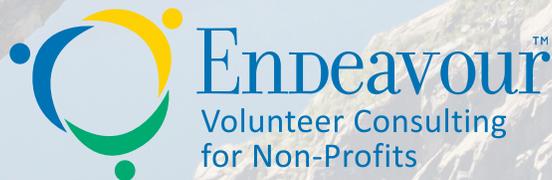


REACHING NEW HEIGHTS

Annual Report 2012-2013



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.





Message from Chair

Since Endeavour was founded, we have seen tremendous growth in the number of non-profits we are able to serve. Our dedicated volunteers provide advice to help non-profits answer the most fundamental questions about how to operate more effectively. For almost 60 non-profits and the communities they serve, the impact of this support is immeasurable. We have reached heights we never could have imagined.

As I look forward to 2013/2014, I see so many fantastic opportunities in front of us. We will be working with a dozen new non-profits. We will be piloting new pro bono initiatives to expand the number of organizations we can support. We will be wrapping up one strategic plan and at the same time creating a new plan for the future.

As much as we have grown, many non-profits still need help. Each of you has already made a huge impact. We know that all of our present and future success is because of you. As we look back and realize we are reaching new heights, we look forward and see the even greater heights we will achieve as we continue to work together.

Steven Ayer

“As we look back and realize we are reaching new heights, we look forward and see the even greater heights we will achieve as we continue to work together.”

Canada

lunteer.ca

volunteers.ca



Message from Co-Founder & President

At the end of our 2012/2013 year, I returned home from the Global Pro Bono Summit in New York City energized and inspired to be among a group of pioneers and leaders committed to building the global pro bono movement. I'm privileged and excited to say that Endeavour was invited to represent Canada at the first-ever Global Pro Bono Summit in 2013, and that we are well positioned to play a leadership role in advancing the field of pro bono back home with the insights, experiences and relationships that we have built over the last six years.

In 2012/2013, we grew our number of completed consulting engagements to nearly 60 and completed our first pro bono engagement in partnership with AstraZeneca Canada. With new ideas, learnings and connections from the Global Pro Bono Summit, I am excited about the many opportunities we have to grow our impact in Canada above and beyond our traditional programs.

As we reflect back on our achievements from the past year and look forward to what's ahead, I know that none of this would be possible without all the brilliant and hardworking volunteers that donate their talent and time to Endeavour. A tremendous thank you to all of our volunteers, as well as our non-profit clients and supporters – we are reaching new heights because of you.

Andrea Wong



Our Commitment to Volunteer Development

Endeavour is a volunteer-run organization that understands the impact skilled volunteerism can have on the charitable and non-profit sector. We are dedicated to engaging skilled volunteers and matching their talents with the organizational needs of a nonprofit. We organize training programs and conduct review sessions so that our volunteers are provided with both theoretical and practical knowledge in order to develop impactful and feasible recommendations for our non-profit clients. Our internal leadership positions and consulting projects provide hands-on opportunities for skilled volunteers to apply and sharpen their skills, while creating a lasting impact in their communities.



Pioneering a Movement

As a Canadian pioneer in the growing global pro bono movement, Endeavour is committed to collaborating with partners across different sectors and with our peers from around the globe to advance the field of pro bono. In partnership with the corporate sector, Endeavour is blazing the trail in Canada with innovative employer-supported pro bono and skills-based volunteering programs that engage and develop the talents of employees, delivering value to both businesses and communities.

Through our flagship volunteer consulting program, Endeavour is engaging and strengthening the citizen sector and building the capacity of Canada's non-profit sector to effectively engage with pro bono consultants. Endeavour will continue to play its leadership role in representing Canada on the global pro bono stage, including at the annual Global Pro Bono Summit and during global Pro Bono Week in October.

Together, in our endeavour to make the skills of the business community accessible to non-profit organizations, we are strengthening communities across Canada.



Featured Clients

Corporate Partner: AstraZeneca Canada
Client: Toronto Kiwanis Boys and Girls Clubs (TKBGC)
Consulting Project: Strategic Plan

In 2012, AstraZeneca partnered with Endeavour to offer an employer-supported skills-based volunteer project as part of its Corporate Responsibility platform and approach to employee engagement. Using the Endeavour model, a team of AstraZeneca employees provided volunteer consulting to help the company's charitable partner, the Toronto Kiwanis Boys and Girls Clubs (TKBGC), develop a five-year strategic plan.

The consulting team conducted extensive research, stakeholder consultation, analysis and board collaboration to inform the development of the strategic plan. At the end of the six-month engagement, the team recommended to the TKBGC board a set of strategic goals and enablers along with an implementation plan and proposed measures of success. TKBGC has since developed a work plan for board committees and staff to achieve the goals set out in the strategic plan.

"[W]hy [the consulting engagement] was such a fantastic process is that [the volunteers] took the time to do the background work. They assisted us in doing a complete community consultation, so the input that we received in the process from all of our stakeholders... ended up being the most valuable in giving us some real directions in our new [strategic] plan."
- Ian Edward, Executive Director, TKBGC

The skills-based volunteer project not only benefited the non-profit client, but also contributed to employee skills development, team building and leadership development, and enhanced the volunteers' capabilities to contribute to the non-profit sector.

"Participation in [employee volunteer] programs, like the Endeavour initiative, boost morale and engagement by creating opportunities for employees to deploy their skills to purpose-driven work beyond their day-to-day roles. It also provides a platform to further develop leadership, mentoring, communication and problem-solving skills that are crucial to the business environment."
- Greer Hozack, Executive Director, HR and Communications AstraZeneca Canada

The success of the partnership and project between AstraZeneca, Endeavour and the TKBGC was a result of a number of factors, including strategic and cultural fit, leadership and commitment. To learn more, read the *Business Case for Pro Bono and Skills-Based Volunteering in Canada* at www.endeavourvolunteer.ca/astrazeneca.

Client: PREVNet Inc
Consulting Project: Earned Income Business Plan

Promoting Relationships and Eliminating Violence (PREVNet) is a national network of leading researchers and organizations, working together to stop bullying in Canada and promote safe and healthy relationships for all Canadian children and youth. PREVNet is a world leader in bullying prevention, often quoted in media on the topic of bullying.

PREVNet engaged Endeavour to develop an earned income/social enterprise business plan for a bullying assessment tool. At the end of the six month engagement, Endeavour not only provided recommendations for the business model and the implementation plan, but also suggested a marketing strategy, including website implementation advice. Some months later, PREVNet implemented the website for the bullying assessment tool and hired staff to support recommended business development activities.

"We were thrilled by the level of engagement, commitment, passion and professionalism of the Endeavour team of volunteers. They delivered an implementation-ready, feasible earned income business plan for PREVNet's new Bullying Evaluation & Strategies Tool. By receiving a promotion and sales strategy along with clearly articulated brand messaging for all social media outlets, our team now has momentum and direction to take this tool to market. This consulting process has been a collaborative and enjoyable learning and growth opportunity for our team from start to finish!"

- Kelly Petrunka, Executive Director, PREVNet

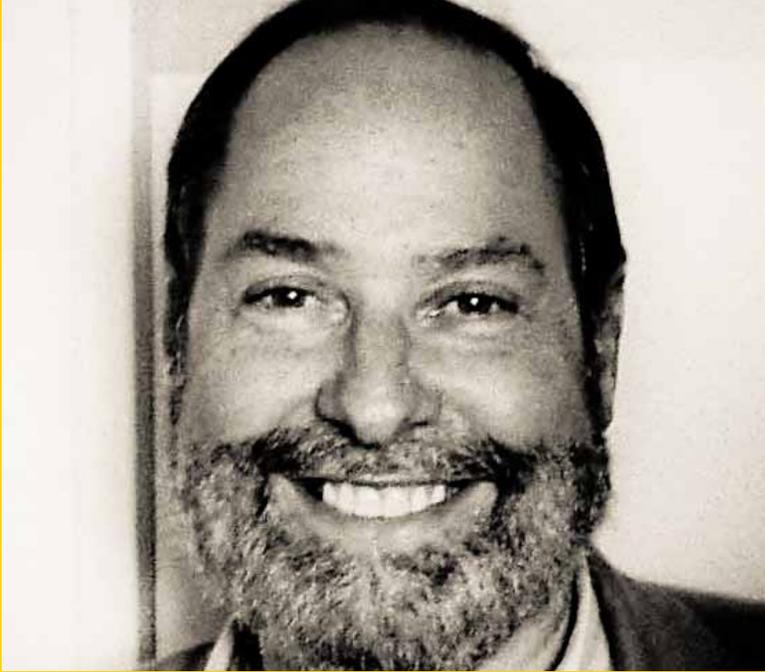
Client: John Howard Society of Ontario (JHSO)
Consulting Project: Marketing Strategy

John Howard Society of Ontario (JHSO) provides, through its local affiliates, crime prevention, intervention, institutional and after-care services to individuals at risk with the criminal justice system. JHSO has been in existence since 1929 and currently has 19 affiliates in Ontario, representing 700 staff members and 750 volunteers.

JHSO engaged Endeavour to develop a marketing strategy to address its brand messaging, spread awareness of its services and reach out to its stakeholders more effectively. At the end of the six month engagement, Endeavour provided recommendations for the marketing strategy including marketing governance, simple and coherent messaging, tagline and elevator speech, suggestions for consolidated web presence, social media strategy, visual identity toolkit, among others. At the end of the consulting engagement, JHSO made a generous donation of \$1000 to Endeavour.

"We feel very grateful for the opportunity to work with such a skilled group of professionals. The Endeavour consulting team quickly gained a clear understanding of the Society's structure and work in Ontario. They took on the huge task of analyzing not only the provincial office, but each of our 19 local offices as well. They were very thorough and pulled all of the key information together succinctly and thoughtfully. The Endeavour consulting team has provided us with the framework and key recommendations we need to move ahead with creating a clear and consistent marketing strategy for the Society in Ontario. Their expertise and outside perspective have been essential to bringing all stakeholders together and informing this valuable work."

- Paula Osmok, Executive Director, John Howard Society of Ontario



Working with Endeavour has been an amazing and rewarding experience. On the one hand, our clients have been enormously grateful for our work. In each instance, they could not afford to hire consultants and we've filled an important gap. On the other hand, the Endeavour teams have been a joy to work with. Although there are volunteers at all career stages in Endeavour, the unbridled enthusiasm of the younger professionals has touched me deeply.

- Donald Wallace, Engagement Manager

"I have always been extremely motivated by the energy and passion brought to Endeavour by its applicants, committee members and Executive team. It is for this reason I believe that the impact of Endeavour has grown exponentially in a short time, and it has been a truly rewarding experience to be a part of this growth! Endeavour has given me and many others the unique platform to make a difference in the community, while learning and growing by interacting with like-minded people from various different backgrounds."

- Anuj Tickoo, Co-Director of Volunteer Recruitment & Retention



"I have had the pleasure to work with the talented Endeavour team for the past two years at various capacities and most recently as the Director of Client Relations. I am proud to be part of an organization with such a great positive impact on the non-profit sector. My recent projects at Endeavour were focused on developing a comprehensive outreach strategy along with establishing the required infrastructure for our growing our client base. I am very excited to help Endeavour grow and in fact we will have the highest number of engagements in the upcoming cycle. GO ENDEAVOUR!"

- Hadi Alaghehband, Director of Client Selection





A Message From Our Volunteers

Forget a Master's program in Organizational Development, if you want experience in organizational development, change management, strategic planning, marketing – or life – look no further than Endeavour Volunteer Consulting for Non-Profits. Endeavour is a first-class consulting firm that teams up dynamic thinkers from all sectors and rallies the creativity of the collective in support of non-profit organizations that otherwise cannot afford professional consulting.

My first assignment was as an advisor on a team charged with the creation of a strategic plan for a prominent Toronto food bank. Endeavour introduced me to a consulting team of first-class professionals from research, telecommunications, banking and retail. As an advisor you are a mentor or coach but you're also a learner and if duty calls, a working consultant. I was introduced to dynamic clients – the Executive Director and Board. The relationship was so positive I was subsequently invited to join the Board and have been gratified to be able to support the implementation of that strategic plan.

My second assignment has been equally fulfilling – another team of dynamic young professionals with a different challenge – a marketing plan to overcome stigma. This time I have been able to bring my professional network to the table to secure interviews.

Endeavour is impressively professional. All consultants, engagement managers and advisors are well trained. And there are checkpoints to provide guidance and a final report back to ensure accountability. The Endeavour experience should be mandatory for any OD professional in Toronto.

Judy Fantham



2013 Income Statement

REVENUES

Fundraising	\$3,970.31
Donations From Board	\$1,600.00
Sponsorship	\$10,500.00
External Donations	\$44.81
Interest Income	\$1.86

TOTAL REVENUES **\$16,116.98**

EXPENSES

Programs	\$1,700.30
Administrative	\$1,567.01
Fundraising	\$1,718.76

TOTAL EXPENSES **\$4,986.07**

CASH SURPLUS (Deficit) **\$11,130.91**

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

Endeavour's Impact (Highlights 2012/2013)

57 pro bono projects

\$4,275,000 in pro bono consulting services

53,500 pro bono/volunteer consulting hours

245 applications from the GTA community for volunteer consulting positions

Endeavour represents Canada at **first-ever** Global Pro Bono Summit in New York City

Endeavour **completes first** skills-based volunteer/pro bono project in partnership with AstraZeneca Canada





Board of Directors

Chair: Steven Ayer
Secretary: Emily Murray
Treasurer: Azer Hann

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

Senior Leadership Team

Co-Founder & President: Andrea Wong
Co-Founder & VP Human Resources: Ada Tsang
VP Consulting: Katherine Choi
VP Marketing & Development: Diana Wong
VP Operations: Herman Ng

Executive Team

Director of Research & Evaluation: Paul Bakker
Director of Finance: Jeff He
Co-Director of Volunteer Recruitment & Retention: Anuj Tickoo
Co-Director of Volunteer Recruitment & Retention: Laura Gutsch
Co-Director, Training and Development: Leah Tussman
Co-Director, Training and Development: Carissa MacLennan

Director of Client Relations: Lucie Drabinova
Director of Client Relations: Hadi Alaghahband
Director of Project Management: Sina Safarzadeh Amiri
Director of Project Management: Jonathan Krieger

Director of Knowledge Management: Igor Skapinker
Director, Information Technology: Charumitra Pujari

Director of Social Media: Sara Maki
Director of Marketing: Faisal Khan
Director of Business Development: Yasir Fahmi
Director of Development: Haydn Liang

Social Media Team

Natalie Henry
Murray Jones
Veronica Zaretski
Jason Shim
Banu Raghuraman

Volunteer Recruitment Committee Members

Kartik Kamat	Shannon Hamilton
Michaela Garfield	Jonathan Krieger
Joanne Cave	Tatjana Ljaskevic
Nasrin Nejatbakhsh	Elizabeth Lee
Jennifer Wolter	

Client Selection Committee

Vidya Patel	Zami Salaria
Saloni Shah	Sina Safarzadeh Amiri
Jordan Stevens	Daniel Faulkner

Advisory Committee

Jennifer Frees	Steve McClelland
Steve Ayer	Jim Love
Zayna Khayat	Matt Fullbrook
Agnes Meinhard	Mary Lynne Stewart
Ann Armstrong	Teresa Huang
Patrick Dunn	Ming Young Tam
George Oliver	Alex Gill
Gail Severini	Barry Linetsky
Xavier Debane	Jane Zhang
Sam Heath	Judy Fantham
Alexandra Snelgrove	

Internal Consulting Teams

Samuel Oduneye
Mandy Lo
Philips Benjamin
Deven Parmar

