



#### **ENACTUS CANADA**

2013 - 2014 Annual Report

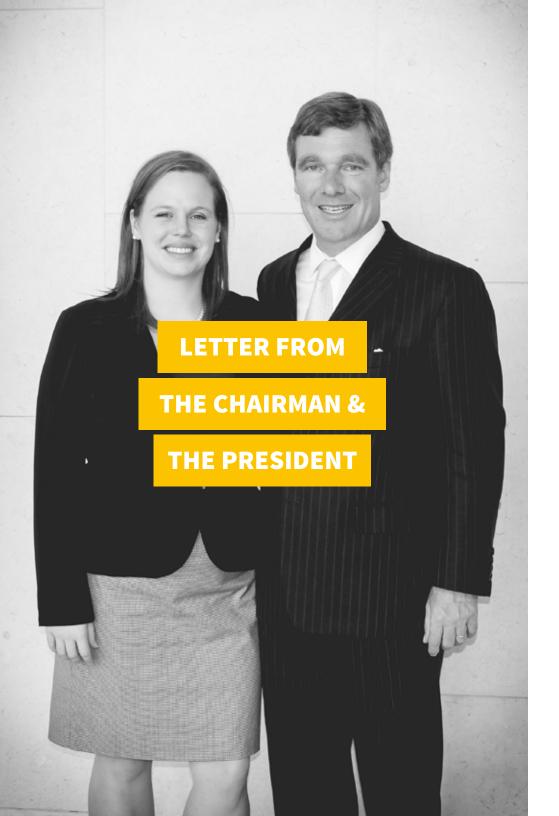
Enactus Canada is shaping generations of entrepreneurial leaders who are passionate about advancing the economic, social and environmental health of Canada.

We rally the energy, ideas and passion of Canada's best and brightest students who see business as a way to address social issues.

Guided by academic advisors and business experts, the student leaders of Enactus Canada create and implement community empowerment projects and business ventures in communities coast to coast.

This experiential learning platform helps students unleash their entrepreneurial spirit and develop the talent and perspective essential to socially-conscious business leadership.

As a global network of 36 countries, our community of student, academic and business leaders are creating a better, more sustainable world.



Enactus Canada is shaping generations of entrepreneurial leaders who are passionate about advancing the economic, social and environmental health of Canada.

This past year, we empowered over 2,400 students to wield their entrepreneurial spirit for the benefit of social good through 340 community development projects and business ventures. By reaching out to students from a variety of faculties and increasing the quality of projects across the country, our young entrepreneurial leaders achieved unprecedented results.

We also launched an alumni network to ensure our students remain involved in, and help expand, our powerful network of entrepreneurial and socially-conscious leaders after graduation.

We extend a special thank you to all our partners who contributed to these successes. The generous financial support of our donors, combined with the dedication and hard work of our student leaders, faculty advisors, head office staff and Directors has allowed us to make a difference as we build a more entrepreneurial Canada.

Our goal over the next five years is to expand our reach, shape more entrepreneurial leaders and bring Enactus to more academic institutions and students across the country, no matter where they are or what they study.

We will also grow our programmatic offerings to deepen the relationship we have with each Enactus student and build the Enactus Canada brand by sharing this community's incredible stories of personal development and positive change.

We invite current and future leaders across Canada, with the courage and commitment to challenge the status quo, to join us as we shape a better, more entrepreneurial and sustainable world.

IAN AITKEN

Chairman and Founder

Enactus Canada

NICOLE ALMOND

President

Enactus Canada

TOGETHER, THROUGH 340
COMMUNITY EMPOWERMENT
PROJECTS AND BUSINESS
VENTURES, WE ACHIEVED
EXTRAORDINARY RESULTS...

**2,428 STUDENTS** 

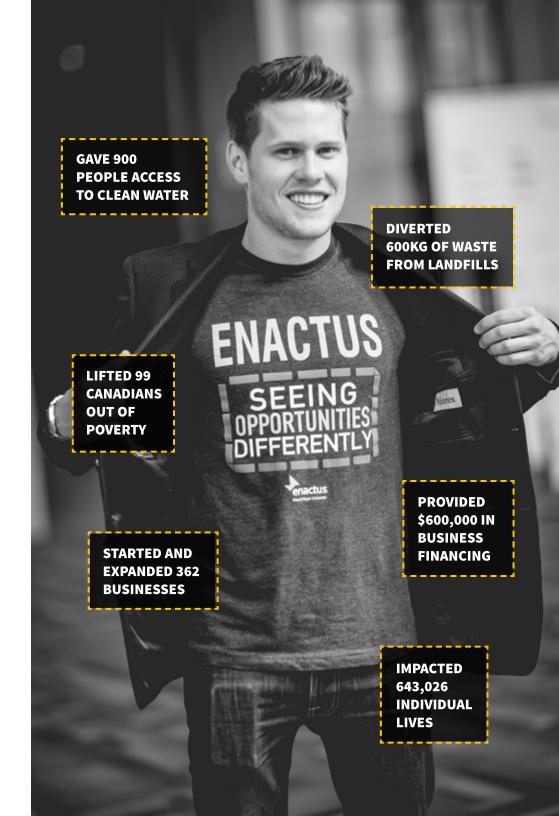
**118 FACULTY** 

**59 ACADEMIC INSTITUTIONS** 

**60 CORPORATE,** 

**ORGANIZATIONAL &** 

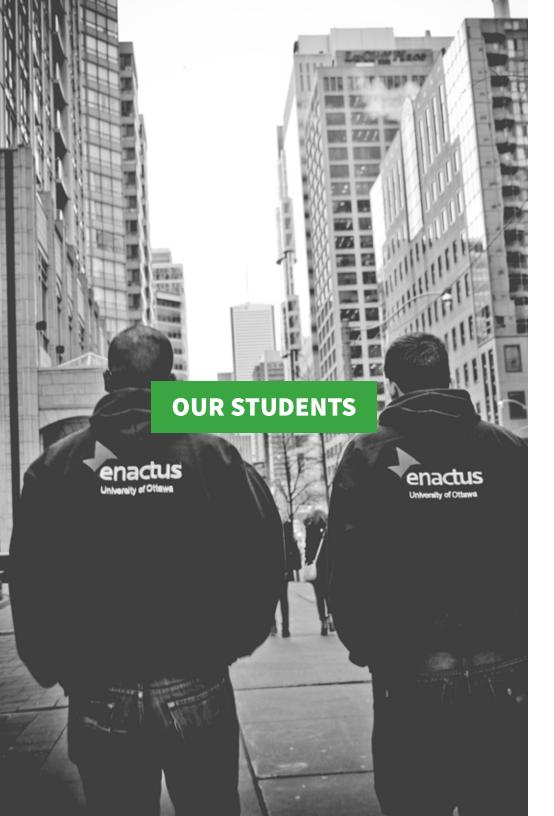
**INDIVIDUAL PARTNERS** 





We are entrepreneurial business and community leaders with the courage and commitment to challenge the status quo for the benefit of social good.

Here are some of our stories.



## A FORCE FOR CHANGE

Ajmal Sataar - University of Ottawa

Ajmal Sataar's passion for entrepreneurship is contagious.

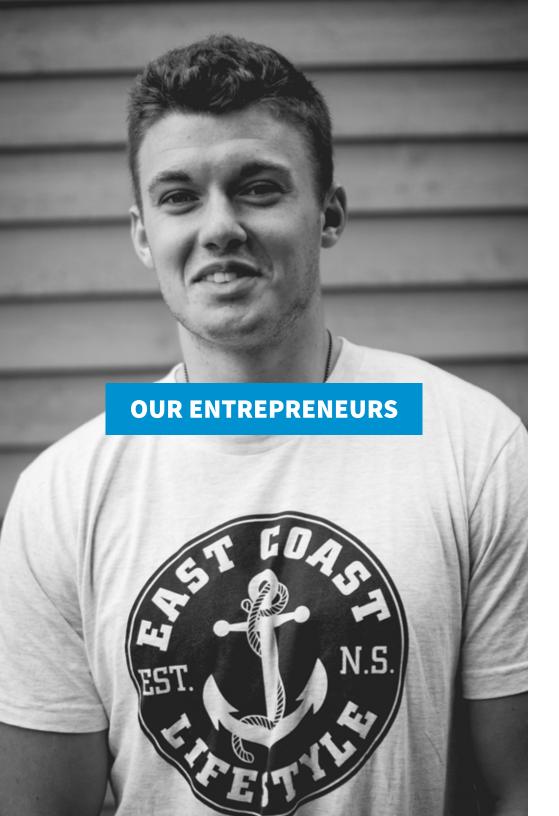
Within minutes of speaking with Ajmal, you can understand why he is co-president of the Enactus team at the University of Ottawa, how he grew it from a team of five visionaries to 90 innovative members in just under a year and that there is no limit to the success this young man will achieve in his lifetime.

When Ajmal was introduced to Enactus, he soon realized two things. First, business did not just have to be about money. Second, enterprise could be used to solve the world's problems. Now armed with what he calls 'a sense of purpose', Ajmal has committed himself to social entrepreneurship.

"Enactus changed everything for me. It is truly the best opportunity to explore yourself and develop the skills, knowledge and ability to change the world."

One project he started this year with his Enactus team at the University of Ottawa involved the launch of a truly innovative social enterprise. EcoEquitable Boutique is a clothing store that teaches marginalized immigrant women sewing skills, the details of the clothes manufacturing trade and the business skills needed to manage the boutique or a company of their own.

Ajmal was introduced to Enactus at a stage in his life when he was just beginning to recognize the vast array of problems facing our world. Now, he's doing something about them.



# TURNING PRIDE INTO A PROGRESSIVE BUSINESS

Alex Maclean - East Coast Lifestyle

Alex Maclean was sitting in an entrepreneurship class at Acadia University when he was tasked with creating his own original concept. Being passionate about his Nova Scotia homeland as well as an avid sport and clothing enthusiast, Alex decided he would design hoodies with an east coast edge for his friends in the boarding and surfing communities.

His goal was to pass the course by selling 30 hoodies. Things went a little better than planned and since February 2013 over 250,000 products have been sold. Helping boost its popularity, the East Coast Lifestyle brand is known to be worn by over 60 international celebrities including Sidney Crosby, Ed Sheeran and the Wu-Tang Clan.

"Enactus is the best entrepreneurship program going in Canada. It has definitely helped me through my career so far and is a great way to lead to the next step in the business world."

But Alex's story doesn't end with personal success. He gives back through a variety of community outreach programs including local homeless shelters and organizations for children with disabilities in his community.

Alex is proof that when you unleash your entrepreneurial spirit, extraordinary results can be achieved.



## **DRIVEN TO SUCCEED**

**Enactus Memorial** 

One of the most decorated teams in the world, Enactus Memorial attributes their success to their passionate and committed team members and the family atmosphere they cultivate year after year.

When students join Enactus Memorial, they become part of something truly special; a second family, a community of people who have common values and a commitment to excellence.

"Enactus attracts the best students at Memorial University.

They get a sense of community and belonging when they join our team and because they are part of something good, they often do better at university."

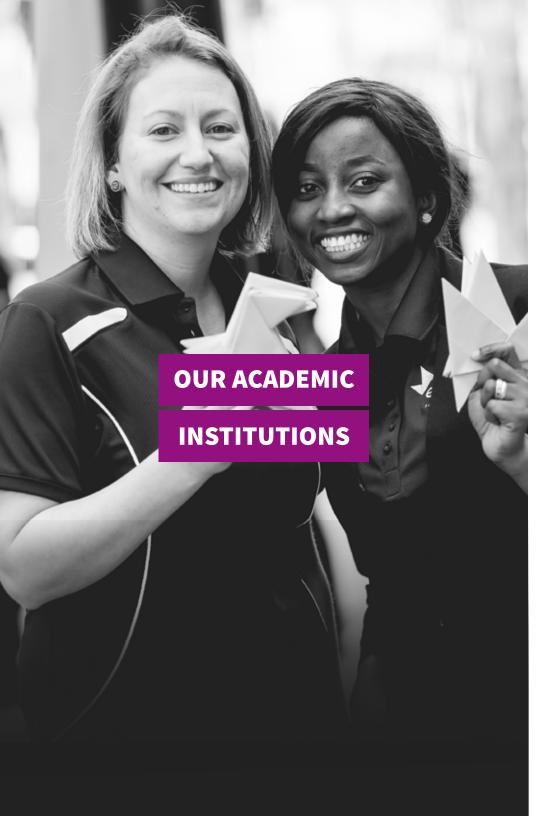
Lynn Morrissey - Faculty Advisor, Enactus Memorial

Their innovative and entrepreneurial projects, that include transitioning retired military personnel into entrepreneurs and developing an extensive recycling program for the city of St. John's and towns across their province, led to the team being crowned the 2014 Enactus National Champion and has given them the opportunity to represent Canada at the Enactus World Cup in Beijing, China.

If a passion for social good and a drive to succeed are the characteristics of great leaders, then Enactus Memorial students are destined to create and lead a better, more sustainable world.

THROUGH 10 PROJECTS IN 2013-2014, ENACTUS MEMORIAL:

Impacted 3,388 people Created 92 jobs and 53 businesses Generated \$1,025,795 in revenue



# SUPPORTING EXPERIENTIAL LEARNING

Lambton College

While the idea for many Enactus teams is hatched amongst passionate students or a keen faculty member, the Enactus Lambton seed was planted by the administration. It has since developed into the epitome of a true institutional partnership.

To ensure Enactus Lambton was started right, Lambton's Dean of the School of Business personally recruited faculty advisors and provided them with the time and resources they needed to launch a world class team.

"Social entrepreneurship and entrepreneurship as a whole is one of the school's strategic mandates and the president sees Enactus as a key driver of all the entrepreneurial efforts at this college."

Jon Milos - Faculty Advisor, Enactus Lambton

Since then, they have continued to provide backing to ensure the growth of the team and an exceptional student experience.

This unwavering support spans all areas of the college, from the president's office to alumni affairs. The administration also engages nationally, with multiple senior executives travelling to the Enactus Canada National Exposition every year.

Indeed it is Lambton College's full endorsement that has allowed Enactus Lambton to become a shining example of what a young team, at a school of just 3,500 students, can accomplish.

#### THROUGH NINE PROJECTS IN 2013-2014, ENACTUS LAMBTON:

Generated \$250,000 in income Eliminated 756 tonnes of CO<sub>2</sub> emissions Changed 1,795 lives



# IMPACTING COMMUNITIES & INDIVIDUAL LIVES

Capital One Canada

When Capital One Canada partnered with Enactus Canada in 2011, they could not have imagined the breadth and depth of the return on their investment.

As a financial services organization, Capital One Canada saw a partnership with Enactus Canada through the Capital One Financial Education Challenge as a way to empower a passionate, entrepreneurial group of students to deliver meaningful and effective financial education across the country.

"We support Enactus because together we are helping groups in need and making a real tangible difference in the communities in which we operate. The return is very clear."

Ian Hanning - Chief Financial Officer, Capital One Canada

One such financial education project, OPtions: Overcoming Poverty, led to the Enactus team at Saint Mary's University being named the 2014 Capital One Financial Education Challenge National Champion. OPtions identifies impoverished community groups and helps them take the necessary steps to increase their standard of living and quality of life.

Wanting the entire company to engage in this innovative partnership, Capital One Canada engages executives and associates as project advisors and competition judges. This powerful union of entrepreneurial and socially-conscious students and business leaders is making good happen across our country.

SINCE INCEPTION, THE CAPITAL ONE FINANCIAL EDUCATION CHALLENGE HAS

Involved 2,955 Enactus students
Engaged 50 academic institutions nationwide
Delivered 367 financial education projects
Directly impacted 40,784 individuals



Enactus Canada harnesses the energy, ideas and passion of this country's best and brightest students to shape a better, more sustainable world.

On university and college campuses coast to coast, our teams of entrepreneurial and socially-conscious students advance the economic, social and environmental health of Canada through community development projects.

Here is some of our work.



## **ENACTUS MOUNT ROYAL**

Project High River

Six months after a June 2013 flood devastated many parts of Alberta, High River businesses and store fronts were still boarded up or left to the elements without much hope for rejuvenation.

Some companies were operating out of tents. Some closed up shop entirely. People were emotionally and financially drained. Entrepreneurs like Annie, whose business was in the fine arts, were hit particularly hard as people focused on life-sustaining goods and services.

Where many would have lost hope, Enactus students at Mount Royal University saw opportunity.

Working with Annie, the team set to work organizing a fundraiser for the holiday season, bringing customers from the city of Calgary. Then students paired one on one with local entrepreneurs to develop business plans. Meanwhile, Annie and the team worked with the High River Chamber of Commerce to launch a High River Artisan Market in June 2014.

By engaging her in the development of the market and rejuvenation of the community, Enactus Mount Royal University empowered Annie to rebuild her business and become a true community leader. Meanwhile the Artisan Market brought the community together and was instrumental in reviving the town and its entrepreneurial spirit.



## **ENACTUS RYERSON**

Project Pathway

More than half of Aboriginal Canadians live below the poverty line. Coupled with tumultuous personal histories and systemic discrimination, many struggle to maintain an appropriate standard of living.

Physically disabled and living with learning disabilities, sisters Cindy and Sandy found it impossible to make ends meet on social assistance. They sought guidance from their local Native resource center where they met Enactus Ryerson team members and became a part of Project Pathway.

Project Pathway's mission is to empower disadvantaged Aboriginal Canadians by transforming their personal strengths into businesses. Through this project, Cindy and Sandy were encouraged to turn their artwork and love of writing and beading into their own enterprise.

Thanks to Enactus Ryerson's one on one mentorship and financial education workshops, the sisters are now the owners of their own Aboriginal Creative Arts business. Not only are they able to live comfortably with their business revenues, but they are also using their story to empower other Aboriginal Canadians through Project Pathway.



## **ENACTUS BCIT**

Lion's Lair

The Downtown Eastside is one of the oldest neighbourhoods in Vancouver and is known as "Canada's poorest postal code" with a high incidence of poverty and crime.

Audrey, a former actor living in this Vancouver community, was determined not to become another neighbourhood statistic and decided to turn a personal affliction into a business.

Participating in Enactus BCIT's project, Lion's Lair, Audrey attended a series of entrepreneurship workshops and the team paired her with a mentor to finalize a business plan of her own.

Having taken certified cooking courses to deal with her own specific dietary restrictions, she had the technical skills and knowledge required to open a culinary shop, and through Enactus BCIT she was equipped with the business skills as well.

Empowered by her newfound skills and funded by the prize money from the Lion's Lair entrepreneurship competition, Audrey is renting out kitchen space, producing products and offering cooking courses of her own. She is a full-fledged entrepreneur and business owner.



### **ENACTUS NATIONAL COMPETITION**

Presented by: Tim Hortons.

**National Champion Memorial University of Newfoundland** 

> National Runner Up **Lambton College**

**National Finalist** Saint Mary's University

**National Finalist** Okanagan College



### STUDENT ENTREPRENEUR **NATIONAL COMPETITION**

Presented by: JOHN DOBSON FOUNDATION

#### **National Champion**

#### Alex Maclean

Owner of East Coast Lifestyle Clothing Inc. Student at Acadia University

#### National Runner Up

#### **Stephen Frederick**

Owner of Viewpoint Decking Ltd. Student at the University of Calgary

#### **Finalists**

#### Veronica Hendrick-Lockyer

Owner of Glass Tower Offices Corporation Student at Loyalist College

#### Rylan Schwarze

Owner of Ry Guy Magic Student at Bishop's University

#### **Alex Stead**

Owner of Alex Stead Photography Student at Memorial University of Newfoundland

#### Anastasia Szalasznyj

Owner of Winter Girl Boots & Accessories Student at University of Saskatchewan

#### **NATIONAL CHALLENGES**

Awards and Results



#### Capital One Financial Education Challenge

National Champion • Saint Mary's University

National Runner Up • Ryerson University
National Second Runner Up • Okanagan College



#### Scotiabank EcoLiving Green Challenge

National Champion • Lambton College

National Runner Up • Memorial University of Newfoundland



#### TD Entrepreneurship Challenge

National Champion • Lambton College

National Runner Up • University of Windsor National Second Runner Up • Memorial University of Newfoundland

#### **PROJECT PARTNERSHIPS**

Awards and Results

#### BDC Entrepreneurs First Project Fund Best Project

National Champion • University of Calgary

#### Campbell's Help Hunger Disappear Challenge

National Champion • St. Lawrence College

National Runner Up • Saint Mary's University National Second Runner Up • Okanagan College

#### Genworth Canada Financial Education Project Fund Best Project

National Champion • University of Calgary

RBC Newcomer Advancement Project Fund Best Project

National Champion • University of Ottawa

#### **PROJECT PARTNERSHIPS**

Awards and Results

Tim Hortons Making a True Difference

Project Fund Best Project
National Champion • Concordia University

#### Unilever Sustainable Living Plan Project Partnership

National Champion • Lambton College

National Runner Up • Saint Mary's University
National Second Runner Up • Memorial University of Newfoundland

#### Walmart Women's Economic Empowerment Project Partnership

National Champion • Lambton College

National Runner Up • Loyalist College
National Second Runner Up • University of Ottawa

#### **AWARDS**

Individual and Team

#### Campus Administration of the Year

Lambton College

#### **Enactus Rookie National Champion**

Mount Allison University

#### **Most Improved Enactus Team**

University of Prince Edward Island

#### Alumni of the Year

Steven Binder

Saint Mary's University

#### Business Advisory Board Member of the Year

**Ainsley Robertson** 

University of Saskatchewan

#### David Henderson Bursary for Entrepreneurial Leadership

Kristy McLean

University of Windsor

#### Founder's Bursary Recipients

Jeremy Meyer Richard Filliter
Loyalist College Laurentian University

Jessica Wilson Shahzadi Sayyid Université Sainte-Anne University of Regina

Neveen DominicStewart WallaceSAIT PolytechnicMemorial University<br/>of Newfoundland

#### **AWARDS**

Individual and Team

## Gwyn Morgan Bursary Recipient Danielle Gibbie

Mount Royal University

## HSBC Woman Leader of Tomorrow

Martyna Gatkiewicz

University of Calgary

#### John Dobson Enactus Fellow of the Year

Ronald J. Abraira

Concordia University

## Project Leader of the Year Cynthia Su

Simon Fraser University

## Rookie Faculty of the Year

**Devin Rubadeau** 

Okanagan College

#### Student Leader of the Year

Ajmal Sataar

University of Ottawa

#### **Champions of Enactus**

**David Clanachan** • Tim Hortons

**John Donald** • Hazelton Partners

Sandra Stuart • HSBC Bank Canada





#### **OUR NETWORK**

#### Enrolled Academic Institutions

#### **British Columbia**

British Columbia Institute of
Technology

Kwantlen Polytechnic University
Okanagan College
Royal Roads University
Simon Fraser University
Thompson Rivers University
University of British Columbia
University of Victoria

#### Alberta

Ambrose University
MacEwan University
Medicine Hat College
Mount Royal University
NAIT
SAIT Polytechnic
University of Alberta
University of Calgary

#### •

#### Saskatchewan

University of Regina
University of Saskatchewan

#### Manitoba

Brandon University
University of Manitoba

#### Ontario

**Brock University** Carleton University Centennial College George Brown College Humber College Lakehead University Lambton College Laurentian University Loyalist College Niagara College Nipissing University Queen's University Ryerson University Sheridan College St. Lawrence College University of Ottawa University of Toronto University of Toronto -Scarborough Campus

#### **OUR NETWORK**

#### Enrolled Academic Institutions

University of Windsor Western University Wilfrid Laurier University York University

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#### Quebec

Bishop's University
Concordia University
McGill University

#### •

#### **New Brunswick**

Mount Allison University

#### •

#### Prince Edward Island

University of Prince Edward Island

#### Nova Scotia

Acadia University

Cape Breton University

Dalhousie University

Saint Mary's University St. Francis Xavier University Université Sainte-Anne

## Newfoundland and

## **Labrador**College of the North Atlantic –

Clarenville
College of the North Atlantic –

Grand Falls - Windsor

College of the North Atlantic –

St. John's

College of the North Atlantic – Stephenville

> Memorial University of Newfoundland

Memorial University of Newfoundland - Grenfell Campus

As of June 30, 2014

#### **CORPORATE & ORGANIZATIONAL**

**Partners** 

Entrepreneurial Champions • \$100,000+













National Partners • \$50,000 - \$99,999

















National Investors • \$25,000 - \$49,999













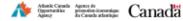




#### **CORPORATE & ORGANIZATIONAL**

Partners

Regional Investor • \$25,000 - \$49,999



Seed Investors • \$12,500 - \$24,999







Supporters • \$2,500 - \$12,499

**Alterna Savings** Carlton Cards Limited **EnCana Corporation** 

In-Kind Investors















#### **CORPORATE & ORGANIZATIONAL**

Partners

#### Media Partner

## **job**postings.ca

#### Maple Leaf Club • Individual Donors

#### \$10,000 - \$50,000

John Donald Ian Aitken Avik Dey

#### \$2,500 - \$9,999

Guy Burry
Caroline and Mark Barham
McCreath Family
Gerry Frascione
Rob Henderson
Hamish Knox
Dave Lacey
John Lacey
Susan Murray
Bob Sartor

#### \$1,000 - \$2,499

Rob Paterson Jamie MacKay Nicole Almond Rebecca Aylward Willy Kruh Rodney Larmand Mark Laurie Yvonne Thevenot



#### **ENACTUS CANADA**

Board of Directors

#### **ENACTUS CANADA**

Staff

#### Ian Aitken

## Enactus Founder and Chairman

President &
Chief Executive Officer
Pembroke Management Ltd.

#### **Rob Paterson**

#### **Enactus Vice-Chairman**

President & Chief Executive Officer Alterna Savings

#### **Guy Burry**

Founder and Managing Director
Tenth Power Inc.

#### Avik Dey

President & Chief Executive Officer Remvest Energy Partners LLC

#### **Gerry Frascione**

President &
Chief Executive Officer
BBDO North America
Chairman &
Chief Executive Officer
BBDO Canada

#### Willy Kruh

Global Chairman, Consumer Markets National Leader, High Growth Markets, Canada KPMG LLP

#### **Dave Lacey**

Managing Partner, Corporate Development Brookfield Residential Property Services

#### Jamie MacKay

Partner
Align Inc.

#### Susan Murray

Chief Executive Officer
S.A. Murray Consulting Inc.

#### **Bob Sartor**

Chief Executive Officer
Big Rock Brewery Inc.

#### **Yvonne Thevenot**

Independent Consultant

#### Nicole Almond

President

#### **Preston Aitken**

**Director** *Programs* 

#### **Amy Kenyon**

Director

Donor Relations and Development

#### Jody Lundrigan

Director

Communications

#### Dylan Powell

Director

Donor Relations and Development

#### Tiina Veltmann

Associate Director

Programs

#### Michael Browne

Manager

Program Development

#### **Brandon Dhillon**

Manager

Program Development

#### Karen Kelusky

Manager

**Events and Communications** 

#### **Ashley Martin**

Manager

Talent Development and Engagement

As of June 30, 2014

### **FINANCIALS**

For the year ending June 30, 2014

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#### **Summary Balance Sheet**

#### **Assets**

Curren	ıt	Ass	ets
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Cash	\$449,697
Accounts Receivable	\$118,404
Prepaid Expenses	\$73,584
	\$641,685
Long term deposits	\$11,295
Prepaid Expenses	\$23,909
Capital Assets	\$7,209
	\$684,098
Liabilities	\$684,098
<b>Liabilities</b> Accounts Payable and Accrued Liabilities	<b>\$684,098</b> \$213,053
Accounts Payable and Accrued Liabilities	\$213,053

\$684,098

#### **FINANCIALS**

For the year ending June 30, 2014

#### **Summary Statement of Activities**

#### Revenue

Corporate	\$1,153,837
Foundation	\$310,004
Individuals	\$97,202
Government	\$32,010
Administration Fees and Other	\$10,379
Total	\$1,603,432
Expenses	
Program	\$1,161,608
Operations and Administration	\$262.690

# Operations and Administration \$263,680 Development \$168,944 Total \$1,594,232

Net Assets at End of Year	\$387,894
Net Assets at End of Year	\$397,095
Net Assets at Beginning of Year	\$387,895
Operating Surplus	\$9,200

### **FINANCIALS**

For the year ending June 30, 2014

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