



Tuesday, October 8, 2019  
9:00 AM – 2:30 PM  
Richcraft Hall Atrium, Carleton University  
9376 University Dr, Ottawa, ON

Welcome to the 8th annual Leveraging Our Strengths conference. The objective of LOS is to promote the concept of collective impact as we believe that many of our community's most pressing and complex social problems can be solved when nonprofits, governments, and businesses coordinate their efforts to focus on a common agenda.

This year's keynote sessions will provide you with information on how impact investing and community benefits agreements are creating positive changes and growth in local communities. As demand soars for opportunities to improve social inequality we have to be deliberate and strategic if we want to be successful in finding solutions.

**Impact Investing** is a powerful tool that actively seeks to create positive and sustainable social, economic, or environmental impact in addition to financial gain. This type of investment provides capital to tackle issues such as renewable energy or accessible basic services including housing, healthcare, and education. Impact investing is growing rapidly in Canada, up from \$8.15 billion in 2015 to \$14.75 billion in 2017 – reflecting a growth rate of 81% over two years.

**Community Benefits Agreements** are a strategic tool used in the process of building community wealth. CBAs are negotiated agreements between a private or public development agent and a coalition of community-based groups. This coalition may include neighbourhood representatives, single-issue advocates, labour unions, social service agencies, faith-based groups and others. Together, they give a voice to people in infrastructure planning and land development processes – especially those individuals who have been historically excluded or marginalized from these processes and decisions that affect them.

Organized by:



United Way  
East Ontario

VOLUNTEER  
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# AGENDA

9:00 AM Registration & Breakfast

9:30 AM Opening Remarks: Michael Allen, President & CEO of United Way East Ontario

9:45 AM **IMPACT INVESTING**

Keynote Address: The Journey of Social Capital Partners with Bill Young, Chairman & Founder of Social Capital Partners

- Comments from Linda Newman, VP Commercial Banking at RBC Royal Bank
- Measuring Impact with Kate Ruff, Co-Director at the Carleton Centre for Community Innovation
- Vancity Community Investment Bank models with Lars Boggild, Account Manager at VCIB

11:00 AM Break

11:15 AM **COMMUNITY BENEFITS AGREEMENTS**

Keynote Address: CBA's 101 with George Brown, Principal of Integral North

- Partnership Building & Resident Advocacy with Nicole Li, Community Developer at South-East Ottawa Community Health Centre
- Campaign for a CBA in Heron Gate with Ottawa ACORN, Mavis Finnamore, Member & Ashley Reyns, Lead Organizer

12:30 AM Lunch & Networking

1:30 PM Panel Discussion and Q&A

- Bill Young
- Kate Ruff
- George Brown

2:30 PM End of Day



## SPEAKERS



### **EMCEE: Derick Fage**

Ottawa boy Derick Fage is curious about everyone and everything, a quality that served him well as host of Breakfast Television Montreal on Citytv and the host of Daytime on Rogers TV in Ottawa over his 15 year career in television. In 2012, Derick was awarded the Queen Elizabeth II Diamond Jubilee Medal for his community work and contributions to charitable organizations. After going public with his personal struggle of living with chronic fecal incontinence since birth, he accepted the role of ambassador for the Canadian Continence Foundation in the hopes of helping others who are living with any number of challenges. He is grateful to speak about his challenges, and advocate for awareness and change. Derick is a sought after professional speaker. His personal story is honest, authentic, emotional and leaves a lasting impact on audiences.



### **Opening Remarks: Michael Allen President & CEO of United Way East Ontario**

Michael was born in Winnipeg, Manitoba, and after 22 years in this community he now calls Ottawa home. Following a career that saw him practicing law and then working on Parliament Hill, Michael was drawn to United Way by the opportunity to help others in his adopted community. For Michael, working at United Way is a constant source of inspiration. “Our volunteers are here helping out in their spare time and our staff is extremely committed and motivated. We share a common goal of helping others in their community.”



**Keynote Address: Bill Young, Chairman & Founder of Social Capital Partners**

Prior to founding Social Capital Partners in 2001, Bill spent twenty years in the private sector leading high growth, entrepreneurial organizations. He currently sits on a variety of boards for social enterprises and community organizations, and is a member of the Canadian Task Force on Social Finance. In 2013, Bill was appointed as a member of the Order of Canada for his contributions to Canadian society and his innovative achievements as a social entrepreneur and philanthropist.

Based in Toronto, Social Capital Partners aims to tackle important social problems by developing creative and high-risk solutions, then working to make the best of them real. Discover the journey of Social Capital Partners, from social enterprise to impact investing to system level changes.



**Linda Newman  
VP Commercial Banking at RBC Royal Bank**

Linda is a 30+ year Royal Banker with careers in Atlantic Canada and Ottawa. As VP she supports a team of 10 Account Managers representing the Industry Specializations of Not for Profit, Retail and Business Services. Linda was a previous Senior Account Manager supporting Not for Profit Clients of all sizes from local, to national and international organizations, charities and associations. RBC's Social Finance initiative is designed to ignite the growth of social finance in Canada. The

initiative supports and nurtures businesses that deliberately seek to make positive contributions to the community. The initiative demonstrates the opportunity to invest in businesses that deliver social, environmental and financial returns.



**Kate Ruff**

**Co-Director at Carleton Centre for Community Innovation**

Kate researches how organizations measure and report their impacts on society. Her research has won international awards. She is recognized for her work on standard setting in the social impact arena. She has an MSc from the London School of Economics and a PhD from the Schulich School of Business at York University. She serves on the boards of Social Value Canada and Social Value International. She sits on the UN SDG Impact Investment Fund Research Council. At present, Kate is leading a pilot study of a Common Approach to Impact Measurement for Social Enterprises, linking flexible organizational-level indicators to the global Sustainable Development Goals (SDGs).



**Lars Boggild**

**Account Manager at Vancity Community Investment Bank**

Lars Boggild is a social finance professional working on Vancity's latest initiative- the Vancity Community Investment Bank- Canada's first 100% impact and values based bank (yes, a bank that cares). As the Impact Capital Finance Analyst, Lars is using his finance skills for good, helping Canadian businesses solving the world's biggest problems get access to capital. Armed with a graduate diploma in Social Innovation, a degree in sustainability and years of experience at various levels in impact investing, Lars is a triple threat to the triple bottom line.



**Keynote Address: George Brown, Principal of Integral North**



George Brown is a lawyer, urbanist and Integral Associate Coach. He is Principal of Integral North. Prior to this, George spent nine years as President of the Ottawa Community Loan Fund, as well as 9 years as a City and Regional Councillor in Ottawa. He has a Master's of Science Degree in Community Economic Development from New Hampshire College's Graduate School of Business and an LL.B. degree from the University of Ottawa Law School. George is a Part-Time Professor at the University of Ottawa Law School. He is Chair of United Way East Ontario's Community Impact Cabinet and a Member of its Board of Directors.



**Mavis Finnamore, Member & Ashley Reyns, Lead Organizer Ottawa ACORN**

ACORN (Association of Community Organizations for Reform Now) Canada is an independent national organization of low- and moderate-income families. We have over 130,000 members organized into twenty four neighbourhood chapters in nine cities across Canada. We believe that social and economic justice can best be achieved with a national active membership who are invested in their organization and focused on building power for change!

**Nicole Li  
Community Developer at SEOCHC**



South-East Ottawa Community Health Centre (SEOCHC) is a non-profit, community-governed organization that provides a range of multi-disciplinary services to clients, including primary care, health promotion, social services, community and resource development, home support and advocacy to address the social determinants of health. SEOCHC particularly responds to persons who face barriers to accessing health and social services and who live in South-East Ottawa.



## VENDORS

**ArtWorks** is a program by Operation Come Home in partnership with community partners at United World Voices, youth are provided the opportunity each Thursday in the Drop-in and Resource Center to develop their creative skills. Currently, youth work each week on creating jewelry, customizable belts and dog collars using recycled bike tires and tubes. Operation Come Home and United World Voices are committed to providing unique and educational learning opportunities for youth. Youth are also invited to craft fairs and other events to learn business skills such as customer service, sales and marketing. These opportunities provide youth with safe and supportive environments for them to develop their techniques in leadership and basic job knowledge.

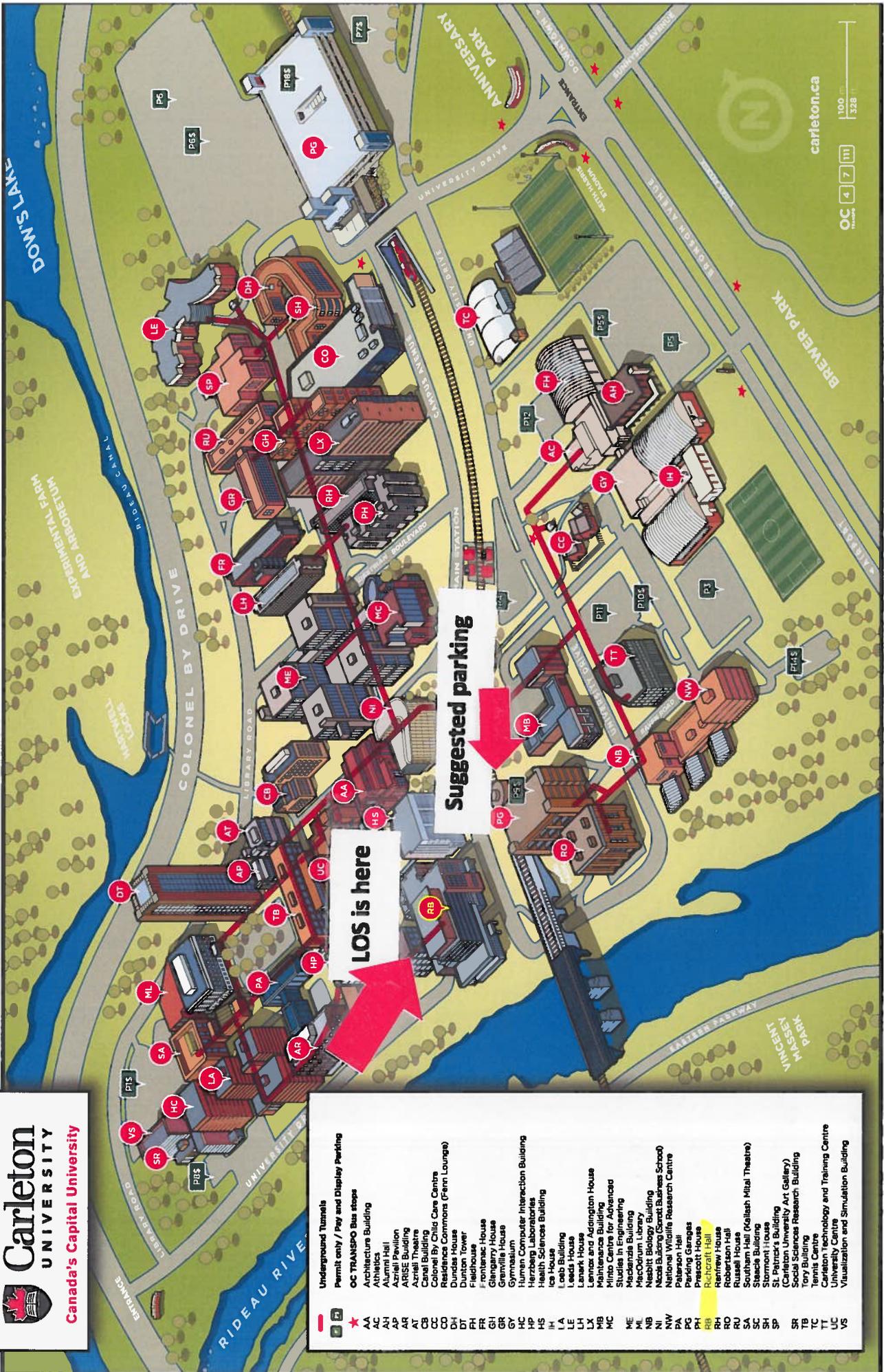
**Beads of Awareness** is a non-profit social enterprise dedicated to empowering women in northern Uganda since 2009. We do this by buying paper bead jewelry and other products from our artisans, selling them in Canada and abroad, and reinvesting proceeds into our microfinance loan project. We buy from two artisan groups in the Gulu region of Uganda—helping support over 45 individuals and their families. We have issued 200 loans, allowing borrowers to launch micro-enterprises and transition toward sustainable livelihoods.

**Thirteen A Social Enterprise (13:ASE)** is an entrepreneurial program of the Parkdale Food Centre. 13:ASE engages youth facing barriers to employment in the operation of a social enterprise. By engaging participants in all aspects of business decisions and development, in a collaborative and supported space, this program helps participants gain strong emotional and social skills as well as confidence in themselves and their future. 13:ASE also serves as an entry point into the labour market. It provides a supportive first work experience and the opportunity to build a social and professional network. The skills that participants and peer mentors develop through 13:ASE are directly related to the barriers they face, including lack of experience, limited community connections and language barriers.

**Wabano Fine Chocolates** is run by Pierrette Vezina. Her tiny chocolate factory does much more than produce sweet treats, it also helps fund programming at the Wabano Centre for Aboriginal Health, an important resource for Indigenous people living in the capital. Each day the warm liquid is hardened and shaped into chocolate wolves, turtles, moons, dream catchers and feathers. The chocolates, each accompanied by a card bearing an Indigenous teaching, are then wrapped by volunteers and sold to shops and community centres across the city. Volunteers, mostly students and people who face barriers to finding work, help prepare the chocolate to fill the orders.



Canada's Capital University



LOS is here

Suggested parking

- Underground Tunnels
- Permit only / Pay and Display Parking
- OC TRANSPO Bus stops
- Architecture Building
- Athletics
- Alumni Hall
- Azrieli Pavilion
- ARISE Building
- Azrieli Theatre
- Canal Building
- Colonel By Child Care Centre
- Residence Commons (Parril Lounge)
- Library
- Dutton Tower
- Fieldhouse
- Fontenac House
- Glenagry House
- Grenville House
- Gymnasium
- Human Computer Interaction Building
- Herzberg Laboratories
- Herzberg Science Building
- Ice House
- Leab Building
- Leads House
- Lennox and Adlington House
- Maintenance Building
- Minto Centre for Advanced Studies in Engineering
- McChesney Building
- McClellan Biology Building
- Noble Balfour (Senart Business School)
- National Wildlife Research Centre
- Palerson Hall
- Pending Garages
- Prescott House
- Richcraft Hall
- Rennew House
- Russell Hall
- Russell House
- Southern Hall (Kellash Mital Theatre)
- Steele Building
- Stormont House
- St. Patrick's Building
- Carleton University Art Gallery
- Social Sciences Research Building
- Tory Building
- University Centre
- Carleton Technology and Training Centre
- Visualization and Simulation Building

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