unique purposes while aligning with our broader mission.



GenWell made remarkable strides in enhancing its digital ecosystem, launching seven new websites, including:

- Revamped GenWell.ca
- GenWell Weekend
- Loneliness Awareness Week
- Talk To A Stranger Week
- GenWell Knowledge Hub
- Connect PSA engagement platform
- Impact Measurement Dashboard

Enhanced automation and CRM tools streamlined operations, boosting engagement and maximizing the value of every dollar raised.

2024 saw GenWell's first formal fundraising efforts targeting individuals, foundations, grants and corporate partners. These efforts have laid the groundwork for sustainable growth, with promising opportunities set to materialize in 2025.

Our workshops reached over 10,000 Canadians, equipping participants with the knowledge and tools to prioritize social health in their lives and communities. Feedback from workplaces and seniors highlighted the transformative impact of our educational efforts, inspiring confidence as we prepare to scale this programming in 2025.

GenWell amplified its voice on national stages, presenting at conferences, hosting the Canadian Human Connection Conference, and engaging with policymakers on Parliament Hill. These efforts positioned GenWell as a leader in addressing social isolation and fostering a human connection movement.

With operational improvements, including our first full audit, enhanced governance, and centralized documentation, GenWell is better positioned than ever to deliver on its mission.

As we close 2024, we celebrate a year of laying strong foundations while embracing the promise of what lies ahead. With new campaigns, expanded workshops, and deeper partnerships on the horizon, we are confident that 2025 will be a pivotal year for GenWell as we continue building a more connected Canada where everyone can thrive.

**Together, we are making connection a priority—for ourselves, our communities, and our country. Thank you for being part of this journey.**

## Vision

In 2024, we made tremendous progress toward our goal of building a more connected Canada where everyone can thrive. Through ongoing programming, the continuous enhancement of our campaigns, and the impactful PSA, we raised awareness nationwide about the critical importance of human connection.

From expanding our reach to fostering deeper engagement in workplaces, classrooms, and communities, we are steadily building the foundation for a healthier, more connected society.

Each step forward strengthens our commitment to making connection the cornerstone of both individual and collective well-being across Canada.

## Brand

In 2024, GenWell undertook a transformative rebranding journey to elevate our movement. We unveiled a refreshed brand identity, shifting from one designed to capture attention to a new look that warmly invites people to be part of the solution to the disconnected world.

Several of our flagship campaigns were rebranded, including **GenWell Weekend**, **Loneliness Awareness Week**, and **Talk To A Stranger Week**, each with a unique identity that enhances its distinctiveness while maintaining a strong connection to the parent GenWell brand. For the first time, we also branded all our workshop channels and tools for delivering and maintaining our education and empowerment programs.

Looking ahead to 2025, we are thrilled to launch an exciting new activity that will include further branding efforts tied back to GenWell's core mission: building a more connected Canada where everyone thrives.

# GenWell's Digital Ecosystem

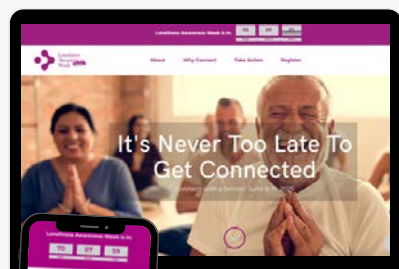
This year, GenWell made significant strides in integrating digital tools to enhance our movement, programming, and community engagement. Key achievements include the launch of seven new websites, such as a gamified GenWell Weekend campaign site, with plans to expand gamification across all campaigns to reward community leadership. Highlights also include the new GenWell Knowledge Hub, an Impact Measurement Dashboard, and a dedicated site for the successful "Connect" PSA campaign.



Enhanced automation has streamlined operations, boosting efficiency and maximizing the impact of every dollar raised. A new CRM framework with 23 tailored audience segments ensures personalized, year-round communication while real-time dashboards track bandwidth building, revenue generation, and outreach progress.

The website relaunch aligns with our refreshed brand identity, improving SEO and search traffic while integrating CRM data capture. The Knowledge Hub has become a dynamic repository of evidence-based resources, empowering individuals and organizations to build stronger social connections.

In Q4, we launched Google Ad Grants to drive Knowledge Hub traffic and expand program support for 2025. Campaign microsites like Talk to a Stranger, GenWell Weekend, and Loneliness Awareness Week now feature gamification to boost engagement. Robust paid digital campaigns across Google, Facebook, and Instagram maximize visibility, with key insights shaping future efforts.



These advancements have transformed GenWell's digital ecosystem, positioning us to drive even greater impact as we continue to build Canada's Human Connection Movement.



# Fundraising & Corporate Partnerships

2024 marked a transformative year for GenWell as we laid the groundwork for sustainable growth and impact. For the first time, GenWell was funded by private foundations to assemble a dedicated team, enabling us to activate our framework of programs and campaigns. This critical step allowed us to focus on building the foundational elements necessary to educate, empower, and catalyze every Canadian to become more conscious and intentional about their social health over time.

Recognizing the growing importance and value of our mission, 2024 saw GenWell launch its **first-ever fundraising efforts** and pursue revenue generation through **grant applications, philanthropic donations, corporate speaking, partnerships and workshops**. We began cultivating the support needed to sustain and expand our work by engaging with donors, foundations, brands, and corporations. These initial efforts have sparked meaningful conversations that position 2025 as a pivotal year when we believe many of these philanthropic and corporate partnership opportunities are expected to materialize.

To support this growth, we implemented a **CRM system** to manage and strengthen relationships with our expanding community of interested supporters. This system ensures that as the GenWell movement grows—across individuals, foundations, corporations, and key stakeholders—we have the tools to nurture these connections effectively and build lasting relationships that will lead to our ongoing ability to build a more connected Canada.

## Philanthropic Partner



## Campaign Partners



## Platinum Partner



## In-kind Partners



# At a Glance: GenWell Campaigns



*Delve into our current campaigns, including satisfaction results.*

In 2024, GenWell conducted its full slate of seven campaigns, but we still have work to do in 2025 to reach our target communities and provide them with the opportunities to connect that our campaigns offer.

We are now more confident than ever about the significance of our social connection campaigns, especially compared to when we launched GenWell over eight years ago. We live in a fast-paced, distracted, and pressure-filled world, and we recognize that addressing social health cannot be done in isolation. GenWell's unique campaigns are crucial moments throughout the year that have been strategically chosen to encourage people across Canada to take the opportunity to connect with others, benefiting both their own well-being and that of those they reach out to.

Here is a deeper look at each of our campaigns:

## RED January



2024 marked an exciting milestone as GenWell became the official Canadian charity partner for RED January Canada. Founded in the UK in 2014 by Hannah Beecham, RED January—Rise Every Day—was inspired by her mother's experience with the health challenges often faced during the colder, darker days of winter.

Bringing this impactful campaign to Canada in 2024, National Director Janet Omstead recognized the opportunity to expand RED January's message beyond physical activity. In Canada, it became a campaign that not only encouraged people to get active but also inspired them to do so together.

This emphasis on shared activity fosters stronger connections and significantly boosts the likelihood of maintaining new habits and routines established at the start of each year.

GenWell is proud to be the Canadian fundraising partner for RED January. We look forward to seeing this initiative grow and helping people across Canada and beyond rediscover the joy and lasting benefits of playing, moving, and connecting together.

## Face-to-Face February

2024 was the fourth year of **Face-to-Face February**, a campaign created by students for students that encourages campuses across Canada to foster stronger social connections. The campaign challenges students to take action each week of the month to connect with peers in their classes, on their campuses, and within their communities.



February has been strategically chosen for this initiative because it coincides with shorter days, colder temperatures, and significant events such as exams, reading week, Valentine's Day, and Family Day. During this time, many students may feel increased loneliness due to a lack of support networks. By encouraging students to develop healthy connection habits during this critical period, Face-to-Face February aims to combat social isolation and disconnection. The goal is to foster a more supportive and engaged campus culture, not just during February but throughout the entire year.

In 2025, Face-to-Face February will take a significant step forward as GenWell collaborates more closely with select campuses to implement and assess the impact of this campaign. This initiative is part of our campus Head's Up program, which focuses on raising students' awareness about the importance of their social connections and social health, as well as how these factors influence their mental and physical well-being.

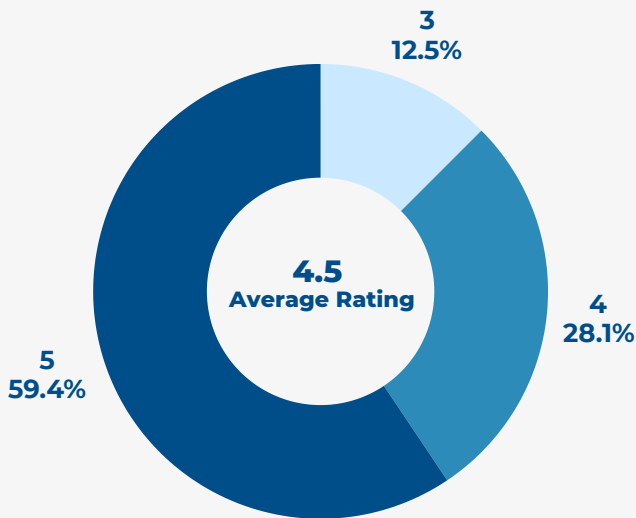
## GenWell Weekend - Spring and Fall



Spring 2024 marked another milestone in the growing human connection movement. **GenWell Weekend** introduced a gamification element to its campaign, leading to a significant increase in the number of registered participants who committed to bringing people together. From intimate coffee meetups to larger group activities, participants embraced the call to connect, each contributing to a more connected and thriving Canada.

This year's Spring **GenWell Weekend** involved businesses, community organizations, political leaders, foundations and private individuals stepping up to be part of the solution to building the more connected Canada where everyone thrives.

Here are some highlights from the impact Spring GenWell Weekend had on those who made the effort to connect:



### Q. Did GenWell Weekend inspire you to...

Be more mindful about the importance of social health:

- 53.1%

Be more proactive about getting connected with others:

- 34.4%

Connect with someone that needed it:

- 28.1%

Connect with someone sooner than you had planned:

- 28.1%

Build a closer connection to the people who attended:

- 25%

Connect with someone you had not planned on seeing:

- 15.6%

### Q. Do you feel GenWell Weekend positively impacted your health & well-being?

Yes



100%

### Q. Who did you connect with on GenWell Weekend?

Friends



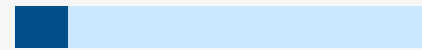
71.9%

Family



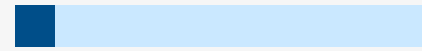
68.8%

Neighbours



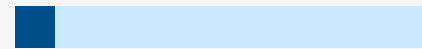
12.5%

Colleagues



9.4%

Other



9.4%

**Q. Overall, do you feel GenWell Weekend positively impacted your health and well-being?**



**Yes  
100%**

**Q. Based on your experience, would you recommend GenWell Weekend to other people?**



**Yes  
100%**

**“I took the opportunity on GenWell weekend to connect and spend some time with family, friends and an elderly friend. It is through my elderly friend I really see how connecting face to face makes such a significant difference - for both of us!” - GENWELL WEEKEND PARTICIPANT**

**GenWell Weekend** Fall maintained the growing effort to spread the message about the importance of creating catalytic occasions that give all people in Canada the reminder, excuse and permission to reach out and get connected with family, friends, neighbours, classmates or colleagues.

Over the past eight years, **GenWell Weekends** have inspired more than 3,000 Canadians to prioritize connection and lead gatherings of friends, family, neighbours, classmates or colleagues during these key seasonal transition periods.

As more people recognize the profound impact of social connections on their well-being and that of others, we believe **GenWell Weekends** will continue to grow in popularity.

**These strategically selected weekends create opportunities for the broader community to come together and foster meaningful connections with others.**

**we genwell**

**GenWell Weekend - September 20-22**

We are asking all Canadians to #GoFirst in reaching out to others and getting together face-to-face, whether for their health and happiness or for those around them.

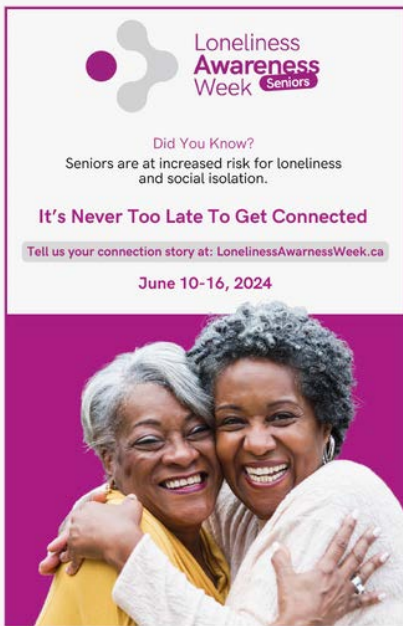
Visit [www.GenWellWeekend.org](http://www.GenWellWeekend.org)

genwell WKND MARK YOUR CALENDAR

Scan to learn more

**“Spending a weekend cycling with friends for GenWell Weekend is an absolute joy! The combination of physical activity and social connection creates an invigorating experience that rejuvenates both body and soul.”**  
**- GENWELL WEEKEND PARTICIPANT**

## Loneliness Awareness Week



**Loneliness Awareness Week** 2024 marked the third year of GenWell's support for this global initiative, originally inspired by the **Marmalade Trust** in the UK. This year, GenWell took a purposeful step by shifting the campaign's focus from general awareness of loneliness to focusing Canadian attention on seniors' loneliness—a growing concern in Canada and worldwide.

Throughout the week, Canadians were encouraged to dedicate their time and attention to understanding the challenges of loneliness among seniors, exploring what each of us can do to be part of the solution, and taking meaningful action to combat the social isolation and disconnection faced by older adults starting today.

2025 will see additional adjustments to the campaign to further focus its attention on the senior population. GenWell is proud to play its role as Canada's representative on the **Global Initiative for Loneliness and Connection** and support this global effort to address the growing issues of social isolation, disconnection, and loneliness in the senior population.

## Talk To A Stranger Week

This was the second exciting year of **Talk to a Stranger Week**, built on the incredible momentum of its debut in 2023, with interest in the campaign continuing to grow across Canada and around the world. This year's event inspired thousands to embrace the simple yet transformative act of engaging with a stranger, highlighting how these small interactions can lead to learning, laughter, friendship, and so much more.



Across Canada, dedicated **Talk to a Stranger** teams took to the streets, kicking off the week, sparking meaningful conversations and demonstrating the joy and value of connecting with those around us. Backed by research, the campaign emphasized that these small moments of connection are enjoyable and vital for building a stronger and more connected society.

A key highlight this year was the launch of the first-ever **Talk to a Stranger Week on Campus**, driven by the passionate students of Humber College. Recognizing that campuses are filled with opportunities for interaction but can also be places where young people can feel disconnected, students took the lead in launching the campaign, and we look forward to activating on more campuses in 2025.

The campaign expanded its impact through exciting new partnerships with Good Earth Coffee Company and Canadian Tire. These corporate partnerships are essential to the longer-term growth and opportunity to build a more connected Canada. GenWell is grateful for these corporate leaders who recognize the opportunity for purpose, ESG, and brand engagement with this partnership.



Click to watch the highlights



# Workshops & Speaking Engagements



*We organized several workshops and speaking events in 2024.*

# Educational Programming

In 2024, GenWell continued to expand its educational reach, making significant strides in sharing the importance of social health with Canadians. This year marked an exciting milestone: We added municipalities to the growing list of channels through which we deliver our message, alongside workplaces, seniors, classrooms, and community organizations.

Over the course of the year, we conducted **60 workshops** across these diverse channels, directly engaging an estimated **10,000 Canadians**. Many of these participants were leaders in their respective spheres, empowered to bring the knowledge of social health back to their workplaces, classrooms, and communities—amplifying the impact of our mission to build a more connected and thriving society.

## Seniors Workshop Feedback:

# 9.3/10

### Overall Average Rating

76% rated “Very Good” or “Excellent”



- **Engagement:** Average rating of 8.2/10, with 76% finding activities engaging.
- **Value:** 100% of participants found the workshop valuable.
- **Motivation:** 100% felt motivated to prioritize social connections.
- **Clarity:** 100% found both the workshop content and presentation style clear and accessible.
- **Confidence:** 98% felt more confident about building connections and improving social health.



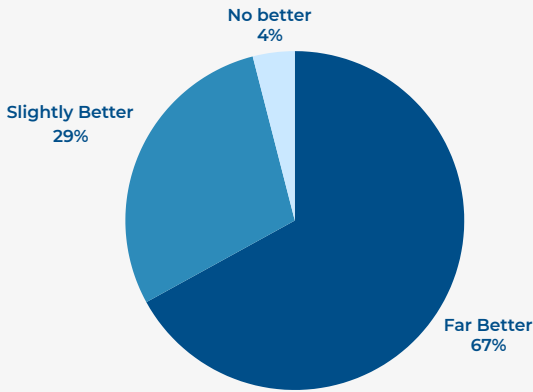
# Workplace Workshop Feedback

# 9.7/10

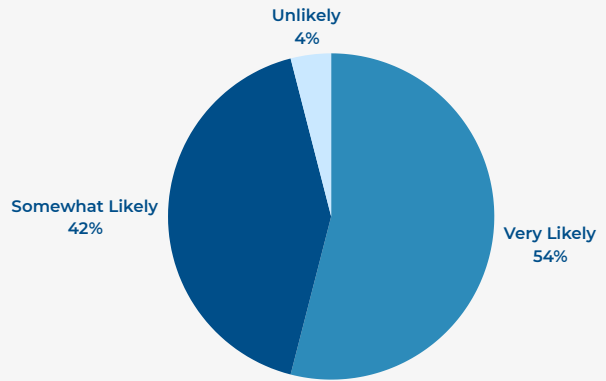
Overall Average Rating



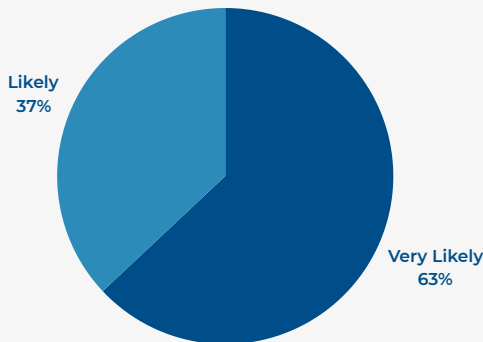
**Q. How would you rate your awareness and understanding of social connection and social health?**



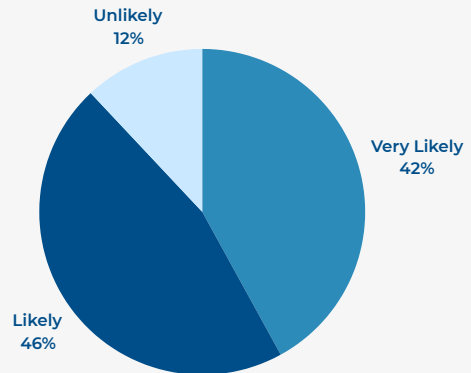
**Q. Will you use the information you learned today to make social connection a greater priority in your personal life?**



**Q. Will you use the information you learned today to make social connections with your colleagues a greater priority?**



**Q. Do you know other people in your life that you will be sharing this information with because you believe they will benefit from the information?**



**Q. Do you believe that Canadians would benefit from a deeper understanding of the power of human connection for their well-being and the well-being of society?**

Yes



100%

**Q. Would you recommend other businesses or communities sharing this information with their team?**

Yes



100%

Looking ahead, **2025 promises even greater opportunities** as we welcome new GenWell Social Health facilitators to the team. With demand for our workshops steadily increasing in all channels, we're poised to expand our reach, bringing the message of social health to Canadians from coast to coast to coast. This critical first step helps individuals and communities alike recognize the profound impact of social health on both personal and societal well-being, laying the groundwork for a healthier, more connected Canada.

# Speaking Engagements

In 2024, GenWell proudly took the stage at numerous conferences across Canada, bringing our mission to life and sparking conversations about the transformative power of social connection. The feedback from attendees was remarkable, with many expressing a deeper appreciation for the role of human connection in fostering individual and societal well-being.

These speaking engagements, with combined audiences of over 3,500 attendees, also generated significant interest in GenWell's campaigns, educational programming and movement, resulting in new opportunities to collaborate and expand our impact.

This year, we were honoured to present at events such as the **Ontario Association of Cemetery and Funeral Professionals (OACFP) Educational Conference** and the **Ontario Age-Friendly Communities Outreach Program**, where we discussed the critical importance of connection during life's transitions and in building inclusive communities.

At the **Older Adult Centres' Association of Ontario (OCAO) Age Well Conference** for seniors, we provided actionable insights on combatting social isolation among older adults. Our presence at the **Canadian Society of Association Executives** and the **Society of Ontario Adjudicators & Regulators (SOAR)** allowed us to connect with influential leaders shaping policy and practice across industries.

Other highlights included the **LIVE Partnership Conference**, where we explored collaborative approaches to sharing our message with brands and corporations, and the **Toronto Public Library Innovation, Learning & Service Planning** event, where we inspired new ways of understanding libraries' work in building connections through public spaces.

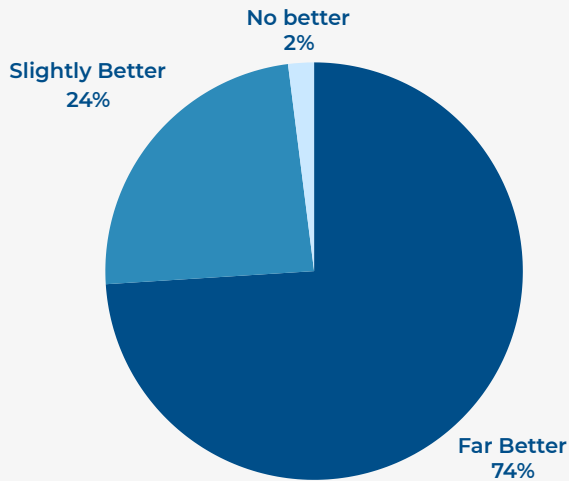
From the **Schlegel-UW Research Institute for Aging (RIA)** to the Canadian Culinary Federation Conference and beyond, GenWell's voice has reached diverse audiences, igniting enthusiasm for our mission.

Each of these audiences allowed GenWell to highlight the importance of social connection and social health and empower attendees with the information, tips, practices and action campaigns that can support their social well-being.

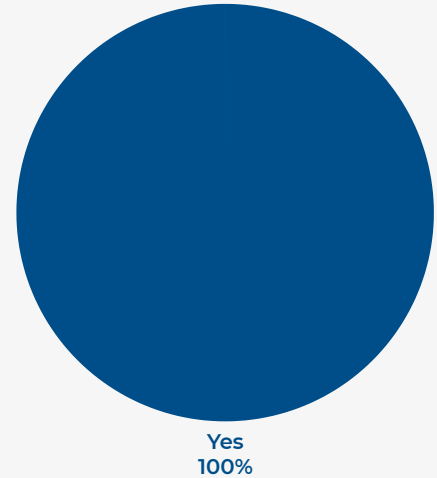
These individuals and leaders were able to return to their daily activities more conscious and intentional about the importance of social connection for their own social health and for those they love and lead.



## Feedback



**Q. Do you believe that all Canadians would benefit from hearing this information?**



67% of respondents rated awareness and understanding about the importance of human connection for your own health **far better** and 29% of respondents rated **slightly better**.

Percentage said that they will use the information that they learned in their:

**a) personal life** - 96% (very likely + Somewhat likely + Likely)

**b) professional life** -100% (very likely + yes + Likely)

Do you have other people in your life that you will be sharing this information with?

- 87% (Yes + Very likely + Somewhat likely + Likely)

As we look ahead to 2025, the growing interest and engagement we've seen this year has motivated us to continue driving the conversation on social connection. These speaking engagements have been key in positioning GenWell as a thought leader and catalyst for positive change in Canada and beyond.

# At a Glance: Thought Leadership



# Canadian Human Connection Conference

The 2024 **Canadian Human Connection Conference** was a tremendous success, bringing together **nearly 100 attendees** each day for a two-day agenda packed with insights, inspiration, and collaboration.

Held in Vancouver, British Columbia, the conference served as a pivotal gathering for champions of the human connection movement on the West Coast and across Canada, creating a unique space for researchers, practitioners, individuals with lived experience, and human connection catalysts to unite around a shared mission.



The conference offered diverse speakers and presentations, showcasing the latest research, innovative practices, and personal stories that underscored the transformative power of human connection.

A key highlight was a presentation by **Dr. Kiffer Card** focused on the **Canadian Social Connection Guidelines**, providing valuable perspectives on how these guidelines came to life and how they can shape social health across the country.

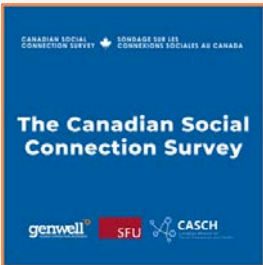
To ensure the learning extends beyond the conference, all content from this year's speakers has been captured and will be shared with the GenWell community alongside materials from the first two years of the event. This effort reflects our commitment to democratizing access to knowledge and empowering individuals and organizations to take action on human connection.

**We're excited to announce that the next Canadian Human Connection Conference will take place in Toronto, Ontario.** As we continue to lead the world in educating, empowering, and catalyzing human connection for people in Canada and beyond, the success of the 2024 event reinforces our belief in the power of community, collaboration, and collective action to build a more connected society.

# Canadian Social Connection Survey

The **Canadian Social Connection Survey** in 2024 marked a pivotal moment in its evolution as the final year of funding through a research grant from the Canadian Institutes of Health Research (CIHR). This funding was instrumental in supporting the development of the newly released Canadian Social Connection Guidelines, a groundbreaking resource aimed at fostering social health and connection across the country.

Originally ideated and funded by GenWell in partnership with Dr. Kiffer Card of the **Canadian Alliance for Social Connection and Health**, the survey has become a cornerstone for gathering critical data and insights into Canada's state of social connection. The findings have driven actionable strategies, programs, and activations designed to help Canadians prioritize and strengthen their social health.



Looking ahead to 2025, GenWell will lead in continuing this vital work, committing to funding the survey while seeking a collaborative partner to help sustain the research. This partnership will ensure the ongoing collection of data and insights that can empower individuals, organizations, and communities to take intentional action, furthering the mission to build a more connected and socially healthy Canada.

The **Canadian Social Connection Survey** remains a beacon of progress, bridging research and action to address one of the most pressing challenges of our time.

A huge thank you to Assistant Professor Oliva Lewandowski and her statistics class for their help in analyzing the 2024 Canadian Social Connection Survey.



# GenWell Volunteer Catalyst Hub

The **GenWell Community Catalyst Hub** has been a long-standing aspiration for the movement. In 2025, we anticipate securing the funding and resources necessary to bring this vital platform to life. Designed to facilitate and support our growing community of advocates and changemakers, the Catalyst Hub will serve as a dynamic space for individuals from all walks of life to learn, engage, and contribute to the mission of creating a more connected Canada and world.

This platform will welcome community builders, ambassadors, influencers, business leaders, academics, researchers, and individuals passionate about driving meaningful change. By providing opportunities to connect, collaborate, and gain a deeper understanding of the role each of us can play, the Catalyst Hub will empower participants to champion GenWell's message, campaigns, and activities within their own networks, workplaces, and communities.

At its core, the Catalyst Hub will be a testament to the power of collective action—showing that when people come together with shared purpose and determination, we can achieve far more together than we ever could alone. The launch of this platform represents a pivotal step in scaling the impact of the GenWell movement and demonstrating the transformative potential of human connection.



# PR & Communications



*We organized several workshops and speaking events in 2024.*

# “Connect”

## Public Service Announcement

In 2024, the GenWell Movement proudly launched its first-ever national **Public Service Announcement (PSA)** campaign, Connect, to inspire Canadians to prioritize human connection in their daily lives.

The campaign underscored the vital role that social connection plays in fostering mental, emotional, and physical well-being. With a focus on spreading this crucial message far and wide, the **Connect PSA** received overwhelming support from media outlets across the country, demonstrating a shared commitment to addressing the rising concerns of social isolation and loneliness.

The campaign's reach and engagement exceeded expectations, with millions of Canadians being exposed to the message and significant interest from partners and advocates eager to amplify its impact. The **Connect PSA** marked a pivotal moment for GenWell, creating national momentum around the importance of building stronger and healthier communities through intentional connection.

### Estimated media value (Sept–Dec) : \$2,000,000



Click to watch



Click to watch





# Traditional Media Outreach

In the past year, GenWell strategically pitched media that aligned with our campaigns, current events, and topical issues to highlight the importance of our work and its relevance to individual and societal well-being.

This approach resulted in over two dozen interviews with prominent media outlets, including:

- [CBC](#)
- [CTV](#)
- [Forbes](#)
- [Victoria News](#)

*\*Click on the links above to see each piece.*

Our media outreach also expanded geographically, with interviews conducted coast-to-coast in cities such as Victoria, Vancouver, Edmonton, Calgary, Toronto, London, Hamilton, Ottawa, and Newfoundland.

Introducing new campaigns, such as Loneliness Awareness Week and Talk To A Stranger Week, was particularly effective in generating increased media attention and raising awareness of our initiatives.

In 2024, we invested in a media tracking platform for the first time, allowing us to measure and refine our media efforts more effectively. Looking ahead to 2025, we anticipate continued growth in media awareness as more outlets recognize the significance of social connection and social health, especially in light of ongoing global events. This momentum positions GenWell to further its mission and reach even more Canadians in the year ahead.



## CRM & Newsletter

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In 2024, GenWell made significant strides in enhancing our newsletter outreach and segmentation strategy, growing our database by over 3,000 followers (now over 12,000) and elevating our ability to connect meaningfully with our community. By curating messages tailored to each segment's unique needs and interests, we've strengthened the relevance and impact of our communications, fostering deeper engagement with our GenWellers. This progress represents an important step forward in leveraging our newsletter as a vital tool for connection and impact.

Looking ahead to 2025, the team is committed to expanding our reach, further refining our messaging, and exploring opportunities to utilize this channel as a driver of both engagement and revenue growth in our mission to build a more connected Canada.

# GenWell

## Mini-Documentary Series

In 2024, GenWell launched its annual mini-documentary series, **Portraits of Connection**. This series showcases personal stories of individuals who have experienced loneliness and found strength through human connection. The stories are shared through diverse lenses, representing various age groups, cultures, genders, and communities, reflecting the universal nature of this experience.



Our goal is to create a collection of stories that resonate with every person in Canada, reminding us that loneliness can affect anyone and that each of us has the power to be part of the solution. We aim to inspire a movement toward a more connected Canada and a more compassionate world by amplifying these voices. [Click here to watch our series.](#)

## Parliament Hill

# Recognition and Event

In September, the GenWell team travelled to Ottawa to host a bipartisan event, bringing together over 30 MPs and Senators from across the political spectrum. The event served as a platform to foster dialogue and connection among those who shape our nation's policies. During our visit, we were honoured to receive recognition from **Ryan Turnbull, Member of Parliament for Whitby, Ontario**, as an important grassroots movement making positive change across Canada. A video of this acknowledgment can be shared via the provided link.

At GenWell, we believe that human connection is the foundation for navigating a complicated world. This event demonstrated the power of coming together to recognize that we share far more in common—regardless of political affiliations—than what divides us. It was a meaningful reminder of the potential for connection to inspire collaboration and unity in building a better future for all Canadians.

[Click here to watch our event recap.](#)



# GenWell's Social Media

2024 marked a year of significant transformation and growth for GenWell's social media strategy, laying a strong foundation for continued improvement in 2025. Transitioning from an individual contractor to working with a dedicated agency has yielded phenomenal results, elevating our content, engagement, and overall reach.

## Key Achievements in 2024:

- **Organic Reach Growth:** A 50% increase in organic reach, with over 1 million impressions in the last six months of 2024
  - Instagram: Up 1.4K Followers: Total of 4500 followers, an increase of 287.1%
  - Facebook: Up 737 Followers: Total 3200 followers, an increase of 167%
  - LinkedIn: Up 517 Followers: Total of 4806 followers and an increase of 12%
- **Enhanced Engagement:** Over 7,000 unique profile visits, reflecting growing interest and connection with our online audience.
- **Creative Content Evolution:** Significant creative changes have boosted both reach and engagement. The shift from 90% static imagery to 70% video content has made our messaging more dynamic, engaging, and impactful.
- **Strategic Content Creation:** Semi-annual content shoots are now planned to capture compelling assets from GenWell staff, champions, ambassadors, and Advisory Panel members, ensuring our visuals and messaging remain fresh and authentic.

Looking ahead, 2025 presents exciting opportunities to build on these achievements. We aim to:

## LOOKING AHEAD

- **Refine Targeting:** Strategically increase our reach and deepen engagement with our audiences.
- **Revenue Generation:** Leverage social media to drive revenues through workshops, speaking engagements, and partnerships.
- **Creative Excellence:** Continue optimizing content to align with platform trends and audience preferences.

While there's still room to grow, the progress made in 2024 has positioned GenWell beautifully to expand its influence and amplify its mission of building a more connected and socially healthy Canada.

# Operations & Advisory Panels



# GenWell Operations

2024 was an evolutionary year for GenWell's operations, marking significant strides toward building a foundation for sustainable growth. As a not-for-profit organization surpassing the \$250,000 fundraising milestone, we completed our first full audit, a critical step in demonstrating transparency and accountability to our supporters and stakeholders.

We also made substantial progress in governance and compliance, refining our policies and practices to align with best-in-class standards. These improvements reflect our commitment to operational excellence as we continue to scale our impact and expand our reach.

Another remarkable achievement was the organization and centralization of eight years of documentation. Transitioning from a volunteer-led initiative to a fully operationalized organization, we gathered all historical records into one cohesive system, creating a streamlined and accessible repository of our journey.

In addition to these operational successes, we prioritized efforts to build and maintain human connection within our own team, recognizing that the health and well-being of our full and part-time staff are critical to our mission. While we worked hard to foster connection, we acknowledge that we didn't fully meet our expectations in this area. As we move into 2025, we are committed to placing a greater emphasis on staying connected as a team, knowing that the success of our movement depends on each of our team members thriving together.

These accomplishments and reflections highlight the growing strength and maturity of GenWell's operations while underscoring our dedication to continuous improvement. Together, they set the stage for an even brighter future as we empower Canadians to prioritize social health and connection—starting with ourselves.



# Business Advisory Panel

The **GenWell Business Advisory Panel** has been instrumental in guiding the focus and development of our movement, ensuring the creation of sustainable propositions that will drive long-term growth and impact. This group of visionary leaders has provided invaluable insights and expertise, helping to shape our programs, campaigns, and corporate and brand partnerships. Their strategic guidance has been pivotal in aligning GenWell's mission with opportunities that engage organizations and brands, fostering meaningful connections across society.

We are profoundly grateful for the ongoing support of our Business Advisory Panel members, whose contributions have strengthened our ability to inspire a more connected Canada. Their leadership has played a critical role in elevating our reach and influence, and we recognize the importance of this powerful group in engaging leaders from all sectors of society to amplify our message.

In 2024, we were thrilled to welcome several new members to the panel, whose expertise further enhances the panel's collective impact. A warm welcome to:

- Kim Saunders, VP, ESG Strategy, Community Impact & Sponsorships, Canadian Tire
- Judy Davey, Vice President, Media Policy and Marketing Capabilities, ACA
- Mubashira Farooqi, Integrated Communications Consultant

We look forward to working more closely with this panel in 2025 as we build sustainable strategies that empower every Canadian to prioritize social health and connection. The Business Advisory Panel remains a cornerstone of our movement, ensuring that we are well-positioned to create a sustainable organization for years to come.



# Scientific Advisory Panel

GenWell is profoundly grateful to our **Scientific Advisory Panel (SAP)** members, many of whom were instrumental in developing the Canadian Social Connection Guidelines. Beyond this foundational contribution, several SAP members have actively shaped and refined GenWell's programs and campaigns, ensuring they are grounded in evidence and designed for impact.

We extend our deepest appreciation to **Dr. Kiffer Card** for his exceptional leadership and guidance of the SAP over the past four years, and we look forward to his continued contributions. Special recognition also goes to **Dr. Sandra Allison**, a public health expert from Nanaimo, B.C., whose tireless advocacy has championed the movement across Canada, and to **Dr. Steve Joordens**, an educational psychologist at the University of Toronto Scarborough, whose thought leadership and innovation have profoundly influenced GenWell's mission and team.

Looking ahead, 2025 will bring an exciting new iteration of the **GenWell Scientific Advisory Panel** as we expand our network of experts.

Stay tuned for exciting news about our new approach to our SAP in 2025. We look forward to welcoming additional experts from all aspects of human connection to join the movement and help share our programs and campaigns with more Canadians.



# Our People and Community

At GenWell, we know that building a more connected Canada doesn't happen by chance—it happens because of people. People who believe in a better future. People who care enough to act. And we're incredibly proud of the dedicated, passionate team that fuels Canada's Human Connection Movement every day.

A special shoutout to our incredible full-time staff, Bobbie Breckenridge and Jennifer Broughton. Your leadership, creativity, and unwavering belief in the mission have helped shape every milestone we reached in 2024. From launching new programs to expanding our reach across the country, your fingerprints are on it all—and we're so grateful.

But the power of this movement doesn't stop there. It lives in the efforts of our part-time staff, contract team members, and generous volunteers who gave their time, energy, and ideas to help us move forward. Whether it was supporting events, delivering workshops, creating content, or making meaningful one-on-one connections — your contributions were essential.

And, of course, our work is for— and with—you, Canadians. Every campaign, every conversation, and every piece of content we create is rooted in the belief that when we come together, we can improve not just individual lives but the health and well-being of our communities and country as a whole.

We're blessed to live in one of the most beautiful and diverse nations on Earth. But beauty alone won't solve the rising challenges of loneliness, isolation, and disconnection. We have work to do. We have the opportunity to lead the world in creating a more socially connected society—but it will take all of us.

Let's continue to reach out, lift each other up, and create the kind of Canada we all want to live in—for today, and for generations to come.

**Together, we can make it happen.**



# A Year of Progress

## A Future of Possibility

As we close the chapter on 2024, we take immense pride in all that has been accomplished. This year was a transformative period for GenWell—one of remarkable growth, meaningful impact, and deepened community engagement. Together, we have strengthened the foundation for a more connected Canada, where social health is recognized as essential to individual and collective well-being.

From expanding our digital ecosystem to reimagining our campaigns, launching the Connect PSA, and advancing thought leadership on national and global stages, 2024 was a year of bold steps forward. Our workshops and educational programs empowered thousands, our partnerships deepened our reach, and our fundraising efforts positioned us for long-term sustainability. Most importantly, we continued to witness the profound difference that intentional connection makes in the lives of individuals, families, workplaces, and communities across the country.

Yet, this is only the beginning. The momentum built in 2024 fuels our excitement for what's ahead in 2025. With a rapidly growing network of passionate supporters, new opportunities on the horizon, and an unwavering commitment to our mission, we are poised to create an even greater impact in the year to come.

To everyone who contributed to this journey—our dedicated team, partners, volunteers, donors, and every Canadian who made the effort to connect—thank you. You are the heartbeat of this movement. Together, we will continue to shape a future where connection is prioritized, celebrated, and accessible to all.

**Here's to 2025—another year of building a more connected Canada where everyone thrives.**

