



ENACTUS OTU

# FINAL REPORT 2021/22

CO-PRESIDENTS

HAIQA TAHIR & ANGELIQUE DACK

## YEAR OVERVIEW



4

PROJECTS



27

MEMBERS

3,033



HOURS VOLUNTEERED

2,701

FOLLOWERS



1:1

EVERY 1.2 HOURS  
DEDICATED BY OUR  
TEAM RESULTED IN 1  
PERSON IMPACTED

4+



NEW CORPORATE  
PARTNERSHIPS THIS  
YEAR

2,539



INDIVIDUALS  
DIRECTLY  
IMPACTED



OWNED BY ENACTUS  
ONTARIO TECH

100%

She Leads was created to fill the need to **inspire, encourage, and empower young women** through entrepreneurial action. Designed to promote collaboration between female leaders and young women in the community. This project is fully owned by Enactus Ontario Tech.



### Highlights of 2021/2022

- 5th** Annual Networking Event
- 12** She Talks Forums
- 250** Live Event Attendees
- 45** Partner Organizations
- High School Ambassador Program
  - **13** active youth
- International Collaboration for Tie Dye Kit
  - Research & development begun



### Highlights of 2021/2022

- Resource Hub Launched
- Website Launched
- 2** podcast episodes released
- 5** Political Advocacy Campaigns
- 575** Followers on Social Media
- E-Learning Platform Development
  - Plan for Monetized Online Content
- 2** Partnering Organizations

As a nonpartisan project, Raise Your Voice unites the voice of youth across Canada, connecting them to current politics and politicians while disrupting the status quo on parliament hill. As young Canadians, we mobilize the largest voting bloc in the country to sustain real action on the social issues they choose to prioritize. These include lowering the cost of post-secondary education, petitioning for Universal Mental Health Care, and raising awareness on the history of Indigenous Discrimination in Canada. We plan to educate youth on how to participate in politics through our podcast with a focus on mental health. Our *Creating Your Political Handbook* program will include a monetized, multimedia and interactive e-learning platform which includes a comprehensive educational political guide for Canadian Youth, giving them the tools they need to empower socially conscious action and address the needs of today. This project is fully owned by Enactus Ontario Tech



Skill Series is aiming towards educating students on campus with skills revolving around design, financial literacy, public speaking, leadership and personal growth. These are skills that are essential for every entrepreneur to thrive. This project is fully owned by Enactus Ontario Tech

### Highlights of 2021/2022

- 8 Workshops Run
- 196 Live Attendees to Workshops
- 1 New Partner Organization
- 1,138 Views on Youtube

- YouTube Channel Grown
  - 78 Hours of Content Watched by Viewers

Each year in Canada, 4.9 billion single-use coffee cups are sent to landfills - Refind's mission is to change that narrative. Refind breaks down single-use coffee cups using a multi-step process to turn them into a pure cellulose fibre which can be spun into a textile material. The outcome is white, fluffy but firm filament with qualities that are similar to those of cotton but that uses 80% less energy, 99% less water, and 100% fewer harsh chemicals than cotton fibre manufacturing.



### Highlights of 2021/2022

- \$10,000 in Funding Raised
- 2 New Advisory Board Members
- 3 Top Placings Pitch Competitions

- 100 Industry Interviews Conducted
- 2 Kitchen's Destroyed By At Home Lab Research

# Internal Team Operations & Structure

## Talent Management:

- ROI campaigns to create inter-project competition and motivation
- Internal team workshops on time management, finding your Enactus Why, and leadership development to improve membership engagement and retention
- Weekly opportunities for professional development through external organization

## Marketing:

- Created a cohesive and unified brand for Enactus Ontario Tech via multiple social media channels to ensure promotion and success of individual project initiatives
- Established partnerships with local businesses, non-profits, and micro-influencers to ensure operational resiliency through the Covid-19 pandemic

## Brilliant Catalyst Partnership

- The Brilliant Space was specifically designed to facilitate idea generation, collaboration and new partnerships - it's an innovation and experiential learning hub. Enactus Ontario Tech Executives are given key-card access to use the space at their wise.
- Incubator Program: provides Enactus Ontario Tech members with the guidance, support and mentorship to help turn their innovative ideas into something they can implement within their projects.

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## Key Partners



**RBC FUTURE LAUNCH**  
[RBC.COM/FUTURELAUNCH](https://RBC.COM/FUTURELAUNCH)



**BRILLIANT  
CATALYST**

Fondation *Jeanne Sauvé* Foundation

**the co-opérateurs®**

**AURA FREEDOM  
INTERNATIONAL**



**hazelview  
PROPERTIES**



**OntarioTech  
UNIVERSITY**

*N. Tahira A. Dack*