



**OUTWARD BOUND[®]
INTERNATIONAL**

OUTWARD BOUND INTERNATIONAL

GENERATING A GLOBAL SOCIAL
RETURN ON INVESTMENT

Developed with Accenture Development Partnerships



**OUTWARD BOUND®
INTERNATIONAL**

For the last 83 years, Outward Bound has served over a million individuals with the core belief that **“we are all better than we know.”**

WHO WE ARE

Outward Bound inspires resilient individuals prepared for life's challenges

WITH THE OPPORTUNITY TO

- **Discover & develop inner potential**, through adventure and challenges in the natural world
- **Develop skills for life**, learning to overcome obstacles & be empowered for new opportunities
- **Serve the community & world**, as active citizens leading with respect & compassion



COUNTRIES

33

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6

ANNUAL
PARTICIPANTS

150K

AUTHENTIC ADVENTURE, AUTHENTIC LEARNING

Outward Bound Schools and instructors deliver challenging and immersive programs, using outdoor expeditions to provide **authentic adventure** & **authentic learning experiences** to individuals.

INVESTING IN ONE...

Inspires...

SELF BELIEF

And develops....

LIFELONG
SKILLS

To then...

IMPACT
OTHERS

Outward Bound programs inspire individuals to develop skills and habits with lifelong value for participants and society at large.

£9 of social value is created for every
£1 invested into Outward Bound¹

¹SROI value was determined by analysis conducted by Accenture Development Partnerships

In 2024, Outward Bound International partnered with Accenture Development Partnerships to conduct a **Social Return on Investment** (SROI) analysis to estimate the impact of Outward Bound's global programming measured against the cost to deliver.

The SROI quantifies the **global economic, social, and environmental value** that Outward Bound generates for every **pound** spent, revealing the **transformative & rippling impact of Outward Bound**.

...**CREATES VALUE FOR MANY MORE**

BELIEVING IN YOURSELF MAKES ALL THE DIFFERENCE

“

Outward Bound showed me a different way to see myself, to believe in myself

”

OUTWARD BOUND USA 2023 ALUM



Outward Bound provides opportunity for individuals to grow in confidence and belief in self.

80%

of Outward Bound participants experience increased self confidence



On average, Outward Bound participants experience a growth in self confidence of

22%



“Through this intense experience, I’ve learned that I can achieve more than I ever thought I was capable of”

- Outward Bound UK 1979 Alum

“It gave me time to reflect on what I want out of my life, and helped me shift into a new mindset where I want to become the best version of myself”

- Outward Bound Hong Kong 2023 Alum

EMPOWERED WITH LIFELONG SKILLS

MINDSETS CREATE ENDURING BENEFITS AND VALUE



Over the long term, **high levels of self-belief & confidence** can lead to more **success at school and work, better mental and physical wellness**, and less antisocial behavior²

“I could do more than I thought possible and with **teamwork we could collectively achieve things** none of us thought possible. These learnings were **invaluable in my career in business**, and in my **volunteer roles in mental health** and other organizations”

- Outward Bound USA 1981 Alum, Member of Order of Canada



 **United Kingdom**



 **New Zealand**

“The combination of supported learning and measured risk-taking completely changed how I thought of myself and made my **subsequent professional and personal trajectory possible**. The mind shift was material; the application **supported me in choices and decisions** that I made.”

- Outward Bound Canada 1988 Alum, received Royal Victorian Order



Up to 8.8% of health care expenditures can be avoided with **increased physical activity**¹, amounting to ~\$800 Billion USD per year globally²

¹“Inadequate Physical Activity and Health Care Expenditures in the United States,” Carlson, et al, Prog Cardiovasc Dis, 2015

²“Global spending on health: rising to the pandemic’s challenges,” WHO, 2022

³“Is High Self-Esteem Beneficial? Revisiting a Classic Question,” Ort, U., Robins, R.W., American Psychologist, 2022

SERVING COMMUNITY & SOCIETY

DRIVING COMMUNITY IMPACT, 30+ YEARS LATER

“

This **value of being a whole person with well-being comes back from my experience with Outward Bound.** You need a team that works together.

I've been at this school for eight years, and the culture has changed significantly. This high school used to have one of the highest suspension rates in the country, but that has completely changed & the school is now growing. It comes back to the value of working together.

We've built a culture where we are relentlessly positive, a team environment with collegiality, support, humor.

”

OUTWARD BOUND UK 1979 ALUM, CURRENT SCHOOL
PRINCIPAL / HEAD TEACHER

“Our society is so self-focused, but my experience encouraged me to branch out. Now I spend my free time gathering friends to **volunteer & help in the community**”

- Outward Bound Singapore 2023 Alum

“My instructor instilled in me a lifelong awareness of the need to **protect and consider every team member**”

- Outward Bound Germany & Austria 1979 Alum



OUTWARD BOUND TEACHES LIFE SKILLS...



"I've had issues expressing how I feel with friends or family, but the group at Outward Bound would share with vulnerability. That opened me up to **expressing my emotions and how I really feel in normal life**"

- Outward Bound New Zealand 2021 Alum



"I went on an Outward Bound trip 20 years ago with my school & became much closer to my classmates and teacher. We got **to know each other from a new perspective, and had our first real and honest conversations together**"

- Outward Bound Romania 2003 Alum



"Outward Bound gave me an appreciation for how much work it takes to **clean up after yourself and maintain the environment**. I've tried to incorporate this vigilance around impact at school and in my daily life"

- Outward Bound USA 2023 Alum

...NEEDED NOW MORE THAN EVER

The world's population is more prone than ever to **struggle with mental wellness challenges**¹

In 2023, the World Health Organization declared **loneliness a global public health concern**²

Inaction on **climate change could cost the global economy US\$178 trillion by 2070**³

¹"Age of onset and cumulative risk of mental disorders: a cross-national analysis of population surveys from 29 countries," McGrath, et al, The Lancet, 2023

²"WHO launches commission to foster social connection," World Health Organization, 2023

³"Global Turning Point Report," Deloitte, 2022

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**2022 Global
Impact Report**



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ENGAGE

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