

ASHOKA CANADA ANNUAL REPORT

2012–2013



ASHOKA

Everyone A Changemaker™

ASHOKA ENVISIONS A WORLD WHERE EVERYONE CAN BE A CHANGEMAKER:

a world that responds quickly and effectively to social challenges, and where each individual has the freedom, confidence and societal support to address any social problem and drive change.

OUR WORLD IS RAPIDLY CHANGING AWAY FROM RIGID STRUCTURE AND REPETITION TOWARDS OPENNESS AND ENTREPRENEURIAL SPIRIT.

This shift is occurring across all sectors: large corporations are searching for intrapreneurs within, citizen sector organizations are seeking new and creative sources of funding, and governments are realizing the importance of cross sector collaboration in solving social problems. Ashoka sees this as evidence of a world where entrepreneurial individuals will set the path in every sector.

In this accelerated world, the best way to prepare people to succeed is to ensure that they are equipped with the right changemaking skills. As Ashoka Canada begins its second decade, we have our sights set on big, bold change. We want to see Canada grow into a country of changemakers—where empathy, leadership and teamwork drive all Canadians to build newer, stronger social systems. In the following pages, you will see how this is already happening. It is important now that we build on this momentum.

Ashoka began by recognizing social entrepreneurs to show the power of a new idea in the right person's hands. For the past 30 years, Ashoka Fellows around the globe have created innovative solutions to some of our most challenging problems. In Canada, Fellows are creating new realities across sectors—from Scott Gilmore, who is creating new markets for local businesses in conflict-prone countries, to Claudine Labelle, who is creating strong community networks across Canada to put sports back into the lives of teenage girls.

To create a new reality within our schools, Ashoka Canada launched Learning Networks this year to connect students and teachers engaged in changemaking and support them to strengthen social entrepreneurship education.

As we broaden and deepen our approach, we are grateful to be supported by a growing number of forward thinking corporations, foundations and individuals.

We invite you to join us in enabling every person in Canada to create the realities they envision for the world.



Elisha Mustak

Elisha Mustak
Executive Director, Ashoka Canada



Dawn Wells

Dawn Wells
President, Ashoka

WE ENGAGE CANADIANS IN CHANGEMAKING THROUGH:

IDENTIFYING AND SUPPORTING PEOPLE WITH SYSTEMS-CHANGING SOLUTIONS

Ashoka searches for people implementing innovative solutions to the most pressing social problems.

After an intensive selection process, we elect these leading social entrepreneurs, Ashoka Fellows, into our global network of over 3,000 Fellows in 72 countries. This includes 48 Canadian Fellows that have been elected across the country since 2002.

Ashoka's global network provides Fellows with strategic support to scale their ideas, opportunities for collaboration, connection to a worldwide network of peers and partners, global recognition, and connections to financial support.

INSPIRING YOUNG PEOPLE TO LEAD

Ashoka invests in youth-led change by cultivating learning environments that enable changemaking.

Many of our top institutions already embrace changemaking as a fundamental goal of education. With support from the Bombardier Foundation and the RBC Foundation, we are embarking on a three-year mission to help educators transform higher education in Canada.

During this time, we plan to engage 30 colleges and universities in co-creating vibrant ecosystems that foster social innovation and youth-led change.

These ecosystems—or learning networks—will transform the paradigm of education and help schools bring together business, citizen and government sectors in ways we haven't seen before.

ENABLING A CULTURE OF CHANGEMAKING

Ashoka builds collaborative ecosystems for changemaking across communities, schools, cities and businesses.

We are working with forward-thinking companies, such as Boehringer Ingelheim, to transform sectors through innovation. Our high-impact collaborations provides specialized business expertise to Fellows and young changemakers while enabling executives to gain unique perspectives within the fields and communities where they work.

Ashoka Changemakers®, an online global community of action, is open-sourcing solutions to help turn the ideas of local problem solvers into reality. The BC Ideas Changemakers competition sourced and supported the ideas of people across British Columbia to tackle the province's biggest social challenges.

IDENTIFYING AND SUPPORTING PEOPLE WITH SYSTEMS-CHANGING SOLUTIONS

In 2012-2013, we elected five leading social entrepreneurs as Ashoka Fellows in Canada. Elected in the areas of civic engagement, economic development, environment, health, human rights and learning/education, Fellows join our network of business, academia and public sector partners working to accelerate the impact of their work.

Fellows are assessed using five core criteria. All elected fellows:

- created a systems-changing new idea
- are poised for high social impact
- display entrepreneurial quality
- demonstrate creative problem solving
- possess the highest level of ethical fibre

Fellows join a network of over 3,000 Ashoka Fellows in 72 countries who are tackling major social challenges at the root, impacting millions of people in Canada and abroad.



PAUL BORN
Tamarack Institute

Paul is transforming the way all Canadians address poverty by encouraging cities to redefine themselves as key agents to address social challenges. The Tamarack Institute, the organization Paul founded, is a nationally focused innovator that supports communities to develop and implement localized poverty reduction strategies. Paul has expanded the network of communities involved to include more than 52 cities across Canada. Within these communities, over 200 innovative poverty reduction initiatives have been launched in partnership with over 2,500 organizations, corporations and communities.

JANET LONGMORE
Digital Opportunity Trust (DOT)

Frustrated with the lack of inclusion of local youth in development strategies, Janet decided to harness the power of young people as catalysts for change. Through her organization Digital Opportunity Trust, Janet is bridging the gap between formal education systems and employment opportunities. DOT supports and empowers young people to address issues of unemployment in emerging and struggling economies through entrepreneurial leadership training.



LISA BROWN
Workman Arts (WA)

Lisa is building a deeper understanding of mental health challenges in Canada through her organization Workman Arts (WA), which provides individuals with mental health issues opportunities to engage in creative activities that develop their artistic strengths. Unlike other mental health focused organizations that use art as a means of therapeutic treatment, WA builds professional skills and enables participation in artistic projects that encourage exchange of ideas between an artist and observer. Through performance and art, Lisa enables collective experiences between WA members and the public, while establishing respect for those living with mental illness.



MICHELLE LEM
Community Veterinary Outreach

As a result of a dynamic career as a veterinarian, Michelle recognized the unique opportunity she and all veterinarians across Canada had to be not just service providers, but community health leaders. She founded Community Veterinary Outreach to fill a gap in care for marginalized individuals, including the homeless and street involved, by leveraging the strong bond between people and their pets. Michelle equips veterinarians to establish free mobile clinics, which target pet-owners in need of housing services and/or health support services. These clinics provide free veterinary care for the animal and access to temporary or transitional housing and support services for the person.

FIONA SAMPSON
The equality effect

A human rights lawyer, Fiona is creating an international network of social activists, social workers, lawyers and academics to foster in-country solutions for victims of gender-based violence. Through her organization, the equality effect, Fiona leads efforts to identify creative ways to legally hold governments accountable for their failures to protect the rights of women and girls, and works toward ensuring laws are enforced without delay or discrimination.





ASHOKA CANADA FELLOWS LEVERAGE THE POWER OF OUR WORLDWIDE NETWORK TO ACCELERATE THEIR IMPACT

THE POWER OF COLLABORATIVE ENTREPRENEURSHIP

In July 2013, Daphne Nederhorst, Fellow and founder of Sawa World, partnered with East African Fellow Mwalimu Musheshe, founder of the African Rural University in Western Uganda. Together they will blend their unique models to lift millions of people out of extreme poverty with locally created solutions, and offer the world a new approach to rural transformation.

THE NETWORK EFFECT

Thanks to Ashoka, Building Markets, the social enterprise founded by Scott Gilmore, was one of three organizations selected to participate in a special event hosted by Forbes magazine. Special guests included 150 billionaire philanthropists from the US, U2's Bono and President Sirleaf from Liberia.

In his words, "We received valuable advice on how to structure our new investment fund from the best business minds in the world. There was a lot of support for our plans to partner with a private-sector firm to help facilitate new investments into the countries where we operate. We're grateful to Ashoka for this fantastic experience." Forbes is facilitating a site visit to Building Markets' project in Liberia with some of the philanthropists, which will be followed up by a story in the magazine.



BUILDING COLLECTIVE IMPACT

In June 2013, Fellows Tatiana Fraser (Girls Action Foundation) and Anil Patel (Framework), in collaboration with the Carold Institute, led a learning day about re-imagining citizenship and building collective impact. As part of a Scale Deep initiative, this Montreal Learning Day engaged organizations in Quebec and across Canada. The day long seminar brought together 50 changemakers and thought leaders to discuss how to deepen their impact and spark collaborations for stronger citizen engagement. This was a first of a series of events to take place across several cities in Canada.

FELLOWS RECOGNIZED GLOBALLY AS INNOVATORS

This year, Canadian Fellows were recognized as innovators by Ernst & Young (Claudine Labelle, Scott Gilmore), LEGO Foundation (Johann Koss), the Schwab Foundation (Janet Longmore) and many more.

CANADA'S NETWORK OF ASHOKA FELLOWS

*FELLOWS ELECTED OUTSIDE OF CANADA

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

Mason Barbess
Waykosi Mobile
@Waykosi

Cindy Backstock
First Nations Children's Family
Caring Society of Canada
@CaringSociety

Paul Born
Tamarack Institute
@TamarackInst

Lisa Brown
Workman Art
@workmanartproj

Geoff Cape
Evergreen
@EvergreenCanada

Lucie Chagnon
Medien Solutions

Jessica Clogg
West Coast Environmental Law
@WCELaw

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

Boni Dougherty
Agathy is Boring
@agathyisboring

Andress D'Souza
Henry Martyn Institute

Heda Duguay
Projet Evéko
@projetevéko

Frank Escobedo
Imagination for People
@IforPeople

Al Etremeki
Planned Lifetime Advocacy Net-
work (PLANN)
@plannedlifetime

Sandrine Faust
Allo Prof
@alloprof

Tatiana Fraser
Girls Action Foundation
@GirlsAction

Sam Goldman
D Light

Scott Gilmore
Building Markets
@BuildingMarkets

Mary Gordon
Roots of Empathy

Carlos Eduardo (Larry) Silberman
Grickle
Grupo 55

Taylor Gunn
Civix
@CIVIX_Canada

Giles Julien
La Fondation de Dr Julien
@FondDrJulien

Marc Kielburger
Free the Children
@freethechildren

Brent Kopperson
Windfall Ecology Centre
@WindfallCentre

Johann Olav Koss
Right To Play
@RightToPlayCAH

Claudine Labelle
FitSpirit
@FitSpiritGirls

Steve Leefloor
Blueprint for Life
@ArcticBuddie

Michelle Lem
Community Veterinary Outreach

Janet Longmore
Digital Opportunity Trust
@DigitalOppTrust

Gabriel Brea Lopez
Youth Fusion/Fusion Jeunesse
@gbrlopez

Octavio Duque López
Asociación para el Desarrollo
Campesino
@ADCampesino

Judith Marcove
International Centre of Arts for
Social Change
@ARTsocialCHANGE

Eva Marszewski
Pescebuilders International
@PescebuildersCA

Jake Migdon
JUMP Math
@JUMP_Math

Mike Morice
Sustainable Waterloo Region
@SustainableWat

Donna Morton
The Center for Integral Economics
First Power
@FirstPower

Peter Hares
Social and Enterprise Development
Innovations (SEDI)
@SEDIorg

Daphne Nederhorst
Sawa World
@SawaWorld

Arnold Hayek
Canada International Scientific
Exchange Program (CISEPO)

Anil Patel
Framework
@Framework

Aaron Perets
Community Bank Initiative

Jason Potts
Finance Alliance For Sustainable
Trade (FAST)
@FAST_Int

Sidney Rioux
Équiterre
@equiterre

John Richardson
Pivot Legal Society
Party X
@Party_X

George Roter
Engineers Without Borders Canada
@ewb

Nicole Rycroft
Canopy
@CanopyPlanet

Fiona Sampson
The equality effect

Jayne Styles
Canadian Centre for International
Justice
@CCIJ_CCIJ

Liz Suarez Vicbal
FEM International
@Femister

Toya Surman
Centre for Social Innovation (CSI)
@csiTO

Michel Venne
Institut du Nouveau Monde
@imn_nouvelles

Howard Weinstein
Solar Ear

Stanley Ziskin
Sprinkles Global Health Initiative

To read more about all Canadian
Ashoka Fellows and/or nominate
a Fellow, visit canada.ashoka.org



INSPIRING YOUNG PEOPLE TO LEAD

This year, support from Bombardier Foundation and RBC Foundation, helped us launch the **Learning Networks** initiative to help educators create vibrant ecosystems of changemaking within higher education and beyond.

RE-IMAGINE SCHOOLS AS SOCIAL INNOVATION HUBS

Ashoka supports efforts to transform Canadian schools into centres for innovation. We recognized Ryerson University's institutional commitment to changemaking by selecting them as **Canada's first Changemaker Campus**. They join a global consortium of 24 schools such as Brown, Cornell and Duke, working together to advance the field of social entrepreneurship.

Our Learning Networks Initiative also supported other schools in showcasing social innovation at their campuses. By co-hosting Changemaker Showcases with five Canadian universities, we helped them share stories of change that can redefine success for their students. Featured speakers included Ashoka Fellows Tonya Surman, George Roter and Mike Morrice.

To see videos from past speakers and learn more about how you can host a Changemaker Showcase on your campus visit changemakershowcase.ca

"Ryerson university is proud to be the first canadian post-secondary Institution to be named an Ashoka Changemaker campus. This designation is a tribute to the dedication and the work of our students, faculty, staff, and partners who work with us to effect positive change to benefit society. Many thanks to Ashoka for making us part of the global network of change leaders."

— SHELDON LEVY,
President of Ryerson University



INVEST IN YOUTH-LED CHANGE

Our ongoing **Changemaker Challenge** invites all youth to believe in the power of their own ideas. We mentor young people to develop their own solutions to address social and environmental challenges around them. Teams then have access to funding to implement and iterate their ideas.

Tomas Lang, 14, created the Green Events Program to provide his school with a "library" that allows event organizers to borrow supplies such as plates, utensils and decorations. His program has made annual school events much more sustainable and he is now spreading his idea to other schools.

Check out video of Tomas' project on Ashoka Canada's YouTube channel.

"The Challenge helped me refine my project and gave me connections to people who have made all the difference."

— TOMAS LANG



ENABLING A CULTURE OF CHANGEMAKING

Ashoka continues to build collaborative ecosystems for changemaking that enable citizens, social entrepreneurs and business leaders to collaborate across sectors to solve social challenges in new and creative ways.

BUILDING A CULTURE OF CHANGEMAKING WITHIN BUSINESS

Ashoka is working in partnership with Boehringer Ingelheim to source social innovations in health around the world, explore unconventional partnerships and business models, and engage and develop intrapreneurs within the company. This unique partnership has supported the election of 50 Fellows globally, 120 young changemakers and initiated several employee-Fellow partnerships. Elected as a **Making More Health** Fellow in Canada, Steve Leafloor uses hip-hop and social work to connect with indigenous youth in Canada's North.

Visit makingmorehealth.org for more information on our partnership. If your company is interested in transforming a sector through innovation, contact us at canadainfo@ashoka.org.

**Making
more
health**

by Ashoka and
Boehringer Ingelheim

TURNING THE IDEAS OF LOCAL PROBLEM-SOLVERS INTO PROVINCE-WIDE CHANGE

In the summer of 2012, a partnership of 24 organizations launched the **BC Ideas: Solutions for Stronger Communities** Changemakers competition. BC Ideas invited people across the province of British Columbia to submit their ideas for local and province-wide change. More than 460 entrants submitted creative ideas from not-for-profit professionals and business owners, to long-time innovators and passionate advocates, to First Nations persons and new immigrants, to students and seniors. Of these, 33 ideas were chosen as winners and recipients of over \$270,000 in funding.

Visit www.changemakers.org/bcideas to learn more about the competition and winning ideas and how you can create your own Changeshop to grow your idea for social change. Contact us at canadainfo@ashoka.org to sponsor a competition on an urgent challenge in your field of work.

BCideas

solutions for stronger communities



ASHOKA CANADA FINANCIALS

*For fiscal year ending August 31, 2012

	2012	2011
REVENUE		
Donations	1,099,856	541,679
Ashoka Global Funding for Programs (note 1)	165,496	89,723
Fees for Service	28,547	52,145
Other	2,736	159
Total Revenue	1,296,635	683,706
EXPENSES		
PROGRAM EXPENSES		
Venture & Fellowship Excluding Stipends**	113,888	199,993
Fellows' Stipends	189,055	50,727
Changemakers	875,138	234,281
University Partnerships and Youth Venture	29,752	3,968
Subtotal Program Expenses	1,207,833	488,969
SUPPORTING SERVICES		
Management & General	124,676	130,313
Fundraising (Ashoka Support Network)	44,409	14,797
Subtotal Supporting Services	169,085	145,110
Total Expenses	1,376,918	634,079
Excess of Revenue over Expenses	(80,283)	49,627
Net Assets, beginning of year	96,302	46,675
NET ASSETS, END OF YEAR	16,019	96,302

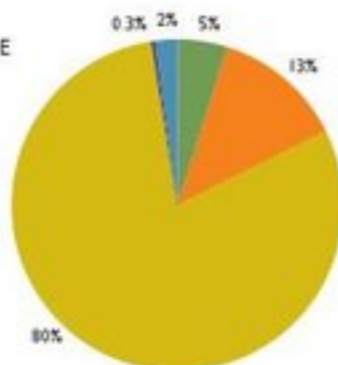
*Some Ashoka Fellows elected in Canada receive stipend support from Ashoka offices outside of Canada. In Fiscal Year 2012, the total stipend support for Canadian Fellows from Ashoka's Global offices was \$468,335 and in Fiscal Year 2011 was \$286,500. These funds do not appear in Ashoka Canada's Statement of Operations.

Note 1:
In 2012, the organization received funding from Ashoka Global of \$165,496 for program and operating expenses. Ashoka Global is the sole member of Ashoka Canada.

Ashoka Canada is a registered charity.
Our Charitable number is 87193 8736 RR0001

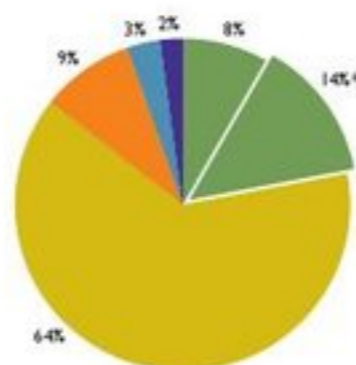
REVENUE BY SOURCE

- Business Enterprises
- Corporations
- Fees for Service
- Foundations
- Global Funding



EXPENSES BY PROGRAM

- Changemakers (includes external competition such as Inspiring Approaches to First Nations, Māori and Inuit Learning, and BC News)
- Fundraising
- Operations
- University Partnerships
- Venture & Fellowship (Stipend)**



OUR PARTNERS

Ashoka Canada would like to thank and recognize all of the organizations and individuals who contributed financially and strategically in our 2012-2013 program year. Our partners' commitment is critical in helping us build a country of changemakers. We hope that these partnerships will continue to flourish and grow over the coming years.

Ashoka Canada Visionary Partners
J. Armand Bombardier Foundation
RBC Foundation
The J.W. McConnell Family Foundation



Global Strategic Partners
Blake, Cassels & Graydon LLP
Egon Zehnder International
Hill + Knowlton Strategies
McKissey & Company
The Boekrisger Ingelheim Group

Ashoka Canada Program Partners
Esrop Assistance Canada
Fleck Family Foundation
Hamilton Community Foundation
Jesse & Julie Rasch Foundation
LIFT Philanthropy Partners
NextGenLeaders
Starbucks Canada
Vancouver Foundation

Ashoka Support Network Members
See Griggs
Serge Martin
Paul McKay
Peter Mortifee
Nancy Mortifee
Ray Mazyka
Cathy & John Philips
Joan Vaedzer
Bill Young

Canadian Individual Donors
Leah Barrett
Teca Bibari
Coryell Boffy-Riesel
Jean-Loup Brasik
Kirstle Calisto-Tavarez
Chester Carlow
Peter Chellev
Celia Cruz
Michael Darmody
Claudia De Simone

Nada Duguay
Edward Fife
Chris G. Pallare
Mary Gordon
Brian Gottlieb
See Griggs
Marcelo Hamer
Dorian Kingsmill
Alexandra Kuperman
Isabelle Le Breton
Samantha Lower
Eva Marzewski
Paul McKay
Peter Mortifee
Nancy Mortifee
Elika Meskat
Ilan Meskat
Daphne Niederhorst
Cathy Phillips
Susan Pigott
Nicole Rycroft
Wayne Stewart
Tarek Tosbale
Joan VanDezer
Jedy Verzeghy
Richard Wilshire
Bill Young

Strategic Advisors and Volunteers
Sonia Bianchi
Navi Bar
Doug Brodhead
Kirstle Calisto-Tavarez
Kim Clarke
Jane Cooke-Laeder
April Dethle
Bob Fleck
Stephanie Hamilton
Kerry Harris

Alles Hersh
Samantha Jones
Sophie Mechin
Fernanda Mendes
Andreas Souvaliotis
Shanaa Traisor

Ashoka Canada Board
William Carter
Bill Drayton
Mary Gordon
Edward J. Waitzer

Staff and Consultants
Alex Asdet
Yelena Barrett
Amy Daleboest
Claudia De Simone
Chris Heald
Darla Kamarathasan
Elika Meskat
Susan Pigott
Leah Pollock
Asa Terrazas
Charles Tsai

Interns
Michelle Arnold
Jeffery Chan
Emma Clarke
Rachel Harris
Ben Lorman
Nick McLean
Jessy Kim
Anastasia Ostapchuk
Susi Wang
Veronica Wojtas

VOLUNTEER
WITH US

INVOLVE
YOUR
CAMPUS

HOW WILL YOU BE PART OF THE CHANGE?

canada.ashoka.org/engage

INVEST
IN
ASHOKA

NOMINATE
A
FELLOW

INVOLVE
YOUR
COMPANY



366 Adelaide St W., Suite 606
Toronto, ON
M5V 1R9 Canada

 @AshokaCanada

Tel: (416) 646-2333
Fax: (416) 646-1875
canadainfo@ashoka.org

 AshokaCanada

Bandung | Bangalore | Bangkok | Berlin | Bogotá | Buenos Aires | Cairo
Caracas | Colombo | Dakar Fann | Dublin | Hong Kong | Istanbul | Johannesburg
Kampala | Lagos | London | Madrid | Mexico City | Munich | Nairobi | Paris
Quezon City | São Paulo | Singapore | Stockholm | Tel Aviv | Tokyo | Toronto
Vienna | Warsaw | Washington, D.C. | Zurich