

Three concentric rainbow arcs (yellow, red, cyan) curve across the top and bottom of the image.

> A CANADIAN CHARITABLE FOUNDATION <

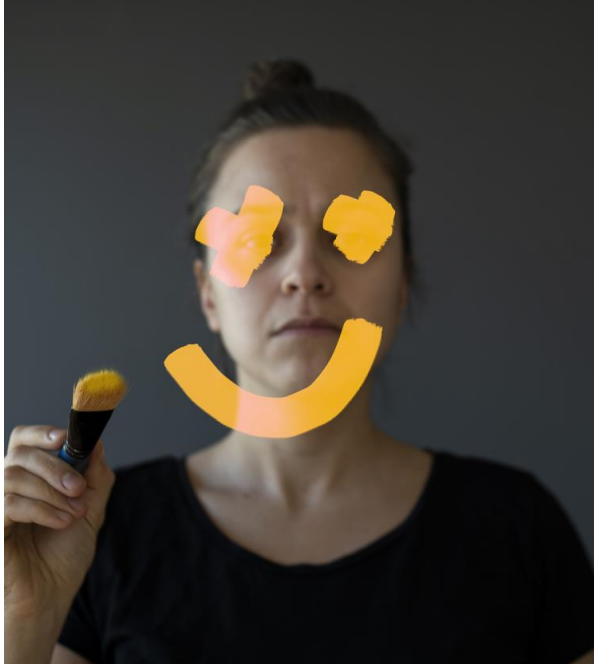
THE AWESOME MUSIC PROJECT

ACCELERATING SOLUTIONS TO MENTAL HEALTH THROUGH MUSIC

A red circle containing the letters 'AMP' in black, with a horizontal black line below the letters.

AMP

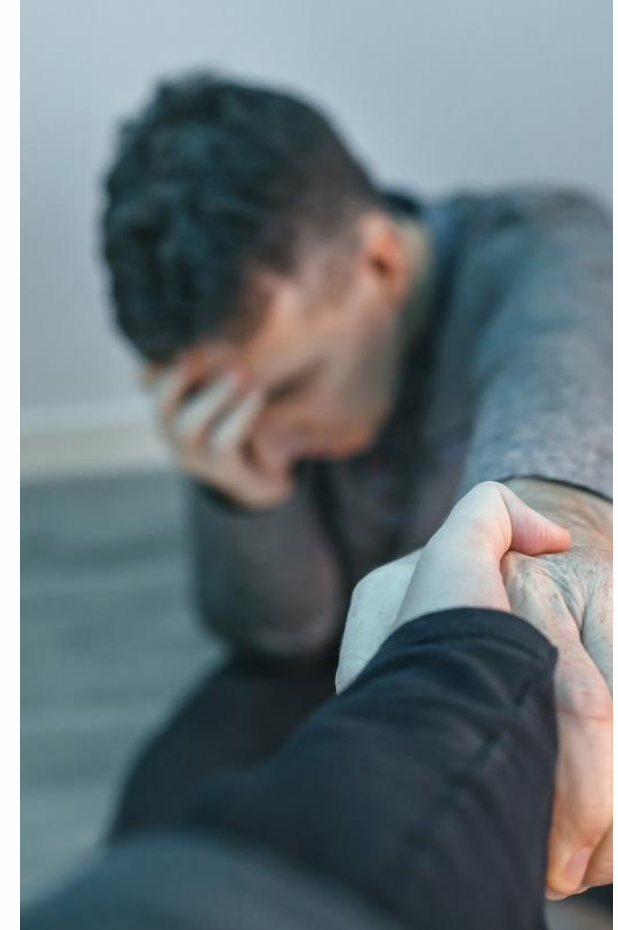
50% of us will experience a mental illness by the time we are 40 years old.



4,000 people a year die by suicide in Canada - an average of almost 11 per day – affecting peoples of all ages and backgrounds.



In any given year, 1 in 5 Canadians experiences a mental illness.



Research has shown that MUSIC can have a beneficial effect on brain chemicals, positively impacting our psychological quality of life.

Terry Stuart

Chief Innovation Officer, Deloitte
Co-Founder AMP



The AWESOME MUSIC PROJECT



Rob Carli

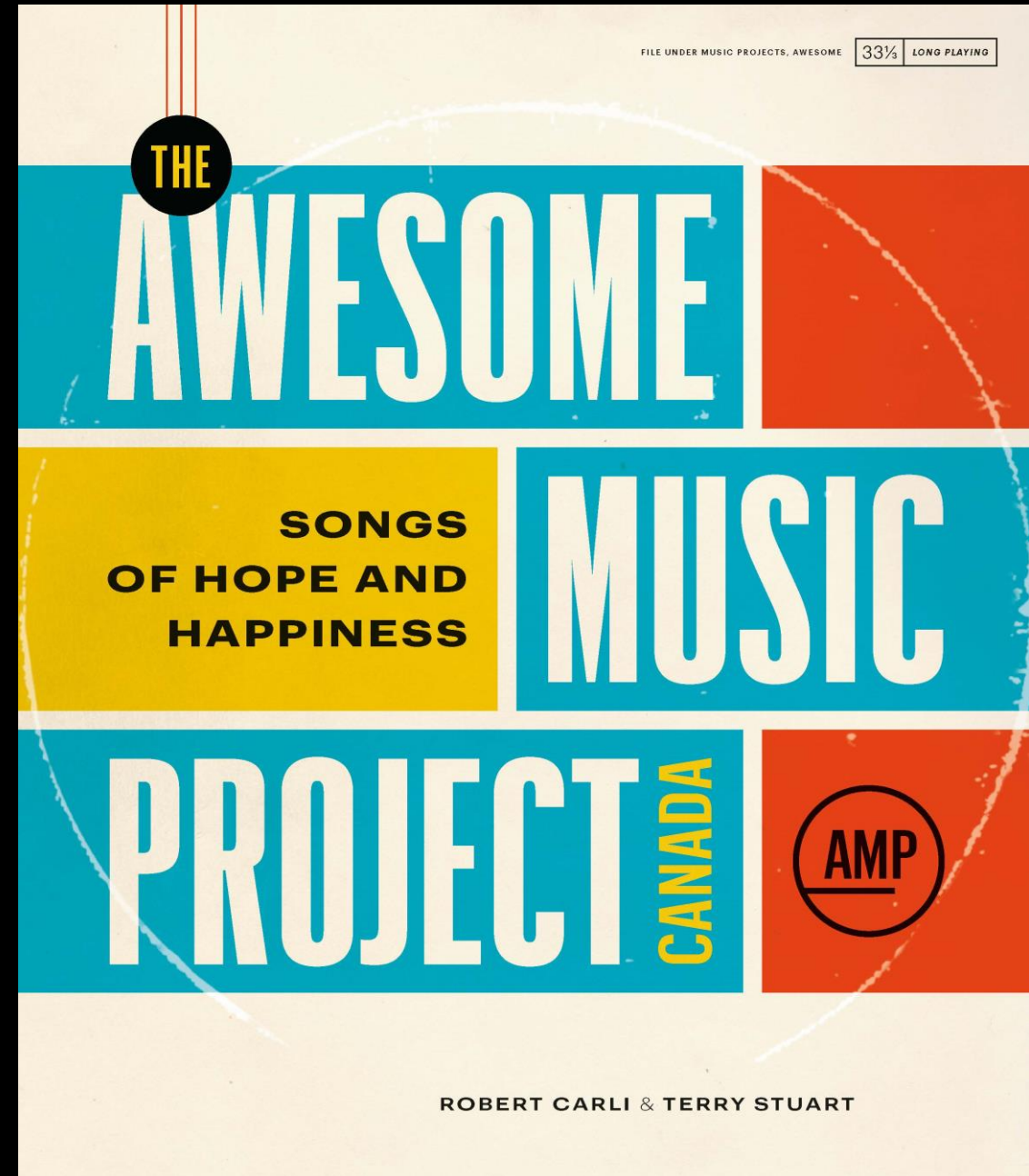
Award-winning Film Composer
and Saxophonist
Co-Founder AMP

Established in 2018, AMP explores the transformative power of music through the sharing of stories, songs and science.

We are dedicated to accelerating awareness, research and solutions related to music and mental health.

A BIT OF **HISTORY**

The Story of AMP



From Personal Story to Community Impact

THE HEALING POWER OF MUSIC

A personal experience highlighted gaps that exist in the treatment and care provided to the thousands of people impacted by mental illness:

- Even with advancements in awareness, the topic is largely left undiscussed in day-to-day interactions.
- While there is qualitative research showcasing the positive impacts of music, but there is limited quantitative evidence on the ways in which music can be used in prevention or care.



Building a community



Driving Awareness



Accelerating Scientific Research

What We Know About How Music Impacts Mental Health



REDUCES STRESS

Music **reduces levels of the stress hormone cortisol**. It is more effective than prescription medications before surgery.



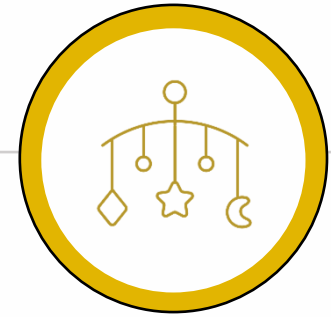
REDUCES AGITATION IN DEMENTIA PATIENTS

Music therapy **helped lower anxiety and stress levels in dementia patients** after two thirty-minute therapy sessions per week.



EASES DEPRESSION IN KIDS AND TEENS

Children who receive music therapy have significantly **improved self-esteem, reduced depression, and improved communication skills**.



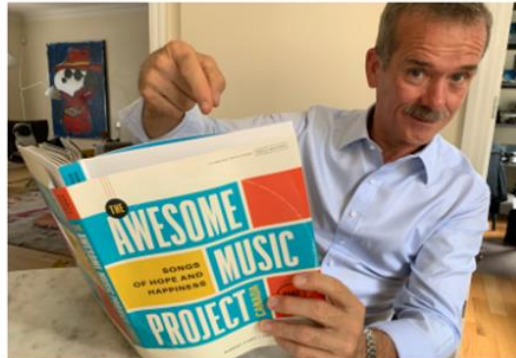
BENEFITS PREMATURE BABIES

Live music **improves both physiological and developmental outcomes in premature babies** in neonatal intensive care units.

THE AMP STORY BEGINS WITH A BOOK

In July 2018, we began curating 111 stories about the power of music from icons in Canadian literature, music, media, sports and science.

We also included everyday Canadians from every province and territory from age 8 – 10, representing a diverse range of cultures and experiences.



Chris Hadfield



Eleanor Collins



Jim Cuddy



Humble the Poet

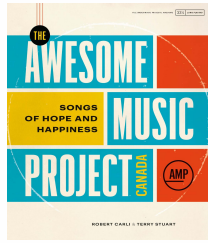


Rick Emmett



Amanda Lang

AMP TIMELINE



OCTOBER 2019
Book Launch. Raised \$30,000 at launch events at Deloitte and Gladstone Hotel

MARCH 2020
All events cancelled: SXSW, Canadian Music Week, Deloitte Vancouver Activation, Stratford Music Festival

JULY /AUGUST 2020
Launched AMP4Life Book club pilot at Lakeside LTC and Pinecrest Nursing Home in Bobcaygeon ON.

Hosted socially distance concert on pontoon boats raised \$8,000.

OCTOBER 2020
Raised \$25,000 to run AMP4Life for Youth Mental Health Outpatient Music Therapy

JUNE 2022
Ran a series of AMP4Life Concerts, developed version of the book specifically with residents in Kawartha Lakes

MAY 2023
Ran a Fundraiser at Barley Church featuring Chris Hatfield, Measha Breuggergosman, and others to raise awareness and place a strategic focus on recovery post pandemic

2018

2019

2020

2021

2022

2023

JULY 2018
Began curating 111 stories about the power of music from people like Sarah McLachlan, Chris Hatfield, Michael Bublé and more!

NOVEMBER 2019
Songs, Stories and Science event in Kitchener-Waterloo. Raised \$100,000 for adult music therapy program at Grand River Hospital

MAY 2020
Launch Amp4Life Program.



SEPTEMBER 2020
Receive Charitable Foundation Status.

SPRING 2021
Ran a series of successful concerts with various artists including the Sarah McLachlan School of Music and Fred Penner. Concerts ran once a month through the year and weekly through May focusing on raising awareness.

APRIL 2023
Held a concert in Wellington County featuring Alan Doyle and successfully raised \$45,000 to run youth Awesome Music hours at the Grove a Community Drop run through CMHA

JUNE 2023
Held a fundraiser with Stella's Place to provide Awesome Music Hour Programming featuring artists like Tyler Shaw, Michael Downing and Fefe Dobson





AMP4Life

- Combines music therapy and a book club with seniors, encouraging them to share their own music stories.
- It is designed to improve mental wellness, increase social interaction, awaken memories and spark creativity in Long Term Care Residents.

Here is a video about the program

<https://www.youtube.com/watch?v=PZwbdDKTzhE>



The Awesome Music Hour

- Primarily focused on youth.
- Encourages participants to connect with their community, develop their creativity and heal through music.
- Delivered in partnership with local community organizations over an eight-week period through hour-long workshops which focus on self-expression, confidence, resilience, etc.
- Facilitated by an expert facilitator and includes guest experts, including musicians, music therapists, and dance instructors.



Thank you.



THE
AWESOME MUSIC
PROJECT **CANADA**

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