

rise

Asset Development

RISE ASSET DEVELOPMENT ANNUAL REPORT 2015-2016
SUPPORTING BUSINESS GROWTH. INVESTING IN PEOPLE.

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FROM THE CHAIR OF THE BOARD OF DIRECTORS

Rise has had a year of high growth and impact, with more entrepreneurs receiving loans, training and coaching support than ever before. As new Chair of the Board of Directors, I would like to welcome our two new members Carolyn Burke and David R. Smith. Carolyn brings expertise in the digital payment side of finance, as well as governance experience. David comes to us with exceptional advisory and problem-solving skills. We thank them both for offering their time and talents, and all other directors for their continued commitment.

Growth at Rise is taking us beyond our borders. As we increase our presence across Ontario, we are modelling for national expansion. Going farther, our mission aligns with the World Health Organization's global initiative for promoting mental health and breaking down the stigma associated with its challenges. Throughout the next year at Rise, we commit to bringing those goals closer through our programs, supports and successes.

Sincerely,

Robert J. McGuire
Chair of the Board of Directors





FROM THE EXECUTIVE DIRECTOR

This has been our biggest year yet in all aspects of financing and mentoring support. We want to thank our new donors – Janis Rotman, Bell Let's Talk, and RBC Foundation – whose generous contributions enable us to reach more entrepreneurs with our programs and coaching. We continue to expand across Ontario, adding business advisors in Kingston and London and nearby communities throughout the province.

Rise is excited to be building the model for national expansion. We look forward to helping entrepreneurs across the country break the barriers and stigma of addiction and mental health challenges as they grow successful businesses. With a look to the global stage, I attended the Canada-US Health Summit, and participated in a panel at *Out of the Shadows: Making Mental Health a Global Development Priority*, a conference hosted by the World Bank and World Health Organization. We are proud to have global recognition of Canada's leadership in this area. Our success would not be possible without the support of our donors, partners and volunteers. Small loans, big impact!

Sincerely,

Jodi Butts
Executive Director



FROM THE INVESTMENT COMMITTEE CHAIR

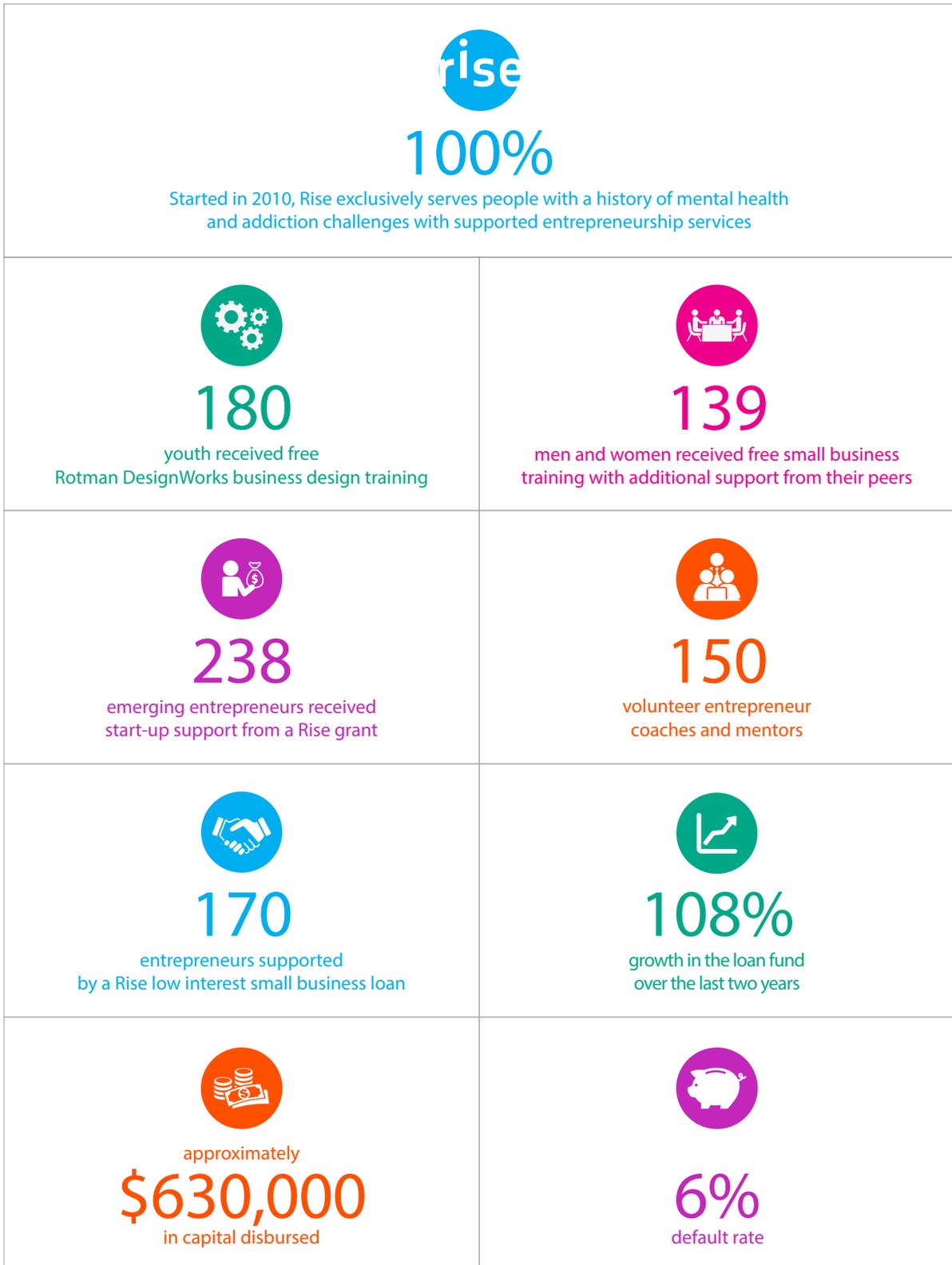
In 2015–2016, my second year as Chair of the Investment Committee, we reviewed and approved the highest annual volume of loans granted and capital disbursed to date. Although the volume increased, the default rate remained a competitively low six percent. Watching talented clients, who could not have secured financing otherwise, turn our investments into successful businesses is rewarding to Rise as a whole, but specifically for the dedicated and highly skilled volunteers on our Committee.

This year we welcomed four new members: Art Wilson, Claire Urbain, Laureen Okpokpo, and David Skelly. We appreciate the time and expertise they and all the committee members contribute to the impactful decisions we make. As the Loan Fund and applications for financing continue to grow, the Investment Committee looks forward to assisting more entrepreneurs in the year to come.

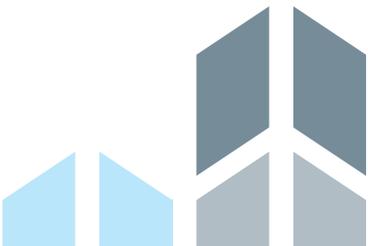
Sincerely,

David R. Smith
Investment Committee Chair

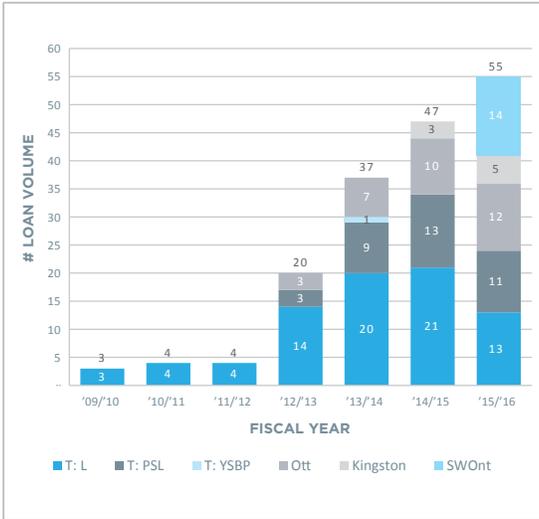




All data as of April 30, 2016



ANNUAL LOAN VOLUME BY LOCATION (#)



OUR YEAR AT RISE

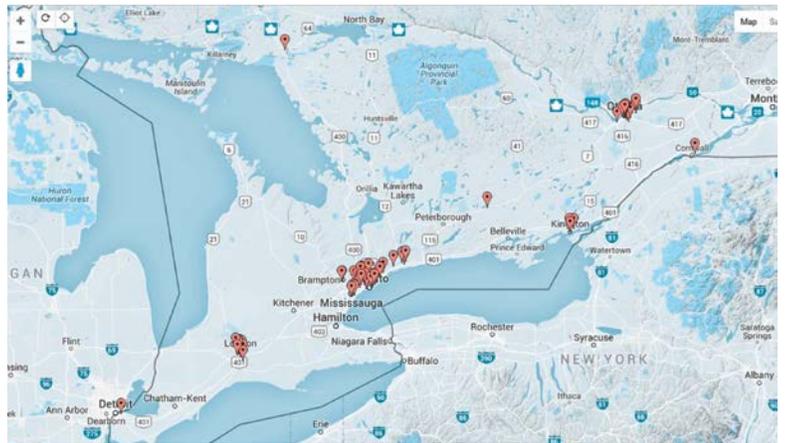
GROWING ACROSS ONTARIO

This was our biggest year yet. Supported by the Ontario Government, Janis Rotman, Bell Let's Talk, and RBC Foundation, the Loan Fund grew by 108% over the last two years, with the number of loans up by 150%. This past year we focused across Ontario with Business Advisors in the Greater Toronto Area, Ottawa, Kingston and London. Fifty-eight percent of the lending volume went to clients outside of Toronto. The map below shows the locations of all the entrepreneurs supported throughout the province. While growing in location and number, the default rate stayed a competitive six percent.

ANNUAL LOAN VOLUME BY LOCATION (\$)



LOANS BY CLIENT LOCATION (APRIL 1, 2015-APRIL 30, 2016)



GOVERNOR GENERAL'S CARING CANADIAN AWARD

We were honoured with a visit from Their Excellencies the Right Honourable David Johnston, Governor General of Canada, and Mrs. Sharon Johnston. They presented the Caring Canadian Award to Rise mentors, Ms. Devorah Miller and Mr. David Skelly, and also met with some Rise entrepreneurs.

The entrepreneurs set up tables showcasing their companies and, as part of the ceremony, each briefly described their business. Before the end of the evening, Her Excellency, approached Jasmine Swimmer, founder of Bhf Brand – The Bow Tie Bar, explaining that she always had material cut from the bottoms of her ball gowns. She asked Jasmine if she would like the fabric to use for her bow ties. The next day she sent the fabric and Jasmine created a special line for Christmas that she labelled The Governor General. Special thanks to Her Excellency for her gracious support.



PHOTO COURTESY OF BRIA JOHN



PAUL E. GARFINKEL AWARDS

The 4th Annual Paul E. Garfinkel Awards for Entrepreneurial Achievement were presented at a ceremony in January 2016. Each winner received \$1,000, and the event costs were funded by RBC Foundation and Bell Let's Talk.

These awards pay tribute to Dr. Garfinkel's life's work, including his leadership in the field of psychiatric science and founding the Centre for Addiction and Mental Health (CAMH). By drawing attention to his work in this way, Rise raises awareness of the stigma associated with mental health and addiction challenges.



AWARD WINNERS

ENTERPRISE OF THE YEAR WINNER



WWW.AKIWENZIESFISH.BLOGSPOT.CA

f /AKIWENZIEFISH



Natasha and Andrew Akiwenzie, proud owners of **Akiwenzie's Fish & More (AFM)**, are this year's EnterPRISE of the Year winners. The whole family is involved – wild catching, smoking, processing, cleaning, labelling, customer service, plus running the business – they do it all, including taking the finished product to local markets in the Bruce Peninsula and regularly to markets and some high-end restaurateurs in Toronto. Their high standards have brought attention in several trade journals and earned AFM a standing invitation to participate in the St. Lawrence Market and to partner under Ocean Wise, a Vancouver-based program identifying sustainable seafood.

Rise is part of their success and continued growth. Loan monies allowed AFM to purchase a compressor that increased the functionality of their walk-in cooler. Better and greater cooling capacity allows storage of more processed fish for the next day's market and a long-awaited ability to purchase, store and process fish from other community fishermen. Looking ahead, the Akiwenzies' next goals include a new roof for the processing plant, a vacuum packer upgrade and increasing their local market presence.

PEER POWERED ENTERPRISE OF THE YEAR WINNER



APANAKI-TEMITAYO-M.PIXELS.COM

@APANAKIDESIGNS

f /APANAKI DESIGNS



Apanaki Temitayo M, artist and owner of **Apanaki Designs (AD)**, has evolved with her business beyond artist to teacher, public speaker and artisan. Working with multimedia, she features African textiles in her work, paying tribute to her African-Caribbean heritage.

Apanaki graduated from Rise's Peer Supported Start-up Program (PSSP), and credits it with giving her the needed support to allow her business to succeed. Rise continues to foster AD's growth. When she was asked to exhibit her work at the South Carolina Fiber Art Exhibition "Maya Angelou", in North Charleston, a loan from Rise enabled her to take advantage of this great opportunity. That, and a premiere of her original works in New York, catapulted her art and business onto the international market.

RISE-ING YOUNG ENTREPRENEUR OF THE YEAR WINNER



KNOCKOUTSTIGMA.CA

@KNOCKOUTSTIGMA

f /KNOCKOUTSTIGMA



David Cameron-Arthurs started **knock-OUT**, to build alliances between LGBTQ athletes and their straight peers. Through this social enterprise, David organizes inclusive sports tournaments and other events in the London area, providing safe places for athletes to compete without stigma for sexual orientation.

This past year was big for knock-OUT, particularly with the success of *UNCAGED*, knock-OUT's 3-day event comprised of a national volleyball 'alliance' tournament, gala and auction. David received an award for his contribution to Ontario athletics at 2015 Rogers Sports Celebrity Dinner and Auction. A 2014 graduate of Rise's Youth Small Business Program (YSBP) he carries his experience and dedication forward. The next year will see David continuing his presentations about homophobia in sports to schools, establishing a loyalty program and pursuing corporate sponsorships as he pushes into the Toronto market.



HONOURABLE MENTIONS

ENTERPRISER



WWW.DETAILINGKNIIGHTS.COM

@DETAILINGKNIIGHT

/DETAILINGKNIIGHTS



Ryan Knight, owner of **Detailing Knights (DK)**, a mobile auto cleaning service, hires employees from high-risk neighbourhoods and also trains young entrepreneurs in the business. Rise's financial assistance helped launch DK's youth entrepreneur program and tighten its operations, resulting in a 500% increase in revenue last year.



/PAWFECTCUTSPETGROOMING

PEER POWERED ENTERPRISER

Pawfect Cuts is a professional pet grooming salon owned by **Laura-Leigh DiGiovanni**. A graduate of PSSP, she used Rise's low-interest loan to buy some necessary tools, and earns great respect from her mentor. She loves working with animals and is building a loyal clientele.



WWW.DESIGNSBYNATUREGEMS.CO

@DBNGEMS

/DESIGNSBYNATUREGEMS



PEER POWERED ENTERPRISER

Laura Sultan owns **Designs by Nature Gems (DbNG)**, a company that blends nature and historical technique into wearable jewelry art. With Rise's financial and coaching support through PSSP, DbNG has grown to a full-time business for Laura, and adding two part-time employees.



WWW.BUSINESSCLASSWOMENSDIRECTORY.COM/LIVIA-TABNOR

KITCHEN_DIVA16

RISE-ING YOUNG ENTREPRENEUR

Livia Tabnor's company, **Kitchen Diva (KD)**, creates and caters food that brings the bright colours and tastes of the Caribbean to her clients. A YSBP grad, her expanding network of contacts helps grow her business. Rise's program gave her confidence in her abilities. A food truck and teen cooking classes are next on her plan.

MAKING BIG PLANS

PARTNER WITH LIFT

LIFT, a venture philanthropy partner, invests in charitable and other organizations with social purpose to increase their sustainability, effectiveness and impact. Partnering with LIFT gives us access to resources and support to better carry out our mission and strategy for expansion across Canada.

SOCIAL BUSINESS FORUM

Executive Director Jodi Butts attended the Social Business Forum presented by the Mental Health Commission of Canada (MHCC). Ryan Knight, a Rise client and Honourable Mention for the Garfinkel Awards, shared his experience of starting his social enterprise with Rise's support. MHCC was responding to research findings from a study about people with mental illness being marginalized from employment.



DESIGNING THE FUTURE

YOUTH SMALL BUSINESS PROGRAM

We had another successful year of supporting emerging entrepreneurs through the **Youth Small Business Program**, funded by the Ontario government. The curriculum for the two-and-a-half-month-long classroom component is set by Rotman School of Management, one of our Knowledge Partners. The content and approach is entrepreneurial and gives students the basis from which to develop their businesses. After writing a business plan, they can apply to the program for a start-up loan. On top of the usual addiction and mental health challenges, this past year's cohort included a couple of non-hearing participants and signing interpreters in the classroom.

Our **Rise Generator** workshop pilot was launched telling teens: *You've got this! You've got skills! They did it, and so can you!* This workshop was designed to help teens with mental health challenges build confidence in their abilities, share business design skills across many contexts, and to give them models for entrepreneurship as a career-building strategy.

YSBP CLIENT SUCCESS PROFILE: SARAH LINDSAY

Sarah used her YSBP experience to start Polar Wellness, a company that promotes workplace wellness and mental health. Taking off from launch, within a few months her client list includes TD Insurance, George Brown College, Humber College and the Government of Ontario. She is dedicated to supporting her fellow YSBP alumni as they inspire one another toward entrepreneurial success.



JASMINE SWIMMER, BHF BRAND

IT'S BETTER WITH PEERS

The Peer Supported Start-up Program (PSSP) begins with a month of traditional training in a class of 20, during which a skeleton business plan is made. Then the class breaks into small groups of four or five students, and each small group has a business advisor and a volunteer mentor. These groups receive coaching and peer support for six months to a year as the participants develop their businesses.

With support from Citi Foundation, we delivered two sessions of the PSSP and are now ready to franchise the program. The participants will take an understanding of the power of peer support forward in their business endeavours. Keeping the program current, Ari Cohen from the Rise team attended the National Conference on Peer Support in Toronto.



PHOTO CREDIT TO JACQUIE LABATT/MARTHA FISHER

MENTORING

Mentoring is an important part of the support Rise offers its clients. It provides our entrepreneurs with business advice from someone successful who has relatable skills. Mentors are also an available resource for questions and concerns that arise in their mentee's business development. Knowing there is someone to turn to for ready advice, someone who is an expert, won't judge, has been trained to work with people with mental health challenges, and has your interests at heart, helps build client confidence and alleviate anxieties.

The program is growing in volume and location. We saw the recruitment of 43 mentors last year, the most in a year so far. Beyond cities with Rise offices, in outlying and remote areas, Rise mentors and their mentees communicate electronically.

Thank you to all our mentors for sharing your time, expertise and encouragement. Your dedication is a big part of your mentee's success.



THINKING BEYOND OUR BORDERS

Executive Director Jodi Butts attended the first-ever Canada-U.S. Health Summit in Washington, D.C. last fall. It was hosted by the Canada Institute at the Woodrow Wilson International Center for Scholars. Rise was profiled in the Summit Report as a case study in innovative consumer engagement with cross-border potential.

The World Bank Group and the World Health Organization together organized *Out of the Shadows: Making Mental Health a Global Development Priority*, a two-day conference held this spring. Delegates were present from around the world. Jodi served on a panel to discuss support of increased mental health innovations across sectors.

The panel discussions led to Rise being featured in *Comment in the Lancet*. Deemed a “sustainable alternative financing model,” Rise can play an important role in the much needed global action on mental health.

*“Time for Mental Health to Come Out of the Shadows,” Arthur Kleinman, Georgia Lockwood Estrin, Shamaila Usmani, Dan Chisholm, Patricio V. Marquez, Tim G. Evans, Shekhar Saxena. The Lancet: Comment, Volume 387, No. 1035, pp. 2274–2275, 4 June 2016. [http://www.thelancet.com/journals/lanct/article/PIIS0140-6736\(16\)30655-9/fulltext?elseal=etoc](http://www.thelancet.com/journals/lanct/article/PIIS0140-6736(16)30655-9/fulltext?elseal=etoc)

OUR VALUED SUPPORTERS

Our donors, partners and volunteers give us the benefit of their expertise, their valuable time, and their funds, making our success possible and enabling us to provide the programs we do – programs that continue to make better lives for Canadians with addiction and mental health challenges. “Thank you” seems inadequate, considering the profound effect their efforts have in our clients’ lives and the future of our society.

IMPACT DONORS

PROVINCE OF ONTARIO

The Ontario Government has provided critical funding to Rise since 2012, providing capital for the Loan Fund and financial support for our Business Advisors. Ontario supports our efforts to help marginalized youth become successful entrepreneurs and contribute positively to the future of our communities and our economy.

JANIS ROTMAN

Ms. Rotman brings generosity and commitment to helping people with mental health and addiction challenges run successful businesses and live better lives. Rise is thrilled to have the benefit of Ms. Rotman’s strategic philanthropy.

BELL LET’S TALK AND RBC FOUNDATION

In January 2016, Bell Let’s Talk and RBC Foundation partnered to contribute a total of \$1 million to Rise for expansion of programs that help talented individuals become successful entrepreneurs without the stigma of addiction or mental health.



PROGRAM DONORS

CITI FOUNDATION

Citi Foundation has been a program donor since 2012, contributing to Rise's Peer Supported Start-up Program and other initiatives.

CANNONBURY FOUNDATION

Formerly the Beattie Family Foundation, Cannonbury contributes to Rise in support of outreach efforts to promote entrepreneurship as an effective strategy for improving the quality of lives of people with a history of mental health and addiction challenges.

BDC

The Business Development Bank of Canada partners with Rise to offer financial, strategic planning and mentoring support to entrepreneurs with addiction or mental health challenges.

IN-KIND DONORS

Rotman Designworks donates curriculum to YSBP, teaching how to integrate intuitive and analytical ways of thinking about business: using empathy, prototyping and strategy to initiate and implement innovation.

McCarthy Tetrault supports Rise by providing pro bono legal services for Rise clients when needed.

Ernst & Young lives their motto – *Building a Better Working World* – by offering professional services, such as accounting, in support of Rise's microfinancing endeavours.

LIFT Philanthropy Partners provides advisory and capacity-building support to help Rise expand their programs.

FOUNDING DONOR

SANDRA ROTMAN

Sandra Rotman founded Rise Asset Development with a gift of \$1 million in 2009, and remains an active member of the Board of Directors today.

KNOWLEDGE PARTNERS

We want to thank our knowledge partners, Rotman School of Management and the Centre for Addiction and Mental Health (CAMH) for lending their respective expertise to empower people to succeed as entrepreneurs.

COMMUNITY COLLABORATORS

Many thanks to our Community Collaborators who provide much more than office space and resources. Our partnerships with you give us a respected presence in the community that engenders trust in our clients.

Causeway Work Centre – working with Rise in Ottawa

Small Business Centre – working with Rise in London

AMHS-KFLA (Addiction and Mental Health Services – Kingston, Frontenac, Lennox & Addington) – working with Rise in Kingston

Downtown Accelerator – working with Rise in Windsor



Impact Donors:



Program Donors:

Citi Foundation



In-kind Donors:



Founding Donor:



Knowledge Partners:



Community Collaborators:



BOARD OF DIRECTORS

Thank you to outgoing Chair, Dr. Brian Golden, for your leadership and care. Congratulations to our new Chair, Robert McGuire, and welcome to our two new directors, Carolyn Burke and David R. Smith.

We want to thank all our Board members for their 100% donor participation.

Through your efforts Rise continues to grow and positively impact our people and our communities.

DIRECTORS:



CAROLYN BURKE



DR. BRIAN GOLDEN



ROD LOHIN,
TREASURER



ROBERT MCGUIRE,
CHAIR



SANDRA ROTMAN,
VICE CHAIR



DAVID R. SMITH



JOHN TRAINOR,
SECRETARY



INVESTMENT COMMITTEE

Thank you to our Committee Members for your dedication and expertise. If not for the quality and commitment of our volunteers, the conversation and outcomes of our cases would be vastly different.

COMMITTEE MEMBERS:

Kathleen Coulson, Vice Chair

Franklin L. Hall

Bernard Lewis

Drew Marshall

Matthew Moore

Laureen Okpokpo

David Skelly

David R. Smith, Chair

Claire Urbain

Art Wilson

John Wong

RISE TEAM

Jodi Butts, Executive Director

Justin Carter, London Community Outreach & Business Advisor

Ari Cohen (on leave)

Sarah Conway, Kingston Community Outreach & Business Advisor

Steve Cope, GTA Community Outreach & Business Advisor

Lana Hann, Ottawa Community Outreach & Business Advisor

Mary Ross, Youth Small Business Program Facilitator

Geff Stutman, Mentorship & Strategic Projects Leader

Sally Wilkie, Program Manager

Barb Williams, Peer Supported Start-up Program Facilitator



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