

**BUILDING ON OUR
FOUNDATION**

Annual Report 2011-2012

Celebrating
5 Years



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



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 with our clients and projects with limited resources, we challenge ourselves to provide pragmatic and impactful solutions.

Growth Oriented

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





2007-2008 – Inception

- After volunteering on a consulting project in university, Endeavour co-founders decide they want to continue strengthening the non-profit sector by starting Endeavour
- Endeavour launches pilot with 3 projects and ~30 volunteers
- Endeavour becomes a registered non-profit organization
- Endeavour establishes a Board of Directors



Message from Chair

This year marks Endeavour's fifth year anniversary. It is my honour and privilege to serve as the Chair of the Board of Directors of this organization. I am continuously in awe with the level of dedication, passion and energy of each and every volunteer at Endeavour.

The past year has been filled with many exciting developments. We launched our collaboration with AstraZeneca to pilot an Employee Skills-Based Volunteerism Program. We've increased our online presence through our refreshed website and the Ask@Endeavour initiative. We've continuously improved our core service offerings by strengthening our training, improving volunteer onboarding, and formalizing project evaluation.

As I look at how Endeavour has grown over the past five years, I am proud of what Endeavour has accomplished in helping non-profits and charitable organizations improve their organizational capacity and community impact while engaging the community in providing volunteer consulting. A tremendous thank you to everyone involved.

Ada Tsang

“As I look at how Endeavour has grown over the past five years, I am proud of what Endeavour has accomplished.”



Message from President

When we started Endeavour five years ago, I never imagined how much we would accomplish as volunteers. There is no other organization in Canada that has created the excitement and momentum that Endeavour has around engaging young and seasoned professionals in volunteer consulting with the non-profit sector.

To date, more than 300 Endeavour volunteers have helped 50 non-profit clients that serve communities locally and abroad. In the time ahead, our focus is to grow our impact through building and strengthening collaborations with the non-profit and corporate sectors. Working together, we can achieve a shared vision for our communities.

There is a saying that it takes a village to raise a child, and the same can be said for Endeavour. It has been the community that has made Endeavour a success. Thank you to each and every volunteer, client, partner and supporter for taking part in our mission.

As we mark Endeavour's 5th anniversary, please join us in celebrating this special milestone and the many more to come.

Yours truly,

Andrea Wong



2008-2009 – The Ripple Effect

- Endeavour has completed 12 projects with over 100 volunteers
- Endeavour has offered nearly \$1 million in consulting services
- Endeavour partners with CMC-Canada, the professional association for management consultants



A Commitment to Volunteer Development

Endeavour is dedicated to providing our volunteers with opportunities for professional and personal growth. Our training and development program provides volunteers with both theoretical and practical knowledge to develop impactful and feasible recommendations for our non-profit clients. Our consulting projects provide hands-on opportunities for volunteers to apply and sharpen their skills, while creating a lasting impact in their communities.



Featured Clients

CLIENT: CAMP AWAKENING

CONSULTING PROJECT: GROWTH & SUSTAINABILITY STRATEGY

Camp Awakening is an outdoor recreation program catered towards youth with physical disabilities to help build self-confidence and independence. The charity engaged Endeavour to develop a strategy to address challenges with recruiting enough campers to fulfill existing program capacity.

To help Camp Awakening, Endeavour proposed a three-pronged approach: first, to develop a pilot leader-in-training program to help youth year-round; second, to promote inclusive practices throughout the whole organization; and lastly, to develop and implement an evaluation program for monitoring and continuous improvement.

"It was an amazing experience which exceeded our expectations and is one we would highly recommend to other not-for-profits. When can we do it again?! With limited time, money and human resources we were having difficulties advancing our strategic plan. While we were confident in our strategic directions, we credit Endeavour with helping us take the first step towards implementation with their programming recommendations and high level roadmap."

- Tracy Morley, Executive Director

CLIENT: FREEING THE HUMAN SPIRIT (FTHS)

CONSULTING PROJECT: BRANDING & MARKETING STRATEGY

FTHS brings hope, healing and rehabilitation to inmates in Canada through yoga and meditation. FTHS engaged Endeavour to define a clear and targeted brand position and to develop a communication plan to help FTHS achieve financial sustainability and growth.

At the end of the six month engagement, Endeavour not only provided recommendations for FTHS' marketing and communications strategy, but also in operations, financial sustainability, resource allocation, and a partnership strategy. The expected outcome of these recommendations is to expand FTHS' reach to its clients and to help it better serve its community.

"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



2009-2012 – Passion for Change

- Endeavour has completed 24 projects with over 150 volunteers
- Endeavour has offered \$1.8 million in consulting services
- Endeavour volunteer consulting model goes global as universities and non-profit organizations from USA, Japan and other countries reach out to learn more

CLIENT: GROUP THERAPY, GROUP TRAINING, GROUP FACILITATION (CGPA) CONSULTING PROJECT: STRATEGIC PLANNING

CGPA is a national association of group psychotherapists providing education and training for mental health professionals in group psychotherapy across Canada. CGPA engaged Endeavour to evaluate the value of programs, determine the cause of declining membership, and help clarify its vision, mission and goals.

Endeavour found that members were looking for more services and resources. However, the organization was already stretched thin. As such, Endeavour recommended CGPA to recruit student volunteers and enlist the help of a management association to provide administrative support. To increase membership, Endeavour proposed that CGPA redesign its membership process, establish a mentorship program, and create specific online tools and resources that would better serve members' needs.

“We anticipate that we will experience an increase in our membership numbers, greater volunteerism within the association and we will have a heightened impact nationally in our efforts promote the value of group therapy and offer quality educational programs for group therapists.”
- Terry Simonik, President

To read the full CGPA case study, visit endeavourvolunteer.ca/cgpa



"Endeavour is a fantastic way to bring people together to help small non-profits. I am proud of Endeavour's achievements over the past five years. We now work with a greater variety of organizations, and our volunteers bring more diverse professional and educational backgrounds than ever before. Increasing numbers of return clients and volunteers are a testament to Endeavour's success. Contributing to a strong non-profit sector by growing organizations and growing volunteers - this is our community impact."

- Ming-Young Tam, Board Member

"I joined Endeavour in 2009 as a volunteer consultant on 6-month project. I was a newbie in Canada. I wanted to get involved in community work and to gain more Canadian experience. After completing the project, I fell in love with our organization, our mission and the caliber of our volunteers, so I joined the Endeavour executive team as Director, Client Relations. Since that time, we have established internal processes for managing the consulting engagement, selecting the clients and following-up with the clients after the project end to measure our social impact. I feel we are more mature and effective, which ultimately contributes to the quality of the work we do and increases positive impact we make in our community."

- Lucie Drabinova, Director, Client Relations



Over the past five years, I have had the privilege to be a part of Endeavour's growth from a variety of roles - as Consultant, Director of Marketing and now Director of Social Media. From these vantage points, I have seen Endeavour gain organizational structure, broader leadership and strategic alliances. As a result, Endeavour has an increasing number of volunteers growing into leadership roles which contributes to institutional knowledge. This results in more volunteer applicants and more satisfied clients. Keep growing, Endeavour!

- Sara Maki, Director of Social Media





2010-2011 – Stepping Up

- Endeavour has completed 38 projects with over 200 volunteers
- Endeavour has offered \$2.85 million in consulting services
- Endeavour hosts case competition to help a local charity and raise brand awareness

"I joined Endeavour in 2009, about two years after the organization launched. I found a surprisingly successful and vibrant organization. Early successes were drawing more and more enthusiastic volunteers.

Since then, outstanding progress has been made in building the most effective and stable organization possible. The passion to make a difference has not changed; it has been amplified.

I'm very proud to have been part Endeavour as it has matured and look forward to a future full of more change for the better."

- Shain Widdifield, Board Member





2012 Income Statement

REVENUES

Fundraising	\$2,361
Donations From Board	\$1,200
External Donations	\$2,850
Sponsorship	\$200
Interest Income	\$1.03
Total Revenue	\$6,612

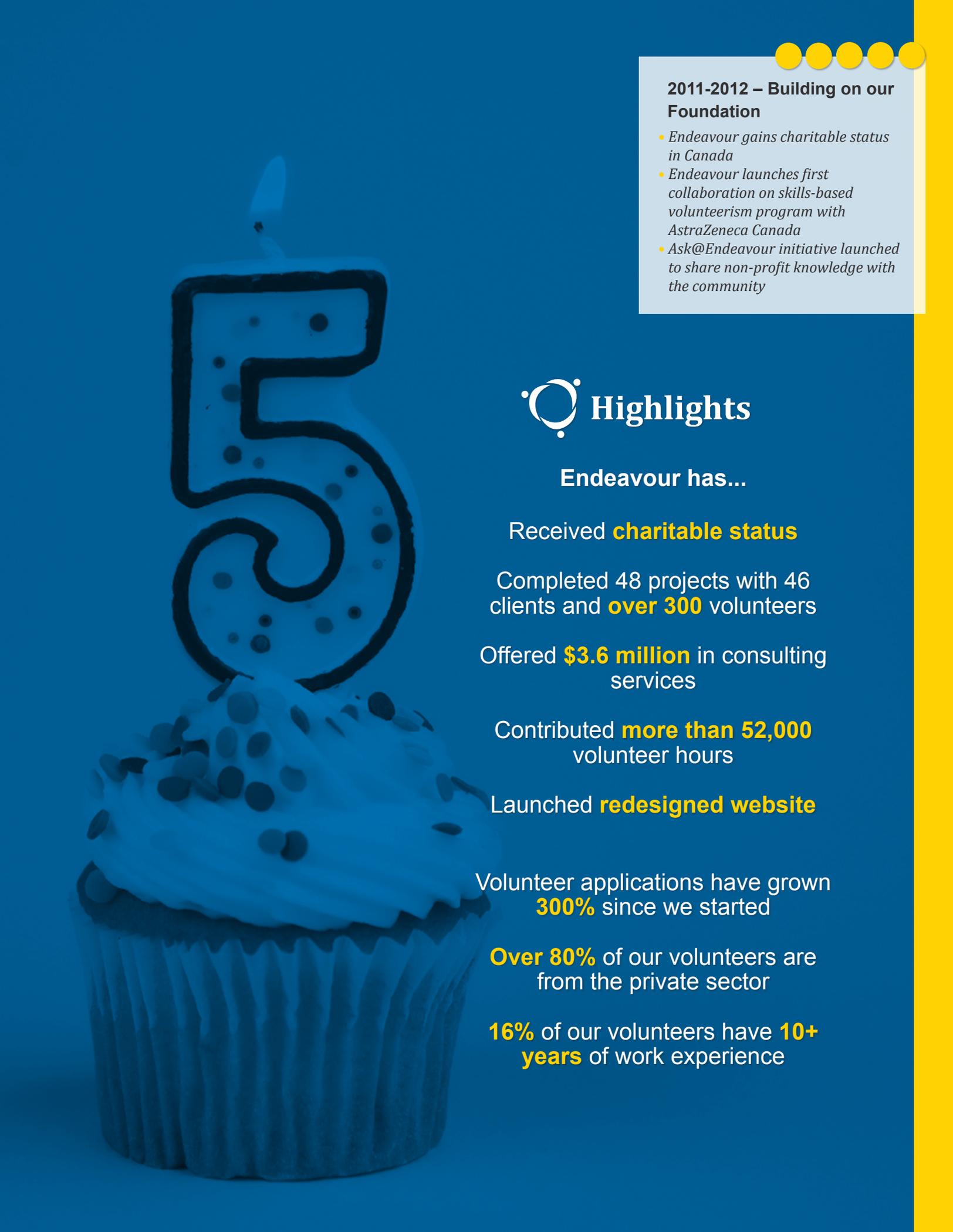
EXPENSES

Programs	\$1,080
Association Memberships	\$200
Board Insurance	\$483
Administrative	\$838
Fundraising	\$465
Total Expenses	\$3,067
Cash Surplus (Deficit)	\$3,545



**Endeavour is currently a volunteer-only run organization operating with a conservative budget for daily operations.*





2011-2012 – Building on our Foundation

- *Endeavour gains charitable status in Canada*
- *Endeavour launches first collaboration on skills-based volunteerism program with AstraZeneca Canada*
- *Ask@Endeavour initiative launched to share non-profit knowledge with the community*

Highlights

Endeavour has...

Received **charitable status**

Completed 48 projects with 46 clients and **over 300** volunteers

Offered **\$3.6 million** in consulting services

Contributed **more than 52,000** volunteer hours

Launched **redesigned website**

Volunteer applications have grown **300%** since we started

Over 80% of our volunteers are from the private sector

16% of our volunteers have **10+ years** of work experience



Board of Directors

Chair: Ada Tsang
Secretary: Emily Murray
Treasurer: Azer Hann

Steven Ayer
Alex Gill
Dave Nanderam
Helen Seibel
Ming-Young Tam
Shain Widdifield
Jane Zhang

Senior Leadership Team

President: Andrea Wong
Vice-President, Consulting: Katherine Choi
Vice-President, Human Resources: Ada Tsang
Vice-President, Marketing and Development: Diana Wong
Vice-President, Operations: Herman Ng

Directors

Director, Project Management: Sina Safarzadeh Amiri
Director, Client Relations: Lucie Drabinova
Director, Finance: Jeff He
Director, Marketing: Faisal Khan
Director, Evaluation: Judith Lau
Director, Development: Haydn Liang
Director, Social Media: Sara Maki
Director, Information Technology: Charumitra Pujari
Director, Knowledge Management: Igor Skapinker
Director, Volunteer Recruitment and Retention: Anuj Tickoo
Co-Director, Training and Development: Leah Tussman
Co-Director, Training and Development: Carissa MacLennan

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