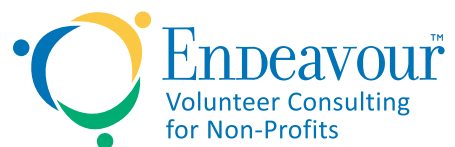


UP STEPPING

Annual Report 2010-2011



Taking It To The Next Level

Dear Friends,

Endeavour envisions a world where access to professional consulting services is not a barrier to non-profits in achieving their goals – regardless of their financial capacity. Over the past year, Endeavour has deployed over 80 volunteers to help 10 non-profit clients with their strategic and operational issues. We engaged professionals, recent graduates and students to provide management consulting services to non-profit organizations who find consulting fees prohibitive. By doing so we are able to take both our volunteers and our community to the next level by delivering high quality advisory projects. Endeavour volunteers are able to gain new skills and knowledge while giving back to the community. And most importantly, Endeavour clients are also able to improve their organizational performance and social impact.

Andrea Wong
Co-Founder and President

In the last 12 months, we were also hard at work taking the Endeavour organization to the next level. Our accomplishments included: obtaining status as a registered Canadian charity; completing a 3-year strategic planning process; and restructuring the organization to build capacity for future growth.

We are thankful for the support of our volunteers, our community, and our donors. We look forward to all the opportunities in the year ahead! And we aim to continually create a positive impact on our society. We invite you to read through our annual report to learn more about our achievements and our future direction.

Yours Sincerely,

Ada Tsang
Co-Founder and Board Chair





Values

Committed

Endeavour is committed to delivering sustainable value to organizations that exist for a social benefit. As a volunteer organization, we appreciate the talent and time given to us by our volunteers and strive to reflect this commitment fully to impact performance of our non-profit clients.

Collaborative

Endeavour functions in an inspiring environment of transparency and teamwork. As a volunteer consulting organization, we not only understand that collaboration is critical to our performance, but also that it is crucial to develop long-term meaningful relationships with our volunteers, clients and community.

Inclusive

Endeavour promotes inclusiveness both internally and externally. We value diversity in our members, advisors and volunteers as well as in our clients and projects. We welcome diversity in opinions and ideas.

Impact-Oriented

Endeavour engages on strategic management issues to help non-profit organizations improve their impact. By working for clients and projects with limited resources, we challenge ourselves to provide pragmatic and impactful solutions.

Growth-Oriented


We strive toward organizational, community, professional and personal growth.

Vision

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

Mission

Endeavour Volunteer Consulting for Non-Profits is dedicated to enabling non-profit organizations to improve and sustain their community impact. To achieve our mission, we are committed to the following goals

1. Providing volunteer consulting to non-profit organizations that otherwise may not be able to afford consulting services
 2. Engaging the community in providing volunteer consulting
- 

Why I joined Endeavour?

Endeavour has grown from an idea into an action.

Over the years I have been serving on the board, the organization has evolved to become an innovative and effective way to deal with two strategic challenges facing Ontario. We do a great service to non-profits that can't afford professional consulting, helping them get to the next level.

And in an era where there are fewer and fewer volunteers and their average age is increasing, we offer a great way for younger people to engage in the non-profit sector. I've been proud to be part of Endeavour's first few years – and I look forward to its continued growth.

Alex Gill
Board of Directors



Leadership

Stepping up to the Challenge

Endeavour has enjoyed exciting growth over the past few years. What made this year different? We stepped up our game to reach three defining milestones.

1. We established our status as a registered Canadian charity

In April 2011 we formally secured charitable status in Canada. What does this mean for our future? It provides a solid foundation for sustainable growth. It enhances our capability to build strategic partnerships. It opens doors to a new level of funding. It allows us to extend our reach and impact within the communities we serve.

2. We built a strong, visionary strategic plan.

Our plan will focus our leadership attention over the next three years on addressing the changing needs of the organization and the community. We will strive to make the best use of our limited resources by focusing on key strategic priorities. We will impact our community more with each client and each passing year.


3. We laid a solid foundation for our organizational structure from which to grow our capacity.

A new organization structure will allow us to take the right steps towards Endeavour's sustainability and future growth. We have re-organized into five divisions and appointed division leads from a pool of existing VPs and Directors. New board members were recruited to bring in fresh, diverse perspectives, and board advisors were assigned to each division for oversight and support. New volunteers have been recruited to join the executive team and sub-committees to support current and upcoming initiatives. We are excited about our team who will take Endeavour to the next level.

"(Endeavour's work has been) Positive. It helped to map International Association for Medical Assistance to Travellers (IAMAT) position in the field of travel medicine and suggested that IAMAT should consolidate the evaluation of current activities in the near future before considering transforming the organization. The engagement gave us new ideas on how to streamline programs to better serve our donors and member doctors. It was refreshing to work with an enthusiastic and knowledgeable team who genuinely wanted to find solutions to our challenge."

Tullia Marcolongo, Programs and Development, IAMAT

7 rounds,
**616 volunteer
applications,**
201 volunteers.
33% acceptance rate



"Endeavour has given us a clear and concise road-map (could be a 10 year plan) and tools that will allow us to grow our work with prisoners. We cannot thank you enough. Your recommendations are well researched, well thought out, spot on, and your delivery of the material made it all seem achievable."

Cheryl Vanderburg, Program Coordinator, FTHS

Community

A New Level of Impact



Our clients are our motivation and inspiration. We help strengthen our clients' non-profit organizations and make them better equipped to make a difference in the lives of the people they serve. Our clients in turn connect us with the community and enable us through our consulting work to make a difference on the ground.

Contact Contemporary Music, Toronto

"The project gave us a different perspective on how to look at our organization ... We would still be thinking of the same problem we face year after year. No funding, no capacity, and trying to figure out how should we communicate what we do to generate more awareness. Endeavour came in and helped us reflect."

Jerry Pergolesi, Artistic Director, Contact Contemporary Music

Contact Contemporary Music (Contact), a contemporary music ensemble and a concert producing organization, was also able to step up to the challenge of effectively managing a growing organization after engaging Endeavour in the fall of 2009. Endeavour's consultants helped Contact by developing a set of branding tools for the organization, such that it can clearly represent itself to diverse markets, new audiences, funders, partners, and potential sponsors. Contact has employed these branding tools in several successful initiatives, including revamping their website to make it more user-friendly and relevant to various audiences. By equipping Contact with the right branding and marketing tools, Endeavour helped the organization take off in a new direction; with a fresh perspective on how to sell their programs better, Contact has started to engage the music industry and its promoters and has even leveraged support from corporate sponsors. Due to Endeavour's help, clients such as Contact are able to raise the bar of their work and take their organizations to the next level. The fruits of the engagement with Endeavour are evident in the stronger and more meaningful impact our clients now have in the communities they serve.

Seeds Of Hope Foundation, Toronto

"The Endeavour process was a catalyst to raising the bar of discussion to a higher level than would have been possible otherwise. The process of dialogue, meetings, and consultations inspired volunteers within the organization."

David Walsh, Director, Seeds of Hope Foundation

Seeds of Hope Foundation, a community-based charitable foundation that runs multiple programs, engaged Endeavour back in spring 2009. At the time, Seeds of Hope was at a crossroads, experiencing rapid growth and demand but lacking the organizational expertise it needed to effectively manage this growth. The material from Endeavour's report was useful in Seeds of Hope's fundraising efforts and enabled them to secure much-needed additional funding for their organization. Also, based on Endeavour's recommendations, Seeds of Hope hired an executive director who helped them step up their game by involving new partners and engaging more volunteers to help overcome the infrastructural challenges faced by the organization. As a result of working with Endeavour, Seeds of Hope has been able to raise the profile of their work, as well as increase their impact in the community by increasing the number of projects they are involved with. Working with Endeavour gave Seeds of Hope momentum at a time when the foundation needed it the most.

New
Heights in

Volunteering



Endeavour is dedicated to developing our volunteers to be future leaders who strive to have a positive impact in the community. Volunteers step up every day on client projects to make a difference. They tell us that they grow in so many ways through our meaningful projects

"The unique opportunity to provide high-quality volunteer consulting to non-profits in the Greater Toronto Area allowed me to assist non-profit organizations in realizing their missions, and ultimately supporting the delivery of programs and services to their clients – an excellent example of management principles providing social benefits. In addition, working with an interdisciplinary team with diverse expertise can be a breath of fresh air from your day job, and a great introduction to the non-profit landscape and the world of consulting."

-Tanya Rubmle, Volunteer Consultant for Food for the Poor Canada

"I chose to volunteer with Endeavour in 2008 after viewing and being impressed with Endeavour's operational structure, calibre of leadership/volunteers and testimonies of personal and professional growth from past volunteers. Being an Engagement Manager enabled me to utilize and improve skills that I did not always use daily on my job. Volunteering with Endeavour also led me to apply to an MBA program as the volunteer experience confirmed in me my personal capacity and strength that I wanted to utilize and further develop. As I prepare to begin the Executive MBA at the Richard Ivey School of Business, I believe this volunteer experience will not only assist me in the classroom but beyond in my future career paths."

-Godfrey Edwards, Engagement Manager for Meal Exchange

43%
of our consultants
have >5 years of
work experience

"Volunteering with Endeavour made me realize how much I enjoy solving organizational problems. While originally trained as an engineer, this spurred me on to pursue management consulting professionally, and the insights and experiences I gained through my projects with Endeavour helped me land a position as an associate with the Boston Consulting Group."

-David Schacter, Volunteer Consultant for Canadian Association of Professional Pet Dog Trainers and Alli's Journey

"I've always believed that consulting is a skill not taught in the classroom. Working with Endeavour reaffirmed that belief and it was a great experience working with a team of likeminded and diverse group of individuals to deliver a high quality solution to our client. In 2010, I was on the team working for the International Association for Medical Assistance to Travellers, or IAMAT for short. They are an international non-profit that has been operating for more than 50 years. A lot can change in 50 years and as they have learned, changes in the community as well as the industry inevitably drives changes in their organization. Endeavour was brought on board to map out the direction for that change to keep IAMAT competitive and ensure their long term sustainability. By learning quickly about the financial fundamentals about our client and their industry, identifying their unique services, and streamlining the board of director's input to our proposal, I was able to form the critical link between our analysis and the client's needs. As a PhD student in the life sciences with no formal business training, this was a fantastic training experience that made an impact for a respected non-profit organization."

- Haydn Liang, Volunteer Consultant for IAMAT



Endeavour Case Competition

In the first two weeks of June 2010, Endeavour launched its inaugural case competition. The goal of the event was to provide a Toronto-based charity, Windfall, with support in developing a marketing strategy for a new monthly charitable giving program. We brought together a large group of diverse professionals, students, businesses and community members to work on this marketing strategy via our case competition. A number of teams presented Windfall with guidelines, creative ideas and action plans to implement a new marketing program. We are happy to

report that our friends at Windfall were not disappointed! In fact, the teams all had such innovative and interesting ideas that Windfall found it a challenge to narrow down the top three winners. Congratulations to the winning team who received a \$1000 prize in recognition of their hard work and commitment to their community.



Rising to the Challenge

16%
of our consultants
have >10 years
of experience

2010 - 2011 Clients

Canadian Students for Sensible Drug Policy

Freeing the Human Spirit

Canadian Group Psychotherapy Association

Jewish Women International of Canada

Public Affairs Association of Canada

The 411 Initiative For Change Inc.

Alli's Journey

The ANASA Collective - A Trustee Program of Schools Without Borders

Canadian Civil Liberties Association and Education Trust

International Association for Medical Assistance to Travellers

Motions Youth and Community Centre

Sky's the Limit Youth Organization

Women's Healthy Environments Network (WHEN)



90%

of charities in Ontario
have revenues less than
\$1 million

Endeavour's focus is
charities with revenues
less than \$1 million

Over \$3.5 million in consulting
services delivered to date

\$975,000 in consulting services delivered 2010-2011

46%

of Endeavour volunteers have a
post-secondary education in
Business or Arts

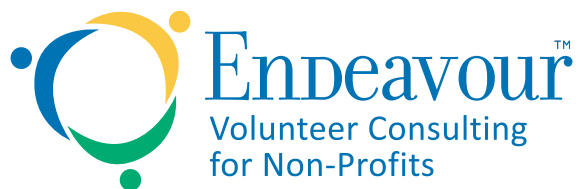
44%

of Endeavour volunteers have a
post-secondary education in
Science or Engineering



Endeavour Volunteer Consulting for Non-Profits
2010-2011 Income Statement

| | |
|-------------------------------|-----------------|
| Revenues | |
| Fundraising | \$7,236 |
| Sponsorship | \$1,700 |
| Donation | \$1,506 |
| Case Competition | \$6,197 |
| Total Revenues | \$16,639 |
| Expenses | |
| Programs & Events | \$13,469 |
| Operations | \$1,350 |
| Total Expenses | \$14,820 |
| Cash Surplus (Deficit) | \$1,819 |



Annual Report 2010 - 2011

Board of Directors

Chair

Ada Tsang

Treasurer

Azer Hann

Secretary

Emily Murray

Alex Gill
Shain Widdifield
Jane Zhang
Helen Seibel
Ming Young Tam
Steven Ayer
Diana Wong

Senior Leadership Team

President

Andrea Wong

VP, Consulting

Katherine Choi

VP, Human Resources

Ada Tsang

VP, Marketing & Development

Diana Wong

VP, Operations

Wasib Muhammad

www.endeavourvolunteer.ca

Credits

Writers:

Kalindi Jog, Hajera Khaja

Photographers:

Cover: Rohit Narula

Insides: Peter Yung, Rohit Narula, Jasmine Li, Kate O'Connor