

ivey connects



Annual Report — Spring 2011

**Message from
the Directors**

Page 1

**A Year in
Review**

Page 3

**Portfolio
Updates**

Page 6

Ivey Connects' mission is to **inspire** every Ivey student to contribute to the societies in which they operate, now and in the future, and to provide them with **meaningful** and **effective** ways to do so.

Message from the Directors

April 2011

Hello from Ivey Connects!

We are pleased to share with you our Annual Report for the 2010/2011 academic year. The following document will provide you with a full update on all of the Ivey Connects initiatives from the past year. We have been busy working closely with our Community IMPACT Challenge Charities in HBAI, providing pro-bono consulting to non-profit organizations through our CCP and PINNS projects, and organizing events, fundraisers, and blood drives for the Ivey and London community.

This year has been a year of excitement and change for Ivey Connects, as we strived to realize several important goals we laid out at the beginning of the year. The first of these goals was focus. Paring down the programs and services offered by Ivey Connects enabled our Board to more effectively allocate their time and ensure the success of our key portfolios that add the most value to students. & the community Next, we sought to improve succession management by fostering leadership in our HBAI representatives. Our hope was that they would take on Ivey Connects leadership positions, and we are thrilled that they have chosen to do so. Finally, perhaps our greatest priority this year was to build and improve relationships with our external partners, as it is only through their good work and commitment to the community that we are able to provide opportunities to students.

We cannot begin to express our gratitude for the support we have received this year from students, Ivey faculty & staff, partner organizations, and the local community. Together, we are providing Ivey students with meaningful and effective ways to contribute to the London community, and inspiring them to continue their service involvement well into their professional careers. At this point we are also happy to introduce the incoming External Director, David Stewart and Internal Director, Tanya Moryoussef. They will be leading the organization for the 2011/2012 school year, and we are eager to see what new impact Ivey Connects will generate in the community in their capable hands.

We hope you enjoy learning more about Ivey Connects and the things we have accomplished in the past year. Please do not hesitate to contact us if you have any questions or want to get more involved! Contact information can be found at the end of this report or on our website.

All the best for a pleasant summer.

Sincerely,

Lindsay Reddeman & Lauren Vandervoort
Ivey Connects Directors 2010/2011



Ivey Connects Board of Directors 2010 - 2011

Jana Seijts, Faculty Advisor

Lindsay Reddeman, External Director

Lauren Vandervoort, Internal Director

Will Meneray, Communications Manager

Cameron Bossert, Internships Coordinator

Amanda Seifried, CCP Coordinator

Anthea Chan, CCP Coordinator

Aaron Baer, PINSS Coordinator

Catherine Nicholls, Events Manager

Rebecca Zhao, Community Partnerships

Alexandra Silverberg, JA Coordinator

Meilene Lam, IMPACT Coordinator

Lindsay Meredith, IMPACT Coordinator

Danielle Ferrone, IMPACT Coordinator

Gina Ruttan, Section 1 Representative

Peter Tang, Section 2 Representative

Cassandra Fong, Section 3 Representative

A.J. Miller, Section 4 Representative

Anne Wen, Section 5 Representative

David Stewart, Section 6 Representative

Tanya Moryoussef, Section 7 Representative

Courtney Hambides, Faculty Assistant

Year in Review



Fall Semester 2010

Orientation Week Ivey Connects Day

Second year student leaders led Ivey students in a 500 person game of Capture the Flag to raise enthusiasm (and funds for the winner) for their IMPACT Charities. The game was preceded by a BBQ in which the Executive Directors of our IMPACT charity partners came to speak to each section and rally the teams.

Community Consulting Projects

HBA1 students formed consulting teams and spent ten weeks working to help solve a local organization's business related issues under the guidance of Accenture consulting professionals.

Junior Achievement Volunteering

HBA2 students delivered the Junior Achievement Economics for Success program in 11 schools on a Friday in November. The students had a fantastic experience and many intend to stay involved with JA after graduation.

Ivey and Canadian Blood Services

Ivey continued its ongoing commitment to Canadian Blood Services as a Partner for Life, organizing and partaking in two blood drives that engaged the Ivey and greater Western community. The first event was such a success that extra beds and extended hours were added in second term.

Year in Review

Children's Aid Holiday Party

Ivey students were paired with children from the London community who were invited by the Children's Aid Society of London to spend the day playing games, doing crafts, and eating lunch in the Ivey atrium.

Spring Semester 2011

Mustangs Connects Hockey party

Ivey students spent an afternoon with children from the London community who were invited by the Children's Aid Society to enjoy lunch, activities, and a Western Mustangs hockey game.

Summer Internship Program

In partnership with London Life, Ivey students are posted at a not-for-profit organization for a 3-month working term at no cost to the organization! This year 4 students were selected to work at great organizations in London.

Our Year-Long Commitments

Community IMPACT Challenge

In its third year as a core Ivey Connects initiative, each of the seven sections adopted a not-for-profit organization in our community for the entire academic year and supported them through fundraising and volunteering.

Pro-Bono Ivey Non-Profit Support Services (PINSS) Project

For the second year in a row Ivey Connects has partnered with Pro-Bono Students Canada (PBSC) at Western's Law School to provide pro-bono consulting services to local charities that present both a legal and business consulting need. The project ran from early October through to mid-March.

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Community IMPACT Challenge



The Community IMPACT Challenge is designed to engage first year Ivey students (HBAs) in the community through partnerships with local charities. Each HBAI class is matched with a local charity partner. The students work with their charity partner throughout the academic year on various projects including, but not limited to fundraising, volunteering, and idea-sharing. Students gain valuable experience in the non-profit sector while building an awareness of community issues through volunteering and fundraising. They may also have an opportunity to share their newly acquired business skills, talents, and insights with their charity partners. Each HBAI representative was matched with an HBA2 Impact Coordinator to assist them in their work. This year there were three HBA2 IMPACT Coordinators selected to oversee our HBAI representatives. The following is a message from them:

As Impact Coordinators, we had the pleasure of working with the seven HBAI Ivey Connects representatives. Together we helped plan and coordinate at least three events for the year; one of which had to be fundraising, one volunteering, and one of their choice. The Impact Coordinator is a supportive role who helps brainstorm and promote events and works with the HBAs to solve any issues that may arise. The Impact Coordinator meets with the Ivey Connect representatives at least twice a semester to make sure that they are on track and answer questions. This largest challenge in this role is coordinating meetings with each representative given the busy schedules of HBA students. For the incoming coordinator we recommend setting more of a structure to this schedule (for example, the last week of every month) and setting the dates far in advance. We were very proud of the HBAI representatives who ran successful events, raised lots of money, and did a fantastic job rallying their sections around important causes.

Each HBAI student has also provided information on their projects in the next section, specifically commenting on their greatest milestones, successes, and any challenges they faced.

Section One — Junior Achievement London



Gina Ruttan — Section Representative

As the section one Ivey Connects Rep, I was responsible for organizing both fundraising and volunteer events throughout the year. This required not only coordination within the student body, but also with JA. Over the course of the year, as a Section we ran two main fundraising events (a Party with the Professors and a Coffee House) as well as one main volunteering event (Economics for Success).

What I found most useful throughout the year was my “Ivey Connects Committee,” made up of 4 main people. This committee met about once every 2 weeks quickly after class. It was a useful time to brainstorm concepts and ideas for fundraising and delegate responsibilities. While there were no standard roles for each member, which I believe allowed for flexibility in the system, one person was in charge of communicating with our Professors. I found it was vital to have the support of the professors in your section. If you keep in constant communication with them, they are more than willing to help out with fundraising events — donating their time and money.



A couple of events were run over the course of the year to raise money. For example, the class sold Gatorade in class on Friday mornings. Cases of Gatorade were bought, and then each individual bottle was sold for \$2. This was a very popular event in my section and raised a couple hundred dollars. Another event was coordinated with one of our Professors where he would pay \$10 to JA for every person who wore a Vancouver Canucks Jersey in his class, and, if people raised \$20 he would wear whatever they wanted him to wear (i.e. A Leaf’s Jersey). This is an example of how building relationships with professors helps create fundraising initiatives.

The three most successful events were Parents Day, Party with the Professors, and the Coffee House. For Parents Day, to raise money and awareness for Ivey Connects, my committee and I organized photos to be taken of parents and their kids in front of the Ivey building. Money was raised by donation and printed photos were distributed to parents before the Winter Break.

Party with the Professors was held at the end of January, allowing Professors from both the first and second semester to attend. This event was held at a student’s house, an admission of \$5 was required, and snacks, juice, pop, and punch were provided (but BYOB otherwise). This was a great event to have as it was fun to interact with our Professors in a social setting, and, as it was not specifically a drinking event, more students were encouraged to come out.

Section One — Junior Achievement London

Lastly, another very successful event was a Coffee House which was jointly held by my section as well as by section five. Having collaboration on this event proved to be a key to success as more people were directly involved. This led to higher attendance, and more people around to handle the responsibilities. The event was held at the Spoke on campus and included a Talent-Show. People from both sections showcased talents like singing, dancing, and guitar playing. Additionally, there was an art display at the back to showcase artistic talents from both sections. There was an MC who introduced all of the acts as well as two professors who were “judges” of the Talent Show, and commented on what they saw. Money was raised through a voting system where jars were passed around during the performance to collect donations, and the person who raised the most money won the contest. Additional money was raised through a balloon popping activity where students could pay \$2 to pop a balloon and if they had a winning ticket inside, they would get a free plate of nachos.

Volunteering was more difficult to coordinate. While JA has many programs which students can volunteer for, the majority run full days. Because JA was able to secure schools willing to break the program up into two half-day segments, we were able to get 22 volunteers first semester to deliver the Economics for Success program around London. All the students enjoyed it and found it a rewarding experience. However, I would suggest beginning early to find volunteers and coordinate with JA as it takes a while to set up schools and volunteers. As well, I would be very explicit and outright with limitations due to the Ivey schedule right off the bat.

JA was a fantastic charity to work with. It was great seeing the involvement and excitement that grew in the class as more events were run and people went out and volunteered. This being said, I would strongly encourage the Rep who is working with JA next year to get volunteers out early in the year as there is less stress (no recruiting going on), and it provides a good way for students to get to know the charity better and thus become more involved in the Ivey Connects events that you will run over the course of the year.



Section Two — Make-A-Wish Foundation



Peter Tang — Section Representative

I had the pleasure of serving the role of IMPACT Challenge coordinator for Section 2 this year and working with The Make-A-Wish Foundation. My main responsibilities involved planning and running fundraising and involvement events within the section. Through these events, my objective was to educate the students on the importance of philanthropy as they embark on their future careers.

I was extremely pleased with the students' overwhelming and sustained enthusiasm during all of the events. In many cases, some students who did not originally want to attend an event changed their minds once they learned that the event would be a fundraiser. This was, in my opinion, in large part due to a successful in-class opening ceremony in September. The charity partners' opening presentation truly connected with the students and also set a clear fundraising goal from the start to deliver Dominic's wish by the end of the school year, which the students were eager to achieve. The professors were also very supportive of our events and their participation fuelled even more enthusiasm among students. Finally, one effective method to keep students motivated was through periodic classroom updates with respect to 1) how far are we toward our goals and 2) how our section is performing compared to other sections.

A major difficulty was organizing volunteering events. One such initiative was planned in the fall, but due to the extremely busy schedule of HBAI, few students showed interest. I believe such events should be more successful in the spring semester, especially after mid-February when most students have finished summer recruiting. They were also more difficult to organize than fundraising events because closer coordination with the charity was required. Volunteering events should thus be pre-planned well in advance and carried out during the second semester to receive the greatest student interest.

Major Milestones

- Raised \$1,400 to support our wish child Dominic fulfill his wish of visiting Disneyland and meeting Spiderman
- Go Blue Go Bald campaign: raised funds and awareness in the Ivey community by having student volunteers dye their hair blue and shaving it off
- Parents' Day Challenge: raised funds through a game-style challenge with students' parents
- Friday morning Gatorade sales: Gatorade bottles were sold every Friday morning for students
- Halloween Fundraiser: Raised funds through a charity Halloween costume party
- Year-End Professors Night: Raised funds and awareness by inviting and hosting professors at a party
- Hosted Dominic, his family and Make-a-Wish representatives near year-end to share photos and memories of his dream trip

Section Three — Street Connection



Cassandra Fong — Section Representative

Section Three was able to raise over \$800 for Street Connection this year. They held a campout on Western's campus in association with the World University Services Club which raised awareness and allowed the section to interact with hundreds of students on main campus. They also held a 50/50 draw and sold tickets for Street Connection's annual Harley Davidson Draw, and sold candy grams for both the winter holidays and Valentine's Day. Off-campus they attended the Street Connection annual luncheon with the Mayor of London.

The biggest success this year was in establishing relationships with WUSC and bringing greater awareness of issues of homelessness beyond Ivey to the Western community at large. The campout event involved a lot of the section and was a great bonding event, inspiring others to become more involved.

Cassandra and the Ivey Community were thanked in an article in the London Free Press on March 5th for their dedication to Street Connection through the year.



Section Four — Habitat for Humanity



A.J. Miller — Section Representative

Section 4 and Habitat for Humanity had a great year together. Early on, the section decided to focus on small and frequent fundraisers in the classroom. The section was also able to get involved much more with the greater Western community by working with the Habitat UWO club for much of the 2nd semester and giving their time to several events during the year. Finally, they were able to put their research skills to work and produced a key list of contacts for the Habitat for Humanity youth build project.

The section's main strategy was to do frequent, small fundraisers within the class. This consisted of people volunteering to bring in baked goods or other small, fun activities for classmates to take part in during the breaks. Section 4 was also able to hold several social nights out to help fundraise for Habitat. For example, Under the Volcano restaurant was kind enough to host a dinner fundraiser for us. The largest fundraiser of the year came from the sales of a class photo which was taken and sold on Parent's Day. We took a digital class photo in the atrium and then simply printed them off in high resolution and placed them in dollar store glass frames. The total cost was around a dollar per photo, yet parents were willing to donate as much as \$20 per photo. I would recommend that all sections do this formally next year and organize a proper class photo day.

The 2nd semesters activities can be summarized in one word: co-operation. After meeting with the UWO Habitat team we realized they had many great fundraisers planned and shifted focus into finding ways to improve and support their events. We were able to sell all of their additional inventory from a hat selling fundraiser to bring around \$100 of donations. We also promoted and attend several other fundraising events. Section 4 worked with Habitat UWO for their atrium day. Classmates took over 2 days to build a 8 foot by 4 foot frame of the habitat logo that people could get their picture taken in. This had two key benefits: a) It allowed the group to fundraise based on donations, and b) It resulted in people being tagged in photos online (Facebook) with the habitat logo in the picture. This built awareness of Habitat's presence on campus through social media. The section stood inside the atrium promoting the activity and Habitat all day.

Section 4 was brought in to help with the Habitat for Humanity London Youth Project. An action plan was developed to help realize the goals of the project set by Habitat. With a path set to achieve their objectives, the section researched London youth organizations and produced a vital list of contacts necessary for the project to move forward.

Our largest challenge was engaging the entire class over the course of the year. Many individuals expressed great interest in the early stages but this faded. Many students believed they would be building and giving time, once they discovered our role was mostly financial support they were disheartened. Although publically announcing to the class on several occasion we would not be doing a build, I still had lingering questions about when we would be doing some construction.

Section Five — Epilepsy Support Centre



Anne Wen — Section Representative

At our Impact Challenge Opening Ceremonies, Chris Brittain (our contact from the ESC) came in to give a talk about epilepsy, the centre itself, and epilepsy first aid. With the class, we brainstormed ideas for events and projects for the upcoming year. I then assembled team of 4 classmates to help with IMPACT challenge, had a brainstorming session with the team, our IMPACT coordinator (Meilene Lam), and with Chris to begin planning for the year. In October we participated in the Epilepsy Support Centre Annual Memorial Run. Section mates formed a team, attended the run, raised money for the fundraising event, and helped out with minor logistics at the event.

In January we ran a Hot Yoga-thon in which Section members participated in a hot yoga class that was donated by Moksha Yoga and then made a donation that went right to the ESC. Then in February we sold candy grams with facts about epilepsy. The candy grams were sent around within Section 5 and to other HBAI classes in order to increase awareness of the cause, as well as raise money. March was Epilepsy Awareness Month! On March 5th, 2011 the ESC Annual Conference was hosted in the Ivey building. Children of those attending were watched by Section 5 volunteers in the atrium and participated in crafts (t-shirt decorating, play-doh, Lego, drawing, painting, frame-decorating, etc.), games, and movie watching in IR40. Then on March 24, 2011 a Coffeeshouse was held at the spoke to raise money for both the ESC and Junior Achievement. We worked with the Section I team to co-ordinate a talent show, manage acts & Emcee duties, manage relations with the Spoke, and co-ordinate fundraising activities and awareness booths. Professors were invited to judge. The marketing campaign for the event consisted of posters, graphics, Radio advertisements, and a Facebook page.



Section Five — Epilepsy Support Centre

Overall, we had an extremely successful year. The ESC conference required a significant amount of co-ordination with the ESC, the Ivey administration, my teammates, and my classmates, however, the rewards were great! Playing with the children put a face to the cause, and created excitement and enthusiasm among the classroom community.

Additionally, the Coffeehouse was a project that I was initially hesitant to undertake. My teammates were enthusiastic and persistent about taking on the responsibility. Partnering with another section made the talent show even more exciting (we were able to meet new people and were introduced to another facet of Ivey Connects) and of course ensured a larger turnout. The event was regarded as one of the most fun of the year — which was very rewarding to hear! It also provided an opportunity to do awareness, which is something the ESC had encouraged focus on.

A personal success from this experience is the relationship I developed with Chris Brittain from the ESC. We were very open, and I believed that I developed leadership communications skills as a result of my constant correspondence with the ESC. Chris provided me with overwhelming support and great feedback on my work. I truly felt like I was making a difference in all my initiatives, and the appreciation I felt from the centre made my year's work worthwhile!

For future Section Representatives, it is important to note that your classmates are often more eager to give up money than their valuable time. In coordinating events or initiatives involving classmates or students, it is important to think of their goals in undertaking this project, not only your own. Also, constant communication is key. Communication with your teammates and all other stakeholders means that everyone is always on the same page. Most importantly, constant communication (weekly check-ups) with your IMPACT partner means that there is little confusion. Overall it was a fantastic year.



Section Six — Canadian Paraplegic Association



David Stewart — Section Representative

Section Six ran a very successful awareness campaign in coordination with the Canadian Paraplegic Association of Ontario (CPAO). The campaign was called the 'Day in a Wheelchair Challenge'. Section 6 managed to get three professors to spend an entire day in a wheelchair, along with several HBA1 students and one HBA2 student. This campaign was very effective because of how easy it was to communicate the cause to other students and staff. In addition to this, I managed to add a fundraising spin to this event by using sponsorship forms. Between these forms and collecting money from staff and students, we managed to raise close to \$600.

We also held an incredibly successful coffee house fundraising event at the Spoke on Saturday, March 12. Myself and three other classmates managed the event which included a full night's worth of live entertainment, support from the Ivey Alumni Association, and attendance from CPAO members, HBA1 students, and Section 6 professors. We canvassed the city and received a generous donation of \$500 from Cohen Highly LLP Lawyers, which helped us surpass our fundraising goal of \$1000. This event was a huge success for CPAO, along with Section 6, because it was a fun, memorable way to fundraise.

One of the things that went really well for me was the overwhelming support from my classmates. This was shown in the Day in a Wheelchair campaign with how many students wanted to participate, and also in the very strong support from Andrew Cornhill, Jenn Wong and Cole Finnbogason in organizing the coffeehouse fundraiser. One of the biggest challenges I had was maintaining steady communication with our CPAO representative. With so many demands in the class and extra-curricular schedule, it was very difficult keeping in touch at all times. If I were to do anything differently, it would be to just drop an e-mail every week to keep the communication lines open.

Fundraising Totals

Parent's Day Bake Sale = over \$100

Day in a Wheelchair Sponsorships = over \$600

Coffeehouse Fundraising Event = over \$1,000

Total = \$1,779.55



Section Seven — Future Possibilities for Kids



I was very impressed with the dedication and contribution from my section for Ivey Connects and Future Possibilities. I think our biggest success was the KidCoach volunteers. These volunteers went above and beyond the average section member as they dedicated an hour or more a week to the organization, and over four hours every month to an activity day with their kids. All volunteers helped their kid accomplish an amazing goal, from collecting used books for a school to educating children about wildlife conservation; each goal took a lot of time, commitment and patience. The coffee house had an outstanding turn out, and was an awesome way to end the year.

The biggest challenge I faced was ensuring that KidCoaches had healthy relationships with their kids and working with them to overcome any issues. My advice would be to really listen to the KidCoach feedback, and to take it as seriously as possible; these our young children and sometimes the fun and excitement can dilute the seriousness of issues that can occur. It is important that volunteers feel happy, comfortable and safe in their positions as KidCoaches. That being said, I was very proud of our KidCoaches this year and overall the partnership was extremely positive and successful.

Tanya Moryoussef — Section Representative

Major Milestones

- Recruiting 12 kid Coach volunteers from within and outside the section that would be involved in the Read, Set, Goal program with Future Possibilities for Kids and act as a mentor to a child in the organization for the entire year
- Fundraising over \$300 at Parents' Day through the sale of Halloween Candy Grams
- Having volunteers attend the Children's Aid Society Holiday Party and the Hockey Party
- Selling candy grams for Future Possibilities
- Ensuring KidCoaches have a healthy relationship with their mentee
- Ensuring KidCoaches place their weekly calls to their mentees
- Ensuring all KidCoaches attend activity days (monthly hang outs with their mentees)
- Coordinating transportation to activity days (south London location)
- Ensuring KidCoaches are on track to complete their chosen "Goal of Contribution" with their kid
- Throwing a year end coffee house for Future Possibilities which included
- Local talent from the section, main campus and the organization
- Speakers from the organization
- Soliciting donations and future volunteers

Ivey Connects Events



A message from Catherine Nicholls, Ivey Connects Event Coordinator:

As Events Coordinator I was responsible for planning the Children's Aid Society Holiday Party and the Mustangs Connects Hockey Party. The Children's Aid Society Holiday party is hosted annually before winter break for underprivileged children from the London community. Partnering with Children's Aid, children from ages 4 to 13 are invited to enjoy crafts, activities and lunch with Ivey student volunteers. The Mustangs Connects Hockey Party invites children to attend a Western Mustangs Hockey game, many of whom would otherwise not have the opportunity to do so. The children are invited before the game to participate in games and crafts with Ivey student volunteers.

Children's Aid Society Holiday Party

The Children's Aid Society Holiday Party had a successful turnout this year with over 70 children attending and over 60 Ivey volunteers. After speaking with Judi Spencer from CAS, she indicated that hosting the party earlier this year, on November 13, allowed more children to come, as there are fewer commitments. Setting the date with her in the summer also gave more time to promote internally and increased attendance of children.

As a special treat for the volunteers, Courtney Hambides, our faculty assistant, brought coffee from Starbucks and muffins for the volunteers. In addition, this year volunteers were not asked to donate for gifts, or required to come to a meeting before the event as in previous years. I believe this encouraged participation, including many last minute volunteers. Volunteers were encouraged to sign up through several Ivey newsletters, PowerPoint class slides, Ivey Connects emails and HBAI rep support. Although we had over 70 volunteers, I believe that even further promotion could have been done, such as more promotion to HBA2s and inclusion in the eZone calendar. The date selected also attributed to volunteer attendance, as it was further removed from exams.

The Holiday Party ran from 11-2, with volunteers arriving at 9am for set-up, and staying until 3 to clean the atrium. No new decorations were purchased as the HBAA already owned many. As children arrived, they were partnered with an Ivey student to guide them through the day. The sign-in process did not run as smoothly as it could have, and next year I recommend preparing sign-in sheets, nametags and having further signage outside to direct parents to the atrium, such as on the Ivey sign and windows. The volunteers led the children around several activity centers including: snowflake craft, gingerbread decorating, garland limbo, play dough, craft decorating and shaker making. Completed artwork was hung between the posts in the atrium, and children enjoyed seeing their artwork displayed. Craft supplies were sourced from dollar stores, play dough was homemade and died red and green. The gingerbread cookies and icing were purchased at a fantastic price from The Gingerbread House in Komoka, Ontario, and candy decorations from Bulk Barn with a 10% discount for charities.



Children's Aid Society Holiday Party



At each station, 2 volunteers stayed to lead the activity and monitor supplies, which was successful. Next year, allocating 2 tables for each activity would be helpful since children preferred to choose the order of their activities. During the activities, holiday movies were played in 1N05. This was an excellent area for children and volunteers to take a break, however the room does not have speakers and those could be brought in for next year. A popcorn machine borrowed from Delaware Hall Residence was very popular, and could be borrowed again next year.

Lunch was served at noon, consisting of pizza, juice, veggies and fruit. Several cost-saving initiatives were taken this year, mainly avoiding the Great Hall. Dominos offers a discount to charitable events, and having large pizzas sliced into 12 instead of 10 saved costs. Next year, calling Dominos on the morning of the event to confirm specific delivery location is necessary. Juice boxes, fruit and veggie trays were purchased at Costco for much less than Great Hall Catering could have offered. It is also important to remember plates, as Dominos does not provide these.

After lunch, activity stations resumed. This year, we decided to not spend money on main entertainment but ran games instead. I had planned for a sing-along, but the musician cancelled last minute. This could be considered in future. To end the day, Santa arrived to give gifts. I was able to borrow a Santa suit from a friend. This year for gifts we asked for faculty donations, and received some toys and also monetary donations. Gifts were purchased at Wal-Mart, and it was very useful to have extra gifts to exchange gifts if children were unhappy.

Children's Aid Society	Judith Spencer	jspencer@caslondon.on.ca
Faculty Assistant	Courtney Hambides	chambides@ivey.uwo.ca

Children's Aid Society Hockey Party

This year, an afternoon Women's Hockey game was chosen for the event on January 29th. Going forward, the CAS contact Judi recommended that an evening game might attract an older audience as well, and be more exciting as they watch those games on TV. This year 35 children attended, and 20 students volunteered.

The children arrive an hour and a half before the game for activities and lunch. One of the most successful activities was the Mustangs bouncy castle, which the arena set-up for us for free. Further activities included t-shirt decorating, sign making, face painting and sports activities. The t-shirts were sourced through Genumark, which gave us a discounted price, and other supplies were purchased at dollar stores and Wal-Mart. Another activity that was



considered was a locker room visit to meet the players. This didn't work out this year but could be incorporated into next year's planning. Food for the event included pizza, juice boxes, fruit and veggie trays and some treats that were acquired the same as the Holiday Party. Following lunch, the partners of kids and volunteers watched the game together and cheered. For the game, the Mustangs offered us half price tickets for all the children, and volunteers were free. The children only stayed for the first period of the game and thus an evening game would still end at an appropriate time.

One of the significant challenges with this event was volunteer support. Since the event was planned so soon after winter break, it was difficult to promote to students. A further challenge was logistics; details with the Mustangs contact were not relayed to Campus Rec appropriately, however it was sorted out on the day. In future, further follow up and earlier planning could help address this issue.

Mustangs Contact	Jason Young	519-661-2111 x 89015, jyoun47@uwo.ca
Genumark (T-shirts)	Brad Armeland	416-498-2891 brad.armeland@genumark.com
Children's Aid Society	Judith Spencer	jspencer@caslondon.on.ca

Orientation Week

This year Ivey Connects had a dedicated day during HBAI Orientation week. This was a strategic decision made in order to introduce Ivey Connects to students at the very beginning of their Ivey experience so they know that it will be an important part of their year. A morning information session was held in IR40 where a brief presentation took place introducing Ivey Connects to students and explaining our various portfolios. Students were then told which charities they would be working with for their IMPACT Challenge, and instructions were given for the day. Students were then bussed to Spencer Lodge (Windermere Road) for a free BBQ and the Executive Directors from each charity were invited to introduce themselves and mingle with the students. After lunch, HBAI sections competed against each other in a massive game of Capture the Flag. The prize was an initial donation to kick-start their fundraising and, of course, section pride.



Major Successes

The day itself was a huge success. Logistics worked well bussing students to Spencer Lodge and then asking them to walk back with their sections (about a 15 minute walk to campus). The main campus Charity Soph team organized the BBQ and charged a small fee per person and there was plenty of food for everyone. We invited Vitamin Water to come and promote their product by giving out free samples during the game which worked very well (contact was Mosaic marketing). The Executive Directors all commented on how much they enjoyed meeting the sections and getting them excited for the game ahead. It was also very effective to introduce Ivey Connects in this way so every student knew who we were and what our mandate was.

Program Challenges

The entire Ivey Connects program followed some academic sessions (excel, IT, etc.) and so attendance overall was less than we would have liked. It was also difficult to organize an outdoor game with such a huge number of people. In this respect, the Guru team was very helpful in acting as referees and enforcing some rules on the game. Had the weather been poor on the day of the event it would have likely had to have been cancelled as there was no back-up plan. In future years the team could consider an activity that can be done inside, although finding space for such an event is difficult close to campus.

Community Consulting Project



The Community Consulting Project (CCP) is one of Ivey Connects' longest-running and most successful programs. From September to November, nine teams comprised of HBAI students and professional management consultants from Accenture worked hard to develop solutions for their non-profit clients in the London community. Teams were tasked with a variety of project types ranging from budgeting to marketing and received support from a global consulting firm Accenture throughout the project.

The non-profit organizations participating as clients were thrilled with the results and were very appreciative for the dedication of the students and consultants. All student teams did a wonderful job showcasing their results at CCP Closing Ceremonies on Friday, November 19 and client commentary and footage from the event will be available for viewing on the Ivey Connects website.

A heartfelt thank you goes out to our CCP student teams as well as CCP Directors Amanda Seifried and Anthea Chan for all of their time and effort in coordinating the program. Additionally, we would like to thank Accenture for their sponsorship and support, with special thank you to David Safer and Torey Konecni, without whom CCP would not be possible.

CCP: Year in Review

Several changes were made to the program this year which we felt contributed to a successful year. Ultimately, each of the nine participating organizations said in exit interviews that they would apply to participate again in the project and would not hesitate to recommend the project to other organizations.

Project Scope Documents:

Prior to opening ceremonies, the External director provided each non-profit with a one page document briefly outlining their project and the results they wished to obtain. Each non-profit had to approve the scope summary as the final scope of the project had often changed from the initial application. The document was provided to the Accenture advisors and student teams and allowed them to quickly understand the project. In addition, the advisors and students were then able to attend their first meeting with the client equipped with intelligent questions.

Project Update Forms:

Each team was required to fill out a weekly project update form and submit to their advisors and the CCP directors. This enabled the directors to stay on top of any issues that might be occurring. Further, the Directors could refer back to the update form during weekly calls with the participating organizations to ensure the teams were on track with what non-profits were saying.

HBA2 Mentors:

This year, HBA2 Mentors were removed from the program based on feedback received in 2009. Student teams in 2009 felt that there were too many people checking in with them and were frustrated at how many people they had to update on a regular basis. Teams that were having troubles approached the directors for assistance and in some cases were assigned an informal mentor to help them with the project.

These initiatives contributed to the great success of the program in 2010/2011.

Pro-Bono Ivey NPO Support Services



PINSS is a legal and business consulting project conducted in collaboration with Pro Bono Students Canada and Western Law. The program seeks to assist non-profit organizations with challenges that have both a legal and strategic element. PINSS enables students with business and legal backgrounds to learn how to approach issues with both legal and business components, all the while helping non-profit organizations struggling with major decisions. Each Ivey team consisted of 4 members, including one team lead and is supervised by a lawyer-mentor through Pro Bono Students Canada.



PINNS: Year in Review

Pro Bono Ivey NPO Support Services is a relatively young program in the Ivey Connects portfolio, in its third year only. In order to build a solid foundation for PINSS and to avoid expanding the program too quickly at the expense of client results, Ivey Connects opted to take on only two clients in 2010-11. Additionally, as the strategic portion of the project lacks the support of professional consultants, Ivey Connects focused primarily on recruiting HBA2 students who already have a year of business school training.

Both clients participating in the PINSS project were exceedingly happy with the outcomes of the project. The new team structure, with a higher number of HBA2 members, as well as the insights gleaned from this past year's challenges make the Directors confident that a strong foundation has been established for the project, and that the program could be expanded modestly in the near future.

Due to a miscommunication, the Ivey teams got off to a late start. However, this did not disadvantage the teams by any means, as the project runs throughout the year, and the remaining 5 months were sufficient for the teams to do an excellent job on their projects. Co-ordination was also a challenge; HBAs have extremely busy schedules first term, HBA2s recruit in September, and law students (including Ivey concurrent law students) are exceptionally busy first term as well as in January.

Moving forward, there are several opportunities to build and improve the PINSS program. First, Pro Bono Students Canada should solicit applications for clients, making use of their extensive database. Ivey has access to a multitude of potential clients, yet many of these organizations do not have *both* legal and business issues, making it challenging to find clients. Next, students should be recruited to join PINSS in late-September. The application is not particularly time-consuming, so even students participating in recruiting will have time to apply. Though extensive work on the project need not be done in September, having the teams picked early in the year will avoid confusion. Finally, scheduled monthly touch-points must occur between the PINSS coordinator and the Pro Bono Students Canada Coordinator to avoid miscommunication.



Internship Program



The Ivey Connects Non-Profit Internship Program is designed to give students at the Richard Ivey School of Business an opportunity to explore the non-profit space and raise awareness about the variety of career opportunities in this area. Non-profit sector opportunities are not actively promoted to Ivey students by the school or the organizations themselves at present; however, as the program grows and becomes more diverse, there is an increasing interest in the non-profit sector. As such, we believe Ivey must do more to ensure awareness of and access to opportunities in the non-profit sector, in part through the Ivey Connects Non-Profit Internship Program.

The program is made possible by London Life, a sponsor and long-time supporter of the program, who provides a base salary for all of our Ivey Connects Interns in the London community. Each intern participating in the program has the opportunity to lead a specific project outlined by a non-profit organization and make a positive impact in the community.



STRONGER COMMUNITIES TOGETHER™

Internships: Program Overview

Major Goals

A major goal of the External Director and Internships Coordinator this year was building the credibility of the Ivey Connects Internship Program in the eyes of students as an exciting summer opportunity. This goal was achieved by instituting several new initiatives to formalize and legitimize the program. These initiatives included:

- Hosting a formal information session in collaboration with Ivey Career Management and our non-profit partner organizations
- Ensuring Ivey Connects Non-Profit Internship Program opportunities were posted on eZone, alongside corporate summer opportunities
- Conducting interviews for the program during corporate recruiting season

Year in Review

The Ivey Connects Internship Program was an unprecedented success this year. The program doubled in size and applications from interested organizations as well as students increase significantly. Specifically, our major successes included:

- Increased in the total number of internships offered from 2 to 4
- Increased in total number of student internship applicants from 12 to 40
- Increased in total number of applicant non-profit organizations from 8 to 11

As evidenced by the items above, we significantly increased the legitimacy of the program and non-profit sector opportunities in general in the eyes of Ivey students. This year, Ivey Connects had two very strong applications from non-profit organizations in Toronto: Charity Intelligence and Opportunity International. However, program sponsorship from London Life is earmarked for organizations in the London community, so these applications were not eligible. At the same time, students were clearly interested the prospect of internships in the Greater Toronto Area; in fact, questions around opportunities in Toronto were the most frequent inquiries.

Given the expressed interest of organizations in Toronto and the level of interest students have demonstrated regarding Toronto opportunities, consideration should be given to possibility of expanding the program to the Greater Toronto Area with the aid of an additional sponsor. Naturally, the pursuit of this option must only continue with the consultation and approval of London Life, as the founding partner and sponsor of the program.

Ivey Connects Blood Donor Clinic



Ivey Connects has a long-standing relationship with Canadian Blood Services. Formerly, Ivey was involved exclusively as part of the Partners for Life program — a program that challenges businesses and organizations to establish a target number of donations, and to meet this goal through their own donations, as well as those of friends and family members. However, in the past year Ivey Connects has been aiming to build closer ties with the organization by providing an ideal, centrally located donor clinic venue in the Atrium, as well as leveraging our networks both in the Ivey and UWO community to raise awareness about blood donation in general.



Canadian Blood Services
it's in you to give

Blood Drive: Program Overview

Major Goals

The External Director approached the Canadian Blood Services portfolio with several main objectives in mind, including:

- Increase the number of Ivey partner for life donations
- Increase the number of non-Ivey donors participating in the clinic to maximize the total number of donations
- Provide a new venue for on campus donor clinics, especially important given the fact that Canadian Blood Services is no longer located in the basement of the University Students Centre

Year in Review

This year, Ivey hosted two blood donor clinics in the Ivey Atrium, on October 6 and January 31. Both events were hugely successful. At the fall clinic, a constant stream of donors throughout the day resulted in a donation of over 50 units, with 6 prospective donors turned away due to capacity constraints. In light of the overwhelming response from the Ivey and Western communities at the fall event, the total number of available donor beds was expanded for the spring donor clinic. The spring event was even more successful, with a total of 60 units donated and donor overflow above capacity re-routed to book out other campus blood drives.

This year also marks the first time Ivey has invited the greater Western community to the event, an important development considering that Canadian Blood Services no longer has a permanent location at the UCC. Additionally, for the first time ever, the External Director circulated a mass email about the event to over 35 000 students, faculty and staff in the Western Community. This initiative, combined with the Ivey Atrium's central location at the top of University College Hill ensured the donor clinics were highly visible.

In terms of the goals outlined above, the Ivey Connects' work with Canadian Blood Services was very successful — the total number of Ivey and non-Ivey donors was increased and Ivey provided Canadian Blood Services with a new, ideally located venue in which to operate donor clinics. Ivey Connects now has a solid understanding of how to host donor clinics in collaboration with Canadian Blood Services. As such, attention should be shifted to the awareness component of the events focusing not only on promoting Ivey Connects donor clinics, but the importance of blood donation in general.

Junior Achievement



Junior Achievement is a non-profit organization committed to inspiring young people to succeed in the global economy through educational programs about financial literacy and entrepreneurship. The organization's mandate is highly relevant to business students, making the organization an ideal partner. As such, over nearly ten years, the Richard Ivey School of Business has built a close partnership with the Junior Achievement of Southwestern Ontario, and each year Ivey HBAs give back and have fun by delivering Junior Achievement's 'Economics for Success' and 'Dollars With Sense' programs throughout London.



Junior Achievement: Program Overview

Year in Review

This year, redefining the partnership with Junior Achievement was a major priority for the External Director. Redefining the partnership was imperative, because due to the degree of HBA program expansion over the last several years, many of Ivey Connects' major commitments to Junior Achievement were no longer feasible. For example, Junior Achievement was one of Ivey Connects' major partners in Community Action Day, an event in which all Ivey students, faculty and staff participate in service activities in the London community. At its peak, the event provided Junior Achievement with 150 volunteers on one day alone, enough to reach 75 classrooms across London. Formerly, this was the basis for Ivey Connects' partnership with Junior Achievement; however, in light of HBA program growth, Community Action Day is no longer feasible, and this basis for partnership no longer exists.

In determining the nature of Ivey Connects' future involvement with Junior Achievement, two questions were addressed: (1) how can Ivey Connects add value to Junior Achievement through existing Ivey Connects projects and (2) how can Ivey Connects facilitate the continued involvement of HBAs in delivering Junior Achievement programs? With regards to the first question, the External Director discussed upcoming opportunities for Junior Achievement to participate in Ivey Connects projects. Concerning the goal of ensuring the continued involvement of Ivey students in delivering Junior Achievement programming, Ivey Connects chose to make smaller, more manageable volunteer commitments to Junior Achievement.

Major Successes

Major successes related to Junior Achievement partnership include improved lines of communication, new involvement opportunities created for Ivey students, and increased awareness of Junior Achievement among Ivey students. Junior Achievement's strong applications resulted in the organization being selected to participate in the Community Consulting Project, the Community IMPACT Challenge and the Non-Profit Internship program. Additionally, on November 26th, twenty Ivey students and two Advanced Entry Opportunity (AEO) students delivered 'Economics for Success' in 11 classrooms across London. It was an exciting opportunity to give back to the community, and was a lot of fun for all students involved.

Program Challenges

Scheduling difficulties posed the most significant challenge this year to the Junior Achievement-Ivey Connects partnership. Junior Achievement works directly with teachers to provide volunteers at specific, pre-determined dates, but at the same time, the Ivey HBA is an intense program with many events and projects that can interfere with students' ability to commit with certainty to extracurricular activities, leading many students not to commit at all. Moving forward, we are confident that obtaining the HBA1 and HBA2 calendars early and planning events based around major student deadlines for HBA1s and HBA2a will increase participation in these events

Communications and Outreach



The role of Communications & Outreach is tasked with facilitating communication between the Ivey Connects organization and both HBA students and the broader London community. The main responsibilities include managing the website, eZone and Facebook page, creating the semi-annual reports for internal and external stakeholders, and updating bulletin boards and creating posters for major events.

During the summer, Ivey Connects received a full revamp of the website that updated content, layout and contact information. This made it much more accessible for our partners and attractive for students interested in participating in our events. The first semi-annual report was delivered to internal and external partners. This was consistent with the rebranding of Ivey Connects as a more formal and professional organization and expanded on the previous email-based formats that were used for updates.

Both eZone and Facebook pages were updated but with very limited success. Since these tools were only updated/developed mid-year, there was no consistency in how they were applied and instead they were neglected. For the upcoming year they need to be used from the beginning of the year if they are to be effective. The Ivey Connects bulletin board was successful when current, but a better process for updating it needs to be established. This is especially true for second term. Updates should be done at least twice a year: 1) before school starts and 2) before students are back for second term. Aside from that, protocol for what gets posted needs to be established. The final aspect to build on is the website itself. The current process makes it exceedingly difficult to update (has to be approved by several individuals before it can finally be published). The recommendation for next year is to move to a Wordpress based system that will allow for quicker updates and easier manipulation. Overall, these improvements will help the Communications portfolio make Ivey Connects an even bigger part of the Ivey community.

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