

Annual Report 2020



TABLE OF CONTENTS

03 Letter from the Director

04 About CEED

08 CEED in Uganda

11 Internship Programs

15 Events

20 Online Presence

22 Financials

23 Thank you



LETTER FROM THE DIRECTOR

Dear members,

We will all remember 2020 as a quite disruptive year. Like many other organizations, CEED's model has been greatly affected both in Canada and Uganda. A global pandemic for CEED meant not only no travel but no onsite event, funding at risk and even no office. In such circumstances we either had to wait until better days come or adapt our model to the situation. We opted for the second choice. Hence, at CEED, if we had to summarize 2020 in one word it would be "**adaptation**". And the motto that the team kept in mind was "**expect the unexpected**".

Around the world, the pandemic has exacerbated and highlighted many inequalities and injustice. As a result, on top of health repercussions we had social and economic repercussions. For example we had record numbers of unemployment mainly affecting the youth, or more movement to address critical issues such as systemic racism (#Blacklivesmatter). More than ever, this global crisis showed us the importance of solidarity.

Despite great restructuration needed due to the situation, we continued to be active and dedicated to youth development and empowerment in Canada and Uganda. Overall we trained 12 students in international cooperation, launched a new virtual internship in Canada with 5 interns, empowered 7 young people to participate in a research initiative in Colombia, and finally increased our engagement online.

Without the combined strength of our committed teams, partners, volunteers, Board of Directors, Concordia University and donors, the work of CEED would not be possible. It is a privilege to work together to create a better and more inclusive world.

We hope that you will enjoy reading our annual report, and get to learn more about us.

Thank you!



Hawa Keita

Executive Director, CEED Concordia



ABOUT CEED

CEED Concordia is a nonprofit organization operating in Montreal, Canada and Gulu, Uganda. We are an organization dedicated to social justice, community empowerment, and positive change by supporting youth in our communities.

For over a decade, CEED has offered Concordia and Ugandan students opportunities to contribute to sustainable community projects in northern Uganda in the form of three month internships during the summer semester. Due to the Covid-19 pandemic, we have expanded our offerings to include opportunities for students that can be done from Montreal.

Every year, approximately 25 to 30 young people from both communities participate in CEED opportunities through internships, academic initiatives, and various positions within our organization.





VISION

We see youth as change agents in their communities.



MISSION

We foster community engagement through youth skills development and information sharing.



VALUES

Equality, integrity, social justice and sustainability.



OUR REACH IN NUMBERS TO DATE



436

interns trained



14,577

tree seedlings
planted



112

entrepreneurs
trained



6,865

school children
trained



**WE ARE WORKING TO SHAPE BETTER COMMUNITIES AND
FUTURE LEADERS FOR A BETTER TOMORROW**



CEED IN UGANDA

PARTICIPATORY RESEARCH PROJECT ON YOUTH ENTREPRENEURIAL SOLUTIONS FOR WASTE MANAGEMENT IN GULU CITY

Solid waste management is a global issue that, if not addressed properly, has implications for all individuals around the world. Even the city of Gulu, where the CEED compound is based, has been in the media recently about its handling of solid waste. Consequently, the team recognized that waste management has **enormous potential for innovation and job creation**, particularly for vulnerable groups such as youth and women.

In order to study this topic further, CEED launched a research project in partnership with AfriGreen Sustain, the Gulu Centre for Community Based Participatory Action Research and Gulu University. The goal of the project was to find waste management solutions that **emphasized job creation for the youth** from the perspective of those affected by this issue. Ultimately, 8 young people were trained as researchers to find better solutions to waste management while creating jobs for themselves and their peers. These participants underwent training sessions in **research ethics and qualitative methods** followed by several half-day and full day supervision sessions during their research.



While sharing about this project we were able to **reach over 50 people** from our stakeholder engagement circles, over 5,000 people through our social media platforms mainly Twitter and Facebook and thousands of people through the radio talk show. This project was made possible thanks to the financial support of Inspires from the European Union.

CELEBRATION OF INTERNATIONAL YOUTH DAY

Initiated by the United Nations in 1999, all UN member-states commemorate this date. In 2020, the theme proposed by the UN was “Youth Engagement for Global Action”. As an organization that specializes in **youth advocacy**, CEED participated in a radio talk show and published a video project.

This project shared key messages from religious, political, youth and cultural leaders on social media to celebrate this day. The messages also informed the discussions during the radio show. We worked closely with the Ministry of Gender Labour and Social Development and SOS Uganda in ensuring that the celebration was a success.

CELEBRATION OF WORLD ENVIRONMENT DAY “NATURE IS SPEAKING, LISTEN”

World Environment Day is a UN Environment-led global event. This day focuses on environmental concerns ranging from pollution, global warming, sustainable food production and protection of wildlife. CEED Uganda participated in a high level national webinar organized by the Ministry of Water and Environment on global environmental issues.



The theme for the World Environment day was “Nature is Speaking, Listen”. CEED was chosen to participate in this event because of our experience in this sphere and our good track record in **implementing environmental sustainability projects** in the community. Thanks to this event, we reached over 7,000 people.

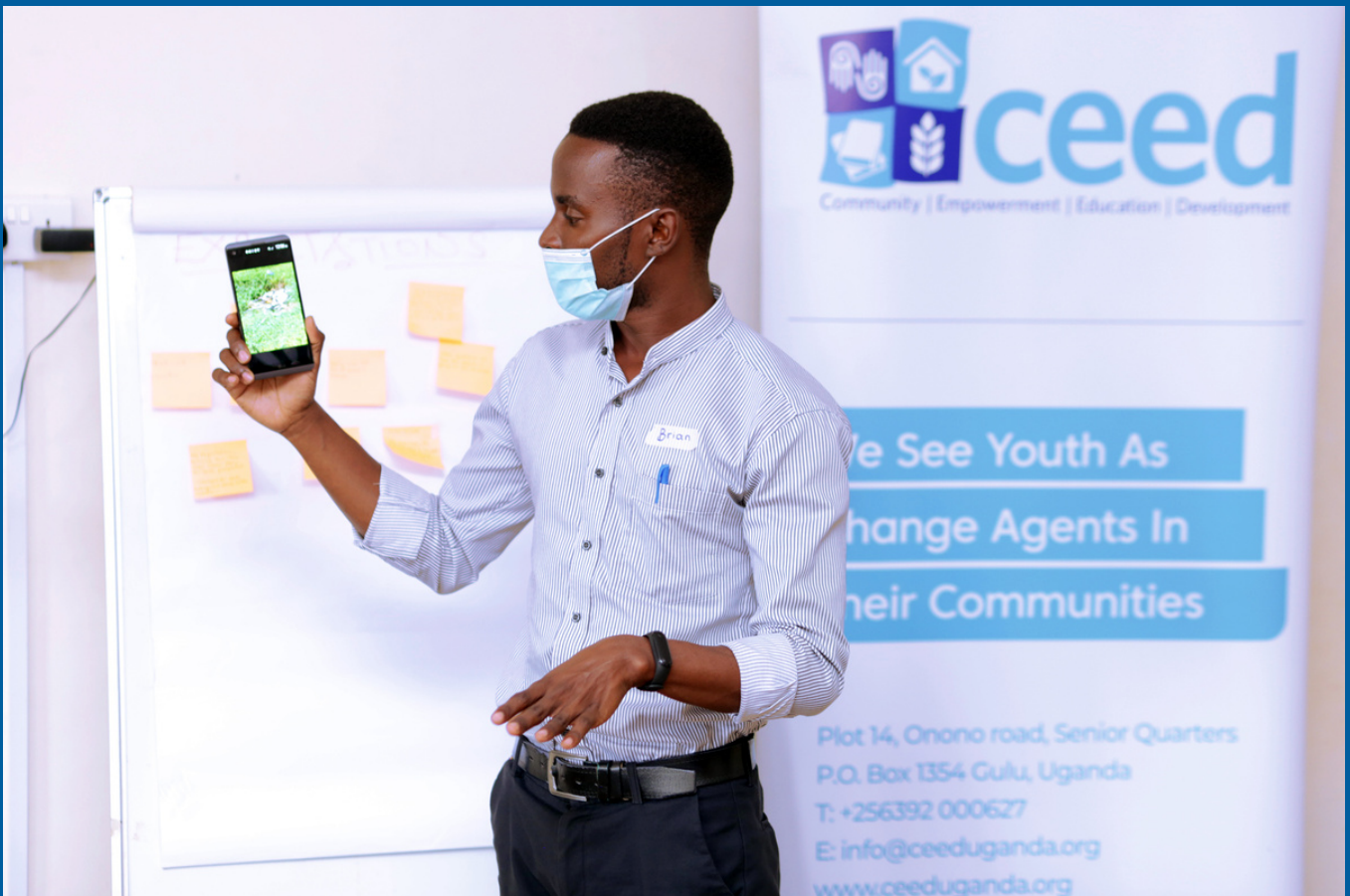


POST BUDGET RADIO SHOW ON RADIO RUPINY

Because of our work with young business leaders under the youth entrepreneurship project, which supports budding and emerging businesses or start-ups in northern Uganda, we were invited by our partners SEATINI Uganda to a radio talk show on the 2020 financial year budget. The other partners that joined us on the show were the Uganda Revenue Authority and the Ministry of Finance Planning and Economic Development. The discussions focused on the **contribution of young people to the economy** and what taxes they pay as leaders of predominantly small and mid-sized enterprises. Our discussion also focused on stimulating the Ugandan economy as a whole in order to safeguard livelihoods, businesses and the industrial recovery that

has been achieved to date. This radio show has a listenership of over 5 million people across northern Uganda, part of South Sudan and the Democratic Republic of Congo.





INTERNSHIP PROGRAMS

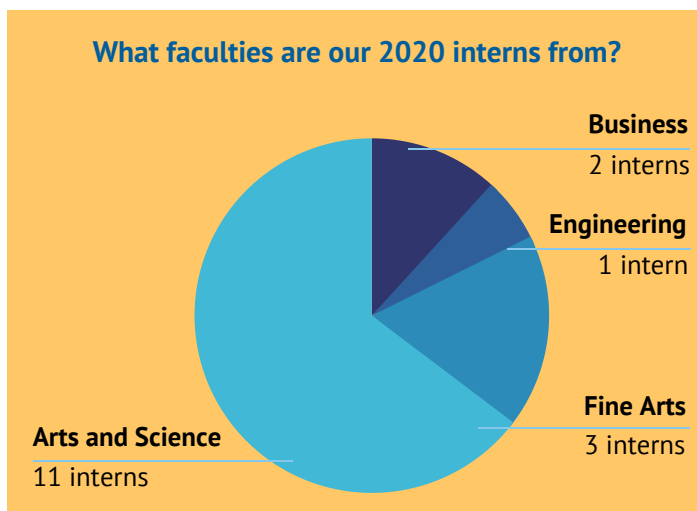
At CEED, we believe that **internships play an integral part in the student experience and help shape the leaders of tomorrow**. Our internship program has now been running for 15 years and allowed **more than 400 students** to participate in cross-cultural exchanges in Uganda. In the context of the pandemic, 2020 has been a particularly difficult year. As a result, we had to adapt our programs to offer virtual internships, but we believe that it is all the more important to allow students to connect with each other and **work towards common goals** during a time when youth worldwide have reported feeling high levels of isolation and despair.



2 internship cohorts

17 interns

100% Concordia University students



UGANDA SUMMER INTERNSHIP PREPARATION

Our interns from the 2020 cohort saw their internship cancelled in light of the government mandated travel restrictions due to COVID-19. However, they were still able to undergo their **pre-departure training** which helped them better understand Ugandan culture as well as deconstruct preconceived ideas of this region. In total, we had **12 interns** (10 females and 2 males) who were placed across **5 different projects**.

These projects focused on Environmental Sustainability, Youth Advocacy and Communications, Youth Entrepreneurship, Video Documentary and Technology Education). They had backgrounds in various subjects in **Arts and Science, JMSB and Engineering**. Though they did not get to undergo their internship in Uganda, they still improved their **skills in communication as well as team work**.

VDOC INTERNSHIP

The Video Documentary internship was the **first online internship** we held at CEED Concordia. As a result of the COVID-19 pandemic, we had to quickly adapt our internship format to accommodate this new reality. Hence, **5 interns** from Concordia University met regularly over the

course of **4 months** to develop their idea for the documentary.

This project was meant to empower our interns as storytellers, as well as **amplify black voices** and issues in the communities by **challenging stereotypes** and **featuring stories in**

a different light. As such, they chose to narrate the story of Guy Mushagalusa, the owner of the African art gallery, Espace Mushagalusa.

This gallery is **anchored in Montreal's black art scene** and is a **hub for community events** which showcases local black artists and performers. The interns also had the opportunity to feature the local queer artist Chivengi who also appeared in the film. Their doc *Des Esprits Des Images* was shown in a virtual screening

event, followed by a panel discussion with Diane Gistal, Moridja Kitenge Banza, local artist and Guy Mushagalusa, owner of Espace Mushagalusa. This candid exchange was meant to contextualize the film in its wider context of Black



Felix and Adam recording Guy in his gallery Espace Mushagalusa

identity and art in Montreal. They have also applied to **10 film festivals** to spread the message of the transformative power of art.

The interns took part in the whole documentary process of this project: development, pre-production, production, post-production and distribution.





“I learned many things during my internship with CEED but the biggest takeaway was working in a non hierarchical framework.”

“My internship with CEED allowed me to improve as a videographer while also having a hand in all other aspects of film production, from start to finish.”

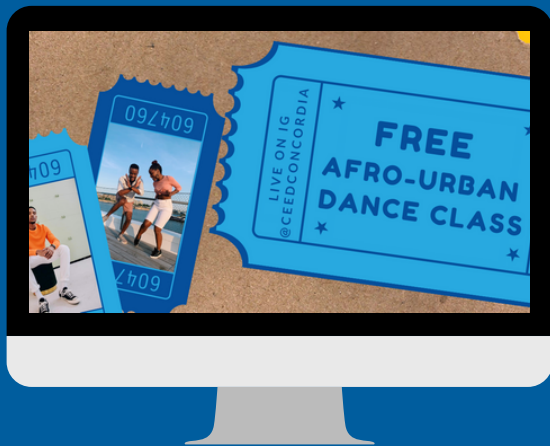
“This internship was instrumental at helping me harness my creativity and precision in an impactful way.”

Our Vdoc interns, (from left to right and top to bottom): Adam, Keriann, Sage, Xavier and Felix.



EVENTS

The year 2020 started strong for CEED with our Women in the Workforce conference that launched in February and saw almost 100 attendees. However, shortly following that event, the Covid-19 pandemic took over the world forcing many sectors to grind to a halt. With social distancing orders and limited international travel in place, CEED adapted to this unprecedented time by quickly transitioning our daily operations, events and international development experiences to an online environment.



6 events organized

400+ participants reached

with **28** speakers

from over **10** countries



WOMEN IN THE WORKFORCE February 1, 2020

This conference, organized in partnership with Concordia Student Union and the African Caribbean Synergic Inter-organizational Network among others, focused on the challenges that women of diverse backgrounds face in the workplace. The speakers leading the conference were Dorothy Rhau, Executive Director of the Salon International de la Femme Noire; Darine BenAmara, founder of The Smart Woman and leading global expert in gender and organizations; Cathy Wong, the first woman to be named Speaker of Montreal's city council; and Mabel Gonzalez, Senior Advisor for International Relations at the Business Development Bank of Canada and co-founder of the social enterprise Nuestro Flow.

THE WORLD BEYOND COVID SERIES July 11, 2020 – August 8, 2020

This five-part webinar series took place on a weekly basis over the summer and featured over twenty speakers from around the world discussing how the spheres of community responsiveness, refugee and human migration, technology and privacy, entrepreneurship, and climate change have all been impacted by Covid-19. This series, which was organized in partnership with the Refugee Centre and Sustainable Concordia, included notable speakers such as Vanessa Nakate, Rachel Kiddell-Monroe and Fahad Diwan and recordings for this series [can be found here](#).

INTERNATIONAL DEVELOPMENT: SAVIORISM VS ALTRUISM September 16, 2020

In partnership with the Concordia Student Union, CEED put on an event as part of CSU Orientation about international development. The guest speaker was Nadia Ponce Morales, who has worked on development projects in over 15 countries. She shared her wealth of experience with over 40 students, broaching the misconceptions and criticisms of international development work as well as collaborative ways to work in and understand the impact we have on communities abroad. [Click here](#) to watch a recording of the event.

AFRO-DANCE WORKSHOP November 5, 2020

This workshop, led by talented dancers from UpLift514 Afro Dance Mtl in partnership with CEED, the African Students' Association of Concordia (ASAC) and the Concordia Dance Club, provided an evening of exploring African dance to the beat of Afro-urban rhythms online. This event got people moving and was a great way to get people to engage in the artistic and cultural heritage of the African continent while increasing student awareness of CEED.



INTERNATIONAL COMMUNITY OUTREACH PROGRAM (ICOP) CASE COMPETITION

November 14, 2020 – November 15, 2020

In 2020, CEED collaborated with the International Community Outreach Program (ICOP) on their yearly case competition that is based on real-life challenges experienced by a non-profit organization. This event offered graduate JMSB students the opportunity to apply their business knowledge and skills to real-life challenges that CEED faces and in return the organization received helpful recommendations on how to adapt their entrepreneurship programs to the pandemic. Due to Covid-19, the event was held online for the first time, but it was nonetheless a very informative and engaging case competition.



BUYPOC

November 24, 2020 – December 8, 2020

This two-week virtual pop-up market showcased twenty businesses from the Greater Montreal region that are led by young Black, Indigenous, or People of Color (BIPOC) entrepreneurs and raised awareness about the social and economic inequalities experienced by marginalized communities. This event, organized in-part by CEED, encouraged consumers to participate in more sustainable forms of consumption in their communities.



ONLINE PRESENCE

SOCIAL MEDIA

2020 was a big year for CEED online, and to increase CEED's virtual presence and engagement CEED collaborated with various pages and highlighted the work of our members through livestreamed talks and posts. The Throwback Thursdays series was a regular opportunity to share our projects. Our Instagram Story Take Over series showcased the CEED team and their work.

Our staff was seen all over the web. A few honourable mentions include Hawa speaking at FinMango's "Extravaganza Thinking Outside of North America: Women and Business", Camina and Hawa's participation as panelists at the Salon International de la Femme Noir for the "How The Young Are Coping With The Corona Virus" panel and Camina involvement in the #CUCompost campaign with Waste Not Want Not.

VIRTUAL SHOWCASE

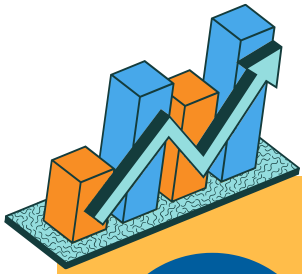
CEED redesigned its annual showcase for an online context by creating an interactive timeline of our organization's milestones from the past 14 years [which can be found here](#). Additionally, we hosted 3 instagram live conversations of past and current CEED staff members that were organized as part of the showcase highlighting our accomplishments in a more casual virtual environment and have reached almost 330 views to date.

BLOG

The Where Are They Now blog series celebrated alumni contributions and provided updates on how their time with CEED shaped them. There was also a feature series on how our Ugandan alumni are dealing with COVID-19, full of videos direct from Uganda!



OUR ONLINE ENGAGEMENT IN NUMBERS



FACEBOOK GROWTH

Our reach on Facebook increased by 18% over the year to a total 1,640 followers

INSTAGRAM GROWTH

In 2020 our follower count increased by 41% for a total of 830 followers on Instagram



TWITTER GROWTH

Our Twitter saw an increase of 7% to total 540 followers

NEWSLETTER GROWTH

Our Mailchimp newsletter saw an growth of 27% people to 1400 total subscribers



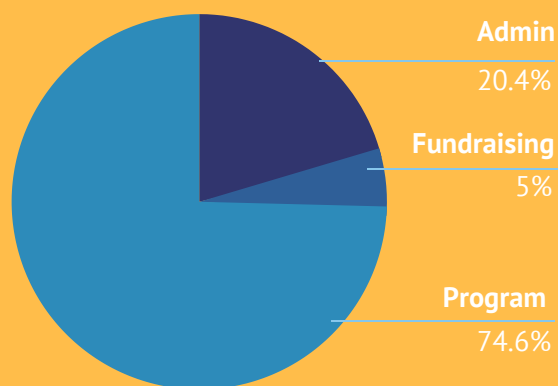
LINKEDIN GROWTH

Our followers on our LinkedIn platform grew by 41% over the year to reach a total of 275

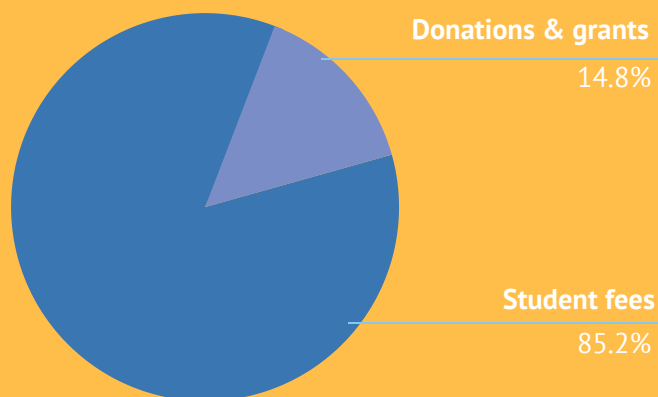


FINANCIALS

Where our money goes



Where our money comes from



STATEMENT OF OPERATIONS

Revenues

Student fees	\$160,284
Donations & grants	\$27,940
Interest	\$23
Fundraising activities	\$ -
	\$188,247

Expenses

Program in Uganda	\$104,577
Salaries & benefits	\$101,551
Professional & accounting fees	\$11,668
Consulting fees	\$8,434
Office & general	\$5,873
Telecommunications & website	\$4,065
Travel	\$3,435
Insurance	\$2,356
Meetings & events	\$2,071
Amortization	\$1,575
Bank charges	\$1,421
Printing & design	\$489
Advertising & promotion	\$140
Interest on long-term debt	\$ -
	\$247,655
Profit/Loss	(\$59,408)

THANK YOU

Thank you to all! We would like to thank all the people who have contributed to the impact of CEED. Without your passion, engagement and support we wouldn't have achieved so much.

Employees:

- Hawa Keita, Executive Director
- Camina Harrison-Chéry, Events & Communications Coordinator
- Josie Fomé, Internship Coordinator
- Samita Mandjee, Internship Coordinator
- Bernard Loum, Ag. Program Director
- Luke Ofungi, Program Assistant
- Margaret Acan, Finance & Administration
- Geoffrey Laika Ongaya, Security
- Joel Ocan, Security
- Bidong Sunday, Security
- Miriam Ayoo, Office Attendant
- Eunice Akello, Office Attendant

Board of Directors

- Eric Laventure
- David Bonacci
- Maggie Dubyk
- Majaliwa Byendimbwa
- Lysie Salomon
- Kaoutar Dehbi
- Cristian Pulido
- Daniel Lavigueur
- Tiffany Thompson
- Sabrina Matteau

Interns

A special thanks to our interns who have been with us in this journey. Your participation played a major role in helping scale and sustain the impact we target:

- Kiah Ellis-Durity, Summer 2020
- Caroline Lesage, Summer 2020
- Felix Bonnevie, Summer and Vdoc 2020
- Emily Andrews, Summer 2020
- Stephanie Fiore, Summer 2020
- Jessica Motingi, Summer 2020
- Maria Stawnichy, Summer 2020
- Esteban Cuevas, Summer 2020
- Magalie Han, Summer 2020
- Zoe Paes, Summer 2020
- Margaret Webb, Summer 2020
- Raissa Kengne, Summer 2020
- Adam Mbowe, Vdoc 2020
- Xavier Hovington-Dupuis, Vdoc 2020
- Sage Stewart-La-Bonté, Vdoc 2020
- Keriann Barault-Lindor, Vdoc 2020

Volunteers

We are particularly grateful for the support of all our volunteers:

- Alexa Carle-Hebert - Translation Volunteer (Winter 2020)
- Victoria Murphy - Translation Volunteer (Winter 2020)
- Laury Rosembert - Events Support Volunteer (Winter 2020)
- Margaret Webb - Events Support Volunteer (Winter 2020)

CEED is stronger today because of our partners and funders, they are essential stakeholders who help us to follow our mission.

Partners:



Funders:







CEED Concordia

If you have any questions or would like to get involved with our organization, please feel free to reach out to us!

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