



Fall 25 Impact Report



Sprott Social Impact Hub
sprottsocialimpacthub.ca

Learning through doing

A Message From the General Managers

The past year and a half at SSIH has been such a fulfilling experience. This is the first time in my degree that I have been able to apply classroom concepts to a real-world environment. As students, we often don't get the opportunity to play such a meaningful role in how an organization functions. Through SSIH, I have learned so much about leadership, organization, and coordination, and I am looking forward to applying these lessons learned to the winter semester!

Tharindi Nadagala

Co-General Manager, Sprott Social Impact Hub

Through SSIH I learned how an organization can function as a living system, where supporting one area requires an awareness of how time, energy, and decisions impact it as a whole. It has been especially rewarding to see our project teams grow over the past few months, from initial conception to seeing their work, contributions and ideas actively support our client partners' objectives.

Giorgio Manasseri

Co-General Manager, Sprott Social Impact Hub



Our Leadership Team



Emily Jones Joannis
Director, Sprott
Social Impact Hub



Tharindi Nadugala,
Co-General Manager



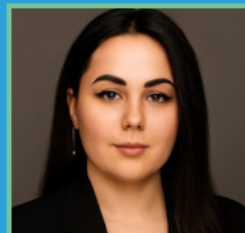
Giorgio Manasseri,
Co-General Manager



Aleena Raza,
Student Recruitment
and Outreach
Manager



Amelia Demczyszyn,
Program Manager



Bella Nolan,
Assistant General
Manager

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



Giacomo Carlini
Sprott Social Impact
Hub Advisor



Daria Ivatsik
Sprott Social Impact
Hub Advisor

As a Sprott student, a big part of my academic journey has been presenting in front of my peers in my classes. Presenting in front of the advisory board has taken my previous experiences to a new level, showing me what it means to communicate with leaders and professionals outside of the classroom.

Amelia Demczyszyn

Program Overview

Projects	Details	Outcome
Christie Lake Kids - Increase awareness of Christie Lake Kids' programs to attract donors and boost fundraising.	<ul style="list-style-type: none">• Focused on strengthening CLKs' fundraising by expanding their digital presence.• Enhanced social media, developed Google Ads campaigns to reach new supporters, and improve the website to drive donations.	<ul style="list-style-type: none">• Conducted social media audit and provided platform-specific recommendations with a user guide and templates.• Delivered a full website audit with a roadmap, KPI framework, and implementation plan to improve user experience.• Activated the Google Ads Grant, built ready-to-run campaigns, and created an easy-to-follow guide for future campaign management.
Gord Downie & Chanie Wenjack Fund - Donor Engagement Strategy Creation and Design, and Initiatives to Engage the Carleton Community in Reconciliation.	<ul style="list-style-type: none">• Supporting DWF's Indigenous education and mission through targeted messaging and strategic objectives.• Strengthen programming to advance ReconciliACTION—Gord's vision to "do something" for Indigenous communities in Ottawa and across Canada.	<ul style="list-style-type: none">• Developed a Year-End Appeal strategy aimed at enhancing donations from the lapsed donor base.• Created marketing materials to support messaging for the new year.• Advancing programming initiatives in the capital region through proposals.
Mission Bambini - Strengthening North American Communication and Partnerships	<ul style="list-style-type: none">• Analysing 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.	<ul style="list-style-type: none">• Identified 4 key narrative strategies and 3 visual strategies for adoption in communication materials.• Provided recommendations for improvement of Mission Bambini's English website including sample text.• Researched 40 North American organizations for donor support.
Ottawa Bicycle Club - Strengthening Recruitment and Engagement to Drive Growth at the Ottawa Bicycle Club	<ul style="list-style-type: none">• Creating brand guidelines to support members posting and document creation.• Developed growth and diversity plans to increase engagement within the club.	<ul style="list-style-type: none">• Created 3 brand guidelines (Text, Style, and Posting)• Conducted Interviews with members to create member highlight posts• Drafted a growth and diversity plan with ideas to be approved by the client

The Term in Review

One of the most impactful aspects of the semester was how strongly the project-based format aligned with my professional background in event management, visitor engagement, and leadership. Unlike traditional lectures, where learning can feel too conceptual, this project required us to apply theory directly to a real client with real constraints. This approach was both engaging and immediately relevant to my professional practice.

Rachel Appels, Assistant Team Lead, Gord Downie and Chanie Wenjack Fund



Highlight: Christie Lake Kids

This term, our team had the opportunity to attend two S.T.A.R City Programs; a Hip-Hop dance class and a STEM workshop. We felt grateful to meet the volunteers, and children that make Christie Lake Kids so special!

Highlight: Gord Downie & Chanie Wenjack Fund

The Gord Downie and Chanie Wenjack fund team was able to reflect and listen to indigenous voices and stories on Truth and Reconciliation day. We all gained a deeper understanding of what impact our work has for all Indigenous peoples.

Highlight: Mission Bambini

Our team organized a fundraising event this term, selling donuts on Carleton University's campus. This initiative provided us with a valuable opportunity to engage the Carleton community in Mission Bambini's work while generating financial support for the upcoming international client onsite.

Highlight: Ottawa Bicycle Club

This fall, we had the opportunity to attend an OBC Basic Riding Skills Clinic. Our team was introduced to basic bike safety, as well as how to ride safely in a group, position rotations, and how group rides work!

Christie Lake Kids

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



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 their digital presence. By delivering social media guidance, templates, a website audit, and Google Ads campaign support, we provided CLK with tools they can continue to use long-term. These efforts aim to increase donor engagement, broaden visibility, and ensure their programs reach and benefit as many youth as possible.



Team Lead - Sarah S.



It's been such a heartwarming experience witnessing the incredible impact Christie Lake Kids has on youth, helping them build friendships and skills they can carry through life. I'm truly grateful to SSIH for the opportunity to contribute to CLK's mission while gaining meaningful, real-world consulting experience.

Asst. TL - Aisha A.



My experience working with Christie Lake Kids and the SSIH has been incredibly rewarding. Having the opportunity to visit programs and interact directly with the kids was both heartwarming and eye-opening. It showed me how meaningful community-based work can be, while also offering valuable learning experiences through the guidance and dedication of the Christie Lake Kids team.

Project Assc. - Layla M.



Working with Christie Lake Kids has really shown me the power of community. I truly felt part of something bigger both within our SSIH team and with the amazing community at CLK. Being able to contribute while learning from such supportive and passionate people made the whole experience incredible.

Project Assc. - Stephen P.



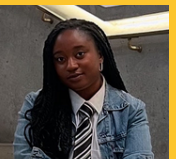
Collaborating with Christie Lake Kids and the Sprott Social Impact Hub pushes you to grow in interpersonal and project management skills while learning how to strengthen the people around you. It takes commitment, but the versatility and confidence you gain make the experience truly worthwhile.

Project Assc. - Rhea J.



During my time with Christie Lake Kids and SSIH, I have developed content templates, researched Christie Lake Kids various social media platforms, and highlighted the importance of storytelling to showcase that they're more than a camp. I'm excited to continue the work we will do next term.

Project Assc. - Temitayo O.



Collaborating with Christie Lake Kids has given me hands-on experience developing meaningful visual and communications tools. It's been rewarding to see our work contribute to clearer messaging and stronger community engagement.

Client Quote

Huge shoutout to the students at the Sprott Social Impact Club at Carleton University for helping with our online presence at Christie Lake Kids. Their support was seamless, thoughtful, and will definitely make an impact. Grateful for partners who care as much about the mission as we do.

Reza Mashkoori, Manager, Corporate Sponsorship

Christie Lake Kids

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



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 collaboration has been a lesson we'll carry forward in all our future endeavors.

Sarah Southorne & 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
- Google Ads Campaign

Website Audit

- SEO: Key Issues and Gaps
- Implementation Plan
- KPI Framework

Next Steps...

Outreach Guide

- Research 100 grant/funding sources

Google Ads Campaigns

- Create 4 Google Ads campaigns

Grants Prospect Database

- Research Ottawa-area clubs, associations, businesses

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.

This semester, our team developed a comprehensive donor engagement strategy to support DWF's year-end fundraising efforts. We developed donor segmentation insights, storytelling, and communication tools that will help deepen donor trust and strengthen future engagement. This work directly supports DWF's long-term planning, including preparation for the Secret Path 10th Anniversary Appeal in 2026.



Team Lead - Kieran M.



As an Indigenous student, I feel deeply honored to work with DWF. The way DWF advances reconciliation is truly inspiring; it not only supports and amplifies Indigenous voices across Canada, but it also makes me feel seen, heard, and valued in my own identity. Being part of this work fills me with pride and gratitude, and I am genuinely excited to see the meaningful changes and future accomplishments we will achieve together.

Asst. TL - Rachel A.



Working with DWF broadened my understanding of collaborating respectfully with Indigenous partners, adding a layer of cultural and professional learning that a conventional classroom setting would not have offered. For example, using the term "within Canada" as opposed to "across Canada" includes more of our northern communities and the territories.

Project Asst. - Jing X.



Working with DWF was a truly meaningful experience for me. What stood out most was seeing how trust, open communication, and teamwork can turn ideas into real impact. Being part of this work reminded me why collaboration matters and how much stronger outcomes are when people support one another. I'm proud of what our team created and grateful to contribute to work that makes a genuine difference.

Project Asst. - Ulises G.



Working with DWF reminded me how honoured I was to work with people this passionate about learning and reconciliation. As a non-traditional business student, I grew the most by having to test real strategies with a real partner and finding ways to be creative. More than anything, it showed me that reconciliation grows through the small choices we make and the everyday conversations we are willing to show up for together.

Client Quote

So far, we have had an excellent experience working with the SSIH students. They are enthusiastic about our organization and the project, and have brought forward some great ideas. They are also collaborative and receptive to our feedback on their work, making it a great experience all around. For an organization with a smaller team, it's wonderful to have fresh perspectives and different ways of approaching our work.

**Angela Reid - Director, Development
Gord Downie & Chanie Wenjack Fund**

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

I learned so much about the many ways to partner with a non-profit, and it was truly inspiring to lead a team brought together by a shared vision and a genuine commitment to our client. Every day presented a new opportunity to appreciate the significance of this work and the numerous possibilities it offers in this field. This course has opened doors to experiences that feel both impactful and deeply rewarding, and I'm excited to continue growing and leading my team in the new year.

Kieran McRae

As I reflect on this experience, I recognize how impactful a project-based course can be at the graduate level, particularly when we partnered with the Gord Downie & Chanie Wenjack Fund. Working on a real-world initiative rooted in reconciliation and social impact required our team to demonstrate professional collaboration, clear communication, and corporate-level strategic thinking. While the MBA coursework provides the theoretical foundation, applying these frameworks directly to DWF's mission and donor engagement strategy made the learning experience both meaningful and practical.

Rachel Appels

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

Next Steps...

2026 Donor Segmentation Report

- Use data from the past decade to provide an informed report for donor analysis.

Secret Path 10th Anniversary Appeal

- Prepare communication materials and ideas

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.

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.

Our project with Ottawa Bicycle Club has focused on growing their membership diversity and engagement within the club. By delivering a brand style guide, Canva templates, and growth plans, we strive to provide OBC with tools that they can continue to use long term. These projects lead to creating more avenues of growth and ensuring the club is welcoming and appealing to all walks of life. The club's passion for biking stems from the community it fosters and the shared experiences it creates. Next semester, we plan on supporting with promoting their award show and Rideau Lakes Cycle Tour to assist them with achieving over 1,000 sign ups for the 2026 event.

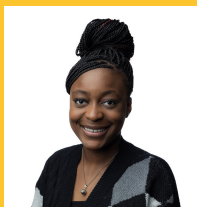


Team Lead - Owen C.



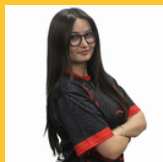
Being able to work alongside OBC's community-focused club and assist them with growing their community is wonderful and gives me the chance to grow my communication and leadership skills.

Asst. TL - Omololaoluwa J.



Supporting OBC strengthen their membership diversity and promoting inclusive cycling initiatives has been pleasurable. Working on promotional cycling content alongside an enthusiastic team, has been the most exciting aspect of the term, specifically making cycling more appealing to a younger audience! I have also been fortunate to gain hands-on consulting experience, while strengthening my communication skills.

Project Assc. - Jazmine S



During my semester with OBC, I loved growing my marketing skills and contributing to the expansion of their creative direction through social media videos and creative projects that allowed me to collaborate and bring their ideas to life.

Project Assc. - Gabriela V.



The Ottawa Bicycle Club has given me an amazing chance to get an inside view on how non-profits generate growth and encourage interest for their passions.

Project Assc. - Oluwabuyikunmi R.



Getting an opportunity to help the OBC reach new audiences by helping revamp and properly reintegrate social media into their outreach methods was the best part of this experience. It brought out my creative side as well as allowed us to showcase the different strengths of the OBC.

Project Assc. - Amelia D.



OBC's mission to increase cycling across the city while building a community is what makes this project so rewarding to work on. Being able to contribute to the engagement plans for a club that is so community-focused, is especially meaningful.

Client Quote

The Ottawa Bicycle Club offers a range of cycling activities to all ages and levels of cyclists. The SSIH team is enabling the OBC to develop new channels and reach out to underserved communities, as well as increasing general participation in the OBC's programs. The team has opened our minds to new approaches, new groups, and new ideas.

Scott McDougall, OBC 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 driven organization, with members volunteering and contributing their personal time to ensure the club operates smoothly. All of the members are driven and passionate about cycling, and that energy is contagious. As someone new to group biking, their dedication is contagious and inspires me to get out there more. Working with the OBC has been a great way for us to learn the importance of community and the commitment it can foster towards a shared goal. The more we work alongside them, the more we want to see the club succeed and prosper.

This partnership has been an invaluable learning experience that has given our team room to grow, show off our skills, and develop an interest in cycling that we will continue to grow alongside OBC in years to come.

Owen Cruickshank

Working with the Ottawa Bicycle Club has consistently served as a reminder that cycling is not just a sport, but also a source of leisure and enjoyment. As a team, we seek opportunities to create engaging content and eliminate potential barriers to cycling, through inclusive representation within the OBC. As a beginner to cycling the OBC, presents the perfect stepping stone into the adventurous world of cycling- not just at an individual level, but alongside a community of fellow bike lovers.

Onololaolana Jimo

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

Next Steps...

- **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**
 - Continuing interviews to produce 20+ publish-ready social posts with captions and image guides.
- **Implementation of Growth and Diversity Plans**
 - Applying the approved suggestions to OBC content, including social media and partner outreach.
- **Award Ceremony Content**
 - Create ceremony content to boost attendance and showcase award winners

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 includes analyzing digital communication practices, refining English-language narratives, and conducting prospect research on aligned foundations and companies across North America.

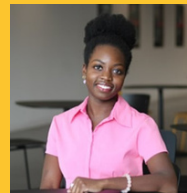


Team Lead - Anna P.



Learning about Mission Bambini's recent medical screening missions and their personal impact on children's healthcare has been rewarding. I've also had the chance to improve my soft skills and experience the consulting world firsthand.

Asst. TL - Elinam H-N.



Through Mission Bambini, I expanded my understanding of the international non-profit landscape and strengthened my ability to translate research into actionable insights. I found their consistent and positive feedback especially motivating.

Project Assc. - Teja H.



Working with Mission Bambini has made me realize both the satisfaction of contributing to projects that create real impact and the sense of purpose this work gave me. I had the opportunity to grow in ways I did not expect, and I am very grateful.

Project Assc. - Kainaat S.



Working in collaboration with Mission Bambini has been a great experience that strengthened my communication and research skills. Contributing to initiatives that support children's wellbeing made the experience especially meaningful and rewarding.

Project Assc. - Min T.



This practical experience not only enhanced my understanding of the North American non-profit landscape but also allowed me to develop key soft skills, including communication, collaboration, and time management. I am grateful for the opportunity to collaborate with Mission Bambini, as our efforts truly made an impact on children around the world.

Client Quote

The students worked truly above our expectations, bringing original ideas that clearly reflect thorough research and preparation. Everything was delivered within the agreed timelines and always with utmost kindness and professionalism. It has been a real pleasure collaborating with them.

Beatrice Parmigiani, Junior Account - Relazione con Fondazioni, Corporate Fundraising ed Eventi

Mission Bambini

Strengthening North American Communication and Partnerships



A message from the Team Leads

Throughout the term, we engaged in regular meetings with Mission Bambini, quickly establishing a consistent workflow while coordinating across time zones. By sharing research methods, maintaining open check-ins, and building on each other's strengths, we were able to navigate obstacles effectively and ensure consistent progress.



Overall, this experience strengthened our team bond, deepened our understanding of the NGO landscape, and reinforced the value of leading with empathy and initiative. We are proud of our team's progress and excited to carry these lessons into next year as we shift toward more marketing and social media-focused deliverables.

Anna Pirt & Elinor Haver Nute

Deliverables Completed

- **Digital Communication Audit and Recommendations**
 - Reviewed existing English website and two donor platforms
 - Provided a toolkit for content adaptations
- **Benchmarking Communication Practices**
 - Analyzed how successful international NGOs target North American audiences
 - Identified 4 common narratives and 3 visual strategies
- **Digital Optimization**
 - Revised English website recommendations
 - Suggested sample narratives for key web pages
- **Research on Similar U.S./Canadian-based Organizations**
 - Mapped nonprofit organizations with comparable missions in healthcare and education
 - Identified North American funders already supporting similar international initiatives

Next Steps...

- **Prospect Research**
 - Identify 40 aligned foundations and companies
- **Grant Writing Toolkit**
 - Develop an organizational narrative and two mini proposal templates
- **Two Fundraising-Ready Case Studies**
 - Children's Heart & Education Program
- **Multimedia Materials**
 - Gather visual assets and draft a donor-focused video
- **North American Grants Database**
 - Identify 40-50 potential grant opportunities
- **Google Ad Grants for Non-Profits Program:**
 - Develop 4-6 ad concepts
- **Ready-to-use Templates**
 - 4-6 email templates, plus a 2-page messaging guide
- **Updated Report Templates for Potential Partners**
 - Revise reporting templates and adapt lighter English newsletter versions
- **Feasibility Study**
 - Explore financial, legal, market, operational, and technical feasibility

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

RAISED THIS YEAR

Krispy Kreme Sale	\$922.52
Grants	\$3,500
Donations	\$310
Total Raised	\$4,732.52

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	\$11,225.68

\$4,732.52



Learning through Fundraising

Our fundraising efforts have helped our team work together more effectively and understand each other's communication styles, which has improved our 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.

We look forward to increasing our fundraising efforts next semester to help us raise the additional funds required for our international client onsite. We're excited to continue representing our work and expanding our outreach to the Ottawa community.

Communication & Social Media Management



Total Followers

1k 

+664 | **197.6%**
Total Increase



Total Followers

1574 

+374 | **31%**
Total Increase

“

Social media became my creative canvas this term, and I'm grateful I could use it to spotlight the meaningful work happening at the Hub. I'm happy to have helped accelerate our social media growth, and I'm excited to see how this momentum continues in the coming terms as the Hub's impact expands. This role taught me just how many little details go into building a meaningful online presence and I enjoyed every part of it.

— Aleena Raza, Social Media and Student Recruitment & Outreach Manager

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SUSTAINABLE DEVELOPMENT **GOALS**



Sprott Social Impact Hub



Project-Based Experiential Learning
**REAL-WORLD WORK EXPERIENCES
FOR ACADEMIC CREDIT**

Undergraduate and Graduate Options Available



Sprott
School of Business

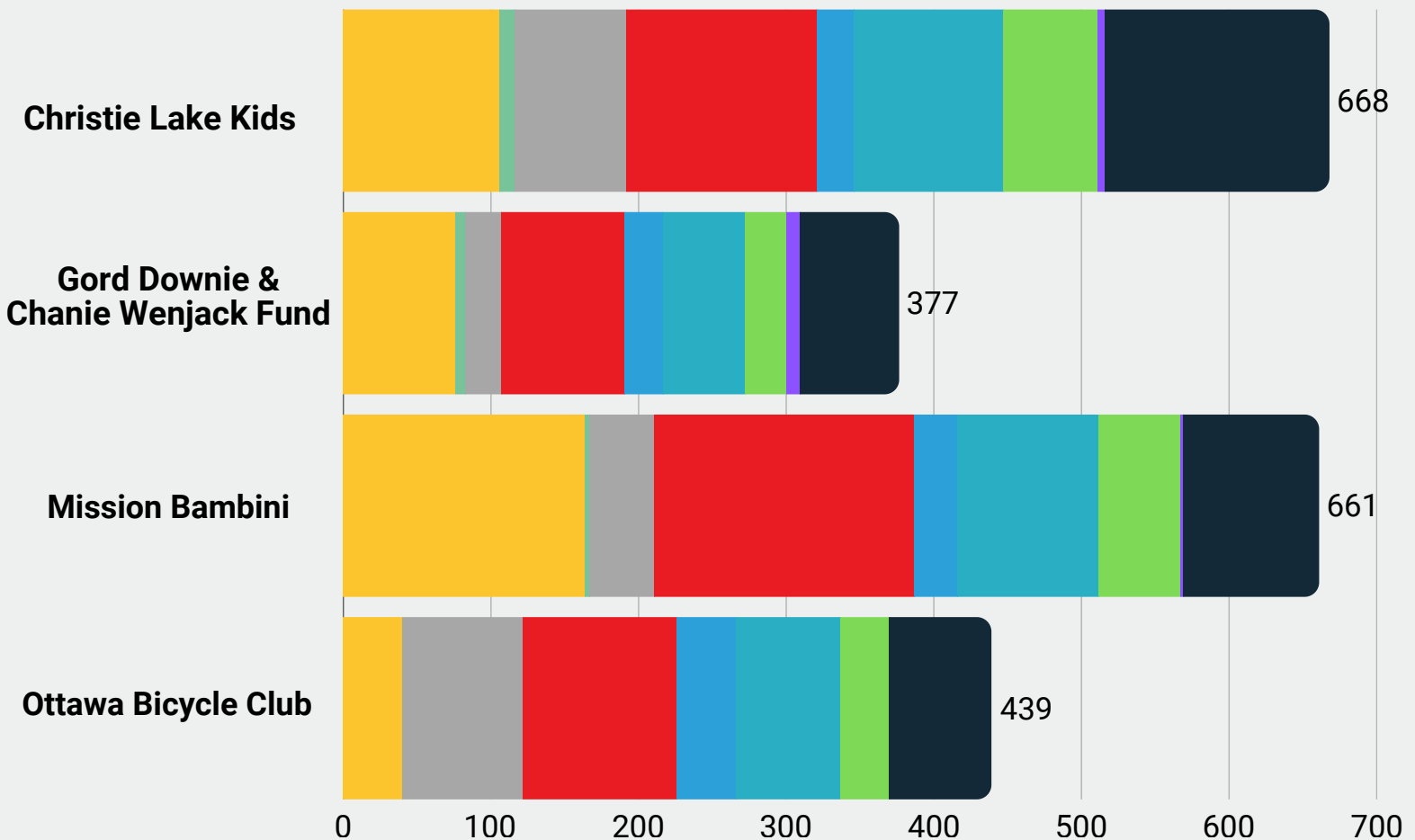
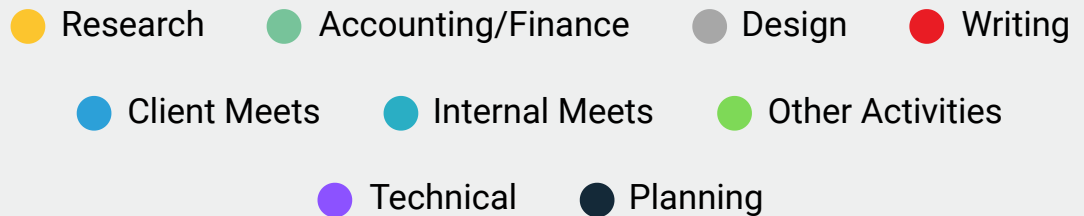
Collaborate with
non-profits and
charities and make
an impact!

Sign up today

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Hours Breakdown

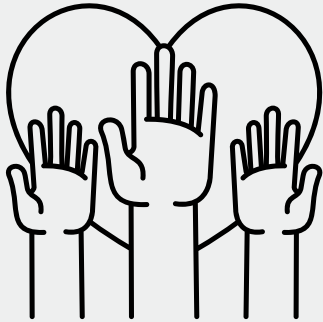
A Snapshot of Our Collective Efforts



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

Key Metrics

Tracking impact through the lens of business



Hours Contributed 2025/2026

Christie Lake Kids - 668 hours
Gord Downie &
Chanie Wenjack Fund - 377 hours
Mission Bambini - 661 hours
Ottawa Bicycle Club - 439 hours
Management Team - 456 hours



26% 18% 14% 17% 25%

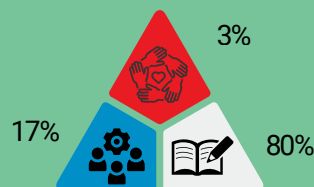
2601 hours were contributed to our communities this year by the Sprott Social Impact Hub



Management Hours 15% of our team were management team volunteers at the Sprott Social Impact Hub. They donated 74 hours of their time this year.



104 hours on average/participant



Total Hours

Management Hours - 456
Project Team Volunteer Hours - 70
Project Team Academic Hours - 2075

Average Yearly Contribution

72 hours

107 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

“

Working with the Ottawa Bicycle Club this semester was a meaningful and eye-opening consulting experience that helped me understand how community organizations function, how members experience them, and how communication practices shape belonging. While I initially expected my role to be mainly creative-designing posts, writing content, and supporting communications - the experience proved deeper, becoming an opportunity to practice real consulting skills and appreciate teamwork.

I also thoroughly enjoyed working within SSIH. The environment Emily fostered was encouraging, thoughtful, and genuinely student-centered. Her approach of guiding us without micromanaging allowed us to grow while feeling supported, and I always felt our work was purposeful beyond the classroom - adding real value to a community organization in a meaningful way.

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

”

”

Being a part of the Sprott Social Impact Hub is a unique class because it's not limited to a text book or slide deck. You don't always know what the final outcome will be, and that gives you the room to adapt and to be creative as you work on your project deliverables.

Amelia Demczynsyn, Project Team Associate, Program Manager, Sprott Social Impact Hub

Testimonials

A few words from our community, cont'd

After working more than ten years as an Assistant Branch Manager at a bank, I thought I already understood what effective communication and teamwork looked like. At the bank, I manage staff, support clients, and handle performance goals every day, communication is part of my job. But through this Gord Downie & Chanie Wenjack Fund (DWF) project, I've discovered a whole new side of communication, that is more collaborative, open, and creative.

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

“Another major lesson I gained was learning how to communicate like a consultant, especially through writing. Your writing has to be client-facing, clear, and usable. I learned how to translate technical findings into plain language and focus on what the client needs to know, why it matters, and what they should do next.

Aisha Abdisamad, Assistant Team Lead, Christie Lake Kids

”

Acknowledgements

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

Clients

Adrienne Vienneau
Angela Reid
Beatrice Parmigiani
Danielle Allen
Jenna Courage Baz
Mair Greenfield
Melinda Simar
Natalie Benson
Natalie Goodlet
Reza Mashkoori
Scott McDougall
Stefano Oltolini

Advisors

Andrea Pierce
Daria Ivatsik
Edward T. Jackson
Eva English
Giacomo Carlini
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.

