



# Project GIVE Information Package

Generating Innovative Visions of Entrepreneurship

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# Project GIVE

## YWiB SFU | our university chapter

YWiB SFU is a YWiB university chapter that brings diverse passionate SFU leaders together. Focusing primarily on mentorship, networking, and facilitating growth, YWiB SFU is committed to bringing members closer to front-line executives who are professionals in their specific areas of expertise. YWiB SFU brings relevant and constructive learning for students tailored to the specific needs of the SFU community. This in turn will bring value for the university as a whole.

YWiB SFU is created for female students who are looking to grow and learn. Despite the name “Young Women in Business”, we strive to be inclusive by encouraging women from all faculties to become involved and reap the benefits that we are offering. YWiB understands that all women, regardless of profession or area of study, are in the business of creating their own career. YWiB enables female students to build these fundamental skills to achieve success on their own terms.

## YWiB’s profile

### my company

Canadian Young Women in Business Society

### childhood ambition

To change the world

### fondest memory

Beyond Pink 2008 — Our Kickoff

### my home

Vancouver

### retreat

A place with big ideas, excitement and energy

### wildest dream

To make every woman’s dreams come true

### proudest moment

Succeeding when everyone told us we’re crazy

### biggest challenge

Continuous growth

### perfect day

Wine, sun, ocean and friends

### first job

Students

### favourite quote

“Do what you can, with what you have, where you are.” — Theodore Roosevelt

## what is social entrepreneurship?

Social Entrepreneurship is about identifying and pursuing opportunities to bring about change with respect to society’s pressing social problems. It is about impacting society in a positive way, in areas such as education, economic development, welfare reform, environment, health, and human rights. The topic is broad, and the possibilities are endless.



## Project GIVE

### the program

Coming September 2010, YWiB SFU presents a new platform for women who are passionate about social entrepreneurship, and who believe in their ability to make an impact on their communities.

We encourage students from across all faculties to apply for this exciting new program. Twelve applicants will be selected to form teams of 3 – 4 women, and each team will create their own social entrepreneurship project. Each team will have the freedom to choose a project that inspires and interests them, and will be encouraged to either creatively develop an idea for a new non-profit organization, or to seek out existing non-profit organizations to collaborate with on a new program idea to help raise funds. Teams will work with mentors and attend seminars throughout the year, which will provide knowledge, expertise, and guidance to participants. The program will culminate in a panel session, where each team will present their project to a panel of experts, who will then collaborate with one another before delivering feedback and advice to each team. Following the presentations, a dinner event will be

offered, where participants, mentors, and panel members can mingle and discuss their ideas. Participants will leave the program with new skills and understanding of social entrepreneurship used to create their projects, confidence and experience with presenting ideas to important executives, and valuable new relationships.

Each team will have developed a solid social entrepreneurship project, and will be encouraged to further pursue opportunities to put them into action. Along the way, teams will also greatly benefit from their interaction and mutual learning with social entrepreneurship experts in the form of mentors, seminar speakers, and panel members, as well as the other passionate, ambitious young women that they will be working with.



### our objectives

- ✿ Provide a forum for ambitious young women, full of ideas and passion, to learn the skills necessary to develop their ideas into an actionable plan
- ✿ Connect participants with experienced mentors, respected organizations, and other passionate women
- ✿ Inspire women to focus on social change and improving the lives of others
- ✿ Build participants' confidence and experience through the creation and presentation of their project
- ✿ Encourage, develop, and support ideas that can be put into action

### mentorship relationship

YWiB will arrange mentors for each team, and do our best to match mentors and mentees according to each team's area of interest. Mentors will meet formally with the teams twice throughout the program's duration to provide experience, advice, and support with the team's project. They will also be available to provide guidance when needed. This is an opportunity for participants to build relationships with industry experts, and gain confidence in their projects and abilities.

## Project GIVE

### benefits to program participants

- ✿ Opportunity to work with industry experts in the form of team mentors
- ✿ Access to connections with well-established organizations looking for new ideas
- ✿ Opportunity to learn and develop the skills needed to create a strong social entrepreneurship project plan
- ✿ Group dynamic provided by enthusiastic, diverse team members
- ✿ Experience and wisdom shared by seminar speakers, mentors, and panel members
- ✿ Feedback and insight offered by panel members at the year-end event
- ✿ Opportunity to nurture an idea to bring forth a solid foundation for a plans that could be developed into a working project

### benefits to program mentors

- ✿ Opportunity to work with energetic, ambitious young women full of ideas
- ✿ Chance to enjoy mutual learning, and gain new perspectives from participants
- ✿ Exposure to fresh ideas that could be pursued and executed

### YWiB SFU membership benefits

- ✿ Able to opt-in to receive the YWiB monthly newsletter, with information about our network and events
- ✿ Able to enjoy full cross-benefits of YWiB UBC, meaning the ability to attend their events at the YWiB UBC member rate, and enjoy their benefits
- ✿ Access to YWiB SFU events at the discounted member rate



### benefits to speakers

- ✿ Opportunity to pass on knowledge and experience to a group of ambitious young women who will be part of the future of social entrepreneurship
- ✿ Chance to connect with program participants, and hear their new, fresh ideas
- ✿ Platform to inspire the participants to become excited and passionate about the opportunities awaiting them within the field of social entrepreneurship



# Project GIVE

## Calendar 2010/2011

Application Deadline [September 24]

Application Interviews [September 24 to October 1]

Seminar 1 [October 9]

Meet other program participants, and enjoy the knowledge, experiences, and stories shared by a panel composed of the program mentors. This seminar will kick-off the program, and serve as a great way to inspire ideas, while creating a foundation for teams to build upon. It is also an opportunity for teams to get to know the program mentors, as well as their non-profit backgrounds, and for mentor-mentee relationships to form organically.

Mentor Meeting 1 [November]

While each mentor/mentee relationship will be different, as will be their schedules, we encourage teams to set a formal meeting with their mentor this month to touch base on the project's progress. This is a chance to ask questions, gain advice, and acquire confidence in presenting ideas in a formal setting.

Seminar 2 [January 15]

Two new keynote speakers will share their insight on various topics pertaining to social entrepreneurship project plans. This will help teams stay focused, and facilitate the learning process.

Mentor Meeting 2 [February]

Once again, teams will be encouraged to arrange meetings this month with their mentors. This should help teams to finalize their projects, and prepare for the panel session in the upcoming month.

Panel Session & Dinner Event [March 26]

As the program comes to an end, teams will present their completed project plans to a panel of experts. These professionals will collaborate to discuss the presentations, and present teams with their feedback, as well as thoughts and ideas about how teams can put their plans into motion. This evaluation will help further fine-tune the projects, while providing participants with the opportunity to gain experience and confidence in presenting to a panel. Further, this environment provides the opportunity to build relationships with industry professionals, and create connections that may help bring these plans into action. The panel session will take place from 1:00 – 4:00pm.

Following the panel session, a dinner will be held at 7:00pm for all participants, panel members, speakers, mentors, and organization sponsors. This will be an opportunity for participants to mingle with one another, as well as industry professionals, and discuss their projects while celebrating their accomplishments, and looking ahead to the future.