



SHAPING THE FUTURE

SPONSORSHIP
PROGRAM
2021/2022

ABEEL

ALLIANCE OF BLACK EMPLOYEE
EXPERIENCE & LEADERSHIP

ABOUT ABEEL & ELLISDON



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About ABEEL

ABEEL FOUNDATION

The ABEEL Foundation (a non-profit organization) stemmed from an employee-led group within the EllisDon Corporation. We help to raise awareness and promote education on how we can stop racism within our organizations and the communities in which these organizations serve.

At ABEEL we strongly believe that simultaneously empowering and educating present and future generations is instrumental in creating a society that is more diversified, equitable and inclusive. We aim to open doors and provide connections to opportunities for youth in underserved and underrepresented BIPOC communities (with a particular focus on Black youth).

By strategically partnering with youth from our selected communities, ABEEL seeks to reshape the present and forge a new future; one with a sense of belonging and status shared equally among all groups. Our programs systematically foster strong allyship against anti-Black racism issues prevalent in today's society.

About ABEEL

OPERATIONS



Samuel Ajobo
Founding Member,
President & CEO



Isabel Onaba
Founding Member,
Executive Vice-President
of Operations



Denroy Jackson
Founding Member,
Executive Vice-President
of Operations



Siju Ewhubare
Founding Member,
Executive Vice-President
of Operations



Sophia Nallaiah
Programs Director



Jelena Madzarevic
Programs Director



Kelsey Jenkins
Programs Director
Sponsors/Donor Relation,
Fundraising

BOARD MEMBERS

- Cherilyn Scobie Edwards (She/Her): Director of DEI, University of Toronto
- Tess Porter (She/Her): Community Education Liaison Worker, S.A.T.E at the Ottawa-Carleton District School Board
- Joan Manning: Registered Psychotherapist, MA, RP, Resilient Focus Counselling and Consulting

ADVISORY BOARD

- Helen Nowlan-Walls: Director for Donor & Community Engagement, Calgary Education Matters
- Lissa Mitchell, MBA: National Operations Director for Strategic Alliances, KPMG
- Timothy Russell: Construction Manager, EllisDon
- Tamika Mitchell, CPA, CA: Senior Manager, KPMG

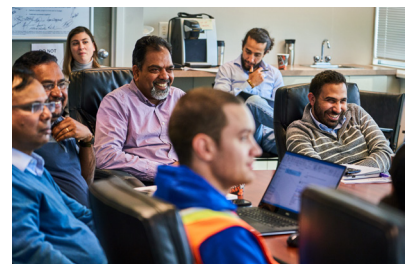
About EllisDon (Industry Supporter)

ELLISDON
INDUSTRY
SUPPORTER
OF ABEEL

EllisDon is a world-class, employee-owned construction services and technology company that completes more than \$5 billion in revenue annually, in every market sector and across the globe. Over the last 70 years, EllisDon has grown from being a general contractor to a multi-faceted company that can deliver any aspect of a project.

EllisDon's corporate culture and approach to business reflects its core values and principles: freedom, trust, complete openness, mutual accountability, entrepreneurial enthusiasm, integrity, and mutual respect.

EllisDon believes that inclusive diversity will enrich our environment, change our industry for the better, and ultimately help improve results. It is committed to creating an inclusive environment where all their employees can reach their full potential and individual differences are valued and respected.



SHAPING THE FUTURE SPONSORSHIP PROGRAM



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Shaping the Future Sponsorship Program

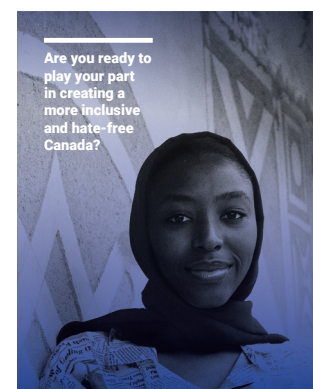
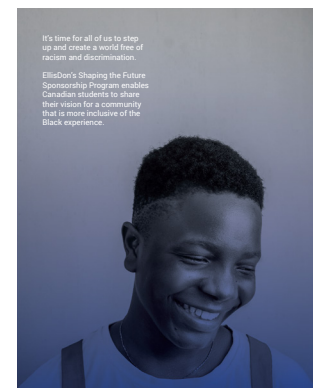
Using their preferred means of expression (such as poetry, visual art, music, and more), students from Canadian High Schools share their vision of a world that fosters a hate-free society by embracing the Black experience.

Students will work in teams of 1-5 to prepare their submissions, strong participation of Black students within these teams is encouraged.

Selected students are from Canadian high schools (or seeking equivalent educational certification in Canada), within focused communities across the country.

Through partnerships with high-school students nationwide, we will provide:

- Scholarships and bursaries awarded to participating students based on the analysis and evaluation of their program submissions. These bursaries can go towards a post-secondary education program.
- Coordination between youth participants to the pool of mentors from various industries.
- Access to customized virtual learning series, training programs, workshops, co-op, or internship opportunities via sponsoring organizations.
- Access to a series of workshops on mental health and counselling services.
- A donation to an approved charitable organization for youth who have completed the highest number of volunteer hours within their community.



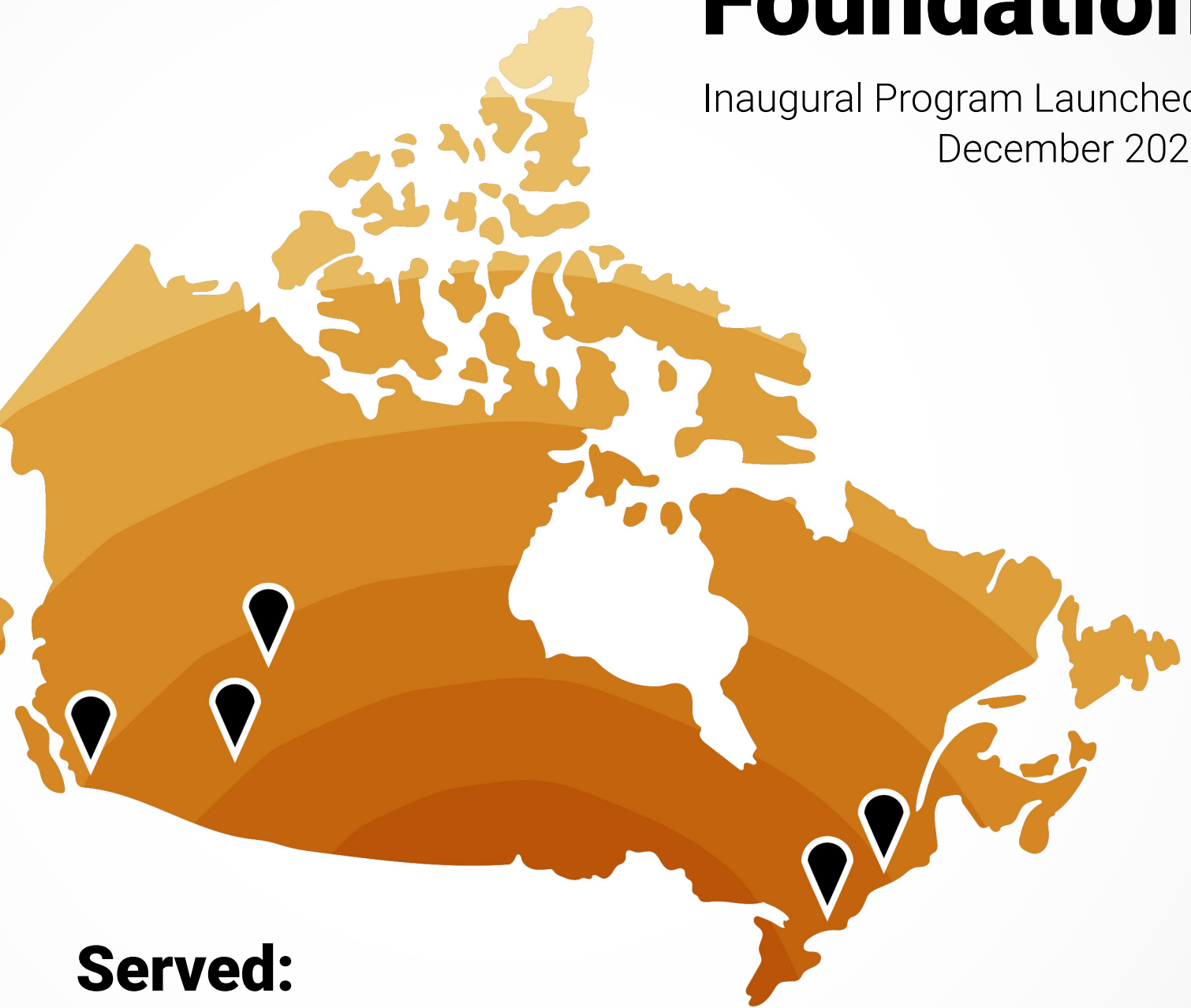


**SHAPING
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PROGRAM
2020/2021
IMPACT**

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ABEEL Foundation

Inaugural Program Launched:
December 2020



Served:

3 Provinces

5 Cities

16 Neighbourhoods

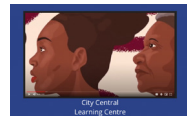
25+ Schools

Shaping the Future Sponsorship Program Reach

Access	<ul style="list-style-type: none"> • 5 Cities • 3 Provinces • 2 Languages • 16 Neighbourhoods • 25+ Schools • 100 Students
Bursaries	<ul style="list-style-type: none"> • 5 Cities • 3 Provinces • 16 Schools • 46 Students • ~\$40,000
Mental Health Program	<ul style="list-style-type: none"> • 3 Cities (Fourth about to kickoff) • 2 Provinces • 3 Schools (Top Award Recipient Schools) • 70 Students
Industry Integration	<ul style="list-style-type: none"> • 30 Students registered for Virtual Learning • Mentees and Mentors Coordination (Participation and Lesson Learned) • 20+ Placement Spots available to be coordinated across Canada for 2022-2023
Awards Night	<ul style="list-style-type: none"> • 300+ Virtual Participants • View Winners' Event • View Area Winners Submissions



James Fowler High School
Calgary | Winner



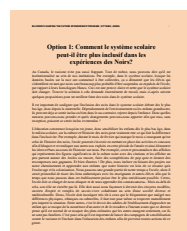
City Central Learning Centre – British Columbia | Winner



Queen Elizabeth High School
Edmonton | Winner



Northview Heights Secondary School
Toronto | Winner



Ecole Secondaire Publique Louis-Riel
Ottawa | Winner

Testimonials

This project gave me the opportunity to really sit down, and write a poem about everything I've ever wanted to say, and it gave me the chance to face myself, and accept myself for who I am.

STUDENT

It is a vital program that gave voices to students that they would otherwise not have. It gave students purpose and empowerment as they work together and strive to find solutions in creating a more equitable society. This experience bonded us together and allowed us to connect to each other in an emotional intelligence that we never had. It was an avenue to really connect.

TEACHER

Recognizing trauma often takes decades; and racism is definitely a form of trauma, one that can have a significant effect on the mental health of people [...] It's good for people of colour to share their stories as it's an important part of healing.

STUDENT

EllisDon has taken a very progressive effort to combat racism and intolerance, at EllisDon, in our construction industry, and in society as a whole. We have to come together to fight anti-black racism, intolerance and bigotry, and gender inequity. We know that we have to urgently fight in the 'here and now', but that we must also look to the future, and reach down into our schools to engage, educate and energize as many young people as possible. The ABEEL Shaping the Future Sponsorship program is an outstanding accomplishment and a great example of team leadership.

GEOFF SMITH

PRESIDENT & CEO OF ELLISDON CORPORATION
(FINANCIAL & IN-KIND SUPPORTER OF ABEEL FOUNDATION)



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Shaping the Future Sponsorship Program 2021/2022: Projection

Access	<ul style="list-style-type: none">• 5 Cities• 3 Provinces• 2 Languages• 20+ Neighbourhoods• 35+ Schools• 150+ Students
Bursaries	<ul style="list-style-type: none">• 5 Cities• 3 Provinces• 50+ Students• \$80,000
Mental Health Program	<ul style="list-style-type: none">• 5 Cities• 3 Provinces• 5 Schools (Top Award Recipient Schools)
Industry Integration	<ul style="list-style-type: none">• ~100 Students registered for Virtual Learning• Mentees and Mentors Coordination• 30+ Placement Spots available to be coordinated across Canada for 2022-2023
Awards Night	<ul style="list-style-type: none">• 500+ Participants (Mix of Virtual and In-Person)

Shaping the Future Sponsorship Program 2021/2022

Reward Structure: \$16,000 per City

REWARD	RECIPIENT	TOTAL REWARD VALUE
Bursary	Regional winning team	min. \$3500/winning team <i>(winning students to participate in maximum 1 hour interactive activity on financial literacy)</i>
Bursary	Participating students from the school of the regional winning team	min. \$1000 per region (even split)
Bursary	1 winning team from each of the other participating schools	min. \$1500 per region (even split)
Bursary	1 national winning team in each media category (4 Categories)	min. \$5000/category <i>(winning students to participate in maximum 1 hour interactive activity on financial literacy)</i>
Mental Health Program Accessibility	The community of the school of the regional winning team	min. \$5000 per region
Staff Champion	Awarded to a charity of choice of an exemplary Staff Champion's Charity of Choice	min. \$500 per region
Community Service Award	Awarded to charity of choice of a student (student team) who demonstrates exemplary community service	min. \$500 per region
Mentorship (c/w coop-internship) Access	<ul style="list-style-type: none"> Regional winning team National winning team min 1. additional student from each participating school (chosen by lottery upon receipt of name from teacher. Preference to students who participated in the program) 	

HOW TO SPONSOR



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Sponsors & Donors

INDUSTRY SUPPORTER

Our industry supporter, EllisDon, has provided support for the 2021/2022 program. These funds go directly into the minimum amount pledged for the following programs and awards: bursaries, award ceremony, mental health awareness program, and marketing services. This year, our hope is to expand this program, bringing together more like-minded organizations to expand our reach, and create a deeper impact for the students, schools and communities participating in the program.

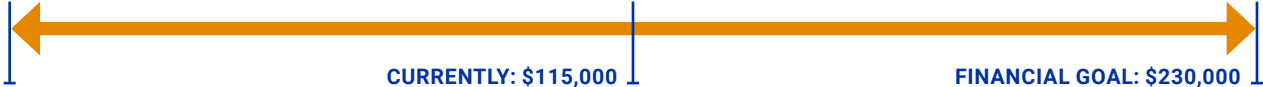


SPONSORS & DONORS

In partnership with national charity organization, Raising the Roof, sponsorship and donation amounts will go into the following program costs:



- * 25% towards mental health access programs for community system of students
- * 35% towards financial support to students and their communities (including Award Presentation Ceremony) for 2021/2022
- * 30% towards financial support to students and their communities (including Award Presentation Ceremony) for 2022/2023
- * 10% administrative cost
- * Acknowledgement and applicable tax receipts will be issued by our program partner, Raising the Roof.



Sponsorship Tiers

BENEFITS	Silver (\$1,000+ or In-Kind Donation)	Gold (\$20,000+)	Platinum (\$30,000+)
Youth Empowerment:			
• Coordination and support in hosting a custom company-specific virtual learning series for participating students	✗	✓	✓
• Coordination of co-op placements, internships, summer programs or similar opportunities with participating students	✗	1-2	3-5
• Coordination of mentorship program for your organization with participating students	✗	1-2	3-5
Organizational Impact:			
• Access to ABEEL Foundation team as guest speaker for sponsoring organization's internal or external function(s)	✗	1	2
• Access to curated DEI resources as it relates to anti-Black racism for the sponsoring organization	✗	✗	✓
Brand Awareness:			
• Featured Logo display at ABEEL Foundation Events	✗	✓	✓ (Prominent display)
• Logo display on ABEEL Foundation Website	✗	✓	✓ (Prominent display)
• Name recognition on ABEEL Foundation Website and other online platforms	✓	✓	✓
Recognition at Signature Events:			
• VIP Tickets to the Shaping the Future Sponsorship Program Award Event: Winter 2022	✗	2	4
• Opportunity to speak, moderate or present awards	✗	✓	✓
• Opportunity to setup a sponsor's booth	✗	✗	✓
• Invitation to attend the Award Event virtually	✓	✓	✓

**To learn more about the
program or to become
a sponsor or donor,
please contact:**

KELSEY JENKINS
Programs Director (Sponsors/Donor Relation, Fundraising)
ask@abeelfoundation.ca



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