



# **Ivey Impact Day Debrief**

Social Impact Club  
Summer 2016

# Overall Results

- **95%** of the class participated in the event, including **100%** of the AMBAs
- **8%** of the class left in the afternoon for KMPG
- **7** students interested in continued engagement with the organizations
- **6** engagement streams centred around three initiatives (1) hands-on volunteering (2) social business design (3) social business design + community outreach
  - Shifted more towards social business development compared to previous years
- **20** representatives from the organizations were present
- **1** professor provided a lecture on Performance Metrics
- **9** student leaders (Impact Leaders) involved in the coordination
- **3** Keynote Speakers: Robert Klassen (Dean's office), Michelle Baldwin (Pillar Nonprofit), Brian Costigan (RBC)
- The Social Impact Club & around **5** Ivey students will be getting involved with Pillar Nonprofit
- Over 100 engagements on Social Media (Facebook, Twitter), with #IveyImpact

# Hands-On Volunteering - ReForest London

- Total Participants: 44/46 registered
- Putting our bodies to work for a change instead of our minds was very rewarding.
- Our community partners (Reforest London) did a great job coordinating the day and everything ran smoothly.
- It was great to see our classmates in a different context, outside of the classroom.
- Making a tangible difference in the local community made us feel productive.
- The day was a great way to meet and get to know new classmates.
- Fresh air, sunshine and the great outdoors put us all in a good mood.

# Hands-On Volunteering - ReForest London



# Social Business Design & Community Outreach – Canadian Mental Health Association

- Total Participants: 30

## Serious problems:

- One in three people who will experience a mental health problem or illness.
- 4,000 Canadians die every year as a result of confronting a mental health problem or illness.

## Strategies Design

- Marketing Strategies to increase mental health awareness in public, especially in youth is critical .
- Developing a branded monthly giving program is important way for the financial independence of the NGOs like CMHA.
- Other financial sources includes mental health workshops, and mental health first aid and ASIST.



# Social Business Design & Community Outreach – Canadian Mental Health Association



# Social Business Design - Meals on Wheels

- Total Participants: 15
- nonprofit organizations are trying to replicate a social enterprise model in order to become more financially sustainable.
- nonprofits experience many of the same business issues that for profit business face, I.e. consumer demand elasticity, supplier cost pressures, and competitive markets, all experienced by Meals on Wheels.
- nonprofit organizations have a wealth of passion for driving social change, but a key capability gap for thinking like a for profit business.
- Ivey students can help bridge the talent gap by providing new solutions that are driven from a business focus. This work provides a valuable perspective for nonprofits, as demonstrated by feedback from Meals on Wheels.

# Social Business Design - Meals on Wheels





# Social Business Design & Community Outreach – London Food Bank

- Total Participants 16/19
- Generated marketing ideas for promoting fresh food in the AM on campus; went off-campus to assemble food hampers in the PM
- Students learned that the challenge with nonprofits is that very often, it is not the lack of resources, but how to utilize resources effectively
- Enjoyed the brainstorming portion and the hands-on activity but felt short on time

# Social Business Design & Community Outreach – London Food Bank



# Social Business Design - Youth Opportunities Unlimited (YOU)

- Total Participants: 26/27
- Amy Lee, Director of YOU, who described the nature of the business and the reporting challenges the organization faces to accurately show their results to stakeholders
- Diane-Laure Arjaliès, Assistant Professor in general management and managerial accounting and control hosted a workshop on the types of performance measures which can be used for social enterprises. We learned about the measurement of Social Return on Investment, which is appropriate for an social enterprise such as YOU.
- Students quickly realized the complexity of the organization mixed with the challenge of representing social impact in financial dollars
- Each team presented to a panel of judges from YOU. Team D (David Craig, Daniel Stack, Daniel Palacios, Emma Sherlock, and Selena Shannon) are the overall winners of the competition and YOU received many new financial reporting ideas from all the presentations + the slide deck on SROI models from Diane

# Social Business Design - Youth Opportunities Unlimited (YOU)





# Social Business Design – Verge Capital

- Total Participants: 31/32
- Verge Capital was pleasantly surprised at how engaged and the depth of questions the students were asking
- 13 board members/business leaders in the social enterprise and banking field came to watch the student presentations
- students have expressed interest in continuing to volunteer for Verge Capital going forward
- “We were extremely pleased with the result, and will be taking back some of your recommendations to our working group. It was also a great opportunity to engage our volunteers, so thank you for allowing them to be critical”  
– Andre Vashist, Social Finance Manager

# Social Business Design – Verge Capital



# Social Media Coverage



## Sentiment







## Top Keywords



## Mentions about #iveyimpact

Sort By:  Results:

Results 1 - 15 of 59 mentions.

- [@VergeCCapital #iveyimpact presentations underway](#)  
<https://t.co/yGF9fmlvnr>  
[twitter.com/linabowden/status/763076215691509760](https://twitter.com/linabowden/status/763076215691509760)  
48 minutes ago - by  @linabowden on [twitter](#)
- [RT @sandyc88: Things are getting serious at the mini case competition with @YOU London @iveybusiness #iveyimpact #socialenterprise](#) <https://t.co/5ZcV4V7GgN>  
[twitter.com/Fussy\\_Jo/status/763074651648131072](https://twitter.com/Fussy_Jo/status/763074651648131072)  
54 minutes ago - by  @Fussy\_Jo on [twitter](#)
- [@iveymba developing sustainable solutions with @MOWLondon #iveyimpact](#) <https://t.co/5ZcV4V7GgN>  
[twitter.com/sandyc88/status/763073574735384576](https://twitter.com/sandyc88/status/763073574735384576)  
59 minutes ago - by  @sandyc88 on [twitter](#)
- [Making food hampers @LondonFoodBank1 @iveymba #iveyimpact](#) <https://t.co/2SYACMuv1c>  
[twitter.com/sandyc88/status/763073575234535425](https://twitter.com/sandyc88/status/763073575234535425)  
59 minutes ago - by  @sandyc88 on [twitter](#)
- [RT @linabowden: Great minds at #iveyimpact helping @VergeCCapital @LdnCommFdn @unitedwaylm @CSJCdn](#)

# Social Media Coverage

## Top Users

sandyc88	18
VergeCCapital	8
iveybusiness	4
linabowden	3
PillarNN	3
rfln	2
LndOntRetweets	2
YOU_London	2
CMHAMiddlesex	2
Textbooks4C	2

## Top Hashtags

iveyimpact	59
iveymba	7
ldnont	6
iveymbas	5
impinv	5
socialenterprise	4
iveymba2017	3
sustainability	3
mbalife	2
localimpact	2

## Sources

twitter	59
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[Clear all filters](#)

<https://t.co/4ggrhYc0Lq>

twitter.com/PillarNN/status/763071403348336640

1 hour ago - by  @PillarNN on [twitter](#)

- [RT @linabowden: #iveyimpact @VergeCCapital Judging Panel of London's best and brightest ready to hear today's pitches https://t.co/4ggrhYc0Lq](#)

twitter.com/VergeCCapital/status/763065711262662656

1 hour ago - by  @VergeCCapital on [twitter](#)

- [Our amazing volunteers rolling in to help judge our #iveyimpact case study today @iveybusiness #impinv https://t.co/d7dBphn9G6](#)

twitter.com/VergeCCapital/status/763065679222308864

1 hour ago - by  @VergeCCapital on [twitter](#)

- [#iveyimpact @VergeCCapital Judging Panel of London's best and brightest ready to hear today's pitches https://t.co/4ggrhYc0Lq](#)

twitter.com/linabowden/status/763065667767590913

2 hours ago - by  @linabowden on [twitter](#)

- [RT @PillarNN: MBA #iveyimpact day 170 students engaged in @VergeCCapital @rfln @LondonFoodBank1 @YOU\\_London @CMHAMiddlesex https://t.co/DW...](#)

twitter.com/CMHAMiddlesex/status/763057267482750980

2 hours ago - by  @CMHAMiddlesex on [twitter](#)



# Stewardship

- Implemented all of the feedback from last year's Impact Day:
  - Professor involvement
  - Focus on business advisory work
  - Shirt as a reminder of Impact Day
  - Social entrepreneurs who can provide their experience
- Feedback from this year's class
  - Provide snacks for the ReForest group
  - Not enough tools at ReForest
  - Not enough time to do a deep dive in the business cases

# Pictures & Articles

- <http://www.ivey.uwo.ca/news/news-ivey/2016/8/making-an-impact-on-the-london-community/>
- <https://www.facebook.com/media/set/?set=oa.616242215203686&type=3>