

rise

Asset Development



annual report

2016-2017

SUPPORTING BUSINESS GROWTH. INVESTING IN PEOPLE.



ABOUT RISE ASSET DEVELOPMENT

Supporting business growth.
Investing in people.

Rise works to empower business owners with access to financing and business support. We recognize the interdependency of financial well-being to one's overall quality of life. Rise is committed to improving the lives of people who are unable to secure employment due to mental health or addiction challenges.

We invest in entrepreneurs with mental health or addiction challenges.





FROM THE CHAIR OF THE BOARD OF DIRECTORS

This year, Rise has achieved a greater reach across Ontario as we ready for national expansion. Within the next five years, we plan to become a national organization extending support to entrepreneurs across Canada. Our geographic focus will be Eastern and Western Canada as well as Northern Indigenous areas.

We anticipate great results as our efforts gain momentum and as we continue to act on our plan in 2017. Achieving our expectations of an almost 400% increase in the number of annual loans and active clients will require continued work with our community partners. We also need to collaborate with new community agency partners to host on-site business advisors who can appropriately support Rise's entrepreneurs. The plan includes a strategic restructuring of our \$2-million loan fund to allow its capitalization to serve our entrepreneurs better. A full report on the National Scaling Strategy is available on our website.

Our plans for national expansion carry forward our mission to bring awareness to the stigma associated with addiction and mental health challenges. Our commitment strengthens as we improve our programs, supports, impact, and our reach. Our clients' success is our continued success.

Sincerely,

Robert J. McGuire
Chair of the Board of Directors





FROM THE CHIEF EXECUTIVE OFFICER

This was a year of unprecedented growth in loans granted and expansion of our reach throughout Ontario, so once again this has been our best year ever. In 2016, we completed a two-year contract with the Social Enterprise Demonstration Fund (SEDF) and successfully met all budget and loan projections. A telling measure of our achievements with SEDF is the disbursement of more than \$500,000 in loans during the contract period. The effects of those loans are being felt in even more Ontario communities with this year's addition of supports in Sudbury and the Niagara Region.

Donors and partners give lifeblood to our organization, for which we are very grateful. We want to welcome a new Program Donor, Shoppers.Love.You, who joined us this year. We also have a new capital partner in the Business Development Bank of Canada (BDC). We are pleased to welcome them aboard and look forward to a valuable and rewarding collaboration.

Our continuing role in promoting opportunities and support for those with mental health and addiction challenges has brought success that motivates us to increase our efforts, our reach and our impact. The success we enjoy and the opportunities we can offer are only possible through the wonderful support we receive from our donors, partners and volunteers. No health or wealth without mental health!

Jodi Butts
Chief Executive Officer





FROM THE INVESTMENT COMMITTEE CHAIR

The Investment Committee has put in exceptional efforts this year to accommodate the big jump in lending that saw a record number of loans granted while maintaining a low (7%) default rate. During 2016, we focused on rounding out the competencies of our members to provide complementary perspectives that enhance our decision-making. Such an approach added to the Committee's overall success, and provided positive experiences for our volunteers. As we expand across the country, our model brings continued growth and wide-reaching impact for communities, entrepreneurs, volunteers and all who contribute to fulfilling our mission.

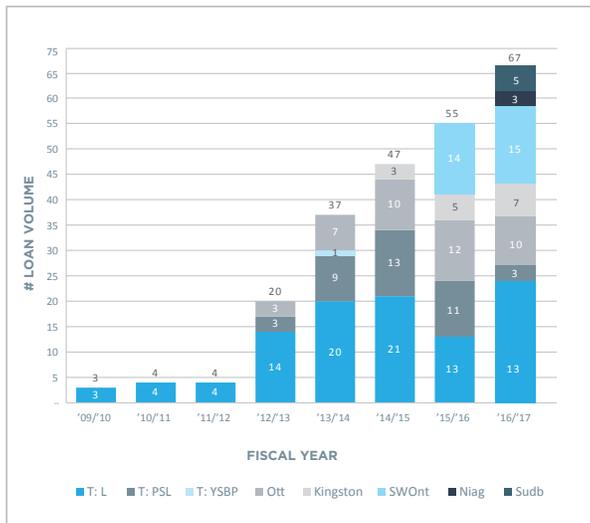
This year completes my term as Chair of the Investment Committee. As we grow, we will need to consider ways to increase our effectiveness while maintaining our ability to be generative for our clients. I have full confidence in the committee to do so under the leadership of incoming Chair Kathleen Coulson. I am grateful for having had the opportunity to work with such dedicated people.

Sincerely,

David R. Smith
Chair, Investment Committee



ANNUAL LOAN VOLUME BY LOCATION (#)

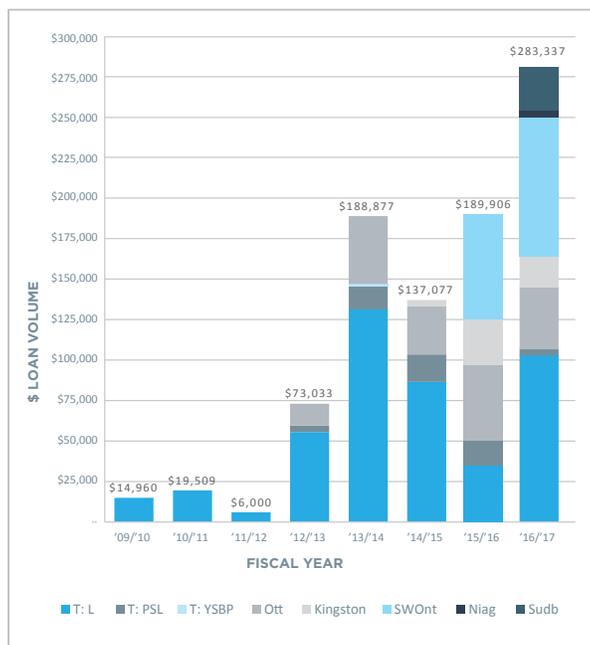


SMALL BUSINESS LENDING

We broaden our reach across Ontario with continued growth, a trend that sees the biggest year-to-date again this year. Our two-year contract with the Social Enterprise Demonstration Fund (SEDF) was complete with all budget and loan projections met.

The growth in those two years is evidenced by total loan disbursements of over \$500,000, a stable low default rate of 7% and an expanded reach that has 60% of our 2017 lending volume sourced outside Toronto. In 2017, our National Scaling Strategy will bring this success beyond our provincial borders. Eligible entrepreneurs across Canada will enjoy the necessary supports and services that help them succeed.

ANNUAL LOAN VOLUME BY LOCATION (\$)



LOANS BY CLIENT LOCATION (APRIL 1, 2015-APRIL 30, 2017)





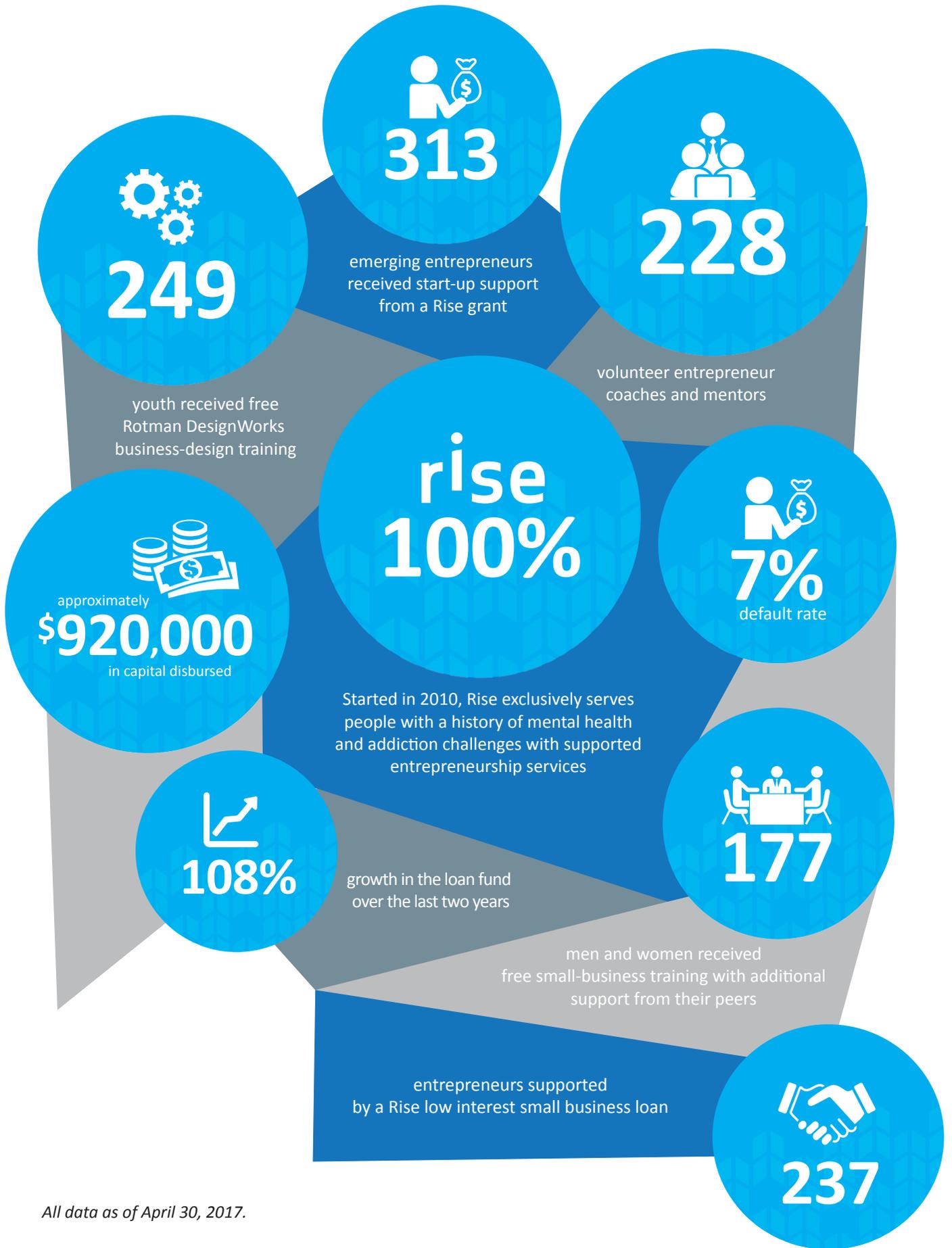
ONE YOUNG WORLD SUMMIT

We were thrilled to welcome 25 Citibank employees on their way to the One Young World Summit 2016, held in Ottawa at the end of September. These Citi representatives from around the world met with young Rise-supported entrepreneurs, learning about their businesses and Citi's financial support of Rise.

Citibank, one of our Program Donors, has supported Rise's development for several years. They provided funding for key areas of our growth, such as: the launch of the Mentor Hub, the first pilot of Rise's Peer Supported Start-Up Program (P2P), Rise's investment in a new constituent relationship management system that supports our scaling efforts, and the development of the online personal goal-setting tool for entrepreneurs.

Introducing the young Citibank employees to Rise's model, does more than showcase our entrepreneurs' successes. It brings our impact into the future and across the globe.





All data as of April 30, 2017.

2016-2017

GARFINKEL AWARDS

Enterp**RISE**r of the Year

Awarded to a Rise client from any of our programs who has best exemplified perseverance and has successfully launched or grown a business with support of a low-interest Rise loan.

RISE-ing Young Entrepreneur of the Year Award

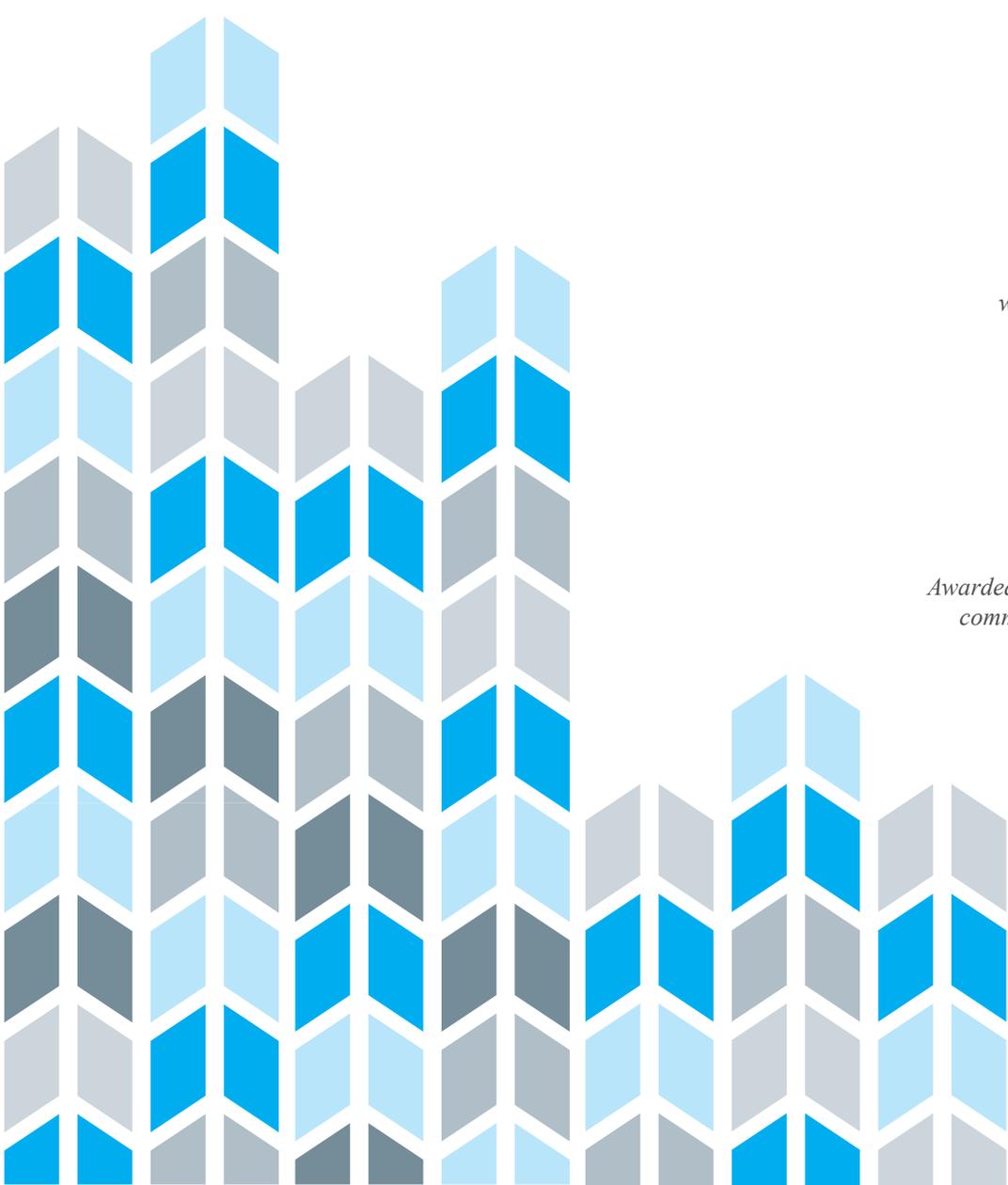
Awarded to a graduate of Rise's Youth Small Business Program who has also successfully launched a business.

Shoppers Love. You. Female Entrepreneur

Awarded to a female Rise lending client who has successfully launched or grown a business with support from Rise.

The Honourable Michael H. Wilson Rise Volunteer Award

*Rise's inaugural volunteer award.
Awarded to a Rise volunteer for their unwavering commitment to supporting Rise and its clients.*





PAUL E. GARFINKEL AWARDS

Rise held the 5th annual Dr. Paul E. Garfinkel Awards for Entrepreneurial Achievement ceremony in May 2017. The awards named in honour of Dr. Paul Garfinkel, recognize his remarkable work and tireless efforts in psychiatric science. Founder and first CEO of the Centre for Addiction and Mental Health (CAMH), he was a leader in the campaign to fight the stigma carried by these challenges.

This year, the Business Development Bank of Canada (BDC) and Bell Let's Talk sponsored the event, which included the first time we recognized volunteers with the Honourable Michael H. Wilson Rise Volunteer Award. Here are the winners and honourable mentions.



w i n n e r s

RISE-ING YOUNG ENTREPRENEUR OF THE YEAR AWARD



JULIE RIEMERSMA
PHOTOGRAPHY

 @JULIERIEMERSMA

 @JULIERIEMERSMA

 /JULIERIEMERSMA

WWW.JULIERIEMERSMA.CA

Julie Riemersma

Proud to call herself a working professional photographer, Julie opened the doors to Julie Riemersma Photography (JRP) in Toronto in 2009 after graduating from Humber College's Creative Photography program. From these beginnings, JRP's growth attests to her continued learning and improvement of her photographic and entrepreneurial skills.

A graduate of Rise's award-winning Youth Small Business Program (YSBP), Julie specializes in commercial fashion photography, portraiture and mixed media art. Her success is seen in her growing client base that includes designers, fashion models, and makeup artists. She also has published her work, and it has received other awards.

Julie credits her time in the YSBP classroom as directly related to the financial success of her business. She wants the whole picture, and YSBP rounded out her business knowledge – from business finances and taxes to management and marketing strategies. This is one step along her ambitious career path.

When you ask her what's next, you see the drive that makes her the RISE-ing Young Entrepreneur of the Year. "I've been hosting art and photography meet-ups, as I'm trying to build a Toronto art community. I've been experimenting with paint and poetry, and I have some teaching opportunities coming up. I planned to create three larger art projects this year, and I'm presenting a time-lapse piece for Contact with Workman Arts, so two more to go! Next level, I'm looking into getting a photo agent." She also expects to pay off her student loan in the next year.



w i n n e r s

ENTERPRISE RISE OF THE YEAR AWARD



Darren Leu

Turning creative ideas into reality and building a community among the artists involved is the unique niche inhabited by Toronto's Darren Christopher Projects (DCP). Owner and director, Darren Leu, is passionate about providing supportive services for creative professionals to bring their artistic projects to fruition. Seeing the impact those projects have on the community at large gives him great satisfaction.

Darren's education is a solid foundation for his company. His background includes completing a drawing and painting program at OCAD University, a certificate in graphic design from Seneca College, a certificate in the Arts Fundamental Program at Sheridan College, graduating from the Youth Employment Services program (Minding My Own Business), as well as other in-house management programs.

As diverse as his education, his offerings range from event planning, facilitating and managing services to providing studio space rental and renting out space for social and corporate events. Over the past year, these channels have delivered substantial financial growth. "I am incredibly proud of my business and that it is finding success while keeping its mandate a priority. The more successful we become, the greater impact we can make, and I am very grateful that my network and the community see that as well."

Darren was granted a Rise low-interest loan in 2015 that he used for a computer, marketing and building a website. Another loan in 2016 went for renovations to two warehouses and a TCP lease. He insists the Rise loans were crucial to the development of his business to date. Next, DCP continues to expand its network and portfolio with increasingly ambitious projects on the way to reaching wider audiences and making a deeper impact.



[@DCPSTUDIOS](#)

[/DARRENCHRISTOPHERPROJECTS](#)

WWW.DARRENCHRISTOPHERPROJECTS.COM

w i n n e r s

SHOPPERS.LOVE.YOU FEMALE ENTREPRENEUR AWARD



Mary Whitaker

Mary Whitaker’s London-based business, Rite Careers, offers her clients support with career transitions, progressions and development. She has many years of experience as a career coach and takes pride in helping people find satisfying jobs that keep them progressing through their career expectations and meeting their goals.

She started her business in 2012, after completing London Small Business Centre’s Self-Employment Benefit program. In both 2015 and 2016, she received a Rise low-interest small business loan. She asserts, “I have been very fortunate to work with Rise. They provided me with the financial assistance needed to help create (a few different iterations of) a company website as well as purchase a laptop and printer.” It was working with her Rise Business Advisor that led her to develop her website and gain an understanding of the importance of an online presence as well as including social media networking in her marketing strategy. This was reinforced and supported by her Rise Mentor.

Next, Mary wants to continue expanding her digital presence as a means to growing her client base. She also looks forward to broadening her services and developing her clients’ employment opportunities with small business owners.



 /RITECAREERS
WWW.RITECAREER.CA



honourable mentions



B2B Creations

f BERYL ANDERSON
WWW.B2BCREATIONS.CA

BERYL ANDERSON

Owner of B2B Creations, Beryl designs and makes home décor items, such as decorator pillows and bedding. A graduate of Rise’s Peer Support Start-Up Program, she used her Rise low-interest loan to purchase needed equipment and continues to enjoy ongoing support from her Rise-appointed mentor.

Beryl finds focusing on her sewing and needlework projects gives her purpose, and the creative activity helps lift her spirits. “My business has given me the much needed time and opportunity to grow, a goal to shoot for and added purpose in life.” Getting referrals from satisfied customers makes her day. She hopes to continue to grow her business



@ARTSUPERGIRL
 /ARTSUPERGIRL
WWW.ARTOFCIEL.COM



CAMILLE GORDON

Nature, culture, emotion – these inspire Camille Gordon’s creations. Using mixed media, her Toronto-based company, Art of Ciel (AOC), provides artwork for a variety of applications. Whether it is live painting at special events, custom commissions, illustrations, graphic design or body art, her works reflect her daily life around her with bold and brave as her watchwords. She wants her artwork to inspire cross-cultural conversations, uniting cultures through the language of colour.

“I’m proud of persisting and finding beauty in the chaos of life,” she states. Camille sees herself as a work of art, and hopes her art will inspire others to do the same. She appreciates that Rise looks at a person’s abilities, not just their history. She received a Rise low-interest loan for equipment. Currently, she is completing Sand, Sun, Sea and Sky, an artwork series reflecting her roots and dedicated to the memory of her cousin.



@JTINDERTALESTO
 @TINDER _ TALESS
 /TINDERTALES LIVE
WWW.TINDERTALES.CA



ADELADE LA FONTAINE

The hilarious and unusual experiences of online dating and dating app users inspire the live storytelling events of Tinder Tales (TT), Adelaide La Fontaine’s Toronto-based company. Rise’s award-winning Youth Small Business Program (YSBP) gave Adelaide the tools and resources to develop her business plan as well as coaching support. Proud of her accomplishments, she tells us, “I have done it all on my own. As a result of my efforts, I have landed live interviews on CBC radio - *Metro Morning*, and have had Tinder Tales covered and featured on City News.” Next, her vision includes developing new revenue streams and expansion. She’ll be publishing coffee table books to be sold at TT events and locally in gift and sex shops. Adelaide also is developing franchise packages to bring TT to cities beyond the GTA.



f /RUFFINITTORONTO

WWW.RUFFINITDOGS.COM

ERIN OUGHTON

Erin Oughton's Ruffin' It Dog Walking Services (RIDWS) provides private and semi-private walks in the Leslieville, Riverdale, and Riverside areas. A graduate of Rise's Youth Small Business Program (YSBP), she took the suggestion for her business from her instructor and incorporated her passion for animals into a successful enterprise. She is proud of having built her business from the ground up but credits that, "Rise was the driving factor and provided the support I needed to get to where I am now." Having started as a contract worker, she anticipates hiring contract workers over the next year. Dog training courses and perhaps organizing a group for dog walkers are also in her future, as she continues to build RIDWS' positive identity in the community.



f /NORTHERNRADIANCEAESTHETICS

BRENDA REPAYE

Northern Radiance Aesthetics (NR) in Clarendon Station was established in 2014, and is owned and operated by Brenda Repaye. She has combined training and years of experience in personal support and palliative care with medical aesthetics to give NR a solid base for its broad spectrum of services. Brenda takes pride in having overcome many obstacles on her way to business success, but her clients' loyalty is inspired by her excellence of service and privacy. A Rise low-interest loan funded her grand opening and marketing, and she has enjoyed the support of her Rise business advisor. Brenda sees new products in NR's future, telling us, "I am working on my own product line 2018 called Northern Naturals. This will include a full line for women and a line of beard oils for men – also a line of natural hot and cold compresses."



@BRIANNASWEETREATS

f /BRIANNASWEETREATS

WWW.BRIANNASWEETREATS.COM

BRIANNA SYNWARD

Based in Bowmanville, Brianna's Sweet Treats (BST), owned and operated by Brianna Synyard, invites customers to "bite into happiness" offering them a wide variety of baked goods. She opened her shop in 2014, but has been baking professionally since 2006. She also has the George Brown College's Baking and Pastry Arts Management program under her belt and continues to upgrade her professional skills by attending workshops and keeping up to date on the latest baking trends. Brianna received support from Rise twice, in 2014 and again in 2017, and says, "Rise has been an amazing help – with loans to open my shop as well as now to grow my brand!" Her recent contract with Deer Creek Golf Club blossomed out of her proudest moment when they told her that her cakes were amazing. She now provides sweets for events at their club. Currently, she is focused on succeeding with Deer Creek. Looking to the future, she intends to expand to new locations and, in her words, "to start my Canadian domination of the sweet treat world!" Brenda provided cupcakes for dessert at the Garfinkel Awards event.

new

THE HONOURABLE MICHAEL H. WILSON RISE VOLUNTEER AWARD

About this award

Inaugural Volunteer Award

This year saw the inaugural presentation of the Honourable Michael H. Wilson Rise Volunteer Award, recognizing outstanding contributions by a Rise volunteer. Bernard Lewis, a volunteer for more than five years, was the first recipient. Honoured to have the award in his name, Michael Wilson was pleased to have the opportunity to present it in person at the Garfinkel Awards ceremony. Wilson opened his brief remarks with, “Rise brings the issue of mental health to the doorstep of business. Rise does not ask experienced business people to run a race or build a school. Instead, Rise asks them to share their knowledge, encouragement and problem-solving skills with entrepreneurs growing or starting up a small business.” Rise has more than 200 volunteer mentors and is delighted with the inauguration of this award, made possible with the support of the Rotman School of Management that encourages individuals to reach fulfilment through programs that help them rise above mental health challenges by focusing on positive attributes such as passion and skills to achieve increasing independence.”



THE HONOURABLE MICHAEL H. WILSON, LEFT, WITH BERNARD LEWIS

Bernard Lewis

Bernard Lewis is the first recipient of the Honourable Michael H. Wilson Rise Volunteer Award. The longest tenured at more than five years, he volunteered with Rise, first as a member of the Investment Committee and more recently as a Peer Coach in the Peer Supported Start-Up Program and as a Youth Coach in the Youth Small Business Program. Bernard holds a BSc in Engineering from the UK and is a graduate of the Rotman MBA Program. In addition, he has more than 30 years of experience in business planning, finance and marketing. He generously offers his expertise and enjoys giving Rise entrepreneurs the benefit of his vast business knowledge.

On a personal note, after 40 years of marriage and raising two children, he and his wife were delighted by the recent arrival of their first grandchild. A combination of adventure travelling and sports have seen him: run a midnight-sun marathon on Baffin Island; white water canoeing in the Arctic; and, road cycling that includes Toronto commuting and the more challenging roads north of the city along the Oak Ridges Moraine.

Bernard explains his choice of Rise as a volunteering opportunity with, “I like to support Rise because it is a rare organization that encourages individuals to reach fulfilment through programs that help them rise above mental health challenges by focusing on positive attributes such as passion and skills to achieve increasing independence.”

honourable mentions



ZAIN ISMAIL

Cold-calling Rise and asking us to bring our services to the Windsor area was just the beginning for Zain Ismail. From there he continued to work as our ambassador, advocating for us in the Windsor community and helping us establish a strong Rise presence there. Organizer and facilitator of Hacking Health Windsor and Detroit, Zain also served as a Youth Coach for the Youth Small Business Training Program in Windsor and Leamington regions.

Zain chose to volunteer at Rise because, “Volunteering with Rise fulfills my personal longing to genuinely help people, and influence them in a positive way. So many people have helped me along my career path, so I use Rise as an outlet to ‘pay it forward’.” He continues to say, “In my view, Rise provides a unique set of resources – education, empowerment, and finances – to give young people an opportunity to chase their dreams.”





OUR BIG PLANS

With the 2016 launch of our National Scaling Strategy, developed with invaluable support from Lift Philanthropy Partners, Rise set out goals for expanding offerings across Canada over the next five years. The initial scaling focus will be Eastern and Western Canada as well as some Northern Indigenous locations.

Some of the five-year goals include 10 new Rise locations, an almost 400% increase in the number of annual loans and active clients, and to increase the effectiveness of capitalization service to entrepreneurs by restructuring the loan fund. In anticipation, Rise focused timely efforts on enhancing our readiness to expand in many ways.

- *As a capital partner, BDC funded 50% of loans issued in FYE17.*
- *Better tracking and support of entrepreneur outreach, loan application process development, and repayment, was put into effect with the implementation of a constituent relationship management system.*
- *We expanded our executive team, welcoming Beth Dea as Rise's new Chief Operating Officer, responsible for daily operations.*
- *With Terms of Reference developed, Rise is actively recruiting Development Committee participants.*
- *Shoppers.Love.You was welcomed as a multi-year donor.*
- *We are pleased to collaborate with the Learning Initiative in Sudbury who will make small business advisory services available to Rise clients in that community.*
- *A collaboration among Rise and Matawa First Nations Management and CESO, funded by the Ontario Poverty Reduction Fund, will launch a three-year project promoting small business development in "Ring of Fire" communities.*

For detailed information on Rise's ambitious goals and strategies to succeed, see the National Scaling Strategy and access the full report.





ABOVE: ADELADE LAFONTAINE, WHO IS A GRADUATE OF OUR YOUTH SMALL BUSINESS PROGRAM, OWNER OF TINDER TALES.

BELOW: CAMILLE GORDON, ARTIST AND OWNER OF ART OF CIEL, (LEFT) STANDING BESIDE HER WORK IN PROGRESS SAND, SUN, SEA, SKY, AND (BELOW) CHATTING WITH DARREN LEU, ENTERPRISER OF THE YEAR.

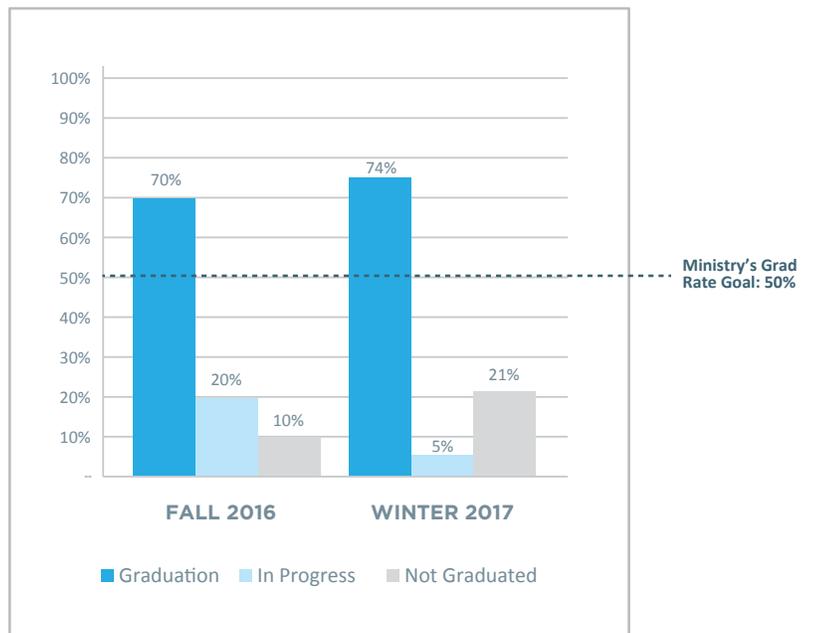


DESIGNING THE FUTURE WITH THE YOUTH SMALL BUSINESS PROGRAM

(YSBP)

This year, YSBP reached 70 young entrepreneurs with the delivery of sessions in Leamington, Peterborough and Sudbury along with two sessions in Toronto. We are grateful for the Ministry of Children and Youth Services' continued support for the Toronto sessions. Rise was thrilled to be given a one-time grant from the Ministry of Economic Development and Growth in support of the three sessions outside of Toronto, resulting in the creation of 14 businesses in those communities.

GRADUATION RATE (PAST TWO COHORTS)



La Baguette Magique



ÉMILIE HÉBERT

Baked Success

Émilie Hébert graduated from the Sudbury YSBP program this year, where she confirmed that her livelihood could indeed be earned using her love of baking. Her first Christmas a success, Rise approved her application for a low-interest loan to get the equipment and business tools she needed to grow her enterprise. Also, her pitch for a \$5,000 Starter Company grant was successful. La Baguette Magique's success reflects Émilie's dedication to learning and positive energy. Such qualities make her an excellent role model for her YSBP colleagues.



PEER SUPPORTED START-UP PROGRAM

It's better with peers!

Developing core business, mentoring, and business advisory support are the hallmarks of the Peer Supported Start-Up Program (P2P). Add to that collaborating with peers who are also starting their businesses and you have a strong hand at your back. This program, started in 2012, has delivered at least one session each year in Toronto. In 2014, it was successfully piloted in Mississauga. Support from the Ministry of Health and Long-Term Care ensures P2P will continue to be offered through 2019 in Mississauga. A Rise Peer-supported entrepreneur made it on to Dragon's Den this year!





BILL SCULLION

P2P client success profile

Bill Scullion, a P2P grad, started his business, Mighty Minis, to address bullying. He takes a wrestling act into schools and after the performance, the wrestlers talk to the students, sharing their stories of being bullied at school and elsewhere. Mighty Minis promotes awareness of difference and inclusion. With skills honed in the program, Bill made a successful pitch in the Dragon's Den, with two of the Dragons supporting Bill's plans for growth.

www.cbc.ca/dragonsden/pitches/mighty-minis
www.mightyminis.ca



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.

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 mentor program continues to grow. New resources supported Rise's recruitment of 78 more mentors, an increase of approximately 80% over the previous year and the most recruited per year in the history of Rise. There are more than 200 volunteers at Rise, members of the business community who willingly share their experience and knowledge with entrepreneurs who are starting or building their businesses.



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. Our programs continue to make better lives for Canadians with a history of 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. The Ontario government also supports the delivery of peer supported business start-up services to men and women in Mississauga.

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 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 our lending 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. This year, BDC also grew its support of Rise by contributing capital to Rise's loan fund.

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 and has been our holiday fundraising campaign matching partner for the last two years.

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.

Rain43 contributes its creative services on a pro bono basis for our Annual and National Scaling Reports.

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

The Learning Initiative – working with Rise in Sudbury



Thank You!

IMPACT DONORS



FOUNDING DONORS

Sandra A. Rotman

KNOWLEDGE PARTNERS



PROGRAM DONORS

Citi Foundation



IN-KIND DONORS



COMMUNITY COLLABORATORS



BOARD OF DIRECTORS

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:

Joel Baum	Drew Marshall
Sonia Chai	Laureen Okpokpo
Kathleen Coulson, Vice Chair	David Skelly
Ron DiFrancesco	David R. Smith, Outgoing Chair
Franklin L. Hall	Claire Urbain
Bernard Lewis (Retired 2017)	Art Wilson
Leslie Lewis	John Wong (Retired 2017)

rise team:

Jodi Butts, Chief Executive Officer

Justin Carter, London Community Outreach & Business Advisor

Ari Cohen, Youth Small Business Program Expansion Coordinator

Sarah Conway, Kingston Community Outreach & Business Advisor

Steve Cope, GTA Community Outreach & Business Advisor

Beth Dea, Chief Operating Officer

Lana Hann, Ottawa Community Outreach & Business Advisor

Kiran Moid, Peer Supported Start-Up Program Coordinator (Mississauga)

Sheryll Reid, Peer Supported Start-Up Program Facilitator (Mississauga)

Mary Ross, Youth Small Business Program Facilitator

Geff Stutman, Mentorship & Strategic Projects Leader

Vern Vautour, Niagara Region Community Outreach & Business Advisor

Ashley Vodarek, Windsor Community Outreach & Business Advisor

Sally Wilkie, Small Business Lending Program Manager

Barb Williams, Peer Supported Start-Up Program Facilitator (Toronto)





Asset Development

SUPPORTING BUSINESS GROWTH.
INVESTING IN PEOPLE.

Social Enterprise Demonstration Fund

2015-2017

132 individuals supported
with a small business loan

\$510,000 in capital
disbursed

75% increase in annual
loan volume

32 communities
served

100+ volunteers
engaged

221 community
agencies engaged

77 jobs
created

Thank you

to our program funders &
community collaborators

COMMUNITY COLLABORATORS

- Ottawa
- Kingston
- Toronto
- London
- Windsor
- Sudbury



www.riseassetdevelopment.com

**PROGRAM
FUNDERS**



Janis
Rotman



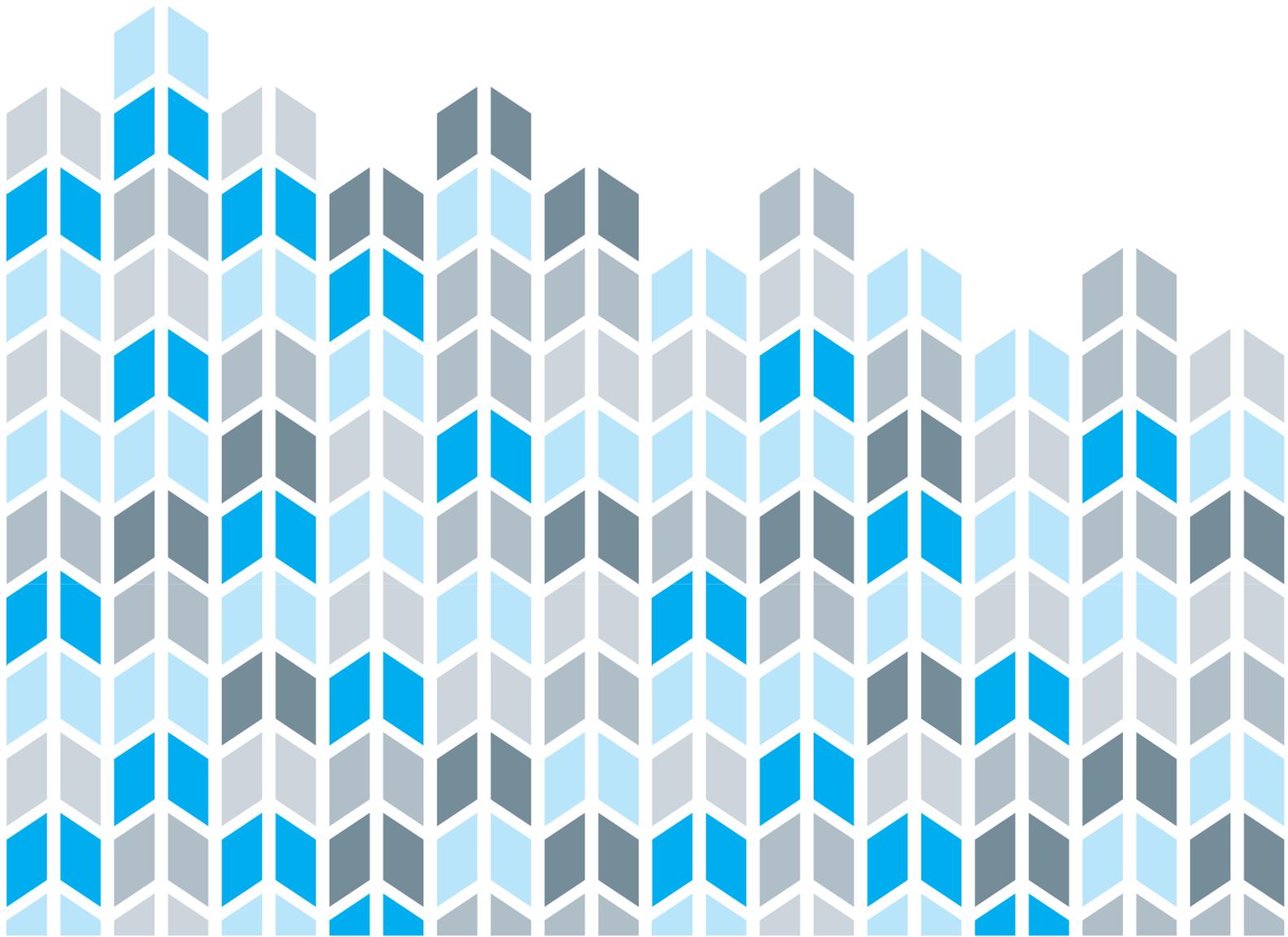
RBC Foundation



Bell
Let's Talk



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