



2024 Impact Report



Sprott Social Impact Hub
sprottsocialempacthub.ca
socialempathub@sprott.carleton.ca

Learning through doing

This was the first semester that the Sprott Social Impact Hub has been in operation, delivering external client projects, and our team is incredibly proud of our accomplishments so far.

Along the way, we rose to the challenges of recruitment, reaching our target audience, establishing new processes and procedures, and figuring out the best ways to run a brand-new initiative. These experiences have been incredibly valuable in helping us improve the initiative.

Over the past year, we have partnered with multiple nonprofit organizations, enabling students to apply their skills to real-world challenges and create a meaningful impact. We've successfully launched projects, built relationships within the community, and established a foundation for continued growth. We look forward to applying our lessons learned to the semester ahead!

Tharindi Nadugala,

General Manager, Sprott Social Impact Hub



Our Leadership Team



Emily Jones Joannis
Director, Sprott
Social Impact Hub



Tharindi Nadugala
General Manager



Daria Ivatsik
Program Manager



Aleena Raza
Student Recruitment
and Outreach
Manager



Giorgio Manasseri
Assistant General
Manager

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



Vijay Badhani
Sprott Social Impact
Hub Advisor



Sean MacPhedran
Sprott Social Impact
Hub Advisor

“Presenting to the advisory board was an invaluable opportunity to share the mission of SSIH in action and highlight the goals and objectives of each partner organization.”

- Tharindi Nadugala, General Manager

Program Overview

Projects

Details

Outcome

Christie Lake Kids - Campground Monetization Project

Help Christie Lake Kids send more kids to summer camp through the revenue generated by monetizing their campground in the off-season. Develop feasible long-term options to help secure new long-term clients for the camp.

- Completed outreach with previous clients to gather feedback
- Conducted a site visit to meet the team and see what we were working with
- Conducted extensive market research on possible monetization opportunities
- Made cold calls to 12 possible clients

Nutrition Blocs - Organizational Growth and Larger Impact Project

Help Nutrition Blocs toward their long-term goal of increasing their community outreach, specifically focusing on optimizing the use of social media and other advertising strategies.

- Produced literature review to build team understanding on food insecurity and school meal lunch programs in both a national and global setting
- Created valuable internal resources, infographic and marketing research, that Nutrition Blocs can now utilize to further their mission.

Immigrants Can - Diversifying Revenue Streams

Create an e-commerce website to generate consistent revenue to support the mandate of ImmigrantsCan.

- Conducted in-depth market research
- Compiled list of viable products for future inventory purposes
- Developed Impact Model Canvas to set baseline for branding efforts

Soleterre - Establishing a Canadian Presence

Provide actionable insights into the Canadian market to support Soleterre in establishing a sustainable Canadian presence.

- Produced insights of Canada's regulatory landscape
- Provided an overview of Canada's competitive landscape
- Compiled comprehensive list of potential funding sources

The semester *in review*

“Being part of one of the first classes to participate in this program made the experience even more special. It was clear that the program was not only educational for us, but also evolving in response to our feedback and contributions as students.

This supportive environment from everyone fostered innovation and adaptability, qualities that I’ve come to realize are crucial in both academic and professional settings. I felt a sense of pride and responsibility in shaping a course that will continue to benefit future students as I have, and in coming up with effective output that made our client satisfied and created lasting social impact. ...this course pushed me out of my comfort zone, introduced me to new tools and methods, and gave me a deeper understanding of what it takes to create social impact through innovative solutions.”

David Matar, Project Associate, ImmigrantsCan



Highlight: Christie Lake Kids

The Christie Lake Kids project team produced three insightful reports that offered valuable guidance to the client such as funding opportunities and monetization of camp grounds.

Highlight: Nutrition Blocs

The Nutrition Blocs team developed several research reports regarding food insecurity and school meal lunch programs, guidance to further social media initiatives as well as branding efforts.

Highlight: ImmigrantsCan

The ImmigrantsCan team created an interim report highlighting progress on revenue diversification, demographics, and e-commerce strategies to support financial sustainability.

Highlight: Soletterre

The Soletterre team successfully launched their fundraising efforts with two events and identified over 100 valuable funding sources to support the client’s goals.



Christie Lake Kids

Campground Monetization Project

Christie Lake Kids is an organization focused on helping provide free recreational programs to kids from low-income households in the Ottawa area.

The partnership's main goal was to help Christie Lake Kids send more kids to summer camp through the revenue generated by monetizing their campground in the off-season. We aimed to provide market research, and suggestions, gather feedback and develop feasible long-term options to help secure new long-term clients. Over the semester we helped identify new revenue streams, conducted market research in comparison to similar camps and have conducted outreach to new and previous clients to gather feedback. We believe that our efforts can lead to successful client procurement in 2025, which will assist Christie Lake Kids in sending more kids to camp!



Costa Grillas

Team Lead - Costa G.



Leading the Christie Lake Kids team has taught me a ton about the inner workings of charity processes and the challenges they present. I look forward to helping them reach their goals in 2025!

Project Assc. - Aleena R.



Working with Christie Lake Kids has been so rewarding knowing we can help with monetization efforts to send more kids to camp!

Project Assc. - Helen N.



Excited to be part of a team developing activities to boost Christie Lake kids Camp's utilization and generate vital revenue!

Asst. TL - Sarah N.



Working with Christie Lake Kids has been an incredibly rewarding experience. Contributing to their mission of supporting children from low-income families allowed me to feel like I'm making a meaningful impact!

Client Quote

We really appreciate all the work that you've done... you guys have really exceeded our expectations ...and we're really excited for what 2025 will bring!

Natalie Benson, Christie Lake Kids



Christie Lake Kids

Campground Monetization Project

Our research efforts this semester was imperative in directing our client procurement goals.

Our team started by conducting a baseline analysis report to understand where Christie Lake Kids stands and what pressure points we can help assist with. We determined that the booking process and online presence is currently limited due to staff bandwidth constraints and aim to address those issues while reaching our goals.

We then conducted research and consolidated monetization options Christie Lake Kids can explore in the future. By consolidating what they offer in comparison to similar camps, we can develop feasible revenue generating options that we can test in 2025.

Our market analysis highlights research on new implementation ideas that Christie Lake Kids can explore to attract a different client base. We have developed a financial overview that highlights how comparable camps have stayed relevant and profitable throughout their lifespan.

Baseline Analysis

The baseline analysis provided valuable insights, including recommendations for optimizing the booking system and a comprehensive SWOT analysis. The SWOT recommended a website modifications and targeted new groups for rentals!

Feasible Monetization Options

Consolidated existing and new opportunities to create activities and packages for new client bases, particularly schools, to diversify and increase revenue. These offerings align with schools' needs for extracurricular, holistic learning experiences.

Market Analysis

Identified four viable options for CLK to increase weekday daytime revenue: hosting pop-up markets, partnering with vineyards and breweries, organizing mom-and-child activities, and offering wellness-focused events. Additionally, we consolidated the best marketing practices that can increase market presence.

Next Steps...

In 2025, we aim to test the viability of a marketing and monetization strategy. We also have a goal of conducting research with 50 clients with hopes of securing at least 2 long term bookings. We are excited for what lies ahead.



Nutrition Blocs

Organizational Growth and Larger Impact Project

Nutrition Blocs' mandate is to combat food insecurity and enhance the health and well-being of children and youth in Ottawa.

Our project with Nutrition Blocs has focused on creating valuable internal resources to support their mission of combating food insecurity. By delivering research insights, a strategic marketing plan, and a visually engaging infographic, we aimed to provide tools that empower Nutrition Blocs to enhance their outreach and long-term impact. These outcomes lay the groundwork for continued growth and progress toward implementing a standardized school meal program, ensuring more children in Ottawa have access to nutritious, culturally appropriate meals.



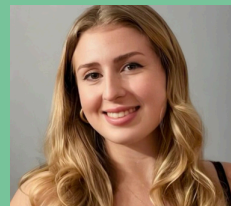
Avery Sheppard

Team Lead - Avery S.



Working with Nutrition Blocs has been a rewarding experience, knowing that our efforts now will eventually help to nourish young minds and create a stronger, healthier future for our community.

Asst. TL - Madeleine S.



Working with Nutrition Blocs has been a fantastic opportunity during my final year of at Carleton, allowing me to contribute to meaningful change. I'm incredibly proud of everything our team has accomplished together.

Project Assc. - Jazmine S.



This experience has been wonderful, and I'm grateful for the opportunity to contribute to making a positive impact on our community.

Project Assc. - Giorgio M.



Collaborating with NutritionBloc has been rewarding, by aligning research with real-world impact.

Client Quote

"At Nutrition Blocs, our mission is to eradicate food insecurity in children and build a healthy future generation of Canadians....what better way to accomplish this than by collaborating with the brightest and innovative minds of this generation? The dynamic team at Sprott Impact Hub brings together fresh ideas, creativity and energy to help us accomplish our mission."

Abhi Potdar, Founder – Nutrition Blocs



Nutrition Blocs

Organizational Growth and Larger Impact Project

Project goals for this semester:

Our project goals were developed in collaboration with Nutrition Blocs and aligned closely with their mission to address food insecurity through culturally appropriate school meal programs.

Our first goal was to conduct a comprehensive analysis of national lunch programs and food insecurity in Canada. Through thorough research and positive client feedback, we've gained valuable insights and identified key areas, such as cultural and nutritional needs, for further exploration.

For our third goal, we are close to completing our strategic marketing recommendations. The final draft is nearing readiness for client review, with a focus on supporting Nutrition Blocs' growth and long-term objectives.

Overall, our team is on track to meet all goals. We've worked closely with Nutrition Blocs throughout the term, ensuring that the results we deliver will have a meaningful impact on both the organization and the students involved in this project.

We remain committed to refining our work and ensuring that the final outcomes align with the goals of Nutrition Blocs, paving the way for continued progress in addressing food insecurity in Ottawa and beyond.

Research and Analysis

We conducted a comprehensive analysis of national lunch programs and food insecurity in Canada, providing valuable insights to inform Nutrition Blocs' strategic decisions.

Marketing Recommendations

Our team delivered strategic marketing recommendations based on thorough research, tailored to support Nutrition Blocs' growth and their vision of establishing a standardized school lunch program.

Infographic Design

We designed an infographic to translate complex information about food insecurity and Nutrition Blocs' objectives into an accessible and visually engaging format.

Next Steps...

In the next term, we will focus on creating social media templates, revamping the website, and developing donor packages and retention strategies to support Nutrition Blocs' growth and long-term impact.

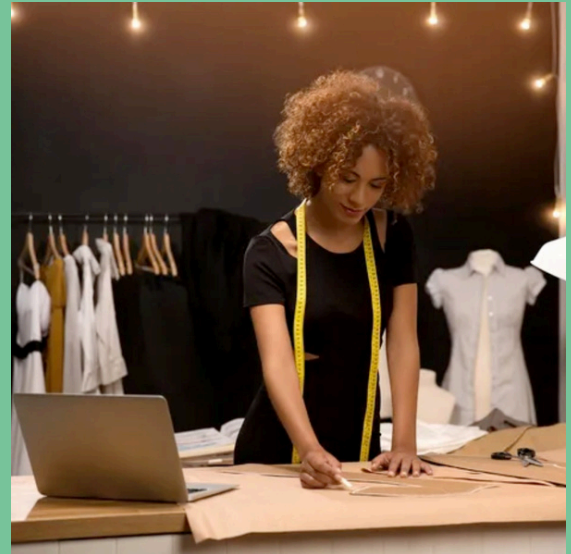


ImmigrantsCan

Diversifying Revenue Streams

ImmigrantsCan's mandate is to help people land in Canada through offering employment, housing as well as entrepreneurial resources.

This semester, the team has had the honor of working with ImmigrantsCan to create a sustainable revenue source to support their mandate. The project is to create a viable E-Commerce Website that combines a consistent revenue stream with experiential learning opportunities for the clients of ImmigrantsCan. This semester we conducted thorough market research, explored various products, and completed an impact business model canvas to hone our focus before the next stages of the project. This upcoming semester we are going to be applying our research to build a brand that can be viable to implement.



Alexandra Lindell Lindblom

Team Lead - Alexandra LL.



It has been really meaningful to apply skills that I have developed here at Spratt to help the longevity and sustainability the important work of ImmigrantsCan.

Asst. TL - Mekayla K



Working with ImmigrantsCan has been a great experience that presents opportunities for creativity and innovation. I'm thankful to contribute to an organization building platforms that benefit everyone.

Project Assc. - Farida K.



This experience has been invaluable. I've had the chance to analyze market trends and develop strategies that position us for long-term success.

Project Assc. - David M.



Working on this project has deepened my understanding of digital tools and their applications in creating real solutions for social impact. This has been one of my most insightful experiences at Carleton.

Client Quote

"My experience with the SSIH has been beyond my expectations. The student team has produced outstanding work. I would like to thank Alexandra for leading the team, Mekayla, Farida and David for your outstanding work. Emily, thank you for being an impactful leader of the SSIH and your mentorship of the team."

Andrea Pierce, CEO and Founder ImmigrantsCan



ImmigrantsCan

Diversifying Revenue Streams

This semester the team laid the groundwork for coming up with a viable e-commerce website.

Our project goals were developed in collaboration with ImmigrantsCan to establish the foundation for a viable e-commerce platform. This aligns with our mission to diversify revenue streams by addressing the growing demand for health and wellness products among our identified target demographic.

Our primary goal this semester was to conduct extensive research to build a clear and actionable strategy for the platform launch. This was done through market analysis, product research, and strategic planning.

With the groundwork now complete, the team is on track to finalize the next steps. This includes refining the product offerings, outlining fixed costs, and developing branding and marketing strategies.

We remain committed to ensuring the success of this initiative, with our plans paving the way for the e-commerce website's official launch. This project represents a significant step toward sustainable growth and creating impactful, long-term solutions for diversifying revenue streams.

Market Research

Intensive market research was performed to understand the wants and needs of the target demographic. While also identifying sub segments that may be the primary customers.

Business Impact Model Canvas

This aimed to summarize the work and research in order to have a strong understanding of the website before moving into marketing and branding.

Product Research and Selection

This semester we researched a plethora of health and wellness products narrowing it down to 10 where the profitability of the products was explored.

Next Steps...

Finalising products, outlining fixed costs and developing the branding and marketing plan for the website.

Fondazione Soletterre

Establishing a Canadian Presence

Fondazione Soletterre is an NGO based in Milan, dedicated to advancing health equity globally. The project team's mandate is to support Soletterre's expansion into the Canadian market.

The team has engaged in regular meetings with Soletterre and successfully presented multiple deliverables aimed at providing insights into the Canadian market. Our research has been focused primarily on Canada's regulatory landscape, competitive environment, and both public and private funding opportunities relevant to Soletterre's objectives. Over the semester, we encountered challenges related to conducting qualitative research on potential funding sources. These challenges have highlighted the value and necessity of peer learning within our team. By sharing methods with team members and leveraging resources at Carleton, such as "Grant Connect," we were able to navigate these obstacles effectively. As the team lead, this experience underscored the importance of leading by example, fostering collaboration, and utilizing available tools to empower the team.



Jordan Evans

Team Lead - Jordan E.



Working with Soletterre and leading our team has been one of the highlights of my degree thus far. I have learned a number of invaluable leadership and team work lessons!

Asst. TL - Yarved A.H.



Aiding Soletterre in achieving its goals is an amazing opportunity. Assisting the team lead and ensuring that everything runs smoothly is great in developing my management skills!

Project Assc. - Jasmayne R.



Supporting Soletterre's mission has been one of the most rewarding parts of my degree. Working with our team enhanced my collaboration skills and highlighted the value of contributing to a greater cause.

Project Assc. - Tracy A.



It has been incredible working with Soletterre. It has allowed me to apply my skills in research, and strategic planning while contributing to a meaningful cause.

Client Quote

"Fundraising is about connecting people with a shared goal: making a strong social impact. I met the SSIH team by chance, and their energy, humility, and dedication have opened new opportunities for Soletterre in Canada (a country we couldn't have reached alone). Each of them should be proud, not just of their work, but of the support they've brought to the children Soletterre helps."

Giaomo Carlini, Grant Writing and Reporting Officer



Soleterre

Establishing a Canadian Presence

Key Accomplishments and Upcoming Tasks

Over the Fall 2024 term, the grant database was a key milestone in this project. The database was able to aid Soleterre in identifying multiple sources of funding opportunities. Soleterre can use these funding opportunities to help attract Canadian donors and to help build relationships with Canadian registered charities. These funds will also help out their non-profit operations in the U.S and Italy.

For the upcoming Winter 2025 term, a key priority is to establish more Canadian donors on behalf of Soleterre. These Canadian donors can then be long-term partners for Soleterre to aid their objectives with helping pediatric cancer patients, as well as their other efforts such as social inclusion and emergency humanitarian aid.

Regulatory Research

This research and presentation presented Soleterre with a number of options for setting up a presence in Canada. Our team's ultimate recommendation was for Soleterre to seek out a Canadian registered charity as a partner for its Canadian operations.

Potential Funding Sources

The team delivered two separate presentations listing potential funding sources from public and private entities. Building on those tasks, the team prepared a comprehensive list of about 100 different potential funding sources for Soleterre

Comparative Analysis

This analysis examined organizations similar to Soleterre, ranking them on key factors such as mission alignment and similarity. It provided recommendations and identified valuable partnership opportunities for Soleterre.

Next Steps...

As we move into the Winter 2025 term, we are excited for our trip to Soleterre Headquarters in Milan Italy. During the winter, we are aiming to attract more Canadian partners for Soleterre in order to help establish their efforts within Canada.

Fundraising for Winter Onsite with our NGO Partner Soleterre in Milan

RAISED THIS SEMESTER

Crumbl Cookies	\$2,566.22
Krispy Kreme	\$2,430.03
Donations	\$2,600
Total Raised	\$7,596.25

REMAINING TO RAISE

Total Est. Trip Costs	\$14,500.00
Total Remaining	\$6,903.75.



Learning through Fundraising

Our fundraising efforts not only strengthened our team cohesion, but also allowed us to actively engage with the broader Carleton community. Through this experience, we have learned valuable lessons including:

- The importance of maintaining prompt and clear communication through agreed-upon channels within the team.
- Strategies for running operations efficiently, particularly when navigating logistical challenges such as payment processing.
- Techniques for persuasive selling and effectively communicating our mission and goals to potential supporters.

Overall, fundraising has provided us with invaluable experience and fostered personal and professional growth among the team.

Communication & Social Media Management

“Managing the SSIH social media this semester has been such a learning experience for our team. I gained insights into creating content, maximizing reach, designing effectively, and much more. Maintaining a consistent brand identity helps our posts stand out and keeps our community engaged with our work.”

Tharindi Nadugala, General Manager

Our Digital Footprint

Starting from zero, we've built a strong and growing social media presence across multiple platforms:

928

LinkedIn Followers

30,257

Total LinkedIn Impressions

288

Instagram Followers

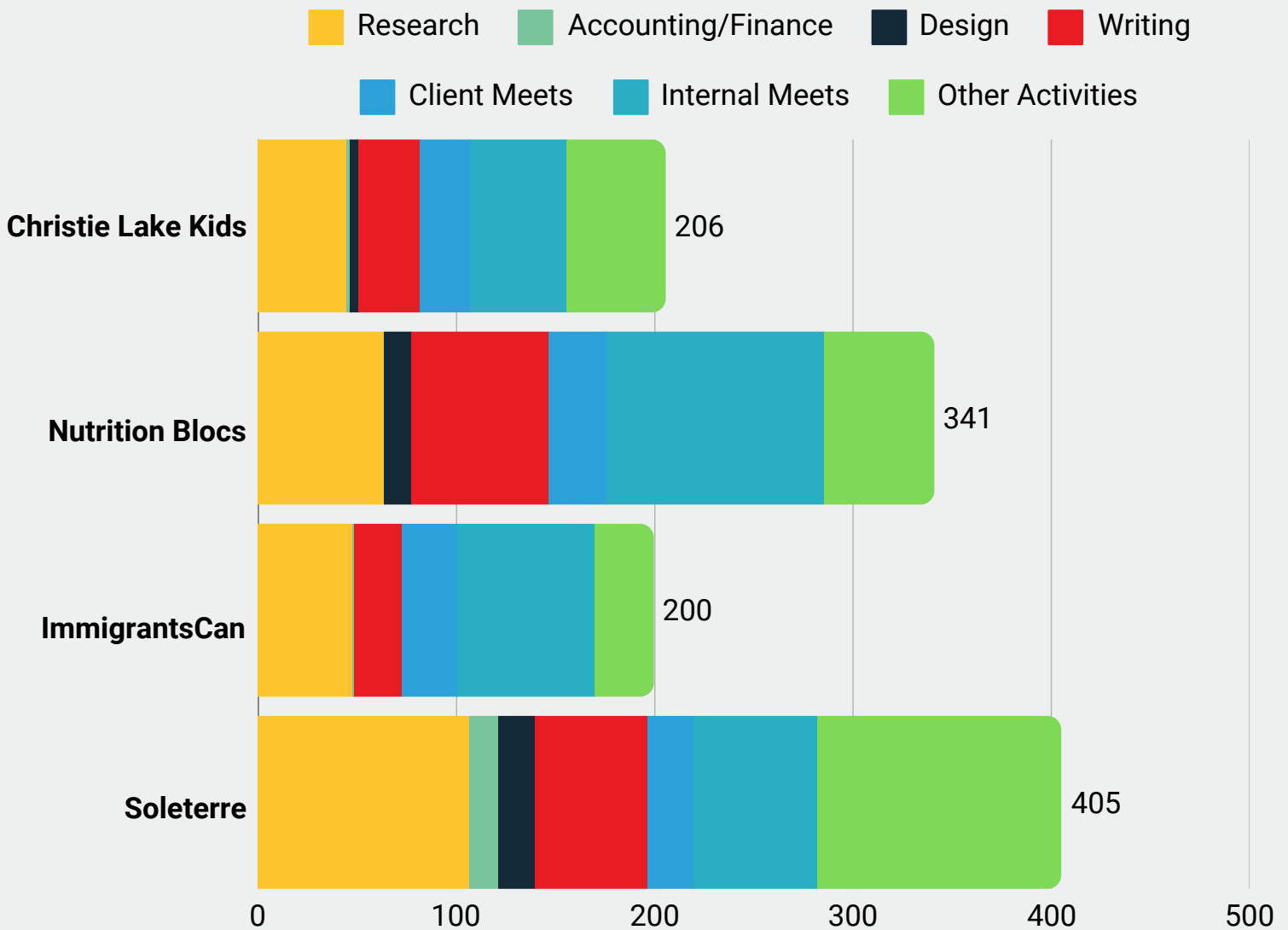
43

Instagram Posts Shared



Hours Breakdown

A Snapshot of Our Collective Efforts



These hours reflect the dedication of our students toward driving meaningful impact in collaboration with our community partners.

Acknowledgements

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

Clients


Abhijit Potdar
Adrienne Vienneau
Andrea Pierce
David Millen
Giacomo Carlini
Matt Breen
Natalie Benson

Advisors

Andrea Pierce
Edward T. Jackson
Eva English
Roberta Tomasi
Sean MacPhedran
Vijay Badhani

Institutional Support

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.