



**Jenna**



**Jenn**



**Wendy**



**Jennifer**



**Nathan**



**Keon**

**6 ACTIVE MEMBERS**

**2 PROJECTS**

**OVER 300 VOLUNTEER HOURS**

**13 COMMUNITY PARTNERSHIPS**



**enactus**<sup>TM</sup>  
Grand Falls-Windsor

# ANNUAL REPORT 2022



Market Mentor evolved from a relationship with Enactus Alumni involved with the local Farmer's Market. The market supports local food, craft and farming vendors selling at bi-weekly markets. Throughout 2021 and into 2022, our team volunteered and supported the bi-weekly markets in person and online. At the end of the Farmer's Market season, our team created Market Mentor to continue working with these entrepreneurs. Team members met virtually with small business owners to expand their business knowledge and help them develop online business skills and abilities. Market Mentor worked with young and experienced entrepreneurs alike to assist them with creating social media accounts, creating logos, creating business plans, and much more.

## SEEING OPPORTUNITY

- Entrepreneurial action is the backbone to the Canadian economy
- The need for entrepreneurial support in our community
- The need for educational opportunities within the community
- The need for more local businesses in the area
- The support local mentality of our province

## TAKING ACTION

- Volunteering at the Farmer's Market assisting vendors
- Providing various business-related services and advice free-of-charge
- Partnering with young entrepreneurs acting as mentors
- Providing the Farmer's Market Board of Directors assistance with operating the event
- Utilizing the Farmer's Market to identify potential entrepreneurs to mentor

## ENABLING PROGRESS



**15,915 People  
Indirectly Impacted**

- 3,600 Farmers Market Visitors
- 12,315 Social Media Views



**46 Entrepreneurs  
Mentored**

# DOLLARS AND Sense

Dollars and Sense addresses a need for financial education. We provide options for every demographic as people are not properly informed on basic financial literacy topics throughout their lives.

We help participants develop a solid foundation of financial knowledge by promoting the understanding of money, saving and budgeting, interest and tax, and efficient spending. Dollars and Sense is an interactive program that applies a real-world technique to help individuals navigate financial situations effectively. Since project launch in January 2020, our team has developed 13 community partnerships in NL. We collaborated with these partners to develop hands-on activities and resources that are practical and tailored to individual age groups, providing education about common transactions and everyday finances. Our team recognizes the need for inclusion, which is why we have adapted many of our resources to provide accommodations for persons with cognitive exceptionalities, newcomers to our province, and individuals who identify as having barriers to entering the workforce.

Directly  
Impacting  
**1,097**  
People

Indirectly  
Impacting  
**47,149**  
People

## Meet Our Partners

