



F24/W25 Impact Report



Sprott Social Impact Hub
sprottsocialimpacthub.ca
socialimpacthub@sprott.carleton.ca

Learning through doing

This was the first year that the Sprott Social Impact Hub has been in operation, and our team is incredibly proud of our accomplishments in the past eight months.

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 Carleton community, provided students with significant opportunities, and established a foundation for future growth.

Along the way, we rose to the challenges of recruitment, team management, 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 instrumental in helping us improve the initiative. I am thrilled to see what we will set out to accomplish for the 2025-2026 year!

Tharindi Nadagala

General Manager, Sprott Social Impact Hub



Our Leadership Team



Emily Jones Joannis
Director, Sprott
Social Impact Hub



Tharindi Nadugala
General Manager



Giorgio Manasseri
Assistant General
Manager



Daria Ivatsik
Program Manager



Aleena Raza
Student Recruitment
and Outreach
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

"Our team deeply enjoyed having the opportunity to connect with and present to our advisory board. It was exciting to share our project progress and our goals for next year. We are so grateful to have such a supportive group!"

- Tharindi Nadugala, General Manager

Program Overview

| Projects | Details | Outcome |
|--|---|--|
| Christie Lake Kids - Campground Monetization Project | Helped send more kids to summer camp through the revenue generated by monetizing the organization's campground in the off-season. Developed feasible long-term options to help secure new long-term clients for the camp. | Led to the development of strategies to increase off-season revenue and improve client engagement. We suggested structured weekday activity packages, enhanced the customer onboarding process, and built a marketing plan to support long term sustainability. We completed client outreach and helped lay the foundation for greater client procurement. This helped bring CLK one step closer to sending more kids to camp each year. |
| Nutrition Blocs - Organizational Growth and Larger Impact Project | Developed internal tools and external resources to advance the organization's mission. Provided research-based recommendations aimed at optimizing the organization's use of marketing and communications tools, offering valuable resources to strengthen customer relationships and support long-term growth. | Successfully created internal tools such as a marketing communications report that received positive feedback from the marketing firm working with Nutrition Blocs. Key recommendations will be considered in future website revisions and other communications strategies to optimize their marketing efforts and strengthen customer relationships. |
| ImmigrantsCan - Diversifying Revenue Streams | Developed a mockup for an e-commerce website aimed at generating consistent revenue to support ImmigrantsCan's mandate. Helped build a foundation that positions ImmigrantsCan to launch an income-generating platform that supports its long-term goals. | Successfully delivered an e-commerce mockup as well as a marketing strategy that outlines actionable steps to attract and retain customers, diversify revenue streams, and build a loyal community around the brand. |
| Soleterre - Establishing a Canadian Presence | Provided actionable insights into the Canadian market to support Soleterre in establishing a sustainable Canadian presence. | Developed multiple toolkits & resources for their convenience to allow them to be better equipped to make informed decisions and develop effective strategies, ultimately helping the organization establish a lasting and sustainable presence in Canada. |

The Year in Review

One of the most valuable takeaways from this year-long experience was the growth in my confidence when working in client-facing settings. At the start of the project, I found the idea of presenting to an external client quite intimidating. I remember feeling particularly nervous ahead of our mid-year presentation, unsure of how our work would be received and whether we had fully met expectations.

However, by the time we reached our final presentation at the end of the year, I noticed a significant shift in my comfort level and self-assurance. This was my first time working directly with a client on a project, rather than acting as a liaison between a client and a separate team. The opportunity to engage in this kind of hands-on work, within the supportive structure of an academic course, provided a safe space to develop these professional skills. The consistent feedback we received from both the client and the Sprott Social Impact Hub (SSIH) management team played a big role in building this confidence.

Madeleine Schoenborn, Nutrition Blocs, Asst. Team Lead



Highlight: Christie Lake Kids

A highlight for our team was visiting the camp and meeting the team. We truly fell in love with the mission, which motivated us to find creative new ways to help their great cause!

Highlight: Nutrition Blocs

A highlight for our team was our collaborative approach in the second term. By combining our skills and working as a unified team, we produced cohesive deliverables that made a meaningful impact.

Highlight: ImmigrantsCan

A highlight for our team was the regular mid-semester presentations with our client as they were key to ensuring the project stayed on track. The partnership was not only inspiring but also a powerful example of purpose-driven design in action.

Highlight: Soleterre

A highlight for our team was the daily onsite lunches we shared with our client in Milan. We had the opportunity to connect with our clients beyond the project work, be fully immersed in Italian culture and enjoy incredible Italian food!



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 this project with Christie Lake Kids has been one of the most meaningful parts of my time at Carleton. It allowed me to apply real business skills like team management, client outreach, and web development to make a genuine impact. Working with such a passionate and supportive client made the experience extremely rewarding. This showed me how business skills can be used in an inspirational way.

Asst. TL - Sarah N.



Working with CLK through the Sprott Social Impact Hub was an incredible experience as a psychology student—I gained hands-on marketing and business skills that my program alone couldn't offer. I highly recommend it to other social science students looking to broaden their skill set and make a real impact.

Project Assc. - Aleena R.



Working with Christie Lake Kids has been such a meaningful experience. Not only have I learned new skills, but I've also had the opportunity to apply what I've learned at Sprott in a real world setting. This project was a great way to use those skills for a truly impactful cause, and I'm grateful that our efforts will help send more kids to camp.

Project Assc. - Hellen N.



CLK via the Sprott Social Impact Hub was the first professional experience I had when I came to Canada. It was a good learning environment, from mastering new tools to developing skills in creating monetization activities. The client and the entire SSIH team were incredibly supportive, making the experience both challenging and rewarding. I highly recommend it.

Client Quote

"Christie Lake Kids feels incredibly privileged to have worked on a Social Enterprise project with the Sprott Social Impact Hub at Carleton University. Emily and her team of students have been hard working, knowledgeable and excited to work with our charity. They have approached tasks with a lens that is both professional and thought provoking. Thank you for helping us to make a difference in the lives of vulnerable children and youth in our community!"

Natalie Benson, Director of Fundraising and Communications



Christie Lake Kids

Campground Monetization Project

Building on our deliverables from last term, we have tested viability of ideas and moved forward on initiatives.

This term, we focused on improving how prospective clients engage with Christie Lake Camp. We began by mapping the current onboarding process, identifying key bottlenecks in communication, and proposing a streamlined process.

To support this, we created a centralized digital booking form concept, recommended a website redesign, and provided detailed suggestions to make the user experience smoother and more intuitive. These improvements aim to reduce staff workload while increasing client satisfaction and conversion rates.

To support CLK's revenue goals, we developed a series of weekday activity packages tailored for schools, youth groups, and community organizations. We reviewed existing programs, integrated staff feedback, and outlined implementation steps. While testing is still to come, these packages are ready for rollout and aligned with CLK's mission and operational needs.

We created a marketing plan to help CLK promote its rental services more effectively. This included identifying key audiences, recommending outreach channels, and suggesting performance metrics. Supporting this, we reached out to over 50 potential clients and initiated the Google Ad Grant process to help boost digital visibility.

Deliverables Completed

Enhanced Customer Acquisition & Onboarding Processes

- Mapped existing workflows, identified pain points, and created a streamlined onboarding strategy.
- Recommended a digital booking form and proposed a website redesign to improve client experience.

Proof of Concept for Monetization Strategies

- Developed a variety of weekday activity packages (e.g., Eco-Warrior Day, Leadership Day).
- Consolidated offerings into structured packages and provided implementation guidance for pilot testing.

Comprehensive Marketing Strategy & Implementation Plan

- Conducted market research and identified target client groups.
- Created a promotional strategy with measurable KPIs and initiated the Google Ad Grant application process.

Supplementary Tasks Completed

- Cold Outreach to 60+ potential clients over the year
- Targeted schools, university clubs, youth organizations, and religious groups.
- Website Prototype Development
- Built an internal-use website showcasing rental offerings and simplifying the booking experience.
- Researched and began the application process to access \$10,000/month in free Google Ads for CLK.

Next Steps

- Follow up with client outreach
- Promote website using Google Ads
- Improve camp rental website
- Change donation service once contract is up



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. Over the past year, our team developed a range of strategic resources to support Nutrition Blocs. We created a comprehensive marketing plan, research insights, and an infographic to strengthen outreach. We also designed social media ad templates and produced a report with platform-specific posting strategies.

To boost donor engagement, we created a postcard, corporate infographic, and supporting report. Additionally, we completed a community outreach report and reviewed Nutrition Blocs' website, offering suggestions to enhance usability. These tools help lay the groundwork for a standardized school meal program, ensuring more children in Ottawa have access to nutritious, culturally relevant meals.

Avery Sheppard

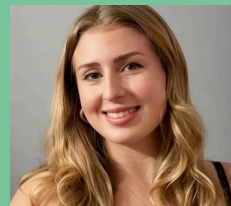


Team Lead - Avery S.



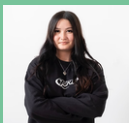
This year taught me that food isn't just fuel—it's a foundation. I saw how vital nutrition is for students, and how deeply food insecurity affects lives worldwide.

Asst. TL - Madeleine S.



I learned to effectively coordinate with Nutrition Blocs, ensuring our deliverables aligned with their goals while strengthening my skills in communication, task management, and collaborative problem-solving.

Project Assc. - Jazmine S.



Collaborating with Nutrition Blocs has truly deepened my understanding of Ottawa's food insecurity crisis. I'm extremely grateful for the chance to contribute to their ongoing and meaningful impact in the community.

Project Assc. - Giorgio M.



It has been incredibly fulfilling to work alongside an amazing team and Nutrition Blocs, deepening my understanding of their mission and creating a positive impact all the while furthering skills.

Client Quote

It was a true pleasure working alongside the bright minds at the Sprott Impact Hub. We sincerely appreciate the dedication and innovative approach of the Impact Hub team these past two semesters. Their fresh perspective and strategic insight have been valuable in building our marketing and donor engagement strategies, which when implemented, will enhance our impact in the community.

Abhi Potdar, Founder, Nutrition Blocs



Nutrition Blocs

Organizational Growth and Larger Impact Project

Project goals for this semester:

During the winter semester, our goals focused on delivering practical tools and strategic recommendations to support Nutrition Blocs' operations and outreach.

Our first goal was to create adaptable social media templates for key dates and general use across all platforms, providing Nutrition Blocs with ready-to-use designs to streamline their digital communications.

Our second goal was to review the Nutrition Blocs website and offer research-based recommendations to improve its overall effectiveness.

Our third goal was to develop a customizable corporate donor package, an individual donor acquisition card, and a report on effective donor retention strategies to support both short-term fundraising and long-term donor engagement. Lastly, we wanted to propose new community outreach initiatives to strengthen Nutrition Blocs' connection with the local community and enhance awareness of their mission of addressing food insecurity in Ottawa and beyond.

Deliverables Completed

- **Literature Review:** Researched national meal programs and food insecurity in children and marginalized groups.
- **Infographic + Report and Brand Kit:** Created an infographic and report on food insecurity and a Brand Kit with Nutrition Blocs' branding guidelines.
- **Media Report:** Recommended most effective platforms, content, and branding strategies.
- **Social Media Templates:** Designed templates for Instagram, Facebook, and LinkedIn with general and themed content.
- **Website Report:** Provided recommendations to improve SEO, accessibility, and user engagement of their website.
- **Donor Engagement Packages and Report:** Created a corporate donor package, an individual donor card, and a donor retention report.
- **Community Outreach Report:** Delivered community outreach recommendations, including a backpack program, community events, volunteer recruitment, and local business partnerships.

Next Steps...

- **Literature Review:** Use key findings to inform future grant applications, advocacy efforts, and program development.
- **Infographic + Report and Brand Kit:** Share the infographic in marketing materials and use the Brand Kit to maintain consistent branding across all platforms.
- **Media Report:** Implement recommended social media strategies, including optimizing content, platform use, and branding guidelines.
- **Social Media Templates:** Customize and post the templates regularly
- **Website Report:** Apply suggested improvements to enhance SEO, accessibility, and user experience
- **Donor Engagement Packages and Report:** Use the donor package and card to attract new supporters and follow retention strategies to build long-term donor relationships.
- **Community Outreach Report:** Assessing and implementing priority outreach initiatives and building local partnerships.



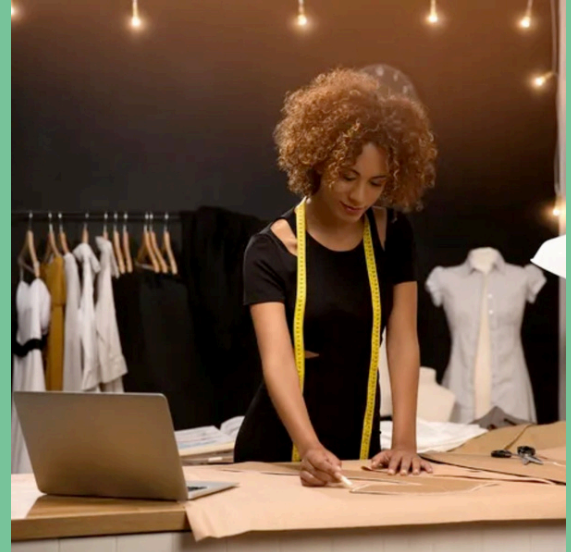
ImmigrantsCan

Diversifying Revenue Streams

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

This semester, our team focused on bringing the vision for ImmigrantsCan's e-commerce initiative to life. We developed a full brand toolkit to establish a clear and cohesive identity, designed a mock e-commerce website to visualize the user experience, and crafted a marketing strategy to guide outreach and engagement. These deliverables build on the foundation set in the fall, such as the product line research and market analysis. We helped position the project for real-world implementation in the next phase.

Mekayla Kerr



Team Lead - Mekayla K



This experience has allowed me to be creative and challenged me to balance being flexible with keeping the project moving forward. It's been great working towards a vision that provides meaningful change.

Asst. TL - Farida Khattak



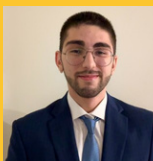
This year taught me the value of adaptability and clear communication in leading a team. Working with our SSIH client pushed us to stay organized, listen deeply, and constantly realign our goals to meet real community needs.

Project Assc. - Alexandra LL



This experience has provided me the experience to confidently present in front of clients and relationship build with both my team and SSIH stakeholders.

Project Assc. - David M.



This project taught me the importance of approaching problems with a clear strategy and understanding the broader context before taking action. It highlighted the value of stepping back and being open to feedback when things aren't working as expected.

Client Quote

"In Phase Two of the ImmigrantsCAN project, again outstanding work by the SSIH team led by Mekayla with David, Farida and Alexandra. They met each deliverable timeline and worked so well as a team collaborating and contributing their distinct skills to deliver an excellent outcome. Working with this team has been a pleasure and any employer would be lucky to have them. Thank you all, your work will make a huge impact on the sustainability of our organization and clients we serve."

Andrea Pierce, Founder & CEO, ImmigrantsCAN



ImmigrantsCan

Diversifying Revenue Streams

This year, the team brought the e-commerce vision to life through tangible deliverables.

Building on the foundational research from the fall, the team created a comprehensive brand toolkit to define the identity and voice of ImmigrantsCan's e-commerce initiative. This included visual guidelines and brand messaging.

We also developed a mock e-commerce website to showcase the proposed brand toolkit and layout, bringing the business concept into a practical and visual form. This prototype serves as a strong starting point for development and future testing.

To support launch readiness, we crafted a strategic marketing plan that outlines audience engagement tactics, social media strategy, and positioning in the competitive landscape. These tools equip ImmigrantsCan with the resources needed to implement the platform with confidence.

This year's work marks a critical transition from ideation to implementation. It helps set up the e-commerce site for the future launch and long-term sustainability.

Deliverables Completed

- **Multi-Channel Marketing Strategy:** This term we elaborated on the three-prong approach to marketing in the Ottawa-Gatineau region, outlining how to make use of events, online channels (such as social media), and ImmigrantCan's existing network.
- **Branding & Messaging:** Cultivated a full brand kit for the e-commerce platform, including a logo, name, and accessible colour scheme
- **Site Design:** Developed a model of the e-commerce platform, incorporating branding and demonstrating its functionality across various devices

Next Steps...

This year, many steps have been taken towards building and ideating a revenue source ready for launch. Some of the next steps following our project include:

- Supplier negotiations for dropshipping and product selection
- Launching in the community and online
- Moving the website mock up to a functioning website platform

Fondazione Soleterre

Establishing a Canadian Presence

3 GOOD HEALTH
AND WELL-BEING



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

Over the winter semester, the Soleterre project team had the unique opportunity to travel to Milan, Italy, for a week-long onsite in Soleterre's head office. Each team member had a day where they facilitated a client session with a range of topics including fundraising, Google Ad Grants, Canadian market entry strategies and social media analysis. It was an honour to collaborate with the professionals at Soleterre and apply the skills we have gained at Sprott far beyond the classroom. The insights we gained during the onsite allowed us to pivot our final deliverables to ensure they offered maximum value. These include a grant application toolkit, profiling of key potential partner organizations, and draft advertising campaigns. This has been the experience of a lifetime and a truly defining moment in all of our academic and professional journeys.

Jordan Evans



Team Lead - Jordan E.



I am eternally grateful to the professionals at Soleterre, the project team, and the SSIH management team for this experience. I never imagined I would gain so much management and client facing experience so early on in my professional journey. I will be able to carry these lessons into every opportunity that lies ahead.

Asst. TL - Jasmyne R.



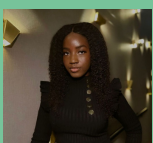
I would like to thank Soleterre for giving us this amazing opportunity to work with them. It has been an incredible year, and I can't believe it is coming to an end. I have learned so much from our client, the management team, and fellow team members. This experience will stick with me for a long time, and I am eternally grateful.

Project Assoc. - Yazeed A.H.



Working with Soleterre has definitely taught me so much over the past year! I've really learned the importance of ensuring that client deliverables are in the best shape they can be in and how significant they can be towards Soleterre's operations.

Project Assoc. - Tracy A.



Being part of Soleterre has given me the opportunity to work on meaningful projects while learning from a dedicated team. It's been a valuable experience that has deepened my understanding of project work and collaboration.

Client Quote

"The project with SSIH is coming to an end, and I can't deny feeling a bit emotional about it. Seeing these young people grow, develop their skills in fundraising and international cooperation, is a source of great pride. They stepped in quietly, listened with humility, studied with dedication, and worked hard. Today, they are delivering to Soleterre a toolkit of strategies and resources that will strengthen the foundation's impact, making it even more effective.

For me, it has been an immense pleasure to work with them, guide them, listen to them, and most of all, welcome them to Soleterre's offices in Milan. We worked with determination and focus, but without ever missing out on laughter and good Italian lunches. Cooperation is about building networks, and networks are created through hard work, professionalism, but above all, human qualities. And these young people have them in abundance!"

Giacomo Carlini, Grant Writing and Reporting Officer



Fondazione Soleterre

Establishing a Canadian Presence

Key Accomplishments

Over the course of the 2024-2025 academic year the project team developed multiple deliverables to support Soleterre's expansion into the Canadian market. We were also proud to become the first group of students from the Sprott School of Business to travel to Milan to support this partnership, gaining client experience that typically only comes after years of professional work.



Deliverables Completed

- **Grant Application Toolkit:** Comprehensive informational document about Soleterre, which is meant to streamline English grant applications.
- **Partner Profiling:** A list of 50 potential partners, which includes key details on organizational focus and alignment with Soleterre's mission.
- **Strategic Outreach:** Targeted outreach templates optimized for LinkedIn and email to help Soleterre initiate connections with partner organizations.
- **Outreach Toolkit:** Document which can be used to outreach to potential partners and donors to help build relationships, with a focus on Google Ads.
- **Google Ad Campaign Examples:** An Excel sheet for creating, storing, and managing Google Ad campaigns. It also includes financial trackers to monitor ad spending and performance effectively, and 7 campaign examples.
- **Risk Assessment and Mitigation Report:** Document outlining potential risks of partnering with a conduit in Canada and strategies for mitigating those risks.
- **Branding Toolkit:** A comprehensive document containing Soleterre's branding materials in English for consistent and effective brand communication.

Next Steps...

- **Expand Partner Profiling:** Continue to build the list of potential partners by researching additional organizations that align with Soleterre's mission.
- **Enhance Google Ads Campaigns:** Continue utilizing Google Ads by adding more campaigns to the spreadsheet and testing different ad strategies for better outreach and engagement.
- **Social Media Strategy Development:** Future students could create a comprehensive social media strategy for Soleterre, including content calendars, engagement tactics, and performance metrics. This would help enhance their online presence and reach a wider audience.

Fundraising for Winter Onsite with our NGO Partner Soleterre in Milan

RAISED THIS YEAR

| | |
|----------------|------------|
| Crumbl Cookies | \$3,616.22 |
| Krispy Kreme | \$2,430.03 |
| Donations | \$2,600 |
| Total Raised | \$8,646.25 |

EXPENSES

| | |
|-----------------------------|--------------|
| Flights & Accommodation | \$8,564.82 |
| Onsite Food Costs | ≈\$1,260 |
| Onsite Transportation Costs | ≈\$350 |
| Incidental | ≈\$1,000 |
| Total Trip Costs | ≈\$11,174.82 |
| Self-Funded Portion | \$2,528.57 |

\$11,174.82



Learning through Fundraising

We're incredibly proud that the team was able to successfully fundraise enough to cover both flights and accommodations, an achievement that made the trip possible.

This experience challenged us to use key business skills such as budgeting, selling, and advertising in a real world context.

Key lessons for future teams include:

- Partnering with local business owners is essential and can be mutually beneficial.
- Starting early is critical, proactive planning significantly increases the chances of meeting goals.
- Sales projections should be conservative enough to account for potential loss or unforeseen expenses.

Despite the challenges, the fundraising process was a unique opportunity to engage with the broader Carleton University community and served as a meaningful team bonding experience.

Communication & Social Media Management

Our Digital Footprint

"One of my favourite parts of being involved with the Sprott Social Impact Hub has been creating new social media content. It gave me the chance to be creative, learn more about content strategy and social media management, and help recruit new students through outreach."

— Aleena Raza, Student Recruitment & Outreach Manager

1200+ 41,769

LinkedIn Followers

LinkedIn Impressions



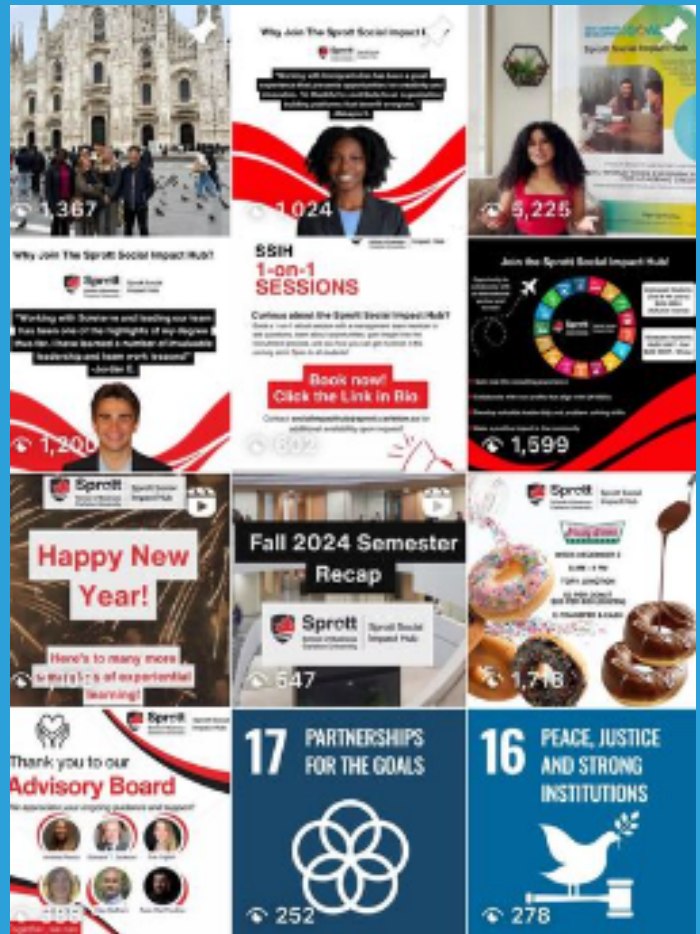
336

Instagram Followers



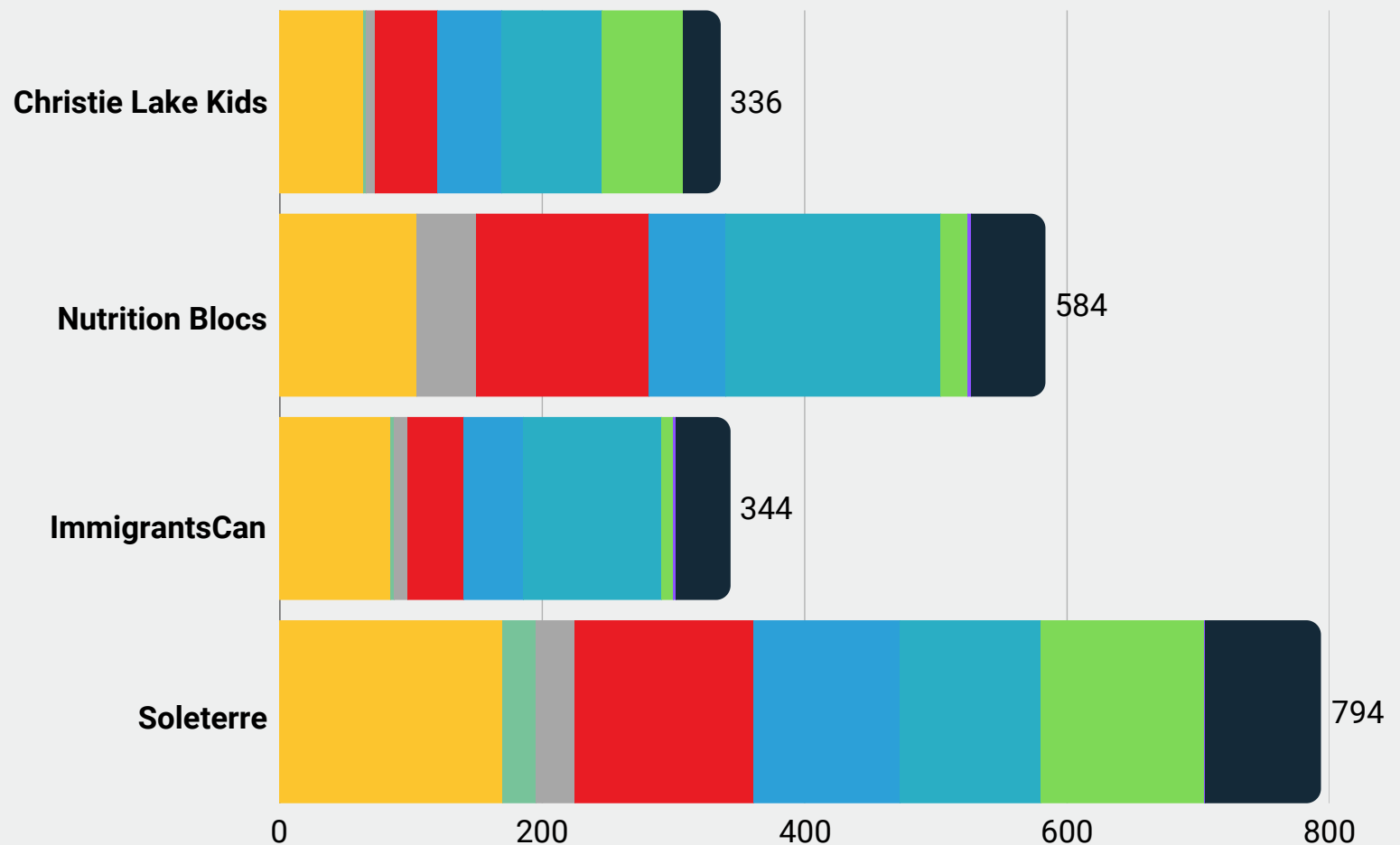
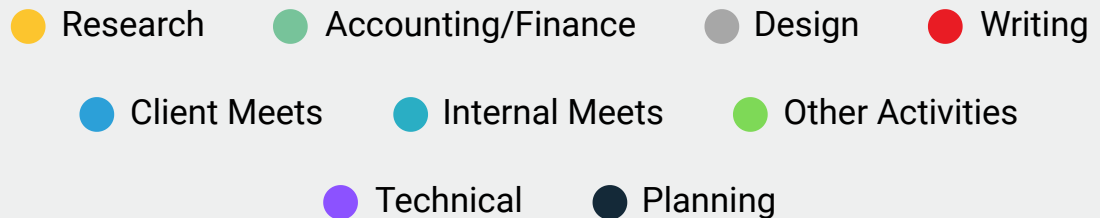
11.4K

Instagram Views



Hours Breakdown

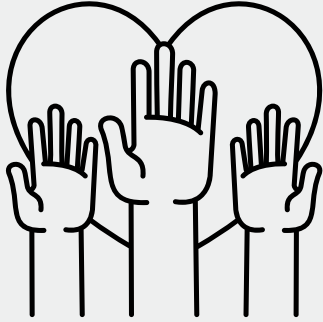
*A Snapshot of Our
Collective Efforts*



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

Key Metrics

Tracking impact through the lens of business



Hours Contributed 2024/2025

Christie Lake Kids - 336 hours

Nutrition Blocks - 584 hours

ImmigrantsCan - 344 hours

Soleterre - 794 hours

Management Team - 712 hours



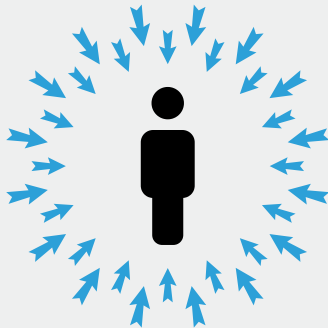
12% 21% 12% 29% 26%

2800 hours were contributed to our communities this year by the Sprott Social Impact Hub



Management Hours

20% of our team were management team volunteers at the Sprott Social Impact Hub. On average, they donated 178 hours of their time this year.



155.5 hours on average/participant



Total Hours

Management Hours - 712

Project Team Volunteer Hours - 545

Project Team Academic Hours - 1543

Average Yearly Contribution

157 hours

154 hours

Volunteer vs Academic Credit

Average Yearly Contribution of Volunteer Hours vs Academic Credit Hours per Student

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

Testimonials

A few words from our community

“It’s hard to put into words just how memorable my experience with the Sprott Social Impact Hub has been. It has truly been the highlight of my undergraduate studies. The opportunities I was given in my role were extraordinary, offering lessons and skills I will carry with me for the rest of my life.

Collaborating with the passionate professionals at Soleterre’s office in Milan was an incredible experience. The strong commitment they have to their work and their hospitality left a lasting impression on me. The efforts they made to fully immerse our team in Italian culture added a unique human element to our work. By combining their expertise with our knowledge of the Canadian business landscape, we were able to create deliverables that genuinely support Soleterre’s mission in a real-world way. I never imagined that work I’d do at Sprott could have such a lasting impact, both for an international non-profit and for my own professional and personal growth.”

Jordan Evans, Sprott Social Impact Hub Team Lead

”
Going into this project, I viewed remote work as a second-best option to in-person collaboration. But over the semester, my perspective evolved. I now see that with strong systems, clear expectations, and a proactive leadership style, remote teams can be just as effective, if not more flexible, than traditional ones.

Avery Sheppard, Restaurant Owner & Sprott Social Impact Hub Team Lead

Testimonials

A few words from our community, cont'd

My time at the Sprott Social Impact Hub has been a very transformative experience, and one of the only courses that have left me with a meaningful 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. I learned how to manage client-based projects, relying on open communication, collaboration, and mutual understanding with clients and team members rather than dictated deadlines and deliverables. I am grateful for the opportunity to learn, grow, and contribute to meaningful projects, and I look forward to applying these lessons in future endeavours.

David Matar, Sprott Social Impact Hub Project Associate

“As a former Executive Director of a food security organization, I dealt with a lot of students, and I can say without a doubt, this is by far the best work that I’ve seen across the board. You guys have really listened to what we needed.

As somebody who’s been working in food insecurity, I know that getting good, nutritious meals to kids at lunch at school is going to prevent families from using food banks. It is the most important thing we can be doing to help families right now. You helping us is helping them.

Karen Secord, Ottawa, Ontario, Canada”

Acknowledgements

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

Clients

Abhijit Potdar
Adrienne Vienneau
Aldo Velardi
Andrea Pierce
David Millen
Giacomo Carlini
Karen Secord
Marta Pellizzi
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.

