



Annual Report 2009-2010



A Passion
for Change



Endeavour
Volunteer Consulting for Non-Profits

Endeavour Volunteer Consulting for Non-profits (Endeavour) is a non-profit organization that provides management consulting for non-profit groups that cannot afford professional consulting. Since our inception in 2007, Endeavour has:

- Provided the equivalent of \$1,800,000 in consulting to non-profit organizations
- Delivered consulting services to 31 organizations serving causes such as the arts, children and family services, disabilities, education, environment, healthcare, immigrant services, rural development, poverty relief and youth development
- Advised non-profit executives and board members on strategic projects in a number of management areas
- Recruited over 200 professional and student volunteers
- Offered over 30 educational and training sessions.

Our business model is to engage both university students and experienced business professionals in our service, by matching their skills to the needs of the non-profit organization.

In the pages ahead we will tell you what we've accomplished and what's yet to be done. We ask for your participation and support in achieving our vision.

Vision

Endeavour envisions a world where access to professional consulting services is not a barrier to non-profit organizations in achieving their goals, regardless of their financial capacity.

Mission

Endeavour is dedicated to assisting non-profit organizations to improve and sustain their community impact.

To achieve our mission, we are committed to the following goals:

- Providing consulting to non-profit organizations that otherwise may not be able to afford consulting services
- Engaging students and professionals to provide volunteer consulting.

Momentum for the Future

A Message From Our Founding President and Chair

When we started Endeavour in 2007, our biggest challenge was finding our first set of clients to launch our pilot project. Today, three years later, our challenge is not only finding ways to support an expanding volunteer base, but ways to increase our capital and funding to reach our potential. Currently, we receive more client applications than we can manage, and as a result, need to increase our capacity so Endeavour can help all non-profits that need our consulting services.

Endeavour engages professionals, recent graduates and students to provide management consulting to the many non-profits that cannot afford consulting. Our service enables these non-profit organizations to improve their community impact in both the short- and long-term.

Through the commitment of more than 200 volunteers, Endeavour has grown and achieved more than we could imagine when we started. Organizations and individuals from across Canada and around the world are contacting us to find out how they can replicate Endeavour's successes in their own communities.

Throughout this annual report, we highlight our successes and achievements in terms of:

- The amazing and committed volunteers that make Endeavour possible
- The dedicated non-profit organizations and communities that benefit from our services
- Our goals for the future.

We are motivated and energized by the ever-growing interest and support we receive, and by the many opportunities that lie ahead to expand Endeavour's reach and impact.

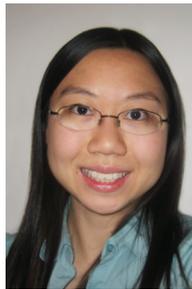
Please join us in building the momentum for positive change in our communities.

Yours sincerely,



A handwritten signature in black ink that reads "Andrea Wong".

Andrea Wong
Co-Founder & President



A handwritten signature in black ink that reads "Ada Tsang".

Ada Tsang
Co-Founder & Chair

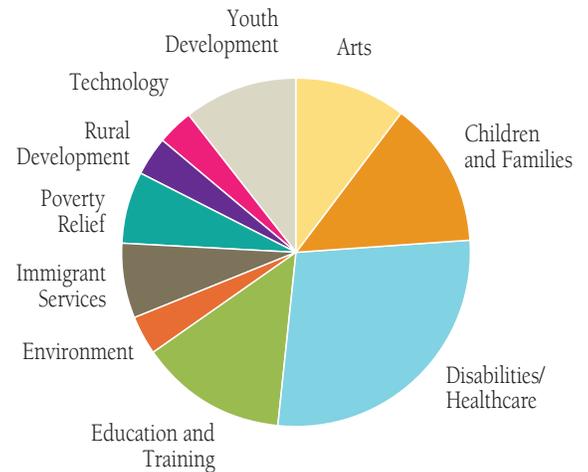
Achievements

Highlights of Endeavour's recent accomplishments*



- Released first annual report, noting that more than 200 volunteers had helped 23 non-profit organizations
- Successfully completed 12 consulting engagements, increasing the total number of consulting projects to 32
- Added non-profit organizations from the environmental sector to Endeavour's client list
- Raised \$4000 at the annual networking fundraiser held on November 25, 2009, which was attended by over 100 professionals and students, featuring a keynote speech by a Principal of the Boston Consulting Group, Toronto office
- Contacted by professionals and faculty from business schools, corporations and non-profit organizations from across Canada, the U.S. and overseas who want to learn more about Endeavour's successful model
- Invited to lead a workshop on Endeavour's volunteer consulting model at Schulich's 2009 GLOBE International Management Conference which was attended by 70 student delegates from business schools across Ontario
- Featured in compilation of resources for working with consultants by Ontario Council of Agencies Serving Immigrants (OCASI) and Imagine Canada, a leading voice for Canada's charities and nonprofits
- Co-hosted free presentation and panel discussion with CMC-Canada and the Golden Key International Honour Society in partnership with the Ted Rogers School of Management at Ryerson University; record number of more than 200 attendees
- Published letter to the editor on our use of knowledge brokers in non-profit consulting; replied to by the authors of "Using knowledge brokering to improve business processes" in the January 2010 McKinsey Quarterly

Community Impact



Non-Profit Consulting

Endeavour volunteer consultants help non-profit organizations improve their performance and community impact. Since 2007, Endeavour has donated the equivalent of \$1,800,000 in consulting and provided strategic advice to 31 non-profit organizations in Ontario, helping communities in a variety of sectors.

Arts

Arts Network for Children & Youth (ANCY); Contact Contemporary Music; Fly By Night Theatre (FBN)

Children and Families

Association for Bright Children of Ontario (ABC Ontario); Kids' Internet Safety Alliance (KINSA) Foundation; Motions Youth and Community Centre (MY.CC); Somali Family & Child Skills Development Services (SFCSDS)

Disabilities/Healthcare

Alli's Journey; Canadian Hearing Society (CHS); Epilepsy Halton Peel (EHP); Hospice Richmond Hill; International Association for Medical Assistance to Travellers (IAMAT); Psychosocial Rehabilitation Canada (PSR); The Hearing Foundation of Canada (THFC); Women's Healthy Environments Network (WHEN)

Education/Training

Association for Bright Children of Ontario (ABC Ontario); Canadian Association for Professional Pet Dog Trainers (CAPPDT); Canadian Civil Liberties Association (CCLA)

Environment

Ecologos Institute

Immigrant Services

Working Skills Centre (WSC); Somali Family & Child Skills Development Services (SFCSDS)

Poverty Relief

Dress Your Best (DYB); Meal Exchange (MX); Food For the Poor Canada (FFPC); Seeds of Hope Foundation (SHF); Windfall; The Always Nubian, Always Scarborough Association (A.N.A.S.A.) Collective - A Trustee Program of Schools Without Borders

Rural Development

The Ontario Rural Council (TORC)

Technology

TechSoup Canada (TSC); Sky's the Limit Youth Organization (STL)

Youth Development

The 411 Initiative for Change (411); Eritrean Youth Coalition (EYC); Vaughan Youth Cabinet (VYC)

Community Impact

Engaging and Developing Volunteers

Endeavour has recruited and trained more than 200 dedicated volunteers from industry, consulting, government and the non-profit sectors to provide thousands of hours of volunteer consulting to numerous non-profit organizations.

- Through Endeavour's consulting and training program, volunteers gain invaluable experience, knowledge and skills about consulting within the non-profit framework. Our sessions are led by seasoned professionals with expertise about consulting in the non-profit sector.
- Endeavour volunteers receive formal mentorship from a dedicated project advisor, as well as peer-to-peer mentorship. Both experienced and younger volunteers work with and learn from each other.
- Throughout the Endeavour process, volunteers receive regular feedback at review and debriefing sessions during and after their client engagements.
- Many Endeavour volunteers return to work on, or support another consulting project, while others join the Endeavour executive team or a committee.



Networking

Endeavour has brought together hundreds of like-minded individuals through public workshops and networking fundraisers. These events build community awareness and engagement, and create a network of diverse individuals who share a commitment to professional growth and social change.



Workshops are often co-hosted by Endeavour and CMC-Canada who work closely to disperse knowledge on areas relating to consulting. Through presentations and panel discussions, attendees interact with seasoned professionals to gain insights that aid in their professional development.

Featuring notable speakers from the non-profit and consulting sectors, Endeavour's networking fundraisers attract consultants and alumni from such firms as Accenture, Bain & Company, The Boston Consulting Group (BCG), Deloitte Consulting, McKinsey & Company, PricewaterhouseCoopers, and Capgemini. The raised funds go towards Endeavour's operations, enabling the organization to sustain its impact on the non-profit community.

Our Focus and Approach

Endeavour provides volunteer consulting to non-profits that require strategic management analysis and advice. We focus primarily on: Corporate Strategy, Operations Strategy, Marketing Strategy and Organizational Strategy.

Consulting Model and Process

Endeavour's consulting is executed in two six-month cycles each year beginning in March and September. The number of clients and volunteers in each consulting round varies depending on the suitability of project applicants and Endeavour's capacity.

Three-Phase Cycle

Each project cycle is represented by three phases:

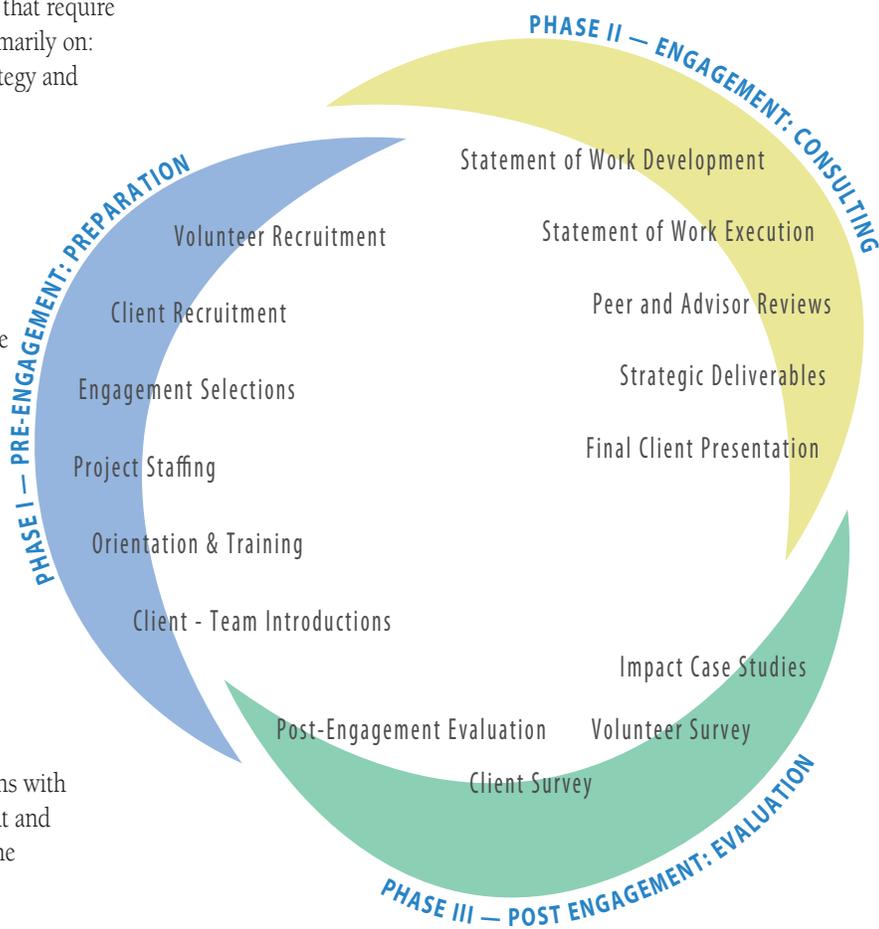
Phase I — The Pre-Engagement Phase involves about four months of work carried out by the Executive Team preparing for each new set of consulting engagements. As outlined to the right, the pre-engagement phase begins with volunteer recruitment and orientation, client recruitment and engagement selection, and ends in the introduction of the consulting team to the client.

Phase II — The Engagement Phase, the actual consulting segment lasts for approximately six months. In this phase the consulting team works with the client to:

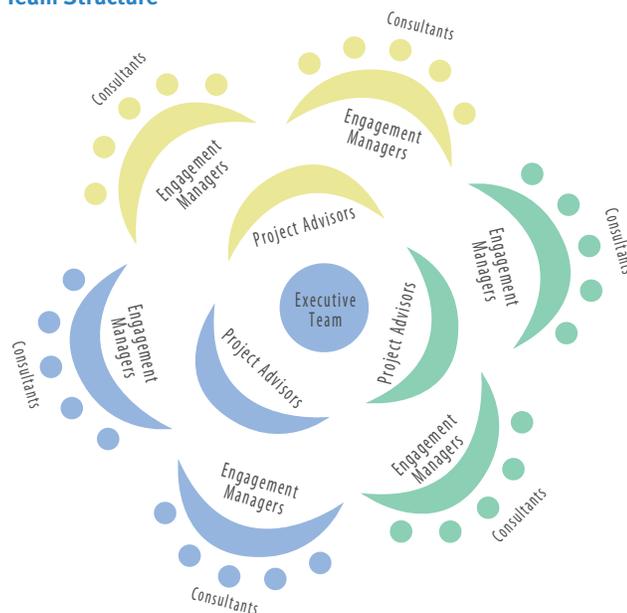
- Develop the Statement of Work
- Execute the Statement of Work
- Deliver the Strategic Recommendation

Extensive communication, reporting and review occur between the consulting team, project advisors, the client and the Endeavour Executive Team during this phase.

Phase III — Post Engagement is all about evaluation. During the previous phase, the consulting team works with the client to develop metrics for the client to use in evaluating their implementation of the deliverable, as well as for Executive Team to use to evaluate the consulting team and Endeavour's impact as a whole. An Endeavour representative follows the client's progress for at least two years after the engagement has closed.

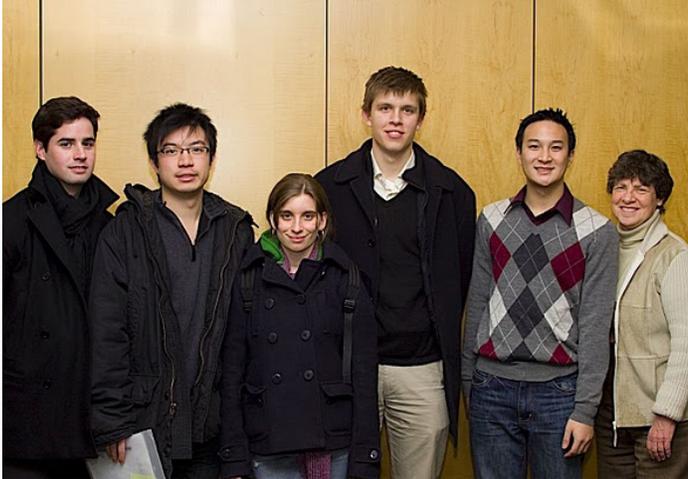


Typical Consulting Team Structure



Case Study: The Hearing Foundation of Canada (THFC)

Feasibility Study of Earned Income Strategy



The Impact

“We engaged Endeavour because we needed answers before we decided to pursue our idea of establishing a sustainable funding initiative. I would recommend Endeavour to both small- and medium-sized charities. Working with Endeavour will allow them to plan and to ask more “what if” questions without spending big dollars on something that might not be feasible in the end.”

Heather Ferguson, Former President,
The Hearing Foundation of Canada



The Hearing Foundation of Canada (THFC) is committed to minimizing hearing loss by promoting prevention, early diagnosis, and successful interventions.

THFC makes a difference by:

- Educating the public on how to detect and prevent hearing loss
- Raising awareness of hearing-related issues with government, the media, and the public.

The Project

Fall 2008/Winter 2009

An Endeavour consulting team assessed the feasibility of having various earned income streams to establish sustainable revenue for THFC.

Most of THFC's funding is from private donations, which stipulate specific mandates for use. With initiatives other than those identified by the private donors, THFC wanted to investigate the establishment of an augmented earned income stream.

The Recommendation

One of the key findings of the study was that many of the initiatives, while having financial merit, required substantial investment of both cost and time. Given the economic climate and THFC's limited manpower, it was decided that these initiatives were not feasible at this time.

Visit www.endeavourvolunteer.ca/cases/thfc.pdf to read the full case study

Case Study: Windfall

Strategic Planning for a Sustainable Revenue-Generating Venture



The Impact

“The Endeavour volunteers produced an incredibly professional and thorough strategic plan that we have already put in place. Their recommendations were smart and very clear, enabling us to implement them easily and with great success. We greatly appreciate the quality of the work that the volunteers did on our behalf and we are so excited about working with them again.”

Helen Harakas,
Executive Director, Windfall Basics



Windfall is a charity organization that re-distributes new clothing, personal care items and other goods from Canadian retailers and manufacturers, to those who need it most. Windfall partners with over 100 social services agencies in the Greater Toronto Area to distribute the donated items to recipients that range from the homeless, to the disabled, to those who are stepping into their first jobs or interviews.

Windfall makes a difference by:

- Fostering human dignity by providing access to clothing and personal use items
- Increasing awareness of poverty as a social issue.

The Project

Spring/Summer 2009

Bridal gowns were frequently donated to Windfall, but they were not needed by their clients. Endeavour was brought in to develop a strategic plan and determine the most optimal business model for a bridal gown operation that would serve as a source of sustainable revenue to support Windfall's programs.

The Recommendation

For the short-term, Endeavour recommended the business model that leveraged Windfall's current resources, particularly transportation and storage. Endeavour also provided an analysis of other possible business models for Windfall to explore in the longer-term. Several marketing, procurement and inventory management initiatives were also recommended, along with an implementation plan and evaluation metrics.

Visit www.endeavourvolunteer.ca/cases/windfall.pdf to read the full case study

Volunteer Testimonials



“Endeavour has done a great job in building a dynamic, creative and exciting vehicle to provide educational and skill development opportunities for volunteers, while focusing their efforts on assisting the not-for-profit sector in Toronto with a level of determination and professionalism that has earned my respect.”

Barry Linetsky, Subject Matter Expert, Endeavour Partner, The Strategic Planning Group President, Curious Solutions



“Endeavour has enabled me and other professionals to contribute to the community in a way that otherwise would not have been possible.

“The impact that we have been able to make in helping these charities succeed is profound.”

David Vuong, Consultant, Seeds of Hope Foundation & Canadian Association of Professional Pet Dog Trainers Knowledge Broker, Sky's the Limit Youth Organization Ontario Energy Savings Corporation (2009)



“Endeavour has helped me with my professionalism in that it has enabled me to think like a consultant and approach all problems in a systematic, metric-oriented manner.”

Hamza Khan, Consultant, Fly by Night Theatre Student, University of Toronto



“Endeavour consultants...were a very diverse group of people – had different cultural backgrounds, qualifications, age groups and gender ... that diversity turned into a rich discussion and strong team that delivered great ideas.

“On behalf of the team thank you to both Windfall and Endeavour... thank you very much.”

Abdul Rahman Dabban, Engagement Manager, Windfall project Project Manager, Prestige Telecom Inc.



“Volunteering with Endeavour is a great way to give back to the community, while strengthening and developing new skills, meeting new people, and learning about innovative and interesting initiatives aimed to help those who need it the most. I cannot recommend it enough to friends and colleagues.”

Hima Batavia, Consultant, Windfall Research Assistant, McLaughlin-Rotman Centre for Global Health The Earth Institute, Columbia University

Snapshot of Other 2008-2009 Clients

Project: Organizational Assessment



Organization: Working Skills Centre

Their Mission: To encourage economic self-sufficiency and the successful integration of immigrants, primarily women, into Canadian society.

Testimonial:

“The assessment and recommendations provided by Endeavour’s knowledgeable consulting team were especially useful during the agency’s 2009-2010 strategic planning process.”

Mandy Thomson, President
& Honey Crossley, Executive Director
Working Skills Centre

Featured Case:

www.endeavourvolunteer.ca/wp/featured-case

Project: Core Competencies Assessment



Organization: Somali Family & Child Skills Development Services

Their Mission: To help families, children, and youth realize their full potential through collaborations with community organizations in order to build local capacity and achieve greater economic, social, cultural, and human development.

Testimonial:

“Working with a diverse group of knowledgeable and committed executives, volunteers and advisors was extremely enjoyable and a great learning opportunity”.

Parikshit Ralhan, Engagement Manager
Somali Family & Child Skills Development Services

Project: Sponsorship and Branding



Organization: Meal Exchange

Their Mission: To help eliminate the root cause of hunger and poverty by engaging tomorrow’s leaders, today.

Testimonial:

“The Meal Exchange project was an exhilarating challenge in the midst of a difficult economic environment that required our team to look at the volunteer model of generating income. Working with an intelligent team from various backgrounds and experiences, we were successful in providing Meal Exchange with recommendations to be implemented.”

Godfrey Edwards, Engagement Manager
Meal Exchange

Snapshot of Other 2008-2009 Clients

Project: Marketing Plan



Organization: Ecologos Institute

Their Mission: To help educate, motivate and inspire the 'people-power' needed to make the shift to a sustainable, economically vital and socially just society.

Testimonial:

"We want to thank the Endeavour team for the great work it has done on our behalf. Frankly, I am generally a little skeptical about such exercises - but because of the creativity and diligence of your team, this has proven to be very helpful indeed. We have our thinking caps thoroughly in place."

Stan Gibson, Co-Founder
Ecologos Institute

Project: Brand Awareness



Organization: Food for the Poor Canada

Their Mission: Food For The Poor Canada helps people in the Caribbean and Latin America by providing food, housing, health care, education, water projects, emergency relief and micro-enterprise assistance.

Testimonial:

"Food For The Poor Canada (FFPC) is beginning the huge undertaking of breaking into the Canadian market place. I asked Endeavour to help me in this most important work. ... The end result was an in-depth, detailed, insightful report that will allow me to raise awareness of FFPC's work in the Caribbean and Latin America using concrete ideas and direction."

Samantha Mahfood, Executive Director
Food For The Poor Canada

Project: Organizational Transition



Organization: Seeds of Hope Foundation

Their Mission: To open new doors for people who are at a crossroads in their lives by supporting each individual's gifts and talents while encouraging them to discover a passion for helping others.

Testimonial:

"To ensure a solid foundation for the future on the seven-year anniversary of the founding of 6 St. Joseph House, Seeds of Hope Foundation was privileged to have Endeavour provide a clear road map and targets for the future... Our thanks to the entire Endeavour team for much needed clarity, support, insight and expertise."

Seeds of Hope Foundation

Featured Case:

www.endeavourvolunteer.ca/wp/featured-case

Leadership

EXECUTIVE TEAM

President	Andrea Wong Ontario Hospital Association Policy & Public Affairs
Vice-President Board Relations	Ada Tsang Deloitte Consulting National Health Services
Vice-President Volunteer & Client Relations	Diana Wong Deloitte Consulting Corporate Strategy
Director Development	Jessica Poon Accenture Consulting
Director Information Technology	Stas Panteleev University of Toronto Rotman School of Management Bachelor of Commerce
Director Project Management	Katherine Choi Digital Cement Marketing
Director Volunteer Recruitment	Tatjana Ljaskevic University of Toronto Bachelor of Applied Science
Director Marketing	Sara Maki Schulich School of Business International MBA Candidate
Acting Director Marketing	Kendy Lau Deloitte Consulting Corporate Strategy
Director Knowledge Management	Wasib Muhammad Rockwell Automation Project Management
Director Business Development	Andrew D'Souza General Electric Project Management
Director Business Intelligence	Lucy Dai Maple Leaf Foods Finance
Director Professional Development	Nihar Bhagat Bank of Montreal Financial Strategy Group
Director Evaluation	Judith Lau ZS Associates Management Consulting

2009/10 Annual Report Editorial Team

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Thomas Lai, Designer
Banu Raghuraman, Writer
Vanessa Somarriba, Writer
Denny Kuruvilla, Brand Advisor

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formation Technology Association of Canada

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Independent Consultant, Employment,
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Development

A Look Ahead

This has been quite the year for Endeavour! As our volunteer base grows, we are able to increase the number of non-profit organizations we help. We have established Endeavour as a professional volunteer consulting organization to be counted on to make a change. Our volunteers have dedicated thousands of hours to helping non-profits develop and grow to fulfill their mission and vision. And now it's our turn!

In the coming few years, Endeavour's goal is to create a solid foundation for sustainability and build organizational resiliency so we can help many more non-profit organizations. We want to refine and standardize our internal processes and consulting methodologies and increase funding and capital to accommodate the growing list of non-profit organizations seeking our services.

Please help us support the many non-profit organizations that rely on us to improve their community impact. Learn more about us at <http://www.endeavourvolunteer.ca/> and help us make a difference by making a donation to Endeavour at www.endeavourvolunteer.ca/donate.



"After working with the Canadian Hearing Society, I really wanted to stay involved with Endeavour to help promote their mission and success."

Wendy Dobson-Belaire, Consultant,
Canadian Hearing Society and Co-Chair of
Case Competition Planning Committee
PhD Candidate, University of Toronto



"Endeavour is run by like-minded people, where the urge is to help as many clients as possible and empower as many volunteers with the experience. Teams are enthusiastic about helping the clients and grow towards the common goal, which was very inspiring."

"All my team members were extremely reliable and passionate about the work that they were doing."

Banu Raghuraman, Consultant, Meal Exchange
Business Analyst, Bank of Montreal

Financials

Date Range: April 1, 2009 to March 31, 2010

Revenue

Fundraising	3,641
Donations	949
Interest Income	1
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Total Revenue	4,591

Expenses

Programs	
Refreshments	323
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Total Programs	323
Administrative	
Website Related	78
Associated Memberships ¹	100
Board Insurance	508
Paypal	104
Miscellaneous ²	225
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Total Administrative	1,015
Fundraising	
Gifts	70
Food	330
Miscellaneous	24
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Total Fundraising	423
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Total Expenses	1,760
Change in Net Assests	2,831

Impact

As of March 31, 2010

\$ 1,800,000

in consulting provided to non-profit organizations.

Endeavour has delivered approximately \$1,800,000 in volunteer consulting services to each of 31 non-profit organizations, including a returning client, as of March 2010.

We provided \$1,800,000 worth of services with only a \$4,600 budget.

Drive momentum for positive change with your generous donation.

Supporting Endeavour will contribute directly to enhancing social change. To either volunteer or make a financial contribution:

Please email
info@endeavourvolunteer.ca

or donate online at
www.endeavourvolunteer.ca/donate

Figures shown above are unaudited. For reviewed financial statements, please contact us at info@endeavourvolunteer.ca.

Estimated value based on a blended consulting rate of \$80 per hour for more than 22,500 volunteer hours contributed by consultants, engagement managers and project advisors.

¹ Volunteer Canada Membership

² Miscellaneous include Nuans reports, Ministry of Finance, Fee to MAS, cost of cheques, and refund from OCSA



info@endeavourvolunteer.ca
www.endeavourvolunteer.ca