



Fall '25 - Winter '26 Impact Report



Sprott Social Impact Hub
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Learning through doing

A Message From the General Managers

It's hard to believe that my time with the Sprott Social Impact Hub has come to an end, but I couldn't be more grateful for all the amazing opportunities and lessons I've been able to experience in the past two years. It's been a privilege to work alongside such a dedicated and inspiring group of people. I am looking forward to seeing SSIH continue to grow and build on the foundation our team has created!

Tharindi Nadagala

Co-General Manager, Sprott Social Impact Hub

Thank you to all the incredible SSIH members and client partners for making our second year of operations a success. Getting to know each of your unique skills and personalities gives me great optimism for the future, especially in times of uncertainty. I am truly grateful for the opportunity to be part of overseeing such a passionate group of individuals dedicated to creating positive social impact at both the national and international levels. Looking forward to another great year ahead!

Giorgio Manasseri

Co-General Manager, Sprott Social Impact Hub

One of the Sprott Social Impact Hub's greatest strengths is that it allows students to learn through ambiguity while still receiving guidance when needed. Experiential learning is especially valuable because it exposes the gap between how students think organizations operate and how they function in practice. Navigating uncertainty helps students recognize where they need more context, support, or clarification, which creates a stronger learning opportunity.



Our Leadership Team



Emily Jones Joannis
Director, Sprott
Social Impact Hub



Tharindi Nadugala,
Co-General Manager



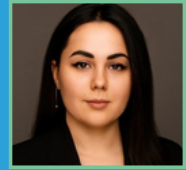
Giorgio Manasseri,
Co-General Manager



Aleena Raza,
Student Recruitment
and Outreach
Manager



Amelia Demczyszyn,
Program Manager



Bella Nolan,
Assistant General
Manager



Jazmine Sarmiento,
Management Intern



Gabriela Villaneuva,
Management Intern



Bridgitte Bern,
Management Intern

Our Advisory Board



Roberta Tomasi
Sprott Social Impact
Hub Advisor



Andrea Pierce
Sprott Social Impact
Hub Advisor



Edward T. Jackson
Sprott Social Impact
Hub Advisor



Eva English
Sprott Social Impact
Hub Advisor



Daria Ivatsik
Sprott Social Impact
Hub Advisor



Vijay Badhani
Sprott Social Impact
Hub Advisor



Sean MacPhedran
Sprott Social Impact
Hub Advisor



Giacomo Carlini
Sprott Social Impact
Hub Advisor



Manal Sayid
Sprott Social Impact
Hub Advisor

Program Overview

Projects

Details

Outcome

Christie Lake Kids - Increase awareness of Christie Lake Kids' programs to attract donors and boost fundraising.

- Designing tracking tools that streamline outreach and increase visibility of grant opportunities, driving greater funding potential.
- Establishing a strong branding foundation for marketing initiatives across Google Ads and social media.

- Built tracking tools for outreach and grant management, including starter lists of grant prospects and key contacts.
- Developed a comprehensive Google Ads Non-Profit campaign guide and delivered four ready-to-launch campaigns.
- Built a social media etiquette guide with templates and scheduling tools to improve consistency and efficiency.
- Conducted an in-depth social media audit, delivering platform-specific insights to better understand current audiences.

Gord Downie & Chanie Wenjack Fund - Donor Engagement Strategy Creation and Design, and Initiatives to Engage the Carleton Community in Reconciliation.

- Supporting DWF's Indigenous education and mission through targeted messaging and strategic objectives.
- Strengthening programming to advance ReconciliACTION –Gord's vision to "do something" for Indigenous communities in Ottawa and across Canada.

- Created an appeal strategy for the 10th anniversary of Secret Path.
- Analyzed donation data to inform donor trends and future growth.
- Conceptualized a networking event plan in the nation's capital for increased visibility.
- Developed an infographic to support Canadian reconciliation for newcomers.

Mission Bambini - Strengthening North American Communication and Partnerships

- Analyzing Mission Bambini's current English communication strategy to identify improvements for North American outreach.
- Expanding Mission Bambini's network of North American organizations, foundations, and philanthropic partners.

- Developed a 1-minute and 3-minute organizational video to strengthen North American communications.
- Created a Google Ad Grants spreadsheet including 5 ad campaigns.
- Created a Grant Writing Toolkit with suggested English wording for future North American grant applications.

Ottawa Bicycle Club - Strengthening Recruitment and Engagement to Drive Growth at the Ottawa Bicycle Club

- Creating brand guidelines, growth, and diversity plans to grow volunteer work and engagement within the club.
- Creating brand calendars for their Rideau Lakes Cycling Tours across social media.

- Created 3 brand guidelines (Text, Style, and Posting).
- Conducted interviews with members, producing member spotlight videos to be posted on different platforms.
- Created growth and diversity plans with approaches to be implemented by the client.
- Developed a brand calendar for the RLCT.
- Developed multiple social media posts and templates to be used.

The Term *in Review*

The quality of the work, including the presentation, and the quantity of work, has been much more than what we expected, and it gives us a lot of opportunity. Expanding in an international market is very sophisticated. The quality and quantity of the work will make the process much faster, and the issue of international expansion is something that can be sped up thanks to this initial work.

Stefano Oltolini, Executive Director, Mission Bambini, Milan, Italy



Highlight: Christie Lake Kids

This year, our team visited Christie Lake Kids and saw their programs in action. Meeting the kids, volunteers, and staff made our work feel even more meaningful. We also raised \$888 through a bake sale fundraiser in support of their mission.

Highlight: Gord Downie & Chanie Wenjack Fund

Over the winter, our work remained focused on strengthening engagement and fundraising through the 10th anniversary appeal communications, planning an Ottawa networking event, and analyzing DWF's corporate donor segments to enhance donation strategies.

Highlight: Mission Bambini

This term, our team worked closely with Mission Bambini to prepare for our onsite visit in April, developing an agenda and materials that reflect a mutual exchange of value. This process highlighted the importance of thoughtful planning when delivering client work in an international context.

Highlight: Ottawa Bicycle Club

This semester, we had more hands-on experiences, assisting the Ottawa Bicycle Club with creating content for their annual awards show and Rideau Lakes Cycling Tour. With these events, our team was able to showcase our skills and deliver quality work for the club!

Christie Lake Kids

Strengthen funding opportunities and increase awareness of Christie Lake Kids city programs and mission.



Christie Lake Kids strives to level the playing field by removing barriers to participation and providing fun, skill-building opportunities for youth from low-income households.

Our project with Christie Lake Kids focused on strengthening their fundraising efforts and expanding audiences' perception of Christie Lake Kids as more than just a campground. We focused on creating practical, easy-to-use tools to increase awareness and funding efforts from social media guidelines and templates, Google Ads campaign support, and outreach and grant tracking systems. These efforts aim to deepen donor engagement and help more people in the community connect with Christie Lake Kids to support their mission.



Team Lead - Sarah S.



My time at SSIH has been one of the most memorable and transformative parts of my time at Carleton. Being able to develop workplace skills firsthand in a supportive environment has been incredibly valuable. Working alongside an amazing team and learning from one another is something I won't forget. Supporting Christie Lake Kids made the experience even more meaningful, and I'm really grateful to have contributed to a team like theirs that's dedicated to making our community a better place.

Asst. TL - Aisha A.



My experience with the Sprott Social Impact Hub and Christie Lake Kids has been one of the most rewarding parts of my university career. Leading the team with Sarah taught me a lot about collaboration, communication, and working toward something that truly impacts kids' lives. Seeing our team grow and deliver meaningful work over two semesters was incredibly fulfilling. This experience shaped how I approach leadership and teamwork, and I'm grateful for the chance to contribute to such an impactful organization.

Project Assc. - Layla M.



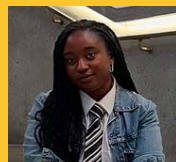
Being part of the Sprott Social Impact Hub and working with Christie Lake Kids has been such a meaningful experience for me. It's one thing to learn about social impact in the classroom, but being able to contribute to an organization that directly supports youth in the community made it feel real. This experience pushed me to grow, not just in my skills, but in how I think about collaboration and the kind of impact I want to have moving forward. I'm really grateful to have been part of something that makes a difference in people's lives.

Project Assc. - Rhea J.



Through my work with the Sprott Social Impact Hub and Christie Lake Kids, I helped develop practical social media tools and grant trackers to strengthen community outreach and funding efforts. This experience deepened my understanding of clear messaging, collaboration, and how to use my skills to create lasting social impact.

Project Assc. - Temitayo O.



Working with Christie Lake Kids through the Sprott Social Impact Hub was a meaningful experience for me. One thing that really guided me throughout this experience is a quote I live by: 'aspire to inspire before you expire.' It reminded me to be intentional with the work I was doing and to think about the impact it could have on others. This experience taught me how important it is to be adaptable, and genuine. I look forward to continuing to be the change I want to see in the world, by being an active member of my community, using all the skills I gained through this amazing experience.

Client Quote

It was a pleasure working with the students at the Sprott Social Impact Hub this year in support of Christie Lake Kids. Their team brought a thoughtful, strategic approach to understanding our mission and identifying meaningful opportunities for growth. From research to actionable recommendations, their work helped strengthen our capacity to better serve children and youth in our community. My favourite moment was the bake sale they organized to raise funds for our programs. It was a simple yet powerful reflection of their initiative, creativity, and genuine commitment to making a difference.

Reza Mashkooi, Manager, Corporate Sponsorship

Christie Lake Kids

Strengthen funding opportunities and increase awareness of Christie Lake Kids city programs and mission.



A Message from the Team Leads

As Team Leaders, we've been inspired this term, not only by the work of Christie Lake Kids and their impact on the community, but also by the commitment of our teammates in supporting their mission. This experience has helped us grow as leaders.

Supporting Christie Lake Kids through the Sprott Social Impact Hub taught us that good leadership starts with being organized, leading by example, and checking in often so everyone feels supported and on the same page. Having supportive mentors and managers throughout the process made a huge difference too, and reminded us that strong leadership is also about asking questions, learning as you go, and working together to find fair, positive solutions when challenges come up.

This experience with Christie Lake Kids has been incredibly rewarding. Seeing the impact of our work on the community and learning how to lead with care, support, and collaborate has been a lesson we'll carry forward in all our future endeavors.

Sarah Southrop & Aisha Abdisamad

Deliverables Completed

- **Social Media Research**
 - Content Schedule
 - KPI Framework
 - Branding Kit
 - Content Creation Templates
 - Social Media User Guide
- **Google Ads**
 - Google Search Ads User Guide
 - 4 Google Ads Campaigns
- **Website Audit**
 - SEO: Key Issues and Gaps
 - Implementation Plan
 - KPI Framework
- **Outreach Tracker**
 - 74 organizational contacts with emails, phone numbers, and descriptions
 - Outreach status and tracking columns
- **Grants Tracker**
 - Compiled 100 funding opportunities organized by deadlines and eligibility

Next Steps...

- **Activate Outreach**
 - Use the outreach tracker to begin contacting the 74 organizations identified this year
- **Pursue Grants**
 - Use the grants tracker to apply for relevant funding and prioritize upcoming deadlines
- **Update the Website**
 - Implement the website audit and SEO recommendations from Fall 2025
- **Maintain Google Ads**
 - Continue following the Google Ads User Guide to maintain account eligibility and optimize campaigns
- **Implement Social Media Strategy**
 - Use the social media templates, user guide, and brand kit to post consistently and maintain brand standards across platforms

Gord Downie & Chanie Wenjack Fund



Donor Engagement Strategy Creation and Design, and Initiatives to Engage the Carleton Community in Reconciliation.

Inspired by Chanie's story and Gord's call to build a better Canada, the Gord Downie & Chanie Wenjack Fund aims to build cultural understanding and create a path toward reconciliation between Indigenous and non-Indigenous peoples.

In the new year, our team experienced creative innovation within the project. Through new initiatives, which included a networking event plan in the nation's capital and an infographic for newcomers to Canada, we gained confidence throughout the winter semester. Additionally, we supported DWF by finalizing a donor analysis and a Secret Path 10th anniversary appeal strategy, resources that contribute to the organization's growth in educating an expanding audience about reconciliation.



Team Lead - Kieran M.



This year, I worked with a very meaningful client with an impactful team. DWF is a client that advocates for Indigenous voices, education, and reconciliation in a way that feels respectful and responsible. As an Indigenous student, I felt honored to support DWF's work across Canada and Gord's dream of building a better Canada. This is for you Chanie, Miigwetch.

Asst. TL - Stephen P.



The Gord Downie & Chanie Wenjack Fund is an honour to work with. The story of Gord and Chanie is powerful and important to people throughout Canada. Joining and growing with the DWF team has been a wonderful opportunity to learn advanced data analysis while becoming more actionable and focused in my efforts. It has been especially meaningful to contribute to work that creates impact through cultural awareness and reconciliation.

Project Assc. - Jing X.



Working with DWF was a meaningful experience for me. This project showed me how important community and teamwork are in creating real impact. By working together, supporting each other, and sharing ideas, our team was able to build something meaningful for the community. I am grateful to have been part of a team that worked toward a common goal and contributed to positive change.

Project Assc. - Ulises G.



This project reminded me that work connected to reconciliation cannot be approached passively. It requires attention, humility and a willingness to carry responsibility with care. As someone coming from outside this field, I grew through contributing thoughtfully and staying open to learning. More than anything, it showed me that impact begins in how seriously we take the people, stories and purpose behind the work.

Client Quote

The Gord Downie & Chanie Wenjack Fund (DWF) was thrilled to be selected as one of the organizations to work with Carleton University's Sprott Social Impact Hub team this year. From the first day, the students and staff demonstrated a strong commitment to understanding our work and supporting our goals in meaningful ways. Through thoughtful research, fresh perspectives, and innovative ideas, the students contributed valuable insights that helped strengthen our approach.

This partnership reflects the power of collaboration in advancing reconciliation and social impact throughout Canada. It also helped deepen how we connect with and grow our community of supporters, further strengthening the impact of our programs. We are grateful for the time, care, and intention the team brought to this work, and we highly recommend the Sprott Social Impact Hub to any organization looking to engage passionate, skilled students in purpose-driven projects.

Angela Reid, Director, Development

Gord Downie & Chanie Wenjack Fund



Donor Engagement Strategy Creation and Design, and Initiatives to Engage the Carleton Community in Reconciliation.

A Message from the Team Leads

As a student, my experiences often feel limited to a classroom. Within SSIH and through working with the DWF, I have a newfound confidence in knowing that my experiences create real-world impact beyond a typical post-secondary class. Working on a live and dynamic project with a meaningful client was something that inspired me to think beyond what's possible as I approach graduation. I feel honored to have worked with everyone involved in and around the project and am excited to see all the work future champions accomplish with the SSIH.

Kieran McFae

Working with DWF through SSIH has been a rewarding experience for me because it has allowed me to apply what I learned in the classroom to real-world challenges in the non-profit sector. Seeing our team's efforts contribute to meaningful outcomes has been both motivating and engaging, especially when the work supports broader goals and lasting impact in cultural awareness and reconciliation. This experience has also helped me grow by strengthening my adaptability, initiative, communication, and creative problem-solving skills. It has been a valuable opportunity to learn, contribute, and grow as part of a team working toward something meaningful.

Stephen Pringle

Deliverables Completed

- **2025 Year-End Donor Appeal Strategy**
 - Analysis of donor engagement
 - Campaign Channel analysis
 - Implementation timeline
 - Metric tracking
- **Key Communication Concepts**
 - Marketing sample assets
 - Messaging for donor segments
- **Proposals for DWF Integration in the Capital Region**
 - Event proposals
 - Integration with higher learning
 - Messaging for newcomers to integrate with reconciliation through infographic material
- **2026 Donor Segmentation Report**
 - Donor trend analysis
 - Strategies for future appeals
 - Informed decision making

- **Secret Path 10th Anniversary Appeal**
 - Strategy for promotion of Secret Path album
 - Ideas presented to increase visibility
- **Expand DWF's Presence in Communities and in the Capital Region**
 - Strengthen donor relationships through site visits and personalized follow-up
 - Continue improving storytelling, impact reporting, and donor communication tools
 - Creating a partnership between Carleton University and DWF

Next Steps...

- **Expansion Initiatives:** Continue promoting and expanding the network of Legacy Schools
- **Donor Priorities:** Enhance understanding of donors by using the findings and recommendations from the Donor Segmentation Analysis Report
- **National Presence Expansion:** Strengthen DWF's presence through SSIH outreach deliverables, including the Networking Event Planner and the New Canadian Infographic

Ottawa Bicycle Club

Growing OBC's Diversity and Engagement



The Ottawa Bicycle Club is a community-led club whose mission is to provide high-quality cycling opportunities for cyclists of all ages while promoting a lifelong passion for the sport.

This year working with the Ottawa Bicycle Club, we have focused on growing their membership engagement and diversity. We set out to achieve this through multiple brand style guides, Canva templates, rollout calendars, growth and diversity plans, and capturing live content. These projects have set the groundwork for new initiatives to increase awareness of the club and show off its welcoming nature to all. The positive atmosphere of the Ottawa Bicycle Club is contagious and will be sure to grow alongside new members.

Next steps include starting to use the social media rollout calendars and laying out the strategies within the growth and diversity plans to grow the club's presence.

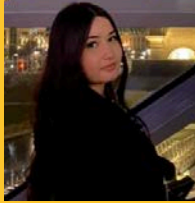


Team Lead - Owen C.



Through my experience with the Ottawa Bicycle Club, I have not only developed leadership skills, but also gotten involved with the community and developed a shared passion for the club that will continue long after my time with the SSIH.

Asst. TL - Jazmine S.



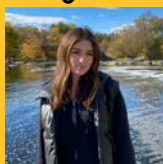
Working with the Ottawa Bicycle Club has been a truly rewarding experience. Supporting their membership outreach - particularly by creating content at events like the Awards Ceremony, has helped me develop new skills, especially in video editing and graphic design.

Project Assc - Omololaoluwa J.



The opportunity to celebrate dedicated OBC cyclists whilst showcasing the club's long standing history and uniqueness has been thrilling! Through this experience, I have developed professional skills. Among these skills is a strong attention to detail, demonstrated through creating promotional award posters or providing insightful, informative blurbs and statistics that provide value to third-party audiences.

Project Assc. - Gabriela V.



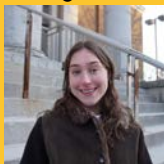
During my time supporting the Ottawa Bicycle with their growth strategies, I learned how important community inclusion and long-standing relations play a role in a successful sports club. I am honored to have been trusted to create digital content for the Ottawa Bicycle Club.

Project Assc. - Oluwabuyikunmi R.



I've loved the opportunity to revamp and reintegrate the OBC's social media presence to help them reach new audiences. Throughout both semesters, I enjoyed combining creativity with strategy by designing cohesive social media templates and developing a content calendar to guide both daily engagement and major events, like the Rideau Lakes Cycle Tour.

Project Assc. - Amelia D.



Collaborating with the Ottawa Bicycle Club has given me new insights into the passion and effort required to run a community-driven organization. Everyone's hard work and dedication to cycling motivated me to ensure all of the promotional and outreach material I created, was both engaging and reflective of the club's community.

Client Quote

The Carleton SSIH team mobilized quickly to begin its research into the OBC, under the leadership of its professor, Emily Jones Joannis, and student team leader, Owen Cruikshank. They reviewed material on the OBC website, Newsletters, and interviewed a number of key members. The team also drew on its own background to originate proposals as to how the OBC could achieve greater inclusion. Working with the Carleton SSIH team was helpful and enjoyable, bringing fresh perspectives and ideas to help refocus and modernize the Ottawa Bicycle Club, particularly around inclusion. Their advice and recommendations will be very helpful as the Club moves forward, kickstarting discussions with concrete and innovative next steps.

Scott McDougall, Board of Directors - Vice-President and Education

Ottawa Bicycle Club

Growing OBC's Diversity and Engagement



A Message from the Team Leads

The Ottawa Bicycle Club is a community-focused organization, with members volunteering to keep events running. The shared passion and enthusiasm for cycling creates an energetic and welcoming environment. As someone relatively new to club biking, I have found myself going out more and more on my bike when I find the time.

Collaborating with the club has highlighted the value of community involvement and the strong sense of commitment that develops around a common purpose. The more I have engaged with the Ottawa Bicycle Club, the more invested I became in it and wanted to see it succeed.

This partnership has been an incredibly rewarding learning opportunity, allowing me and our team to build and apply the skills we are currently learning, while contributing meaningful work where the impact can be seen.

Owen Craickshank

Working with the Ottawa Bicycle Club has shown me firsthand the strength of a community-driven organization. As Assistant Team Lead, I had the opportunity to support a group of incredibly dedicated individuals to ensure OBC's deliverables meet the highest level of client satisfaction.

This experience has given our team the space to develop our skills, collaborate effectively, and contribute to the city of Ottawa in meaningful ways. The more we worked alongside the club, the more invested we became in its continued success. We look forward to seeing both our team and the Ottawa Bicycle Club grow together.

Jasmine Farniento

Deliverables Completed

- **Brand Starter Kit**
 - Brand Guideline
 - Text Style Guide
 - Guide for Publishing Posts
 - Filming and Editing Guide
 - Canva Communication Templates
- **Member Spotlight Posts**
 - Interview Guide
 - Short-Form Content Pieces
 - Canva Templates
- **Growth and Diversity Improvement Plans**
 - Growth Engagement Plan
 - Diversity Improvement Plan
- **Rideau Lakes Cycle Tour Promotional Material**
 - A 30+ page communications plan, 12–16 week content calendar with sample posts and emails, and post-event materials such as follow-ups, social posts, and rider highlights.

- **Member Spotlight Posts**
 - Continued interviews that produced 20+ publish-ready social media posts with captions and image guides.
- **Implementation of Growth and Diversity Plans**
 - Applied the approved suggestions to OBC content, including social media and partner outreach.
- **Award Ceremony Content**
 - Created ceremony content to boost membership and showcase award winners.

Next Steps...

- Turn the diversity plan into clear, actionable steps by further developing recommendations and defining measurable outcomes.
- Work through the growth and engagement plan, adjusting strategies as needed.
- Focus on creating social media content using the templates developed this year to promote the club and highlight key events while maintaining consistency.

Mission Bambini

Strengthening North American Communication and Partnerships



Mission Bambini is a Milan-based NGO dedicated to improving the lives of children with a focus on healthcare, medical screenings, surgical missions, and education. The project team's mandate is to support their expansion into the North American market.

Our work this semester encompassed a range of tasks aimed at strengthening Mission Bambini's communication and partnership efforts. This included analyzing communication practices, creating multi-media materials, refining English-language narratives, developing Google Ad Grant campaigns, and conducting prospect research on aligned foundations and companies across North America. Throughout the term, our team collaborated closely with Mission Bambini in preparation for the onsite visit, to guide our sessions together. The visit allowed us to present our work in person and engage directly with the team, providing valuable insight into consulting within an international context and the importance of adapting communication and strategy across different audiences.



Team Lead - Anna P.



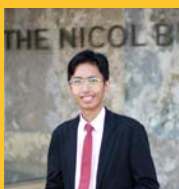
Continuing our work with Mission Bambini this semester has been incredibly rewarding as we prepared for the end-of-term onsite. Our deliverable work has strengthened both my problem-solving and collaboration skills while getting to support an organization that creates meaningful impact for children in need.

Asst. TL - Kainaat Safdar



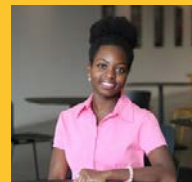
Working with Mission Bambini has been a rewarding experience that further developed my communication and research skills. Building on our previous work, I contributed more confidently and took a more active role in creating deliverables that support children's wellbeing. Seeing our ideas turn into real outcomes made the experience especially meaningful.

Project Assc. - Min T.



Throughout the two terms, this experience strengthened my understanding of the non-profit landscape and potential funding opportunities and enhanced my skills in research, communication, recommendations, collaboration, and strategic analysis. Overall, I am very glad that my efforts could impact on children in need all over the world.

Project Assc. - Elinam H-N.



Our work with Mission Bambini this year has truly redefined what cross-cultural collaboration between students and clients can entail. The onsite experience brings everything full circle, transforming our deliverables into tangible impact and fostering connections that will last a lifetime.

Program Manager - Giorgio M.



Being able to support the Mission Bambini project team over the past eight months has been truly rewarding. Having the opportunity to provide feedback and guidance on their deliverables, while also working with clients in an international setting, has been an amazing experience.

Client Quote

It was truly a rewarding and enriching experience. What made it even more valuable is that it was a genuine win-win for both sides—us and them. We gained highly valuable materials that will support our expansion in North America, while they had the opportunity to discover the nonprofit world, and in particular our mission. We collaborated in a very harmonious and constructive way, building strong alignment, mutual understanding, and a positive working relationship throughout.

Beatrice Parmigiani, Volunteering Coordinator

Mission Bambini

Strengthening North American Communication and Partnerships



A Message from the Team Leads

Throughout the year, our work with Mission Bambini allowed us to apply our skills in a meaningful, real-world context. Collaborating closely with their team, we gained a deeper understanding of their mission and the challenges they face, which pushed us to think more critically and approach our work with greater purpose. As we progressed, we became more confident in contributing ideas, taking initiative, and aligning our efforts with their needs.



Building on this foundation, our experiential trip allowed us to put these lessons into practice in a more immersive setting. It deepened our ability to collaborate, adapt, and communicate effectively, while giving us a greater appreciation for the impact of our work. We're proud of what we accomplished and grateful for the opportunity to grow together through this experience.

Anna Pirt & Kainat Sajdar

Deliverables Completed

- **Grant Writing Tool Kit**
 - Comprehensive toolkit including organizational narratives, flexible summaries, and program proposals to support grant applications.
- **Fundraising-Ready Case Studies**
 - Multi-format case studies highlighting key programs, designed to support donor engagement through report, presentation, and web-ready content.
- **Support for Google Ad Grants Program**
 - A practical guide outlining campaign strategy, structure, and sample ads to support implementation of Google Ad Grants with expansion goals.
- **North American Grants Database**
 - A centralized and structured database to streamline donor tracking and improve efficiency in managing grant opportunities.
- **Updated Report Template**
 - A standardized and adaptable reporting template designed to ensure consistent, professional, and donor-ready documentation of activities.
- **Ready-To-Use Template**
 - Pre-designed communication templates and guidelines to support consistent partner updates, outreach, and culturally aligned messaging.
- **Multimedia Materials**
 - Short-form, tailored videos created to effectively communicate mission and impact across digital and presentation platforms.
- **Feasibility Study**
 - A high-level strategic assessment of North American expansion across key dimensions to inform planning and decision-making.

Next Steps...

- **Continue Building the Grant & Donor Pipeline**
 - Expand and update the grants database, identify new funding opportunities, and track application progress and outcomes.
- **Enhance and Optimize Digital Campaigns**
 - Refine Google Ad Grants campaigns through ongoing keyword testing, ad improvements, and performance analysis.
- **Develop Additional Content and Outreach Materials**
 - Create new case studies, multimedia content, and tailored communications to strengthen donor engagement.
- **Build on Expansion Research and Partnerships**
 - Deepen insights from the feasibility study by exploring priority regions, identifying partners, and supporting early expansion efforts.

Fundraising for Spring Onsite with our NGO Partner Mission Bambini in Milan

RAISED THIS YEAR

Krispy Kreme Sale	\$922.52
Grants	\$3,500
Donations	\$634
Total Raised	\$5,056.52

EXPENSES

Flights & Accommodations	\$9,558.20
Onsite Food Costs	≈\$4,000
Onsite Transportation Costs	≈\$1,500
Incidentals	≈\$900
Total Trip Costs	≈\$15,958.20
Outstanding Costs	\$10,901.68



Learning through Fundraising

Our fundraising efforts allowed our team to cover the cost of flights to our client onsite. The fundraising experience helped our team work together more effectively and learn each other's communication styles, which has improved our overall collaboration on the Mission Bambini project. It has also allowed us to connect with the community on campus at Carleton University through onsite selling, where we learned how to pitch our project to gain support from others and spread awareness across campus by communicating our goals, completed work, and broader impact.

Through this experience, we also grew more confident in representing our work publicly, which strengthened our ability to speak with clarity and purpose. This helped reinforce teamwork and reminded us how meaningful our work is to those beyond our immediate team.

International Onsite: Mission Bambini

As part of the onsite requirement for SSIH's international project team, the SSIH Mission Bambini project team participated in and facilitated workshops across four days.

Three days were dedicated to presenting and collaborating completed deliverables, while the final day emphasized, discussion, and activities at an Italian school supported by Mission Bambini's programming. This onsite experience allowed the team to build on its existing work, strengthen client engagement, and further project objectives in a meaningful international context.

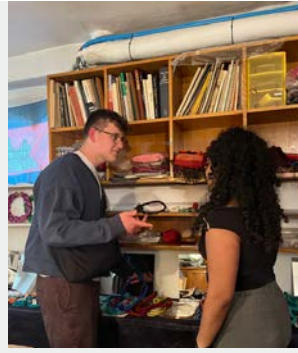


International Onsite: Il Nodo ETS



Il Nodo ETS is a nonprofit organization based in Italy and Cambodia, dedicated to serving vulnerable communities in Cambodia through education, social design, and community development initiatives.

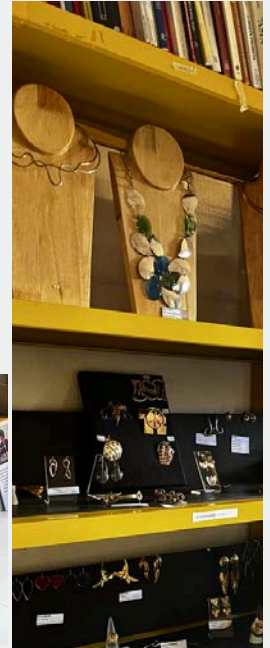
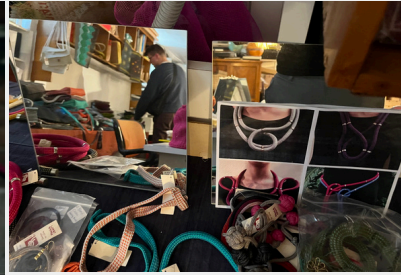
During our time in Italy, two of our team members had the opportunity to provide short-term, on-site support to Il Nodo ETS, applying their skills to enhance key communication materials. With the help of professional photographer Giacomo Carlini, our team took part in a photoshoot, with SSIH students modelling jewellery created by Il Nodo artisans. The shoot supported Il Nodo's upcoming photographic exhibition, Il Nodo Around the World, taking place in Milan during the Salone del Mobile 2026.



Tharindi modelling necklace by Il Nodo artisans, PC: G. Carlini



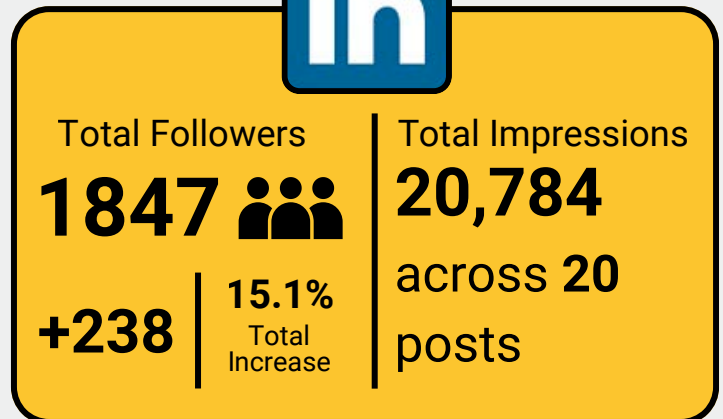
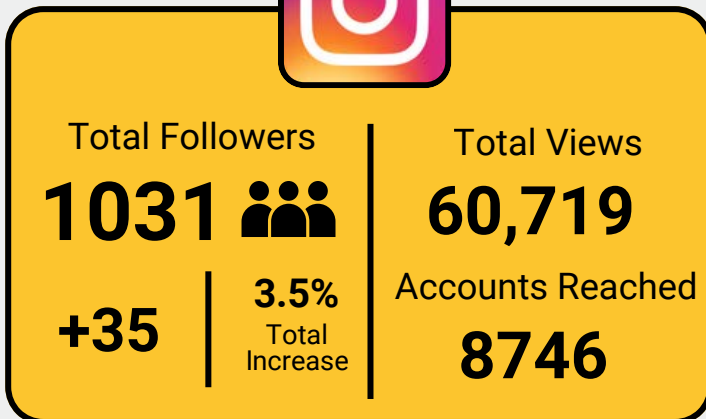
Anna, modelling necklace by Il Nodo artisans
PC: G. Carlini



The Deliverables

- **Translations of Cambodian Sign Language Video Content**
 - Creating subtitles for video content featuring deaf students at the Bottega dell'Arte Social Design School, improving accessibility and allowing diverse audiences to engage with the materials.
- **2023 and 2024 Activity Report Improvements & Template Design**
 - Reviewing and refining the English translations of the 2023 and 2024 activity reports to improve clarity and flow, while also developing a new, more structured and visually consistent report template.
- **Website Analysis & Recommendations**
 - Conducting a detailed review of the English website content and proposed actionable edits to enhance readability and consistency for a broad international audience.
- **Style Guide Posting Checklist**
 - Creating a social media posting guide that includes formatting, file conversions, sizing, captions, and other recommendations to provide media publishing guidance.

Communication & Social Media Management

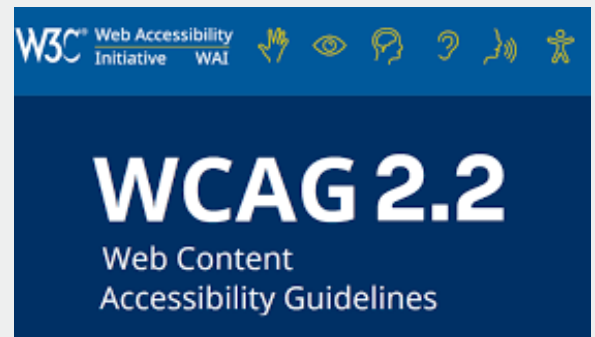


“

This term, I had the opportunity to grow my skills in social media management by building on my existing toolkit and exploring new creative tools. I gained hands-on experience with the Adobe suite, especially Adobe Premiere, as well as CapCut, which helped me strengthen my content creation and editing skills. A key focus throughout was the SSIH's commitment to adhering to WCAG guidelines, ensuring accessibility is embedded in all social media practices.

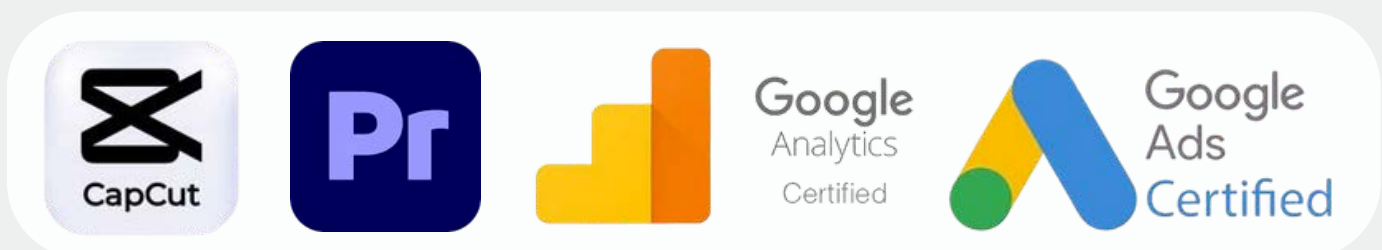
Aleena Raza - Social Media Manager

”



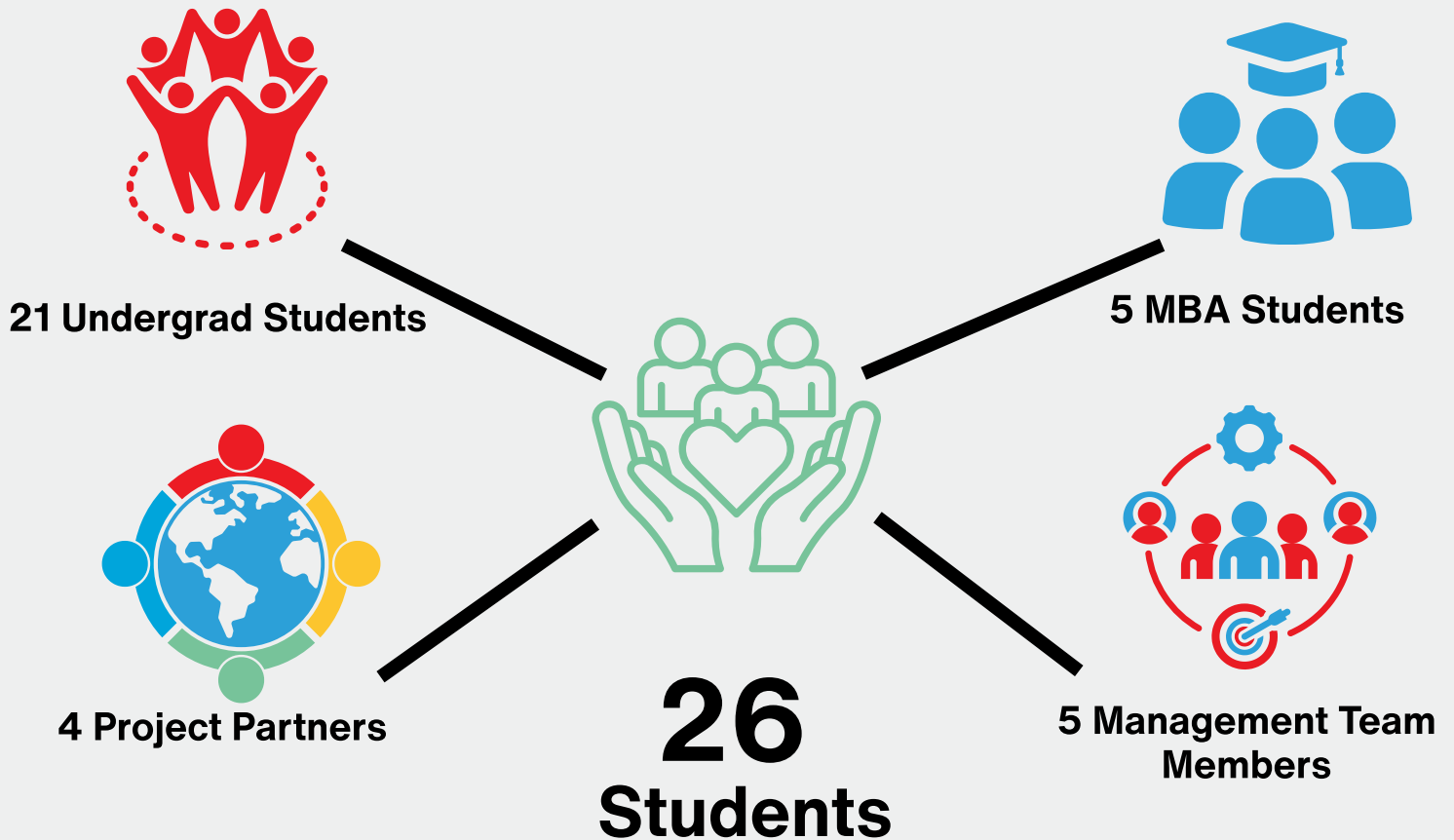
SSIH is committed to adhering to WCAG guidelines, ensuring that accessibility is a core part of all our social media practices and that our content is inclusive for all audiences.

New Tools Explored /Skills Gained:

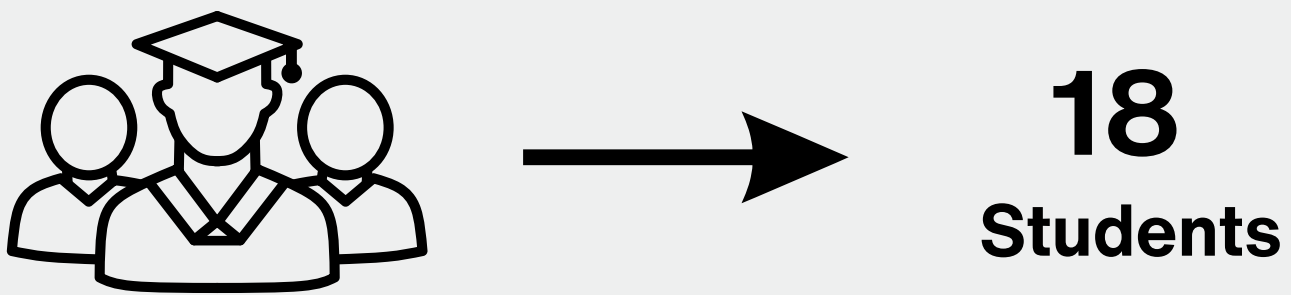


Recruitment Statistics

Current SSIH Numbers

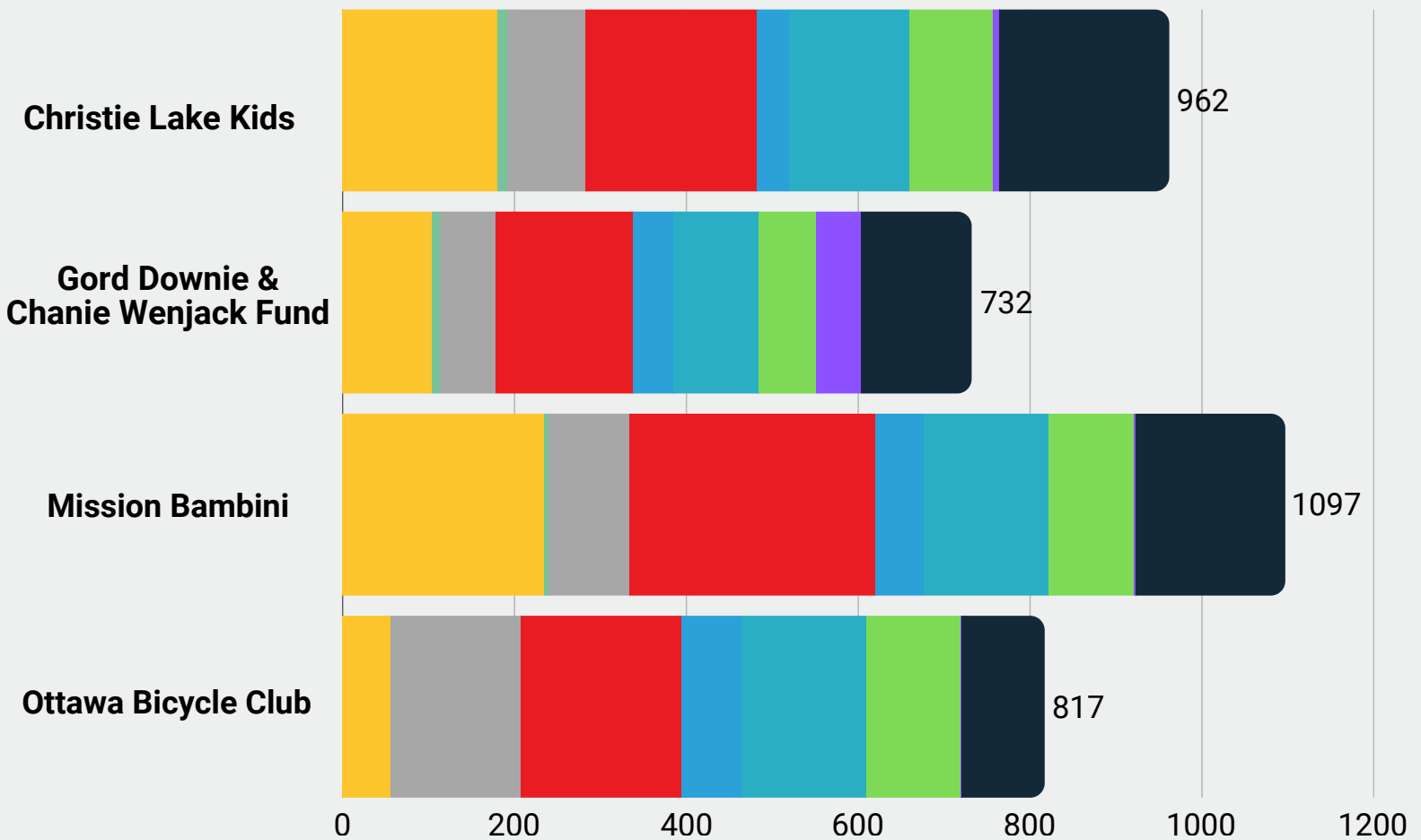
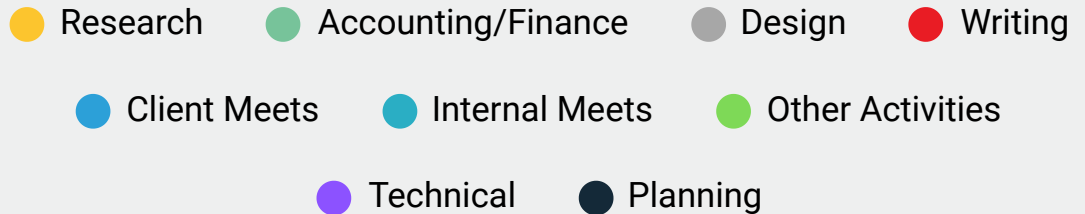


Alumni Numbers



Hours Breakdown

A Snapshot of Our Collective Efforts



These hours reflect our students' commitment to community-driven impact.

Key Metrics

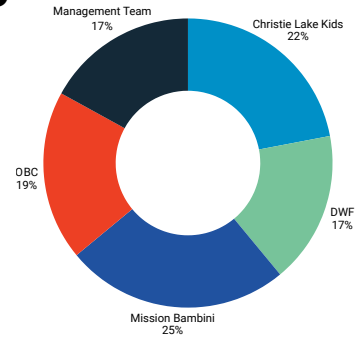
Tracking impact through the lens of business



4,329 hours were contributed to our communities this year

Hours Contributed 2025/2026

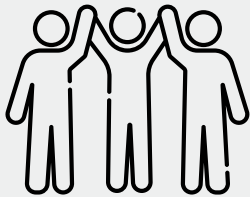
Christie Lake Kids - 962 hours
 Gord Downie & Chanie Wenjack Fund - 732 hours
 Mission Bambini - 1,097 hours
 Ottawa Bicycle Club - 817 hours
 Management Team - 721 hours



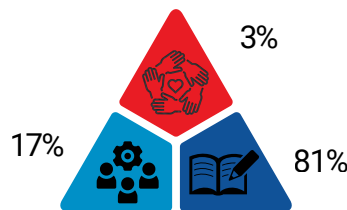
188 hours on average/participant



Management Hours 15% of our team were management team volunteers at the Sprott Social Impact Hub. They donated 230 hours of their time this year.



8,976 hours were contributed to our communities since our inception



Total Hours
 Management Hours - 721
 Project Team Volunteer Hours - 164
 Project Team Academic Hours - 3,493

Average Yearly Contribution

115 hours

195 hours

Volunteer Hours
 VS
Academic Credit Hours per Student

These hours showcase students' dedication to meaningful collaboration with community partners.

Where Are They Now?

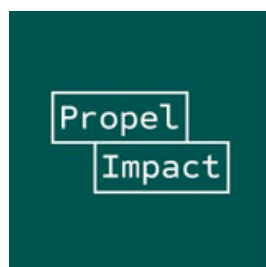
Past and Future Pathways of Our Students



Cornell University



National Défense
Defence nationale



uOttawa

Faculté des sciences sociales
Faculty of Social Sciences



Faculté de droit
Faculty of Law
DROIT CIVIL



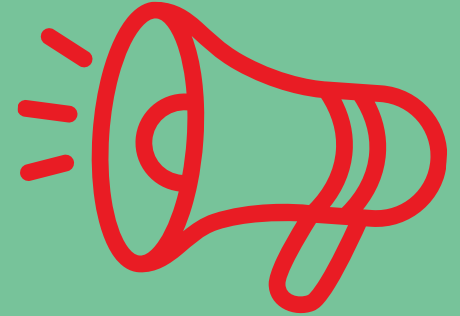
These organizations highlight where our students are currently contributing and growing, SSIH is not formally affiliated with them.

Testimonials

A few words from our community

“
We're proud to bring your ideas to life. Your vision set an exciting direction for Christie Lake Kids – and we're going to turn it into impact. Outstanding work, SSIH team! Thanks again.

Adrienne Vienneau, Executive Director, Christie Lake Kids”



“ This semester, my experience as a Project Associate with Christie Lake Kids through the Sprott Social Impact Hub (SSIH) has been both transformative and eye-opening.

Coming from a pre-med, STEM-focused academic background, I initially saw this opportunity as a way to step outside of my usual learning environment. However, it quickly became much more than that. It allowed me to develop practical, real-world skills, expand my understanding of community impact work, and grow both personally and professionally in ways that I did not anticipate.

Temitayo Oyenola, Project Team Associate, Christie Lake Kids”

“ During my time at Carleton, I've had opportunities to work in team settings in class and do work for local businesses, but the way the Sprott Social Impact Hub runs a real-world consulting experience is unmatched. Having space to work with students from different concentrations also made it feel a lot more realistic, since in the real world you're working with people who think differently and approach problems in different ways. In class, it's usually just other business students who are trained to solve problems in similar ways, so this felt like a more accurate reflection of that dynamic.

Sarah Sculthorpe, Team Lead Christie Lake Kids”

Testimonials

A few words from our community, cont'd

Working with the OBC through SSIH gave me something I didn't expect going in: a real consulting experience, not a simulation of one. The client had genuine goals and genuine constraints. The team dynamics were real. The moments of ambiguity were real. I came out of it more confident in my ability to contribute when things aren't fully defined, and more aware that the most valuable thing I can bring to a team isn't just doing my assigned tasks well. It's being the person who notices what's missing and does something about it.

Buyi Remi-John, Project Team Associate, Ottawa Bicycle Club

The beauty of the SSIH is that it's designed to be a learning experience for everyone. Clients get to learn about new perspectives, and students learn about real work.

Kieran McRae, Team Lead, Gord Downie and Chanie Wenjack Fund

The Sprott Social Impact Hub taught me a lot about maintaining professional work relationships. One of the most valuable lessons I've learned is that effective collaboration depends on mutual respect, clear communication, and a shared commitment to the initiative's goals. It comes down to being willing to put the work first and support one another in achieving a common goal. I also learned the importance of consistently upholding policies in a fair and transparent way.

Ensuring that expectations are applied equally helps build trust, reinforces accountability, and strengthens the credibility of the management team and the initiative as a whole.

Aleena Raza, Student Recruitment and Outreach Manager

Testimonials

A few words from our community, cont'd

”

As the past eight months as a Program Manager at the Sprott Social Impact Hub come to an end, the biggest lessons I've learned are that leadership does not equate to being bossy, the key to delivering feedback is communication, and asking for help does not make you less competent, only more.

Amelia Demczynyn, Project Team Associate, Program Manager, Ottawa Bicycle Club



“

Leadership is not just about staying on top of tasks. It is also about keeping a team environment productive and respectful when things get difficult. I learned to stay calm, be prepared, and respond professionally. Instead of matching an unhelpful tone, I focused on addressing concerns point by point, keeping my communication respectful and concise, and bringing the conversation back to solutions. That experience helped me grow in how I handle conflict, how I protect the team's workflow, and how I show up as a leader.

**Aisha Abdisamad,
Assistant Team Lead, Christie
Lake Kids**

At the beginning of this project, I thought success meant finishing tasks on time and doing my part well. Now, at the end of this journey, I understand that success is much deeper than that. It is about understanding the purpose behind the work, respecting the people and communities connected to it, and creating something that can continue to have value beyond the final deliverable. This shift in perspective is the most meaningful takeaway I will carry forward. Over the past two semesters, this project has been one of the most impactful learning experiences I have had. What started as a course requirement gradually became a real responsibility.

Jing Xu, Project Team Associate, Gord Downie and Chanie Wenjack Fund

”

Acknowledgements

We acknowledge the meaningful contributions of the following individuals and the organizations they are part of.

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Adrienne Vienneau
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Martina Cannetta
Melinda Simar
Natalie Benson
Natalie Goodlet
Reza Mashkooi
Scott McDougall
Stefano Oltolini

Advisors

Andrea Pierce
Daria Ivatsik
Edward T. Jackson
Eva English
Giacomo Carlini
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Roberta Tomasi
Sean MacPhedran
Vijay Badhani

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Sprott School of Business,
Carleton University

We would like to recognize that the land on which Carleton University gathers on is the traditional and unceded territory of the Algonquin nation. This acknowledgment allows us to honor the people, treaty agreements, and unceded territory on which we operate.

