

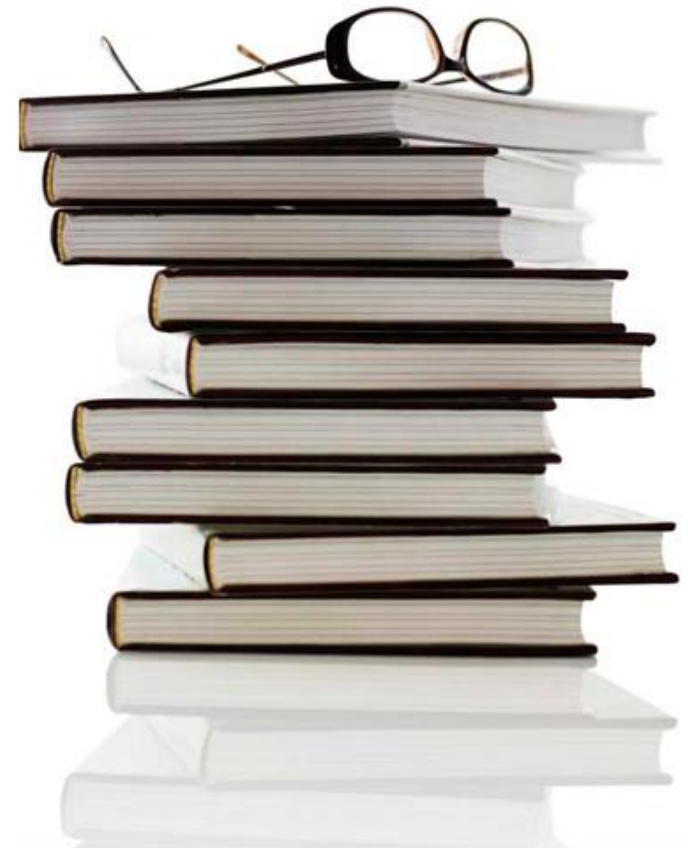
MERIT Award Bursary Program: Annual General Meeting



INSPIRE
students who stay in school

RECOGNIZE
those who overcome challenges

REWARD
contributors to the community



October 2013

Our Mission



Our Mission:

- Inspiring youth to pursue higher education and contribute to the community

Our Vision:

- To be a leading contributor of recognition and financial awards to senior secondary school students in high needs Ontario schools, by providing:
 - incentives to youth of all abilities to pursue advancement through education;
 - incentives to youth to contribute to their community; and
 - a powerful motivational tool which can be employed by educators and parents.



2013 Year in Review

2013 in review: MERIT Award key accomplishments



- ✓ Awarded 147 bursaries across 45 GTA high schools
- ✓ Incorporated and registered MERIT with CRA as official, independent charity
- ✓ Established financial policies and procedures, and accounting records as per GAAP
- ✓ Identified and recruited new volunteers
- ✓ Laid the foundation for creating a list of individual MERIT supporters
- ✓ Executed on the 1st annual MERIT Award Bowling Fundraiser
- ✓ Set the foundation for sustainable fundraising
- ✓ Streamlined events and created a turnkey “event in a box”
- ✓ Revised the Meritaward.ca website and online tools for students
- ✓ Extended and broadened reach to the school boards by leveraging virtual meeting technology
- ✓ Created a structured Project Management Office (PMO) and reporting.



Bursary Awards

We have had another successful year!

- Bursary distribution for 2013:
 - Grade 11: 29 bursary recipients receiving \$500 each
 - Grade 12: 110 bursary recipients receiving \$750 +
 - Grade 12: 8 recipients will receive our limited MERIT \$2,000 bursary
- Total of 147 MERIT Award bursaries granted in June 2013.



We are proud of our recipients and value their feedback!

“The Merit Award Bursary was the first ever financial award that I won because of my commitment to school and extracurricular activities...It is a psychological factor that tells students that their work will not go unappreciated.”

– Arlene

We are proud of our recipients and value their feedback!

“The transition from high school to university was made smoother when I received the bursary because it gave me a renewed faith that I was good enough to go to university and perhaps others thought so too!”

– Nella

Donor Support

Our financial donors are key to the success of the MERIT Award Program.

Our Generous Sponsors



FASKEN
MARTINEAU 



Deloitte.

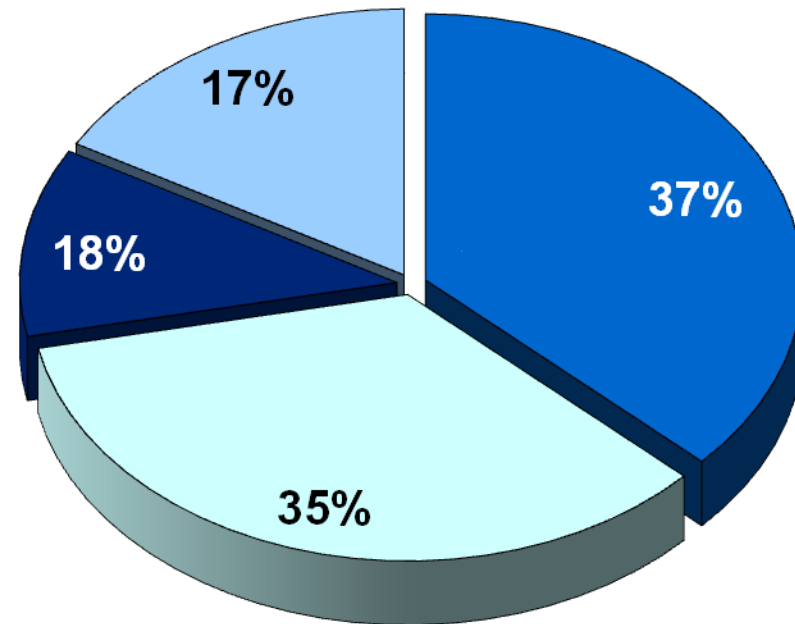


Toronto
Kiwanis Club

gowlings



We have a steady and diverse source of funding



■ Events ■ Foundations ■ Individuals ■ Corporate

Special Recognition



The Kiwanis Club of Toronto renewed their support at \$20K in 2013.

Kiwanis Toronto

Serving the Children of the World®



- Funds are now directly donated to Merit.
- The *Kiwanis Club of Toronto Foundation Scholarship Program* is a complementary initiative granting scholarships to students at the undergraduate level.

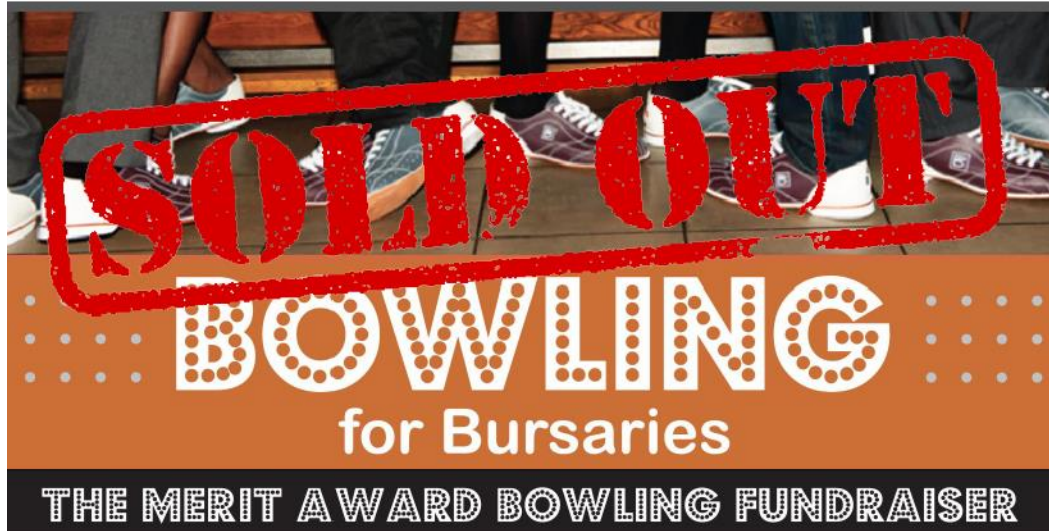
MERIT Award is growing its non-financial donor support!



- **Google Canada generously gave 10 laptops and 1 printer to the MERIT Award.**
- **Selection Committee chose deserving students to receive the hardware donations.**
- **Distributed at the June 2013 awards ceremony.**

MERIT Award
1st Annual
Bowling Event

Highlights of 2013: 1st Annual MERIT Award Bowling Event



- Successfully raised \$45,000 for the 1st annual MERIT Award Bowling Event, held on May 28, 2013.
- Had a full house – event was sold out!
- Event was picked up by the newswires such as CNW news wire. We were even picked up by 5 other newspapers!”



Highlights of 2013: 1st Annual MERIT Award Bowling Event



MERIT Award website redesign

We have redesigned our website – check us out!



Resource for students, teachers and donors

Keep up to date on key MERIT Award events and application deadlines



INSPIRE
Students Who Stay in School



RECOGNIZE
Those Who Overcome Challenges



REWARD
Contributors to the Community

JUN 10 2013 2013 Annual Awards Night of the Merit Award Bursary Program

YOU'RE INVITED TO THE ANNUAL AWARDS NIGHT

Get Up To **\$2000** For:
1 Staying in School
2 Overcoming Personal Challenges
Contributing to

STRIKE
To Award a Bursary!

THE MERIT AWARD BOWLING FUNDRAISER

SPARE your support for the Merit Award
Tuesday May 28, 2013 @ 5pm
THE BALLROOM
Sports & Bowl & Rock'n'Roll @ Richmond & John

www.BOWLING.MERITAWARD.ca

The Ballroom

Kiwanis Toronto
Saving the Children of the World

Deloitte.

Key Dates for Students and Teachers

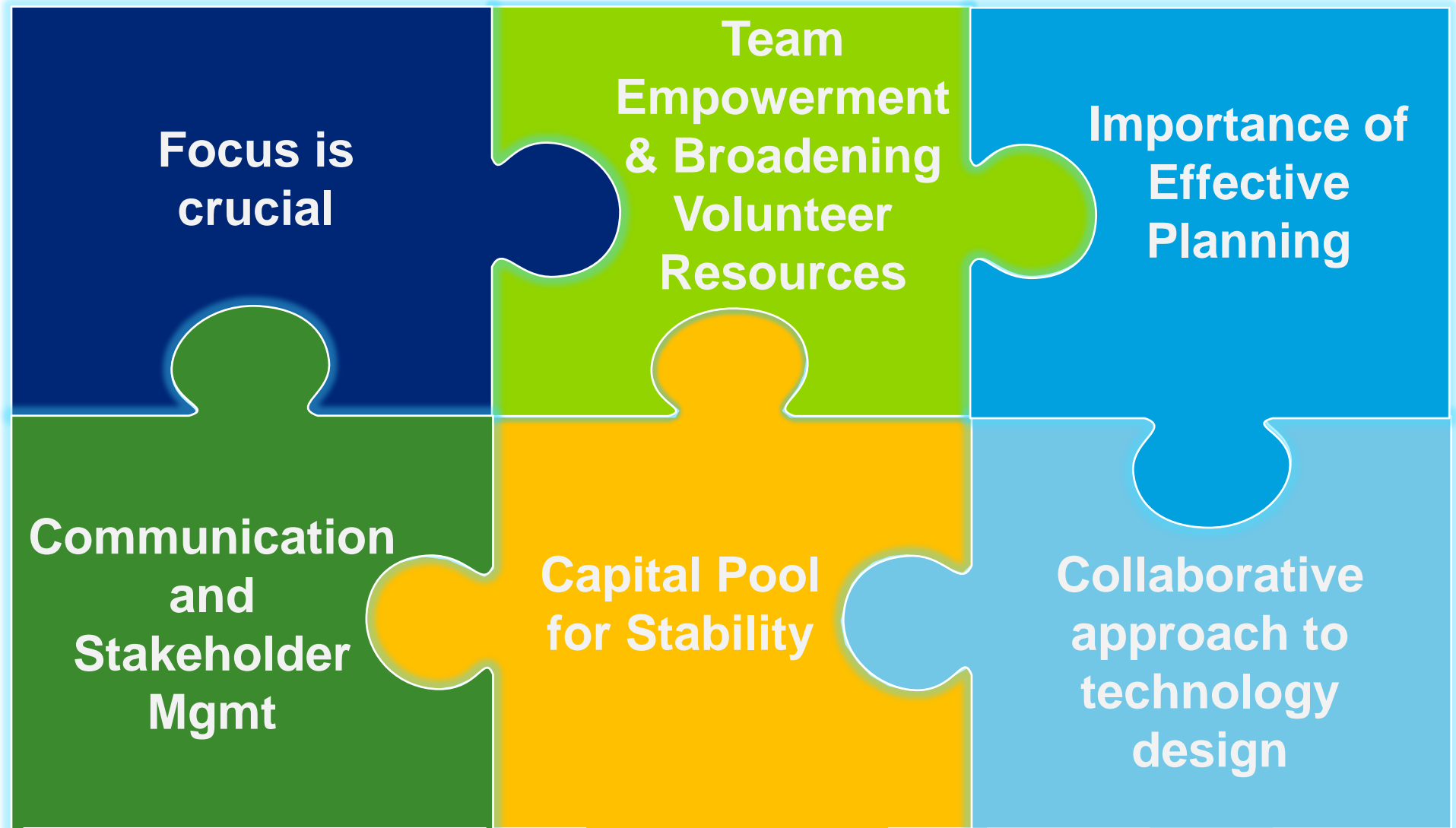
October 22, 2012 – Annual General Meeting 6:00 pm, General
February 4, 2013 – Merit Award Info package sent to schools 9:00 am, General
March 29, 2013 – Student Applications Due 5:00 pm, Deadline
April 8, 2013 – Applications due to the Merit Award 9:00 am, Deadline
May 13, 2013 – Merit Award Application Review 5:00 pm, General
May 20, 2013 – Merit Award Application Review 5:00 pm, General
May 27, 2013 – Merit Award Application Review 5:00 pm, General
May 31, 2013 – Merit Award Recipients Announced 5:00 pm, Deadline
June 20, 2013 – Annual Merit Awards Ceremony 7:00 pm, General

Coming soon!

Online application process

2014 Strategic Focus

A reflection on 2013: Key lessons learned



Areas of strategic focus

"Building on a sustainable foundation"

MERIT Award
President
(Brian Smeenk)

PMO and Board/Volunteer Admin.
 (Sarah M.)

Online Strategy & Execution
 (Tim R.)

Strategic Planning
 (Jennifer)

Selection Committee & School/ Student Liaison
 (Sonia/

Financial P & P and Reporting
 (Kathy)

Team Leads

Strategic Initiatives & Tactics

Fundraising Strategy
(Jeff)

Event Management
(Tabitha)

Alumni Strategy & Outreach
 (Alison Conroy, Nicole Singh, Tabitha Aquino and Lana Cribb)

School Outreach
(Sarah M.)

Fundraising Events
 (Target: \$65k)

Corporate donors
 (Target: \$15-20k)

Foundations
 (Target: \$50k)

Individual donors
 (Target: \$30k)

Corporate Fundraising
 (i.e. Bowling)

Outreach

AGM

Annual Award Ceremony

Alumni speakers

Alumni testimonials and stories

Recruit volunteers

Data tracking & MERIT metrics

Community Program with Participating Schools

Attend graduation ceremonies

School workshops

- Tracking data
- Demonstrate success of the program
 - Social engagement metrics
 - # of schools, # of bursaries



Communications Strategy

Volunteer Strategy

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Communications Strategy

Volunteer Strategy

Merit Award Bursary Program Incorporated ACCOUNTING

➤ Independent Registered Charity

Incorporation Date: **May 1, 2012** / CRA Registration Date: **July 16, 2012**

BN/Registration #: **814537882RR0001**

➤ Implemented Financial Policies and Procedures, Accounting System



✓ **Internal Financial Controls**

✓ **Financial Statement Close Process**

➤ Auditors: Palmer Reed Chartered Accountants

✓ **Audited Financial Statements as at April 30, 2013**

Merit Award Financials

ANNUAL MERIT COMMITMENT

	2009	2010	2011	2012	2013
Awarded Bursaries					
\$500 value	114	120	37	25	29
\$750 value			97	118	110
\$2000 value			14	7	8
Total Number of Bursaries	114	120	148	150	147
Total Value of Awarded Bursaries	\$57,000	\$60,000	\$119,250	\$115,000	\$112,500



Merit Award Financials

STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS

	2009	2010	2011	2012	2013	2013	2014 Budget
	Harshman				Harshman and MABP	MABP Incorporated	
	As at June 30				As at June 30, 2013	As at April 30, 2013	As at April 30, 2014
INCOME							
Charitable Gifts Received	\$ 44,550	\$ 42,950	\$ 113,862	\$ 52,843	\$ 119,937	\$ 47,624	\$ 146,500
EXPENDITURES							
Bursary Awards	\$ 25,000	\$ 36,000	\$ 32,500	\$ 90,750	\$ 101,239	\$ 25,000	\$ 112,500
Admin and General Expenses	\$ 1,739	\$ 1,923	\$ 5,123	\$ 10,608	\$ 8,243	\$ 5,603	\$ 8,652
Fundraising Event					\$ 10,713		\$ 15,612
Transfer to MABP Incorporated					\$ 18,260		
EXCESS OF INCOME OVER EXP.	\$ 17,689	\$ 5,027	\$ 76,239	\$ (48,515)	\$ (18,518)	\$ 17,021	\$ 9,736
NET ASSETS	\$ 39,815	\$ 44,842	\$ 119,456	\$ 70,941	\$ 52,423	\$ 17,021	\$ 26,757



Measurement of success

**Knowledge
Transfer &
Working
Teams**

**Execute An
“Event
In A
Box”**

**Lay
Foundation
for Alumni
Outreach**

**Meeting
Financial
Objectives
& Targets**

**Establish
Calendar of
Events**

**Increase
Number of
Awards**

**Establish
Guiding
Principles**



How can you help the
MERIT Award?

Have we got you excited? Would you like to join us in building MERIT?

- ***Refer potential donors to us!*** We will follow up and see if they will consider donating to MERIT!
- ***Join us!*** Volunteer for one of our four initiatives – you can lead an initiative or be part of the initiative.
- ***Join our Selection Committee!*** Evaluate bursary applications and select the MERIT recipients!
- ***Be an advisor!*** We are always looking for guidance and advice.
- ***Help us get PR!***



Appendix

Operational details

A reflection on 2013: Key lessons learned

1. Focus is crucial to ensure strategic initiative delivery.

Key success factors are:

- Fewer initiatives and more focused delivery team;
- Organizational structure is important to be efficient and not duplicate efforts; and
- Parse out tasks so it's manageable to prevent team burn out.



2. Team empowerment increased efficiency and engagement.

Key success factors include:

- Allowing decision making power for key leads and team members;
- Designate one chair for each strategic initiative with an advisory role;
- Leverage technology to facilitate more efficient meetings – i.e. virtual meetings and conference calls.

3. Effective planning requires a detailed 2013/2014 calendar of events.

- Allows for effective resource planning ;
- Provides the team with enough lead time to manage workload.

Cont'd....

A reflection on 2013: Key lessons learned



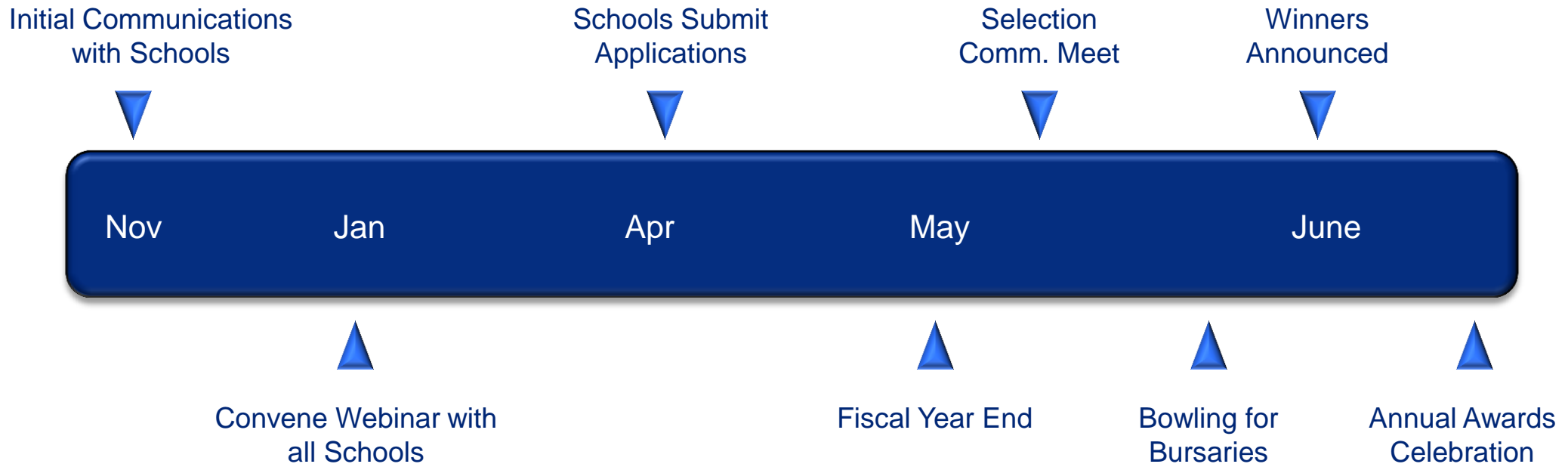
4. ***Sustainable communication strategy is required to build the MERIT reach and to build a foundation of continuously engaged supporters.***
 - Social media is one of the most effective ways to seek and engage key stakeholders and potential donors, while maintaining contact with MERIT Award alumni.

5. ***Establishing a capital pool is essential to MERIT Award's long term sustainability.***
 - Broadening and diversifying our donor base is critical.

6. ***Defining technology and business requirements upfront will reduce online launch time.***
 - Upfront working sessions and requirements gathering allows for team input and manages scope changes.

7. ***Broadening our volunteer base is critical for long-term sustainability.***
 - Create defined job descriptions and roles and responsibilities to ensure proper team structures and role overlap.

2013-2014 Time Line



Next steps

- Board and key volunteers to review the initial draft of strategic plan and provide feedback and thoughts.
- Take strategic plan to the next level
 - Team leads organize team meetings for their particular initiatives and flesh out tactics plan and timing, accountabilities and ownership.
 - Engage new pool of volunteers to maintain enthusiasm and momentum.
 - Teams leads to provide detail to Jennifer to include in strategic plan.
- Flesh out a calendar of events for 2013/2014 and sub-team meetings and book people's calendars.
- Team leads report back to Board through Sarah M on progress.
- Explore external partnerships (i.e. Pathways)
- Continue to recruit new Board members and Team members
- PRIORITY ITEMS:
 - Calendar of Activities
 - Organize the A.G.M.
 - Organize Alumnae Strategy and Outreach Team
 - Confirm fundraising strategy for the year (including J. Tory)



Check us out and Like Us on Facebook!



**All of the event photos
will be posted on
Facebook and all MERIT
Award recipients are
welcome to tag and
comment on our
Facebook site!**

