

ASHOKA CANADA

A CHANGEMAKER NATION



ANNUAL REPORT

2013 - 2014



ASHOKA

Everyone A Changemaker™

ASHOKA CANADA

3 THINGS WE DO VERY WELL

1

Identify the top ideas and innovators

2

Support people with a vision to drive change and connect them to our global network

3

Bring together teams of changemakers to collaborate for high impact

IF EVERYONE IS A CHANGEMAKER, THERE IS NO WAY A PROBLEM CAN OUTFRAN A SOLUTION

This past June, we welcomed Ashoka's founder and CEO, Bill Drayton, to Canada. During his visit, he sat down with many Canadians and discussed Canada's role in realizing Ashoka's global vision. These conversations took place over breakfast and dinner, on stages and in living rooms, but they all had the same message: *Changemaking (problem-solving for social change) is the new literacy.* It is the skill that each person needs; a skill around which the world is becoming increasingly organized. We believe empathy, teamwork, leadership and changemaking are the core competencies all people, especially young people, must master in order to be changemakers throughout adulthood.

Our small team is stepping up to Bill's challenge: we are demonstrating how Canada can build on its history and position to show the world what an Everyone a Changemaker nation looks like. Since 2002, we have elected over 50 Fellows in Canada. Our network of changemakers is growing both nationally and globally: in cities, businesses, schools and communities alike. We are scaling systems-changing ideas and supporting Canadians with the visions to build a better world. Read on to understand how this coast-to-coast-to-coast vision is coming together and join us in making Canada a nation of changemakers.



Elisha Muskat

Elisha Muskat
Executive Director, Ashoka Canada

SO HOW DO WE BUILD A NATION OF CHANGEMAKERS?

WELL...IT STARTS WITH PEOPLE LIKE YOU!



Read more about these events at ashoka.canada.org

GROWING OUR NETWORK

IDENTIFYING AND SUPPORTING PEOPLE WITH SYSTEMS-CHANGING SOLUTIONS

In October 2013, Ashoka Canada hosted "Stories of Social Change" to formally welcome 10 new social entrepreneurs to the Ashoka Fellowship. This sold-out event at CBC's Glen Gould Studio introduced these Fellows and their work to the public.

Since then, we have welcomed four new Canadian Ashoka Fellows to join a global network of over 3,000 Fellows from around the world, including over 50 in Canada.

Fellows are assessed using five core criteria:



Created a systems-changing new idea.



Demonstrate creative problem-solving.



Are poised for high social impact.



Possess the highest level of ethical fibre.



Display entrepreneurial qualities.



SHAUN LONEY

BUILDING URBAN INDUSTRIES FOR LOCAL DEVELOPMENT (BUILD)

Shaun Loney founded BUILD to aid in the creation of First Nations' owned and operated businesses resulting in local green economies and employment for an at-risk demographic. Each year BUILD coaches 80 trainees in green energy skills so they can repair and develop local structures and reduce the energy burden facing their communities. Shaun also launched AKI Energy which develops participants as entrepreneurs.



CLAUDIA LI

HUA FOUNDATION

Claudia Li is empowering Chinese youth in Canada to become changemakers for the environment via the foundations of cultural heritage. Through Hua Foundation, Claudia is creating unique opportunities for her community to take action in the environmental movement such as around shark conservation.

Her work pioneers a new kind of environmentalism that empowers rather than blames and is rooted in cultural values.



CHRISTIE YOUNG

FARMSTART

Through FarmStart Christie is building programs to enable new Canadians and young people to start new farm businesses. Christie is providing real solutions to the succession problem facing the Canadian farm sector by creating opportunities for new entrants, who can bring innovation and renewal.

To date, FarmStart has supported over 60 new farmers and engaged over 5,000 new and prospective farmers through agriculture and business development courses.



ALED EDWARDS

STRUCTURAL GENOMICS CONSORTIUM (SGC)

Aled Edwards, a biologist, researcher and entrepreneur, believes cures for the world's most pressing illnesses are within reach. To disrupt the slow and expensive drug discovery process, Aled founded SGC to act as a hub for open source partnerships. SGC uses a "no-stings-attached" model of sharing amongst academic, public and private sector communities, enabling resources to be used for maximal benefit.

ASHOKA EFFECT

ASHOKA'S NETWORK EXISTS TO AMPLIFY IMPACT AND GET US CLOSER TO AN EVERYONE A CHANGEMAKER NATION AND WORLD.

So what is our "Ashoka Effect"? Ashoka Fellows highlight 7 benefits they get from the Ashoka network:



1.) IDENTITY

"Are you kidding?! Before Ashoka I didn't even identify as a social entrepreneur!"
— Nicole Rycroft, Ashoka Fellow, Canada



2.) EXPANDED VISION

"Ashoka pushes me to climb bigger and bigger mountains."
— Albina Rutz, Ashoka Fellow, Peru



3.) PEER-TO-PEER COMMUNITY

"No other network is so full of people who GET IT!"
— Donna Morton, Ashoka Fellow, Canada



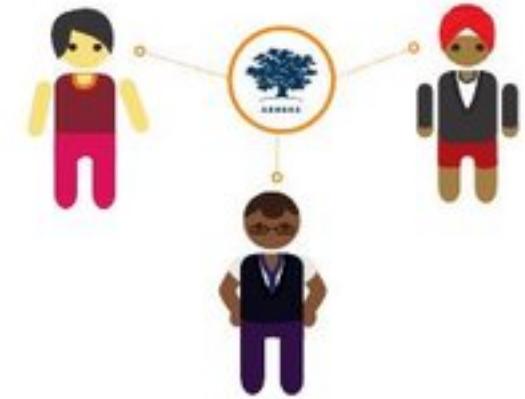
4.) VISIBILITY

"Ashoka has enabled me to be seen and my work to be known in Canada and globally"
— Nadia Duguay, Ashoka Fellow, Canada



5.) STIPEND

"The stipend allowed me to focus and take my impact farther, faster"
— Steve "Buddha" Leafloor, Ashoka Fellow, Canada



6.) COLLABORATIVE ENTREPRENEURSHIP

"Ashoka has embraced the work of global Fellows to make Empathy a key attribute in the world we are building"
— Mary Gordon, Ashoka Fellow, Canada

7.) NETWORK EFFECT

Thanks to Jean-François Archambault, the 2014 C2MTL Conference welcomed a group of social entrepreneurs for the first time. This high-profile event revolves around creativity and commerce amongst the entrepreneurial community. Montreal Fellows and C2MTL participants attended an intimate gathering with Ashoka Academy Member, Muhammad Yunus, to network and discuss social innovation.



From left to right: Durka Kumaratharan, Manon Barbeau, Nadia Duguay, Gaudine Labrie, Jean-François Archambault, Lis Suarez-Mohal, Larry Silverman, Muhammad Yunus, Sidney Ribaux, Howard Weinstein, Tatiana Fraser, Anne Evans

"The world has become so multidisciplinary that you cannot be successful alone. You've got to bring the talent of many together."

— SHELDON LEVY, PRESIDENT OF RYERSON UNIVERSITY

CANADA'S NETWORK OF ASHOKA FELLOWS

*Fellows elected outside of Canada

Jean-François Archambault
Band of Chefs/La Table des Chefs
@TabledesChefs

Manon Barbeau
Wapikoni Mobile
@Wapikoni

Cindy Blackstock
First Nations Child and Family
Caring Society of Canada
@CaringSociety

Paul Bern
Tamarack Institute
@Tamarack_Inc

Lisa Brown
Workman Arts
@workmanartsproj

Geoff Cape
Energize
@EnergizeCanada

Lucie Chagnon
Median Solutions

Jessica Clogg
West Coast Environmental Law
@WCELaw

Usha Tamba Dhar
Sage Youth and Excellence in
Literacy Foundation
@LiteracyELF

Bona Dougherty
Apathy is Boring
@apathyisboring

Andreas D'Souza
Henry Martin Institute

Nadia Duguay
Projet Dieko
@projetdieko

Aled Edwards
Structural Genomics
Consortium (SGC)
@thesgconline

Frank Escobis
Imagination for People
@Voices

Al Emswili
Planned Lifetime Advocacy
Network (PLAN)
@plannedlifetime

Sandrine Faust
Allo Prof
@Alloprof

Tatiana Fraser
Girls Action Foundation
@_GirlsAction

Sam Goldman
Dlight
@dlightdesign

Scott Gilmore
Building Markets
@BuildingMarkets

Mary Gordon
Roots of Empathy
@RootsofEmpathy

Carlos Grinblat Eduardo (Larry)
Siberman
Grinblat
Grupo 55

Taylor Gunn
Civix
@CIVIX_Canada

Gilles Julien
La Fondation du Dr Julien
@FondDrJulien

Marc Kielburger
Free the Children
@free thechildren

Erent Kopperson
Windfall Ecology Centre
@WindfallCentre

Johann Otter Koss
Right to Play
@RightToPlayCAN

Claudine Labelle
FitSpirit
@FitSpiritGirls

Steve Leafloor
Blueprint for Life
@AnecBuddha

Michelle Leu
Community Veterinary Outreach

Claudia Li
Hus Foundation
@husfoundation

Shaun Loney
Building Urban Industries for
Local Development (BUILD)

Janet Longmore
Digital Opportunity Trust
@DigitalOppTrust

Gabriel Bran Lopez
Youth Fusion/Fusion Jeunesse
@ybranzlopez

Octavio Duque Lopez
Asociación para el Desarrollo
Campesino
@ADCampesino

Judith Marcuse
International Centre of Arts for
Social Change
@ARTsocialCHANGE

Eva Manziowski
Peacebuilders International
@PeacebuildersCA

John Mighton
JUMP Math
@JUMP_Math

Mike Morrice
Sustainable Waterloo Region
@CoLabMike

Donna Morton
The Centre for Integral
Economics
First Power
@PRINCIPUM_1mp

Peter Nares
Social and Enterprise
Development
Innovations (SEDI)
@ProsperCan

Daphne Nederhorst
SawaWorld
@SawaWorld

Arnold Noyek
Canada International Scientific
Exchange Program (CISEP)

Anil Patel
Framework
@ShareWithPatel

Aaron Pereira
Community Bank Initiative

Jaron Potts
Finance Alliance for
Sustainable Trade (FAST)
@FAST_Invt

Sidney Ribaux
Equiterre
@equiterre

John Richardson
First Legal Society
Party X
@thefelo

George Roter
Engineers Without Borders Canada
@ewb

Nicole Rycroft
Canopy
@CanopyPlane

Rona Sampson
The equality effect

Jayne Staples
Canadian Centre for
International Justice
@CCI_CCI

Liz Suarez-Vizbal
FEPI International
@fevinter

Tonya Surman
Centre for Social Innovation (CSI)
@csito

Michel Verne
Institut du Nouveau Monde
@inn_nouvelles

Howard Weinstein
Solar Bar

Chris de Young
FarmStart
@FarmStart

Stanley Zlotkin
Sprinkles Global Health
Initiative

To read more about all Canadian
Ashoka Fellows and/or to nominate
a Fellow, visit canada.ashoka.org, or
follow us on twitter at [@AshokaCanada](https://twitter.com/AshokaCanada) or twitter.com/ashoka-fellows

CHANGEMAKERS

Through collaborative online competitions, the Ashoka Changemakers community is connecting and convening potential changemakers and their ideas. Engaging at a global level, Changemakers have built a network of over 15,000 innovators, including 1,110 Canadians, who are gaining the skills and resources needed to solve complex social problems.



In early 2014 the Play Exchange asked Canadians a single question:
What are your ideas for enabling a healthier Canada?

The response was amazing.

420+
INNOVATIVE AND
SUSTAINABLE
IDEAS WERE
SOURCED

From Coast-to-Coast
10 Provinces,
3 Territories



6 selected finalists
will receive:

- Strategic Support from LIFT Philanthropy Partners (Valued at \$30,000)
- Nationwide Media Coverage via a CBC Television Special

Stay tuned to www.changemakers.com/playexchange for your chance to vote for your favourite innovation!

With \$1 million up for grabs for the overall finalist from the Government of Canada to put their idea into action.

Funded in part by: **Canada**

Supported by:



The LEGO Foundation

Ashoka and the LEGO Foundation are sourcing ideas to transform the way the world learns - ideas with one thing in common: play. Six ideas from Canada have made it to the semi-final rounds receiving the designation of Pacesetters.

Re-Imagine Learning Challenge Champions will be announced in November and will receive cash prizes totalling \$200,000 as well as a chance to present their ideas at the 2015 LEGO Foundation Conference in Denmark.

www.changemakers.com/play2learn



Unilever invited young people from around the world to come up with solutions to the world's biggest sustainability problems.

Over 800 ideas were received, including ideas from Canadians for the first time. With nearly £200,000 in prize money, 7 finalists will be selected and announced in January 2015 with one finalist winning the HRH The Prince of Wales Young Sustainability Entrepreneur prize.

www.changemakers.com/sustliving2014#competition

LEARNING NETWORKS

A NEW EDUCATION FRAMEWORK FOR THE 21ST CENTURY

Children growing up in our rapidly changing world need more than just knowledge and skills. They need a different way to learn – an education system that serves changemakers and changemaking. An open and flexible system powered by networks, not just institutions. Shifting education to this new model has been the focus of Ashoka Canada's Learning Networks and its various national initiatives.

CHANGING THE CONVERSATION

In September 2013, Ashoka Canada partnered with The Globe and Mail to launch a special series inviting new thinking around the question: "What is education for?" Essays and video interviews shared leading innovators' perspectives on that question. Contributors included:



JANET MOORE
CO-FOUNDER
CityStudio



GABRIEL BRAN LOPEZ
FOUNDER
Youth Fusion



DAVID HELFAND
PRESIDENT
Quest University



MARK SURMAN
CEO
Mozilla Foundation



DUANE ELVERUM
CO-FOUNDER
CityStudio



SHELDON LEVY
PRESIDENT
Ryerson University

CHANGING SYSTEMS

Ashoka's Changemaker Campus designation recognizes schools who have tipped their culture to one that enables changemaking. Ryerson's continued leadership in Canada is inspiring for other institutions to join in the cultural shift.



Ashoka CEO, Bill Drayton visits Ryerson University, Canada's first Changemaker Campus. From left to right: Innovator Seamus O'Regan, Ashoka Founder and CEO Bill Drayton, Executive-in-Residence at Ashoka Canada, Susan Pigott and Ryerson President, Sheldon Levy.

CHANGING BEHAVIOUR

Ashoka's history has taught our community the importance of being able to mobilize networks around your cause. Our **Changemaker Challenge** invites students to crowdfund for their social change initiatives so they can see first hand the power that networks have to drive change.

CHANGING THE NARRATIVE

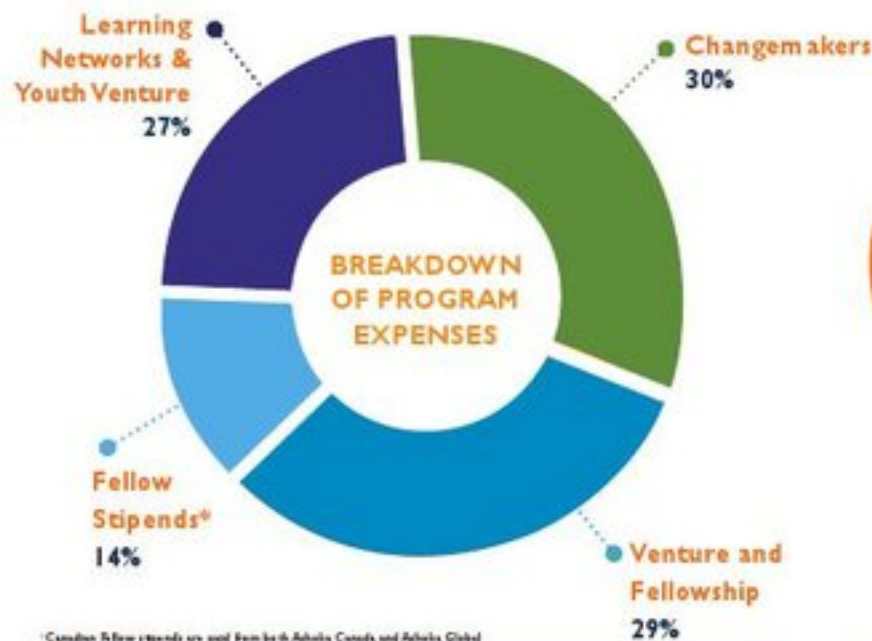
Ashoka partnered with universities across Canada to host a dozen Changemaker Showcases that introduced students and educators to stories of change. Through TED-style talks, students and leading innovators shared insights and stories that help redefine success for today's youth.



Students from the University of Sherbrooke pose with a bicycle to represent their Changemaker Challenge project *La coop La Deraile a besoin de vous.*

OUR FINANCIALS: AT A GLANCE

Ashoka raises funds from private and family foundations, corporate foundations and generous individuals who make our work possible. We spend these dollars on selecting and supporting Fellows, hosting challenges to surface new ideas and connecting our network through a lean team and small operational costs. For more details, you can find our full financial statements on our website.



*Canadian Fellow stipends are split between Ashoka Canada and Ashoka Global

Revenue		
Donations	\$550,532	81%
Ashoka Global	\$121,068	18%
Fees for Service	\$3,110	1%
Total	\$674,710	
Expenses		
Program Expenses	\$741,510	79%
Administration	\$132,297	14%
Fundraising	\$66,612	7%
Total	\$940,419	

Note: This annual report is representative of our 2013-2014 program year; however, the financials presented reflect our 2012-2013 program year. For updated financials, including an explanation of the deficit, please visit our website.

Ashoka Canada is a registered charity.
Our charitable number is:
861938736 880001

\$3.9 Million
invested in Canadian
social entrepreneurs
and changemakers
since 2002

\$125,000
in recorded in-kind
contributions in
FY2014

TO OUR PARTNERS: THANK YOU

Ashoka Canada would like to thank and recognize all of the organizations and individuals who contributed financially and strategically to our 2013-2014 program year. Our partners' commitment is critical in helping us build a nation of changemakers. We hope that these partnerships will continue to flourish and grow over the coming years.

Ashoka Visionary Partners



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FAMILY FOUNDATION
LA FONDATION DE LA
FAMILLE J.W. MCCONNELL



Program Partners



Donner Canadian Foundation | Fondation canadienne Donner



NextGenLeaders | vancooover foundation

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International Centre for Arts for Social Change (ICASC)
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Social Innovation Generation (SIG)
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KPMG LLP
Anonymous

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Uzair Nadeem
Anastasia Otopchuk
Rohini Patel
Murtaza Shambhoora
Marc Soberano
Brendan Timmings
Veronica Wojnar



We would like to give a special thanks to Hannah Wittingham for her tremendous graphic design talents that made our 2013-2014 Annual Report possible.

CONTINUE
YOUR JOURNEY



Building a
changemaker
nation starts
with you!

\$\$\$
DONATE


NOMINATE


PARTICIPATE



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