

# ABOVE & BEYOND

IMPACT REPORT 2020



*Photo by Jerry Kobalenko, courtesy The Pinnguaq Association*

## IN JUST A FEW SHORT YEARS,

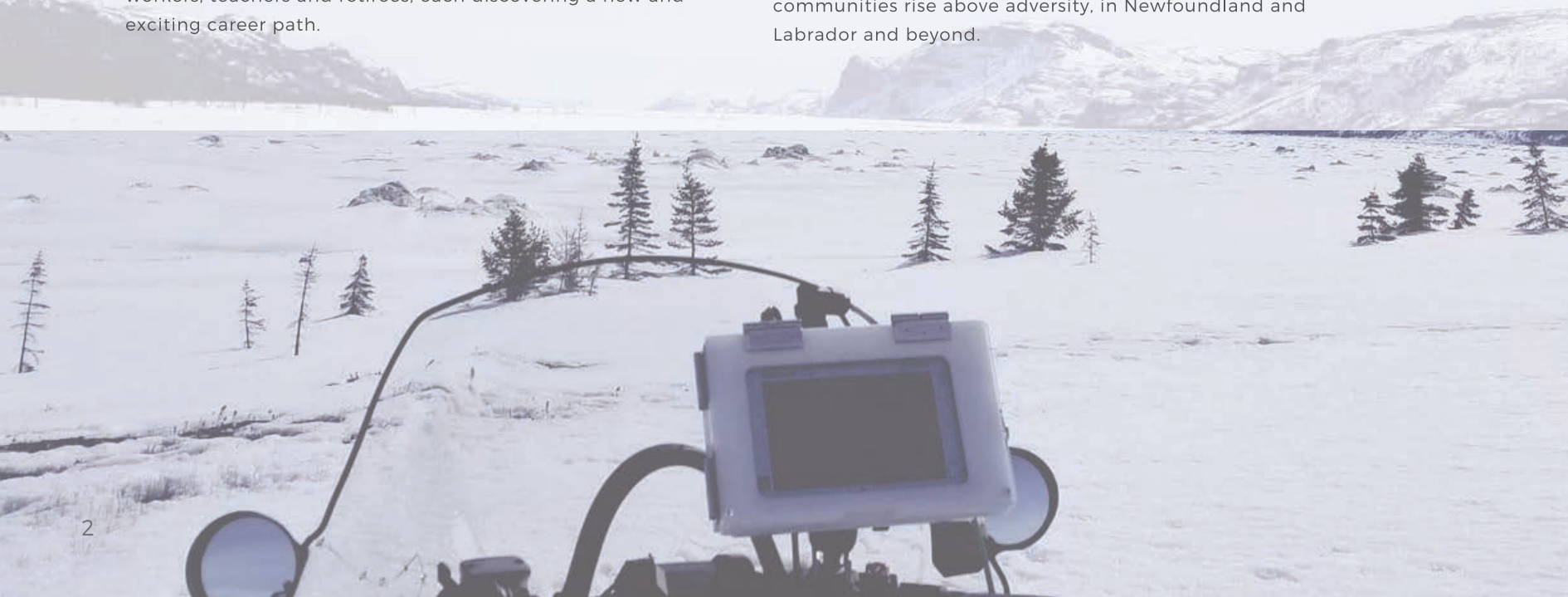
the Centre for Social Enterprise (CSE) has been able to raise individuals and their communities to new heights. With generous community support, we are cultivating a new generation of socially-inspired business leaders, through first-of-its-kind programming, an open, collaborative start-up environment, and student work experiences embedded in communities.

The Work Experience in Social Enterprise (WESE) program has been one of the most impactful CSE activities to date, matchmaking community needs with student support and solutions. The WESE program removes a barrier to employment for many under-resourced organizations.

This year will also see the first class of graduates of the Faculty of Business Administration's MBA in Social Enterprise & Entrepreneurship (MBA-SEE). Among these graduates are social workers, teachers and retirees, each discovering a new and exciting career path.

Such diversity can be seen across the CSE as a whole, especially in its approach to events and start-up challenges. Activities are designed for maximum inclusion and accessibility, and as a result, the CSE has become a flagship for groups traditionally underrepresented in business, including women and international students who comprise the majority of MBA-SEE graduates. In fact, CSE initiatives were noted by many students as the inspiration to enrol in the MBA-SEE program.

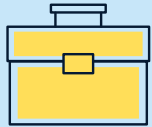
It is through this interconnection of activities that the CSE is really able to thrive as a distinct hub within the entrepreneurial ecosystem at Memorial University and in Newfoundland and Labrador. Each of these activities awakens and encourages a mindset towards a social enterprise career, providing a direct next step and a structured community to grow within. We are grateful for strong partnerships that enable this high impact programming. These rich experiences will continue to help communities rise above adversity, in Newfoundland and Labrador and beyond.



## BY THE NUMBERS

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### WORK EXPERIENCE IN SOCIAL ENTERPRISE



#### 72 WORK PLACEMENTS

23 INTERNATIONAL STUDENTS  
10 MULTIDISCIPLINARY PLACEMENTS  
10 POST-PLACEMENT HIRES

*Providing real work experience for graduate and undergraduate students in a wide range of disciplines.*

### MBA IN SOCIAL ENTERPRISE & ENTREPRENEURSHIP



#### FIRST 14 GRADUATES

MBA-SEE  
CLASS OF 2020

*Creating a new kind of business leader by supporting the pioneering MBA in Social Enterprise & Entrepreneurship*

### STUDENT & COMMUNITY INNOVATION



#### 49 PITCHES

4 START-UP WEEKENDS  
100 PARTICIPANTS  
9 WINNING TEAMS

*Bringing out the best in social entrepreneurs, giving life to their forward-thinking projects.*

### COMMUNITY PARTNERSHIPS



#### 22 SOCIAL ENTERPRISES

WITH SERVICE LEARNING BY

#### 85 BUSINESS STUDENTS

*Fueling real change in communities whose organizations are able to deliver on their mandates with the help of students.*



## COOL JOBS, WARM HEARTS

From high tech environmental monitoring to low cost food and housing programs, placements through the WESE program have opened students' eyes to the rich and rewarding work of social enterprise. Thanks to this program, social work student Todd Perry was able to join business student Shawna Dicker (funded separately) at SmartICE's Northern Production Centre in Nain, Labrador.

SmartICE is the world's first climate change adaptation tool that integrates traditional knowledge of sea ice with advanced data tools. The enterprise provides training and employment to inspire local Inuit youth to become champions of the technology. In his role, Perry built supportive relations among the youth team, while Dicker managed logistics for all on-the-ground-activities and offices. In this multi-disciplinary duo, each found the other's perspective to elevate their own.



*SmartICE team conducting ice measurements in Nain, Labrador*

"It was a perfect collaboration," says Perry. "Working with colleagues with like-minded values, we were able to promote a safe, trusting and supportive environment where youth could let their guard down and thrive."

Likewise, Dicker acknowledges the impact on business when the humanitarian aspects are equally considered. "SmartICE highly values Inuit and their knowledge," she says. "It's an enterprise of constant learning, innovation and teaching."

SmartICE executive director, Carolann Harding, says this intersection of disciplines is critical for success in social enterprise: "A social enterprise is more than a business. A social enterprise is dynamic and has lots of moving parts. Between the social impacts and business aspects, each has a different requirement and skillset, but when those skillsets merge together...that's when the magic happens."

Both Perry and Dicker have been hired back by SmartICE part-time, to continue their great work as established professionals in the field.

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*Pictured right:  
Todd Perry, left, and  
Shawna Dicker, centre,  
with Rex Howell, right,  
Northern Production  
Lead//Regional  
Operations Lead  
(Nunatsiuvut)*



*"This practicum has me thinking about how social work can align with business to tackle social issues—ideas I will take with me into my social work career."*

**TODD PERRY**

Youth Support Intern, SmartICE  
BSW 2020



## ON TOP OF THE WORLD

International student Roshayne Mendis came to this province to complete a masters in environmental policy. Thanks to a WESE placement, she found herself in beautiful Bonne Bay, Gros Morne National Park, joining a community's quest to protect its natural treasures.

Proposed developments to areas adjacent to the national park were threatening the integrity and appeal of the area as a whole. The residents of Bonne Bay felt a growing need to step in. Mendis' placement with the Friends of Bonne Bay and the Canadian Parks and Wildlife Society (CPAWS)

sought to capture public opinion in the area. She met with local residents and business leaders to document the various perspectives on the issue.

Mendis is confident that small business has a role to play in building resilient communities. Encouraging their prosperity will continue to be one of her personal and professional goals:

"I am determined to do more work for Newfoundland and Labrador. I love the people here and believe the province has more to offer."

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*"The province needs younger blood to take up the challenges and help social enterprises that need more insight. More students should serve rural communities and work closely with them."*

**ROSHAYNE MENDIS**

Community Engagement Co-ordinator (CPAWS)  
Masters of Arts & Environmental Policy, Grenfell Campus



## FIRST CLASS

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Hats off to a brand new class of graduates, pictured here celebrating early in the historic town of Port Union, NL last fall. These 14 individuals will be the first ever to hold the new MBA in Social Enterprise & Entrepreneurship (MBA-SEE), the first program of its kind in Canada.

The MBA-SEE students are graduates from not just business programs, but engineering, social work, education, arts, science, and religious studies. They come from different parts of the world and range from a recent graduate to a retired school teacher. What they all have in common is a passion to make the world a better place, empowered by the knowledge and skills of an MBA.

MBA-SEE students learn theory in action through experiential 'living lab' opportunities. In September 2019, MBA-SEE students participated in a three-day field trip to the thriving rural communities of Bonavista Bay, NL whose profile is rising maybe thanks to social enterprises in the region. Here, students learned from business leaders, engaged in panel discussions, and gained perspectives on the many aspects of social enterprise, including infrastructure, architecture, historic designations and government partnerships, among others. Learning while living the local joys of the region, from big ocean views to fine dining, is a one-of-a-kind experience made possible only through the MBA-SEE and our incredible partners.





## LASTING IMPACT

A chance encounter during a part-time placement led MUN student Alyssa King from a Bachelor of Social Work (BSW) to the new MBA in Social Enterprise and Entrepreneurship (MBA-SEE).

King first discovered social enterprise through a WESE placement at Stella's Circle, a not-for-profit community organization that offers housing, employment and other community supports while operating a number of social enterprises. Working with Hungry Heart Café and Clean Start, King saw first hand the positive impact a social enterprise can have on individuals and their community.

During her WESE placement, King worked directly with a Bachelor of Commerce student, which was her first exposure to the business side of social enterprise. This collaboration, along with other concepts learned throughout her placement, inspired her to enter the new MBA-SEE program.

King's experience continues to open doors for herself and others. She arranged for her social work practicum to take place at Stella's Circle, where she was hired full-time as an Employment Counsellor after completing her undergraduate degree. She will return to this position after her MBA-SEE is complete.



*"Social enterprise allows me to use my social work skills along with my newly obtained business skills, which I will apply together going forward to successfully meet a double/triple bottom line."*

**ALYSSA KING**

Employment Counsellor, Stella's Circle  
BSW 2018, MBA-SEE 2020







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*"I knew I wanted to do business differently. It was nice to see there was a whole community of people who were thinking the same way."*

**TREVOR BESSETTE**

BBA Student, Active Citizen Youth Innovation Summit participant,  
Founder, Seaside Apparel & Seaside Reclaimed



# ONE PERSON'S TRASH...

A past winner of the annual Social Innovation Challenge, Trevor Bessette has launched and continues to innovate Seaside Apparel, a local start-up of branded clothing made entirely from recycled materials. Plastic drink bottles are recycled into the polyester for Seaside's sports t-shirts, while the hoodies combine the recycled polyester with cotton scraps collected from sewing room floors. The fabrics are ethically made in North Carolina, while the clothing itself is sewn in Haiti and Guatemala at co-op manufacturing facilities. All the screen printing is done by companies in Newfoundland & Labrador.

Living the values of social entrepreneurship every day, Bessette also donates profits to the Conservation Corps of Newfoundland and Labrador for environmental education programs and green community projects, as well as to a non-profit called 1% for the Planet. The slow and steady pace of business growth has been encouraging, and Bessette is aiming to enhance the presence of his brand in Atlantic Canada.

*Trevor Bessette, pictured right, is grateful for the "incredible resources" of the CSE for introducing him to social enterprise and continuing to offer a progressive, supportive community.*





## A GROWING BUSINESS

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"The Centre for Social Enterprise has helped me to develop Greenspace from the ground up," says Bennett Newhook, pun intended. His social start-up, Greenspace Urban Farms, seeks to improve food security by using shipping containers and other post consumer materials to create low cost urban farms. The mechanical engineering took first place in 2018's Social Innovation Challenge, and he's been digging in ever since.

"The Centre for Social Enterprise has been there since day one," says Newhook. "Everything that we have done really can be credited back to the network that we have developed through the Centre and working with other social entrepreneurs."

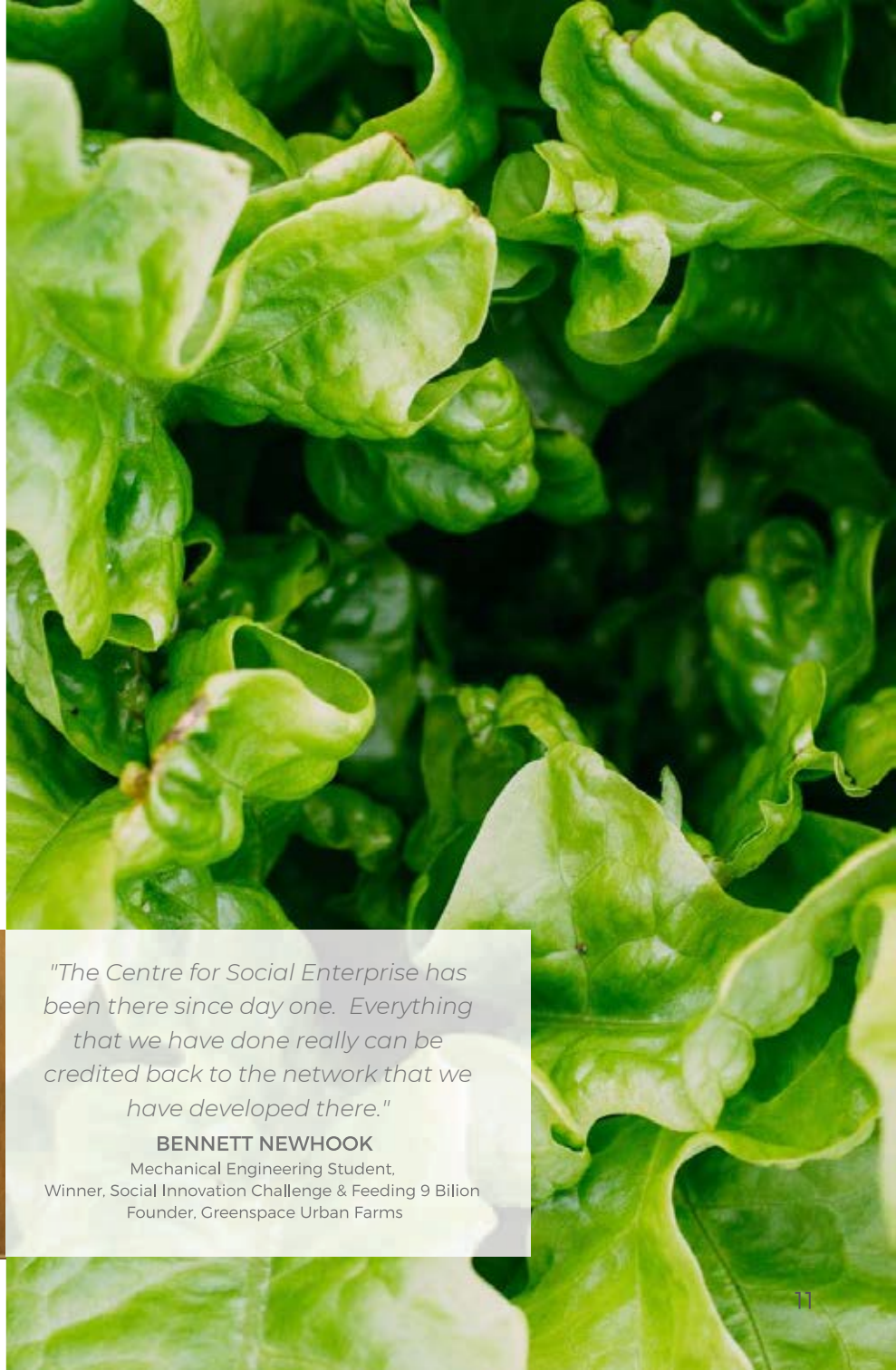
Newhook's vision is to see Greenspace units in communities all across Newfoundland and Labrador to lower the cost of fresh local produce for everyone to enjoy at an affordable price.



*"The Centre for Social Enterprise has been there since day one. Everything that we have done really can be credited back to the network that we have developed there."*

**BENNETT NEWHOOK**

Mechanical Engineering Student,  
Winner, Social Innovation Challenge & Feeding 9 Billion  
Founder, Greenspace Urban Farms





Top photo: Megan Penney, Mandy Penney and Katie Cashin

Bottom photo: Mandy Penney and Stephanie Evans

## FASHION FORWARD

Twin sisters Mandy and Megan Penney, along with Stephanie Evans and Katie Cashin, are developing unique social enterprises that recently won Youth Social Innovator Awards. These awards are presented at the annual Social Innovation Challenge.

Mandy and Stephanie are working together to develop a clothing alteration business called ProAccessible. "Stephanie and I both have cerebral palsy, which impacts our balance and some daily living activities," says Mandy, who uses a walker to help with movement. There are common clothing challenges for people with disabilities, for example dresses with long zippers in the back, which the fashion industry has been slow to address.

Meanwhile, Megan and Katie are creating an affordable and accessible transportation company called Access for All. Megan, who also has cerebral palsy, and Katie, who has proteus type syndrome, both use mobility aids such as powered wheelchairs, walkers and crutches. Without accessible transportation or the ability to drive themselves "it can be quite debilitating to figure out a plan for a ride," said Megan.

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*"We met so many passionate entrepreneurs and business mentors, which was the real prize."*

**MANDY PENNY**

Winner, Youth Social Innovation Awards 2019

Co-visionary, ProAccessible

MBA-SEE Class of 2021



## COLIN CORCORAN OF ST. MARY'S BAY CONNECT

points to three specific ways the CSE supports have been invaluable to the organization.

### NETWORKING

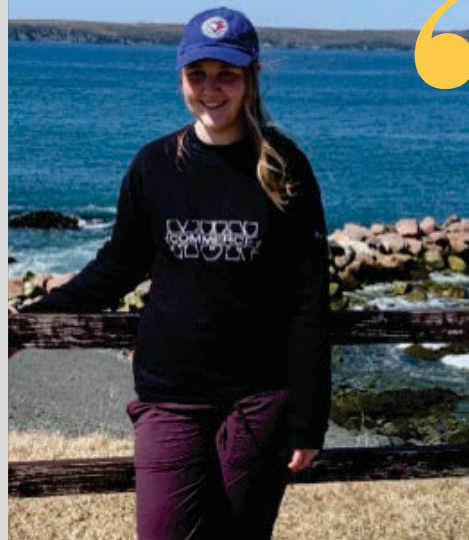
"The Centre for Social Enterprise would regularly connect us with people working on similar ideas, which was incredibly valuable."

### STUDENT TIME & TALENT

"We took advantage of two initiatives for students offered by the Centre. One supported a student working on a research project, which allowed us to identify additional development opportunities for the future of the group. The second project was a group of students, who were working on a defined issue [internet connectivity] through coursework."

### EXPOSURE

"I have been able to have discussions with mayors of nearby similar communities and others. It is the exposure that really helped to add legitimacy to the organization."



*"This project definitely sparked interest into further developing my hometown. I learned about the true potential St. Mary's has to offer and it's something I will absolutely consider."*

**EMILY FAGAN**

BComm Student  
St. Mary's Bay Connect



*"Without the support from the Centre, I don't think that Read Our Lips would be launched. They have helped with a huge piece of work and I have been very fortunate to have had amazing students working with us."*

**ALISON BUTLER**

Coordinator of Education and Awareness,  
Canadian Hard of Hearing Association-NL



*"The collaboration enabled us to have the skillset we needed, gave a tremendous work experience to a social work student, and provided CSE an opportunity to work on a local project. We were able to pull it all together in pursuit of positive social impact on a local community."*

**CAROLANN HARDING**

Executive Director, SmartICE



*"Social enterprise was a concept that I had not encountered before. Through working for Shorefast, I have since become a believer in this business concept. Allowing businesses to think about something other than profits leaves them able to make a difference in their communities and improve upon their chosen cause."*

**REBECCA HULAN**

Marine Institute Graduate, ShoreFast Foundation WESE Student





*"I would recommend getting experience in social enterprise to all students because it is a unique experience that will open so many doors. I've made a lot of connections and learned so much."*

**LESLIE FELTHAM**

BComm Student



*"MUN has been a great co-conspirator when it comes to launching the social innovation ecosystem in NL. They have been amazing in listening, looking for synergies and naturally seeing linkages. Plus they are always looking for how we can push the envelope, continue to innovate and lead by example."*

**CARLA LEON**

Innovation & Special Projects, EDGE, a Network for Ministry  
Renewal & Development, The United Church of Canada



*"The most valuable aspect of the competition was stepping out of my comfort zone. Learning how to conduct research on my own and networking with others who had the same background as me really helped me to gain confidence and add a bit of fun to it."*

**GABRIELLE CHARLTON**

BSc Student (Physics, Earth Science)  
Winner, Memorial's Map the System 2018

## ONWARDS & UPWARDS

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A dream is coming true! In support of our signature collaborative approach, for students that do not find their needs met elsewhere in the entrepreneurial ecosystem, the CSE is launching a Social Venture Incubator. The intention of the incubator is to create financially sustainable ventures with strong social missions and a commitment to demonstrating social impact at their core.

In December 2019, the CSE incubator was recognized by Mitacs, a nonprofit national research organization that, in partnerships with Canadian academia, private industry and government, operates research and training programs in fields related to industrial and social innovation. This is a great opportunity for MBA-SEE students, who will be able to apply to Mitacs programs to develop their social ventures.

**Meet Nora & Wendy, MBA-SEE students who are now among the first students of the CSE's new Social Venture Incubator.**

### WENDY REID-FAIRHURST, CO-FOUNDER

Cohousing NL



*"Being a female entrepreneur means wearing a lot of hats and juggling family and work opportunities, but way more flexible than working for someone else."*

Cohousing NL is developing a new model for modern housing: shared housing communities for increased social connections, downsized living and environmental sustainability.

### NORA TRASK, CO-FOUNDER

Cloudberry Forest School



*"There is no greater reward than being able to take the risks necessary to realize my dreams."*

Cloudberry Forest School is an outdoor school that offers children regular and repeated access to natural woodlands with the support of highly qualified teachers.



## COMMUNITY WHEN IT COUNTS

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In the spring of 2020, the lives of Memorial University students, like so many others, were upended by the COVID-19 public health crisis. Students and other vulnerable communities, already struggling, now face additional pressures with limited resources or options. The Centre for Social Enterprise has been a crucial ally, striving for continuity and creating opportunities despite adversity.

The reality of the COVID-19 health measures is that students are losing work placements, resulting in lost wages as well as delayed academic progress for students whose graduation is dependent on work terms in their fields. Many community partners are simply unable to provide wages. Those with seasonal activity in particular report having to lay off employees and shut down operations.

The CSE has responded by reaching out to our network of community partners for opportunities and by providing stipends so that students can be placed in paid work terms. This continuity is important not just for the students, but also for the social enterprises whose missions are critical in the community, and who may face closure in such uncertain times.

The CSE has also supported Faculty of Business Administration students whose spring-summer work terms fell through, and we intend to continue this support as work terms continue remotely in the fall. We have had to be creative, looking to ensure that students are paid proper wages either by encouraging partners to pay what they can above and beyond the stipend if possible, or by supporting them to leverage the stipend.

For students in the MBA-SEE program, the CSE has been facilitating internships over the summer of 2020 to ensure all students secured remote internships. Several of the students' internships support COVID-19 work and contingency planning, through researching the impact of COVID-19 on youth employment, and developing scenarios for business continuity to transition back to pre-COVID operations.

If there is a silver lining, it is that this public health crisis has highlighted the immense value of social enterprise as a means to healthy, resilient populations. Critical issues such as food security, senior care and safe housing have been forced to the surface, and the Centre for Social Enterprise with its incredible community partners has been able to give Newfoundland and Labrador a head start.



*CSE staff with team members and WESE students of Guide to the Good, a social enterprise that makes it easier for customers to shop local, social and green.*

# THANK YOU

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From the Centre for Social Enterprise, the Faculty of Business Administration, and the Schools of Social Work and Music: **thank you.** From faculty and staff, students and graduates, today's community partners and tomorrow's business leaders, thank you for supporting the immeasurable potential of social enterprise in action.

We look forward to the continued momentum of social enterprise as a way to elevate individuals and their communities to new heights of health, happiness and prosperity.



*Social enterprise Take Two Gently Used Clothing provides support resources and employment opportunities for individuals with disabilities to live independently.*



*Pharmacy graduate student Khillol Chokshi with Choices for Youth's Ally Jamieson and Chelsea MacNeil. Chokshi helped compiling data relevant to at-risk youth challenges like addiction and homelessness.*



*Community partner Fishing for Success is dedicated to living, sharing and celebrating the culture of Newfoundland and Labrador's fishing tradition.*





CSE staff introducing the new MBA-SEE program at Ashoka U Exchange, a global gathering of social impact educators.



Stella's Circle Inclusion Choir is an open-for-all choir for hire that gathers weekly to make "joyful noise." CSE students helped debut an original song to a national audience with Juno award winning singer/songwriter Amelia Curran.



CSE students and staff with Active Citizens Youth Summit participants, each holding one of the 17 United Nations Sustainable Development Goals.



Founded by Memorial commerce graduate and social entrepreneur Megan Meadus, Enpak Adventure creates meaningful employment for at-risk youth in Haiti.



