

Beating the Odds: A Nine Year Youth Development Project



p2Do photography



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Agenda

Addressing a Social Need in Kitchener/Waterloo

Areas of Canada and Africa touched

Training & Development

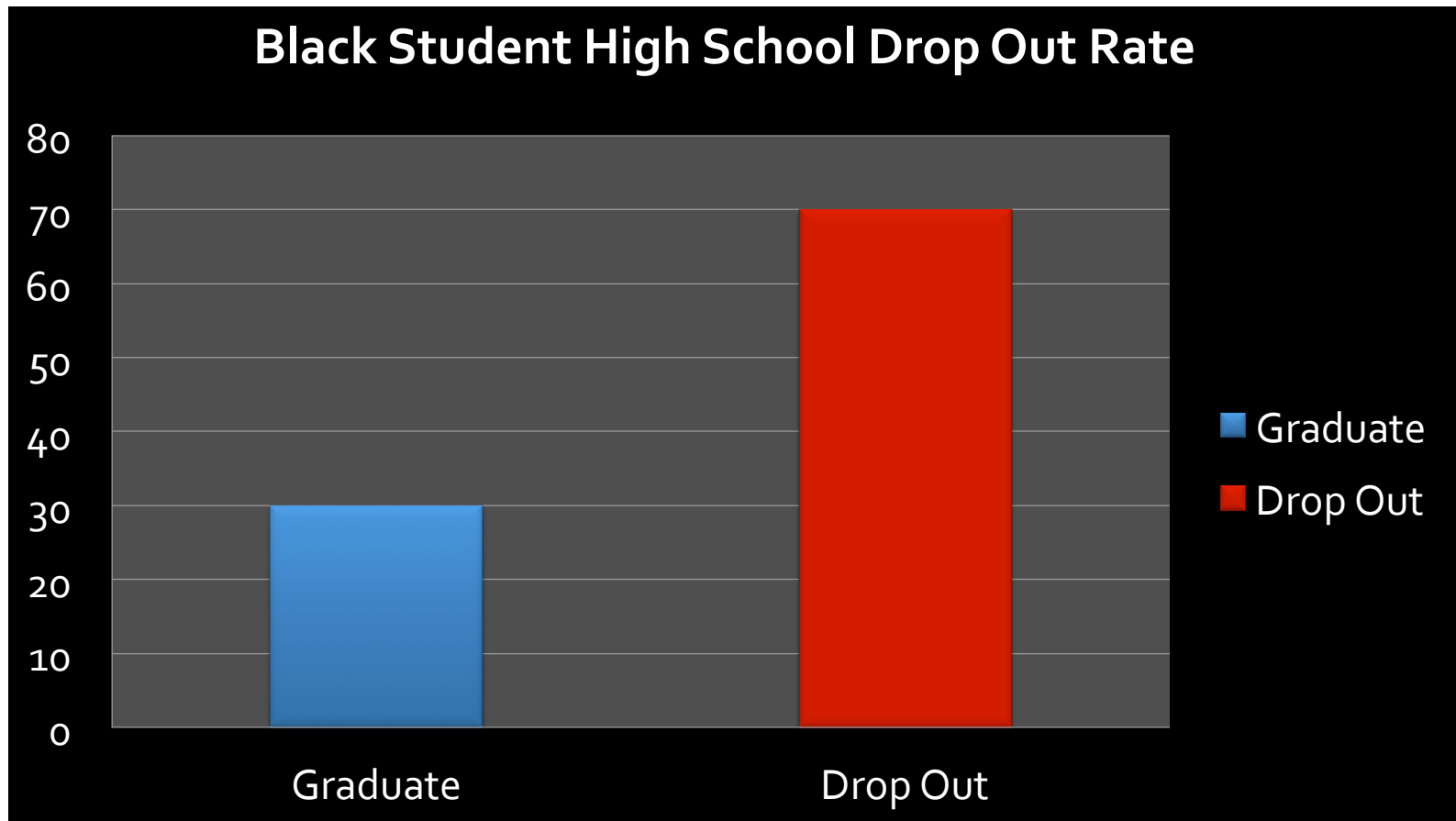
Social & Economic Impact

The 10th Conference Celebration

Our Thesis

**What you Execute Locally, will help your
CSR initiatives globally – Local success
breeds Creditability.**

70% Black Student Drop Out Rate!



Origins of High Drop Out Rates

- **Many new immigrants from African and Caribbean Nations**
- **Culture shock: weather, environment**
- **Economic and Job Prospects**
- **Race Relations**

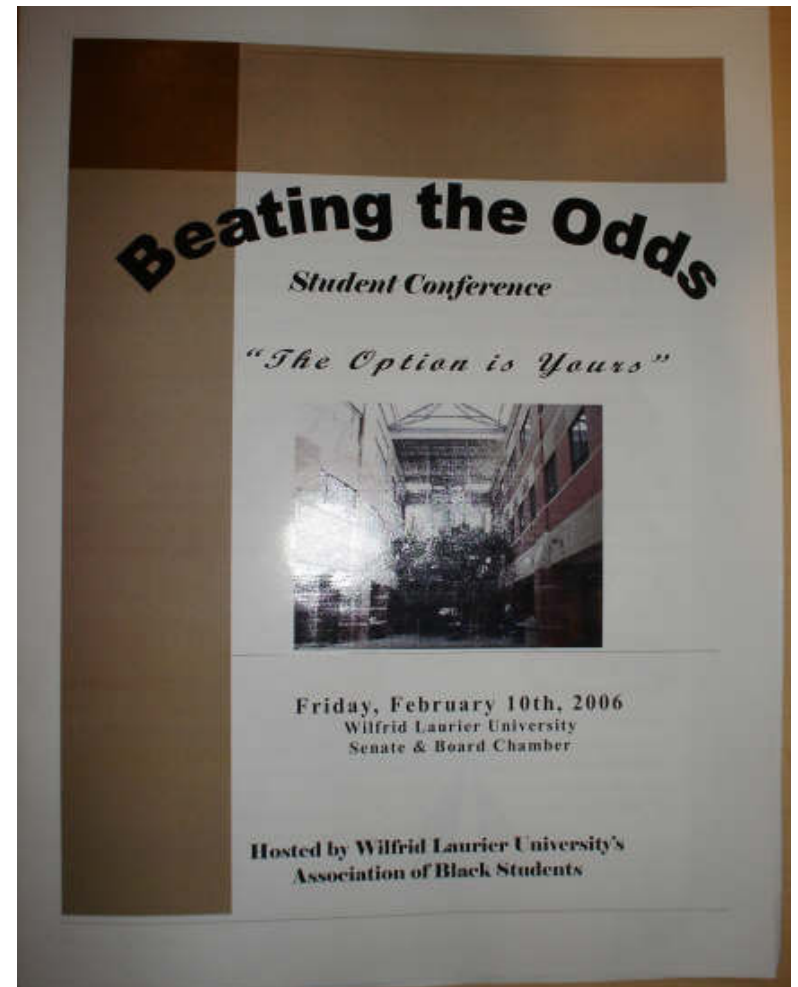
Solution: Beating the Odds

A spinoff from a Business/Technology Youth Conference started by the IBM Black Diversity Network

Organized by Wilfred Laurier Business Student, David Green

Conference focused on delivering workshops focusing on:

- Networking
- Business
- Technology
- Social Awareness
- Education



Current and Past Partnerships



Where do the Students come from?



What do the Students Learn?

MONEY Management

CAREER Development

BUSINESS & Entrepreneurship

LEADERSHIP & Management

EQUALITY and Anti-Oppression

How to engage POLITICALLY



What has been the Impact

SOCIAL IMPACT	ECONOMIC IMPACT
<p>86% of attendees enrolled in College or University Programs.</p>	<p>Over \$20M in new tuitions generated for Colleges and Universities.</p>
<p>92 attendees have returned to Africa to work for Charities or Government Ministries that impact Youth.</p>	<p>1400+ new Professional mentorships established thus lowering recruiting costs by as much 75% for potential employers.</p>
<p>Assisted over 900 students in obtaining scholarships for Post Secondary education.</p>	<p>Approximately \$1M in new revenues may have been realized by sponsours in services & product sales.</p>
<p>98% of attendees state that conference provided them with more confidence and skills.</p>	<p>142 new Small Businesses created 53 of them focused on Canada-Africa</p>

Social Media is VITAL for follow up



600 Mentoring relationships via Facebook

Creation of over 1,000 new LinkedIn connections across 14 nations to help students grow professional networks

Celebration of the 10th Conference

The Conference organizers are seeking sponsours for prizes, giveaways and expertise.

Contact us if you would like to participate!



Successes

Orville Mclaughlin

Graduate of Wilfred Laurier University

- Participant at Beating the Odds Conference for over 5 years.
- Volunteer and Member of Executive Committee organizing conference.
- Manages a part time A/V Business
- Former Student Member of the Canada Southern Africa Chamber of Business

Currently a Financial Analyst for TD Bank



Successes



Habben Berhane

University of Waterloo Graduate

- Participant in Beating the Odds conference for over 7 years.
- Active volunteer for conference upon graduation from High School.
- Children and Youth Advocate
- Former Student Member of Canada Southern Africa Chamber of Business

Currently an Account Manager at Rogers

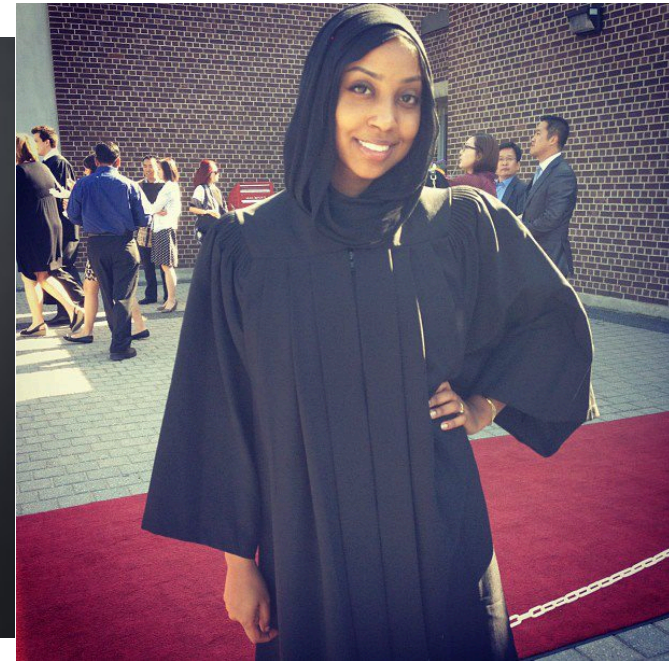
More Successes



Ruta Ogbahans
Attends Ryerson University
3 Year Attendee



Jordon McCoy
Software Web Developer
5 year Attendee

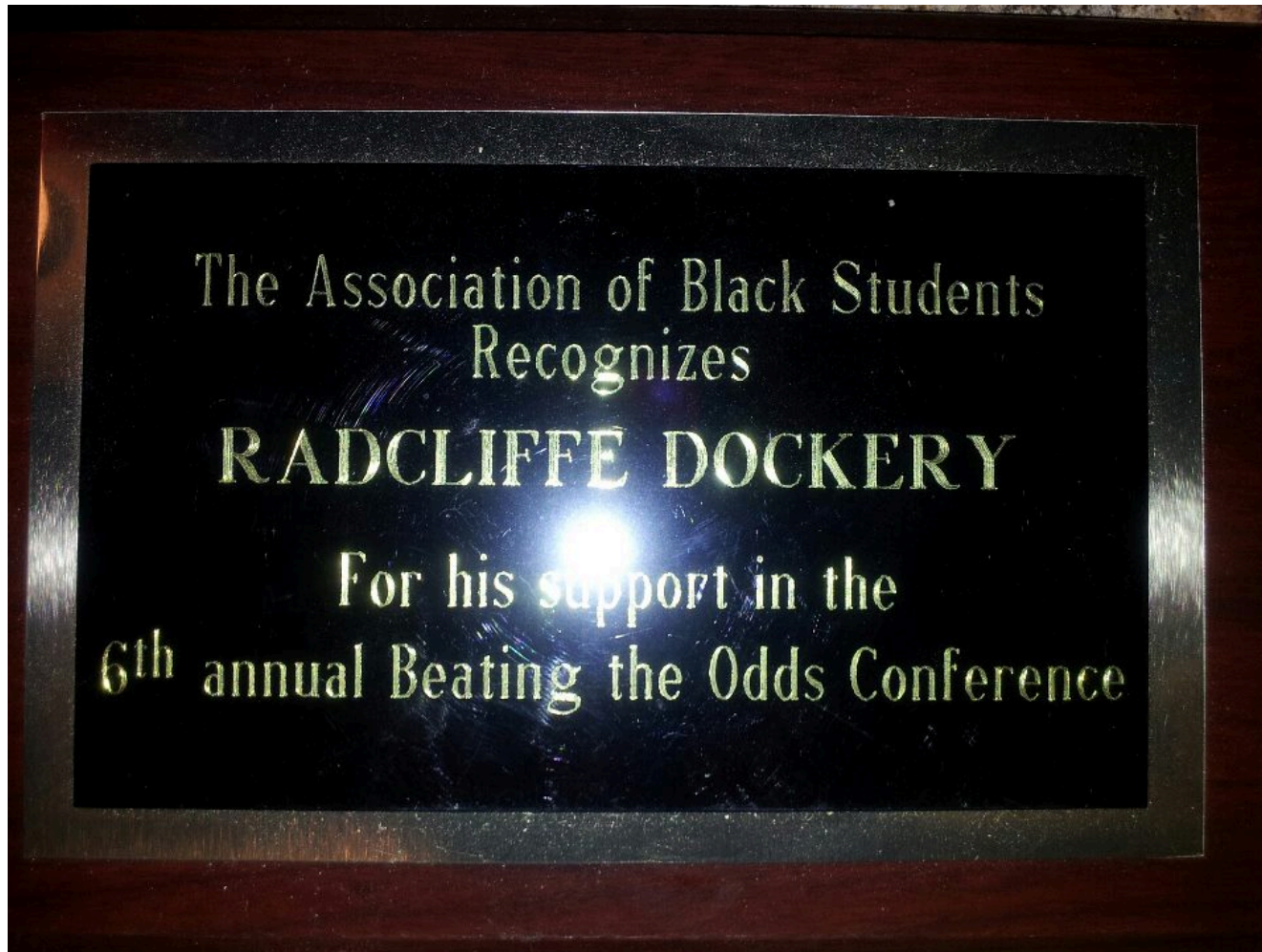


Noura Sheikh
Recruitment Consultant
7 Year Attendee

Our Thesis

**What you Execute Locally, will help your
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This is how we DO CSR!



HigherEye Training & Consulting

Managed "Social Media & Responsibility" Services

Click on logo above for more details

We focus primarily on skill development for Small to Medium Businesses (SME) in areas of Sales, Marketing and Strategic Planning.

Benefits include:

- Protecting and building your Brand image
- Reducing staffing costs by as much as \$200,000/year.
- Maintaining community development & outreach without incurring large up front capital costs.

Social Media in the Mining & Extractive Sector

Click on logo to view coverage from "Mining Weekly" Magazine.

From the "Equator Principles" to the threat of Resource Nationalization - it is imperative that your organization finds creative ways.

How we can help:

- Develop and Manage your Social Media presence.
- Ensure that stories of your financial and social success are clearly communicated to stakeholders.
- Engage community groups local and abroad; and share those stories via Social media.

Testimonial

"I have known Rad (CEO of HigherEye) since my appointment at Consul General in Canada in 2010. I have had opportunity to hear Rad in various forms express himself on issues related to youth empowerment and the responsibility of business to these future leaders. Rad has also been contracted by companies in Africa and Asia to speak on the subject of Corporate Social Responsibility (CSR). Rad does not only speak his mind on these issues but does so with conviction and and such, has helped companies revise their strategies around youth empowerment, community engagement and corporate social responsibility in general. Rad straddles various age groups with ease."

Consular General to South Africa for Canada



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