

CEED Concordia 2024 Report



CONTENTS

03 LETTER FROM
CANADA

05 LETTER FROM
UGANDA

07 ABOUT CEED
CONCORDIA

09 OUR IMPACT
IN NUMBERS

12 INTERNSHIPS
& PROJECTS

13 BUYPOC
MARKETS
2024

16 MEDIA
ENVIRONMENTAL
PROJECT

24 BLACK
DRAGON'S
DEN

27 SOCIAL
MEDIA

28 ENGAGEMENT
NUMBERS

29 OUR
FINANCIALS

30 THANK
YOU

31 EMPLOYEES

32 BOARD OF
DIRECTORS

33 M.E.P
INTERNS



LETTER FROM CANADA

Dear friends and supporters of **CEED**,

On behalf of the team in Canada, we are proud to present our 2024 Annual Report. This report highlights the transformative work we've accomplished over the past year, continuing to **foster experiential learning and community engagement in both Canada and Uganda.**



This year, we were thrilled to relaunch our **Media and Advocacy (MEP) Internship** in Gulu, Uganda. A dedicated group of Canadian and Ugandan interns worked together to explore community storytelling, journalism, and advocacy through a cross-cultural lens. **Their work highlighted local voices and sparked important conversations around social change, empowerment, and representation.** We are incredibly proud of the content and impact they created with the support of local mentors and community partners.

In Canada, we focused on coordinating our monthly **BUYPOC (Black, Indigenous, and Underrepresented People of Colour) Market**, an inspiring monthly market that celebrated the creativity, entrepreneurship, and resilience of marginalised communities. The market provided a vibrant space for local vendors.

Throughout 2024, we continued to build connections with different BIPOC student groups such as **ASAC, BSCD** and **NSBE** through events such as the **Black Dragons Den** event and stayed connected with our amazing network of alumni and supporters.

We are deeply grateful to our interns, staff, partners, and donors whose time, passion, and generosity made this year's accomplishments possible. Your support fuels our mission and keeps us striving for meaningful change.

As we reflect on 2024, we recognize the ongoing challenges facing communities both locally and globally. We are more **committed to creating inclusive, sustainable development and transformative learning experiences for students.**

We invite you to explore our Annual Report for a full overview of our initiatives, stories of impact, and financial highlights. Together, let's celebrate our collective achievements and continue building cross cultural connections in Montreal and Uganda.

With deep appreciation,
The CEED Concordia Canadian Team





LETTER FROM UGANDA

Dear partners, colleagues, and friends of **CEED**,

Nineteen years on, we present our latest report on CEED Concordia's work, **reflecting a sustained commitment to investing in youth and communities in Uganda, Canada, and beyond.**





CEED was privileged to have a physical internship program under the **Media and Environment Internship Program**. We welcomed 10 interns from both Concordia University and other Universities all over Uganda. The project is based on the idea of **using media to shed light on the subject of climate change, its effects on the environment, and any steps being taken to combat it**. The project aims to harness the power of cross-cultural collaboration to combat climate change by **bringing 5 interns from Canada and 5 interns from Uganda** to work in Gulu.

Additionally, CEED built strong partnerships with *Concordia University, LeO Africa, Media Challenge Initiative, Takataka Plastics, Gulu City Council, Gulu District Local Government, National Water and Sewerage Corporation, and the Ministry of Water and Environment* to advance outcomes for the communities and youth central to our strategy.

As CEED's community grows through new programs in Uganda, across Africa, and beyond, and through the induction of interns, staff, and board members, our conviction has strengthened. We set out to build a **community committed to inclusive development and shared responsibility**. We place youth at the center as a strategic asset. This focus remains the right priority at this stage.

We extend sincere thanks to everyone who contributed to the 2024 achievements, including staff, interns, board members, and partners. Your dedication and sacrifice sustained the work. We look ahead to the coming year with purpose and confidence.



ABOUT CEED

CEED Concordia is a **fee-levy association of Concordia University** and a non-profit organisation operating in Montreal, Canada, and Gulu, Uganda, with additional projects throughout Africa and Latin America. We are **dedicated to social justice, community empowerment, and positive change by supporting youth in our communities.**

Every year, young people from Canada, Uganda, and beyond participate in CEED opportunities through internships, community projects, events, and various positions within our organisation. The projects our interns work on are mostly linked to **environmental sustainability, entrepreneurship, advocacy, technology, and media.** For over 18 years, we have been working to **shape better communities and future leaders for a better tomorrow.**



MISSION

CEED supports youth by **facilitating experiential learning opportunities that enhance and foster their problem-solving capacity within communities.**



VISION

Youth are equipped to be **change agents in their communities.**





VALUES

Equity, Integrity, Community-led, Collaborative



OUR IMPACT

IN NUMBERS TO DATE

374

Number of
entrepreneurs
trained

591

Number of
interns trained

8246

Number of school
children trained

20202

Number of tree
seedlings planted





CERTIFICATE OF COMPLETION
This certifies that
ODONG JACKSON
has successfully completed the MEDIA AND ENVIRONMENT INTERNSHIP PROGRAM held from 1st July 2024 to August 2024.

CERTIFICATE OF COMPLETION
This certifies that
GABRIEL HENDRICKS
has successfully completed the MEDIA AND ENVIRONMENT INTERNSHIP PROGRAM held from 1st July 2024 to August 2024.

CERTIFICATE OF COMPLETION
This certifies that
DENNIS NDAWULA
has successfully completed the MEDIA AND ENVIRONMENT INTERNSHIP PROGRAM held from 1st July 2024 to August 2024.

CERTIFICATE OF COMPLETION
This certifies that
ERIBICK MWAMULLWA
has successfully completed the MEDIA AND ENVIRONMENT INTERNSHIP PROGRAM held from 1st July 2024 to August 2024.

CERTIFICATE OF COMPLETION
This certifies that
VICENTIA KHAKASA
has successfully completed the MEDIA AND ENVIRONMENT INTERNSHIP PROGRAM held from 1st July 2024 to August 2024.

CERTIFICATE OF COMPLETION
This certifies that
MYRIALINE CATULE
has successfully completed the MEDIA AND ENVIRONMENT INTERNSHIP PROGRAM held from 1st July 2024 to August 2024.

CERTIFICATE OF COMPLETION
This certifies that
AHANA BUSIME MURUMBI
has successfully completed the MEDIA AND ENVIRONMENT INTERNSHIP PROGRAM held from 1st July 2024 to August 2024.

CERTIFICATE OF COMPLETION
This certifies that
RACHEAL PAKRWOTH
has successfully completed the MEDIA AND ENVIRONMENT INTERNSHIP PROGRAM held from 1st July 2024 to August 2024.

CERTIFICATE OF COMPLETION
This certifies that
ADUR GIT FIONA
has successfully completed the MEDIA AND ENVIRONMENT INTERNSHIP PROGRAM held from 1st July 2024 to August 2024.





INTERNSHIPS & PROJECTS

BUYPOC MARKET'S 2024

ABOUT THE MARKET

BUYPOC is a Black, Indigenous, and POC entrepreneur-run initiative. This year, CEED aimed to increase economic opportunities for Montreal's diverse entrepreneurs. We run monthly Pop-Up markets that bring together over 29 local businesses each month from the Greater Montreal region. Throughout the year, CEED managed the logistical aspects and created a seamless and memorable experience for both vendors and attendees!



THE WORKSHOPS

The BUYPOC market initiative tailored workshops on business planning, marketing, financial management, and more, with a special focus on the unique challenges faced by BIPOC entrepreneurs.

We hosted a total of 5 workshops set in place to support BIPOC entrepreneurs.

We hosted an Artist Startup Series consisting of three workshops: How to Market Your Art Authentically, Demystifying Business, and Time Management & Productivity. These were held at YES Montreal.

Additionally, we organized two workshops led by entrepreneur Clara Levesque, founder of COL Art and Wellness. She facilitated Markets 101 and the Art Storyboard Workshop, both hosted at Concordia University.





SUCCESSES

We were able to host a series of 5 different workshops, which showcased different topics beneficial to BIPOC entrepreneurs.

CHALLENGES

The participation aspect was difficult, often having a low turnout rate despite promoting the workshops on social media in advance, and contacting past vendors.



MEDIA ENVIRONMENTAL PROJECT (MEP)

2024 CLIMATE CHANGE AWARENESS

The project is based on the idea of using media to shed light on the subject of climate change, its effects on the environment, and any steps being taken to combat it. The project aims to harness the power of cross-cultural collaboration to combat climate change by bringing 5 interns from Canada and 5 interns from Uganda to work in Gulu.

Through a structured internship program, interns will work together to develop innovative solutions, raise awareness, and implement sustainable practices in the respective community.

Through this collaborative effort, interns from Canada and Uganda will not only contribute to global climate action but also foster mutual understanding and solidarity across cultural boundaries.

Together, they will demonstrate the power of collaborative action in addressing the most pressing challenges of our time. Interns will learn about the basics of environmental reporting. At the end of the internship, students will put together a digital magazine that contains all their work.





PROJECT OBJECTIVES



OBJECTIVE 1

EQUIPPING INTERNS WITH MEDIA PRODUCTION AND STORYTELLING SKILLS

Specific

Provide selected interns with hands-on training in media production techniques and storytelling methodologies focused on communicating environmental narratives.

Measurable

Evaluate interns' proficiency in media production and storytelling through pre and post-skills assessments and the completion of final projects effectively.

Achievable

Design a curriculum covering essential skills in media production, storytelling, and environmental issues through training and workshops.

Ensuring interns have access to necessary equipment and resources for practical learning.

Relevant

Empowering interns with these skills aligns to effectively communicate environmental narratives, and contributing to broader environmental awareness efforts.

Time-bound

Complete the main media production and storytelling training program in 5 weeks.





OBJECTIVE 2

INCREASING GLOBAL AWARENESS ABOUT CLIMATE CHANGE IN NORTHERN UGANDA

Specific

Developing and distributing a digital magazine to highlight the students' creative works focused on climate change issues specific to the context of Northern Uganda.

Measurable

Measure the magazine's impact by tracking metrics such as website visits, and social media engagement, aiming for a measurable increase in climate issue awareness.

Achievable

Collaborate with local stakeholders and community leaders/members to ensure the magazine's relevance and effectiveness in addressing climate change concerns in Northern Uganda.

Relevant

Raising awareness about climate change in Northern Uganda is crucial for empowering communities to understand and mitigate their impacts, both domestically and globally.

Time-bound

Complete the magazine by the end of the physical part of the internship program in Uganda (after 4 weeks).





OBJECTIVE 3

FACILITATING CROSS-CULTURAL INTERACTIONS FOR CLIMATE CHANGE AWARENESS



Specific

Organize a collaborative storytelling project that brings together interns from Uganda and Canada to create multi-media content addressing climate change issues.

Measurable

Assess the success of the cross-cultural interactions by the quality of the media provided and by regular 1:1 check-ins to examine the efficacy of the intern partnerships.

Achievable

Facilitate communication and collaboration between interns from Uganda and Canada through virtual meetings, workshops, and shared online platforms, fostering a conducive environment for creative exchange and mutual learning.

Relevant

Promoting cross-cultural interactions contributes to a richer understanding of climate change issues and enhances the effectiveness of communication efforts by leveraging diverse perspectives and experiences

Time-bound

This aspect of cross-cultural interaction will last from the beginning of the internship (intro session) until the end of the internship.



OBJECTIVE 4

BUILDING INTERNS' PORTFOLIOS AND JOURNALISM EXPERIENCE

Specific

Provide interns with opportunities to contribute to real-world journalism projects focused on environmental issues, enabling them to build their portfolios and gain valuable journalism experience.

Measurable

Evaluate interns' contributions to journalism projects based on criteria such as the quality of written articles, multimedia content produced, and their ability to meet project deadlines.

Achievable

Offer interns hands-on experience in journalism through their group projects, provide guidance and feedback throughout the internship, and support their professional development.

Relevant

Enhancing interns' portfolios and journalism skills aligns with their career aspirations and contributes to the broader goal of fostering a new generation of environmental communicators and advocates.

Time-bound

Ensure interns have ample opportunities to contribute to journalism projects throughout the internship, with clear expectations for deliverables and milestones.





OBJECTIVE 5

PROVIDING ENVIRONMENTAL EDUCATION TO STUDENTS AT A COMMUNITY LEVEL



Specific

Develop and deliver educational training on environmental topics tailored for students and community members, covering key concepts related to climate change, conservation, and sustainable practices.

Measurable

Assess the effectiveness of the educational programs through pre- and post-program surveys, knowledge assessments, and feedback forms from participants, aiming for improved understanding and awareness of environmental issues.

Achievable

Collaborate with schools, local organizations, and community members and leaders to implement educational training workshops.

Relevant

Providing environmental education empowers individuals and communities to make informed decisions and take positive actions toward environmental conservation and sustainability, contributing to long-term environmental stewardship.

Time-bound

Deliver the environmental education workshops virtually before the students begin working on their projects in Gulu.

At CEED, we believe that internships are integral to the student experience and help shape the leaders of tomorrow. Our internship program has been running for over 18 years, allowing 517 students to participate in cross-cultural exchanges in Uganda.



EVENTS

BLACK DRAGONS DEN 2024

In celebration of Black History Month, the African Students' Association of Concordia (ASAC), the Black Student Career Development (BSCD), and the Centre for Entrepreneurship and Education Development (CEED) proudly collaborated to host the inaugural Black Dragons' Den event. This initiative was designed to empower and support aspiring Black entrepreneurs by offering a platform to pitch their business ideas for a chance to win funding.





Held on February 12, 2024, from 4:00 PM to 7:00 PM at the John Molson School of Business (JMSB) Building, 9th Floor, the event provided participants with the unique opportunity to present their business concepts to a panel of judges representing diverse and creative industries. These judges provided real-time feedback and evaluations based on a predefined set of criteria.

The highlight of the event was the competitive pitch session, where one outstanding entrepreneur was awarded a \$1,000 grant to support the development of their business idea. This prize serves as both a financial boost and a recognition of innovation and potential within the Black entrepreneurial community.

The deadline to apply for the event was February 4, 2024, and the strong interest and engagement demonstrated the community's enthusiasm for initiatives that foster entrepreneurship and celebrate Black excellence.



Léo
AFRICA
INSTITUTE
Contributing to the Africa We want.
QUALITY DIALOGUES
BUILDING NETWORKS
ARCHING EMERGING
THOUGHT LEADERS



2024 SOCIAL MEDIA

The year 2024 proved to be a strong and successful year for CEED's social media presence, as the organization continued to grow and successfully relaunched its Summer Internship program. This success was driven by the CEED team's commitment to maintaining a consistent, engaging, and positive online presence across Instagram, Facebook, Twitter, and LinkedIn. Throughout the year, followers were regularly updated through a wide range of stories, posts, and video content that highlighted CEED's events and ongoing projects.

In 2024, CEED's Communications team in Canada produced a series of video interviews featuring BUYPOC entrepreneurs at the monthly BUYPOC Market. These videos helped expand the project's outreach while also promoting and amplifying the businesses and stories of the participating entrepreneurs.

One of CEED's primary objectives throughout the year was to develop promotional materials and content showcasing the 2024 Summer Internship.

In addition, CEED promoted and hosted various events, including a range of workshops held at YES Montreal and Concordia University. These workshops were designed to support BIPOC entrepreneurs in launching and developing their own businesses.

In conclusion, 2024 marked another successful year for CEED, highlighted by impactful internship programs in Uganda and meaningful projects and initiatives in Montreal.



2024 SOCIAL MEDIA ENGAGEMENT

OUR ONLINE ENGAGEMENT

CANADA



859

IN 2024, OUR FOLLOWER COUNT INCREASED BY 186% FOR A TOTAL OF 859 FOLLOWERS ON INSTAGRAM!



1,734

IN 2024, OUR FOLLOWER COUNT INCREASED BY 186% FOR A TOTAL OF 859 FOLLOWERS ON INSTAGRAM!



650

OUR TWITTER SAW A DECREASE OF 7% TOTAL OF 650 FOLLOWERS



899

OUR FOLLOWERS ON OUR LINKEDIN PLATFORM GREW BY 12%, REACHING 899 FOLLOWERS.

UGANDA



563

IN 2024, OUR FOLLOWER COUNT INCREASED BY 2% FOR A TOTAL OF 563 FOLLOWERS ON INSTAGRAM.



1.4K

OUR REACH ON FACEBOOK INCREASED BY 1% OVER THE YEAR TO A TOTAL OF 1.4K FOLLOWERS.



1,740

OUR TWITTER SAW AN INCREASE OF 7% TO A TOTAL OF 1,740 FOLLOWERS.



FINANCIALS

2024 FINANCIALS

REVENUE	2024
CONCORDIA FEE LEVY	\$297,254
DONATIONS AND GRANTS	\$20,384
FUNDRAISING ACTIVITIES & OTHER INCOME	\$0
INTEREST	\$0
TOTAL REVENUE	\$317,638





THANK YOU

We would like to thank everyone who has contributed to CEED's success. Without your passion, engagement, and support, this organisation wouldn't have achieved so much. In particular, we would like to thank our interns, Board of Directors, employees, partner organisations, and funders.



EMPLOYEES

- 1 **AMITA MANDJEE** - AND EXECUTIVE DIRECTOR (2022-2024)
- 2 **KHADIJAH BANFIELD** - PROGRAM MANAGER (2022-2024)
- 3 **EVA KYNE** - EVENTS & COMMUNICATIONS COORDINATOR (2022-2024)
- 4 **VALERIA CAMPO** - ADMIN ASSISTANT (2023-2024)
- 5 **DÉO-GRATIAS ATAIGBA** - BUYPOC EVENT COORDINATOR (2024)
- 6 **LUKE OFUNGI** - DEPUTY DIRECTOR
- 7 **MARGARET ACAN** - FINANCE & ADMINISTRATION
- 8 **MARION ABER** - PROJECT ASSISTANT
- 9 **MIRIAM AYOO** - OFFICE ATTENDANT
- 10 **EUNICE AKELLO** - OFFICE ATTENDANT
- 11 **GEOFFREY LAIKA ONGAYA** - SECURITY
- 12 **JOEL OCAN** - SECURITY
- 13 **BIDONG SUNDAY** - SECURITY
- 14 **ODONGO JACOB** - FINANCE VOLUNTEER

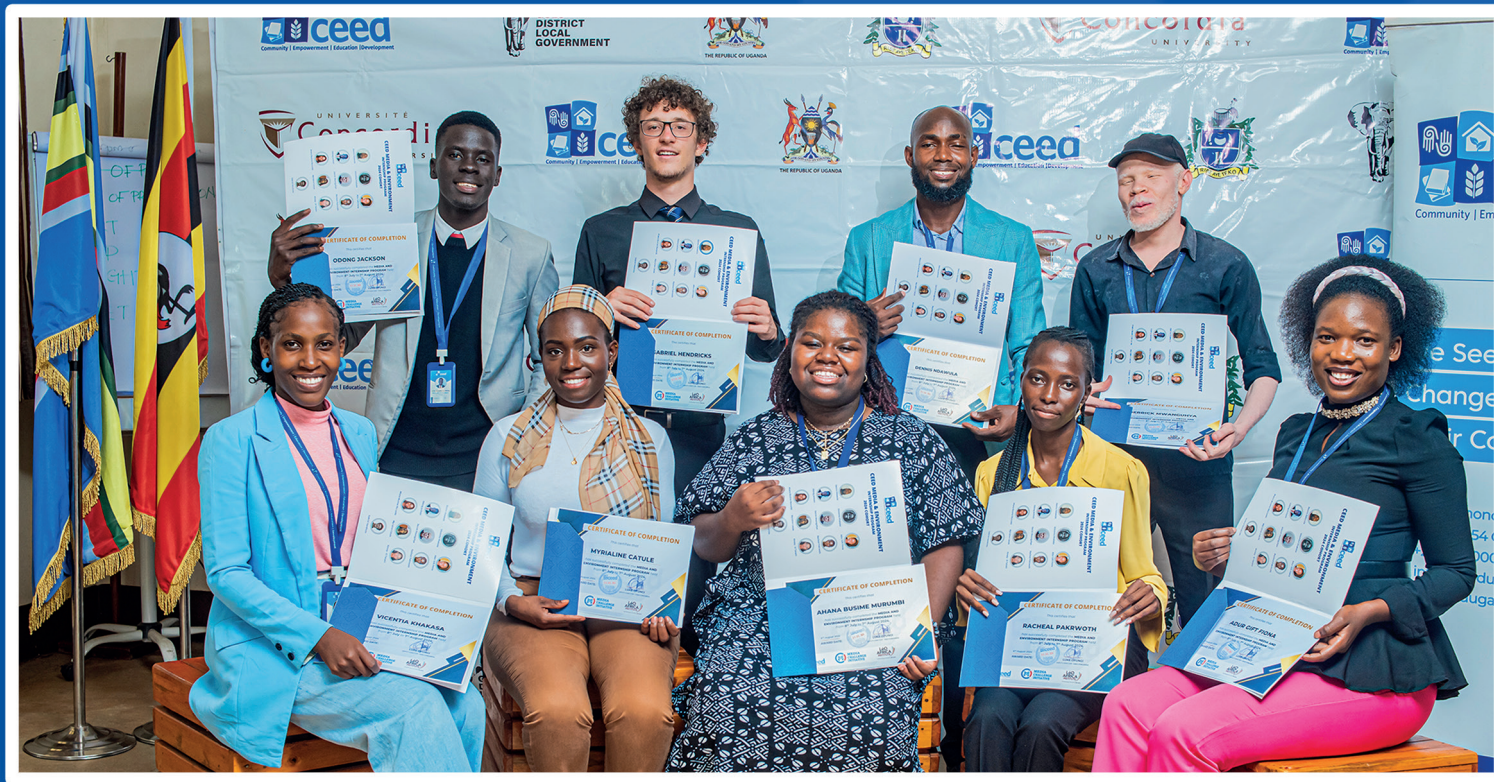


BOARD OF DIRECTORS

- 1 MERVILLE MOUGANG DJIFO
- 2 AWEL UWIHANGANYE
- 3 TESSIE NIKUZE
- 4 KARANE TUHIRIRWE MIHANDA
- 5 JESSICA MOTINGI
- 6 MAGGIE DUBYK
- 7 MAJALIWA BYENDIMBWA
- 8 SABRINA MATTEAU
- 9 DANIEL LAVIGUEUR



M.E.P INTERNS



AHANA MURUMBI JACKSON ASHBURN ODONG VINCENTIA KHAKASA
MYRIALINE CATULE DERICK MWANGUHYA GABE HENDRIKS SEBUNYA ANDREW
KINSEY EL TANANI PAKRWOTH RACHEAL ORLA CUNNINGHAM





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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