

Annual Report 2021



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ects

Dear friends, members and partners,

On behalf of the staff at CEED Concordia, we are pleased to share with you our 2021 Annual Report.

Whereas 2020 was a year of re-adaptation and creation, 2021 was the year to implement the ideas we planned in 2020. As such, it was a year of trial and exploration, as we re-designed former projects and created new ones to respond to the current realities.

In light of Covid-19 cases decreasing and safety restrictions easing, our teams in Uganda and Canada had the opportunity to take on exciting projects filled with firsts while doing our best to ensure the safety of program participants, interns, volunteers and staff. For the first time, we expanded our programs significantly beyond Canada and Uganda by exploring new partnerships that extended our impact to Ghana, Senegal and Colombia.

As with our new programs, we did not let the

Canada and Uganda on our flagship programs and instead adapted to health measures with a

pandemic stop our collaboration between

focus on remote participation.

Locally in both Montreal and Gulu, we increased our engagement and strengthened our partnerships. In Montreal, notable examples of this include our Youth Social Entrepreneurship and VDOC projects. In Gulu, this can be seen through projects on entrepreneurship and waste management with distinguished partners like the United Nations Development Programme.

Lastly, 2021 represented an important milestone for the organization as we celebrated our 15th anniversary. This celebration served as a reminder of CEED's history and impact and of the countless people that made this organization what it is today. Over the past 15 years we have sustained our mandate to support youth and the community of Gulu and Concordia University students and we look forward to doing so for 15 more years.

Thank you,

The CEED Concordia Team





Letter from the team



About Ceed



CEED Concordia is a fee-levy association of Concordia University and a non-profit organization operating in Montreal, Canada and Gulu, Uganda with additional projects throughout Africa and Latin America. We are an organization 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 organization. The projects our interns work on are mostly linked to environmental sustainability, entrepreneurship, advocacy, technology, and media. For over 15 years, we have been working to shape better communities and future leaders for a better tomorrow.

mission

CEED supports youth through facilitating experiential learning opportunities for students to enhance and foster the problemsolving capacity within communities.



vision

Youth equipped to be change agents in their communities.



values

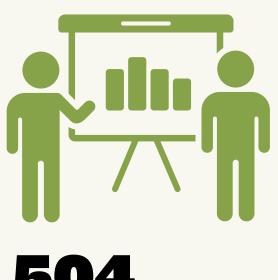
Equity, Integrity, Community-led, Collaborative











interns trained

14,662 tree seedlings planted

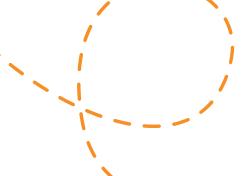


Our Impact in Numbers to Date

Internships & Projects

At CEED, we believe that internships play an integral part of the student experience and help shape the leaders of tomorrow. Our internship program has been running for 15 years and has allowed more than 500 students to participate in cross-cultural exchanges in Uganda. In the context of the pandemic, we continued to adapt our programs to offer virtual internships stemming from our Canada-Uganda collaboration, in addition to a new virtual internship in partnership with a Colombian organization. In 2021, we trained or contributed to training with partner organizations of 29 school children, 68 interns and 166 entrepreneurs across 9 projects detailed below.







Tech Ed



In this program, interns from Canada and Uganda worked together online to develop and facilitate practical workshops for high school students in Gulu that improved their basic skills in Microsoft processing software, such as Excel and Word, and introduced them to coding using Python. The aim of the program was to raise awareness of the benefits of new technologies for the growth and education of teenagers while also seeking to bridge the digital gap in Uganda. In 2021, we were able to provide this internship twice with a cohort in the winter and in the fall. We also added a mentorship component to this program which gave interested students the opportunity to continue to practice their newly acquired skills and expand on technology topics that interested them. Tech Ed culminated in a graduation party at the compound where students, interns and staff celebrated the successful completion of the program.



Women's Solidarity

This project was our first partnership with an organization in Colombia, Nuestro Flow, a social enterprise founded in Montreal and operating in Bogota. The aim of this project was to provide female entrepreneurs from visible minority groups in Quebec and Colombia with capacity building workshops to develop their businesses and counteract existing issues related to discrimination and structural gender inequalities that have been exacerbated by Covid-19. In total, 23 women entrepreneurs from both Quebec and Colombia were able to exchange and understand each other's perspectives and challenges through workshops that allowed for networking and connection. Simultaneously, we had 14 interns from both Colombia and Quebec develop a research project to understand the barriers that these female entrepreneurs face. This led to a joint report and policy brief which provided recommendations on overcoming these challenges.

VDOC -FemmePreneur



The Women's Solidarity project with Nuestro Flow gave rise to a documentary on the lives of the women entrepreneurs in this program. This documentary followed the entrepreneurial endeavors of 3 women from Quebec and 2 from Colombia and the struggles they faced as small business BIPOC female entrepreneurs. We had a total of 8 interns participate in the whole production process of the documentary that allowed them to sharpen their videography skills and gain experience in the field of film and television. Thanks to this documentary, we were able to raise awareness on existing issues in female entrepreneurship as well as celebrate their business achievements.







Innovations Lab and Library

This project was created to set up a designated space for reading and coworking in the CEED compound that local youth innovators can have access to. To better support participants, the innovations lab and library also has a new laptop for youth innovators to use. This project also secured training for 8 young entrepreneurs in business skills. This project was made possible thanks to the generous support of the European Union InSPIRES project.







WELI Project

This project was implemented in partnership with Canada World Youth (CWY), a eading organization that has offered volunteer programs in Canada and abroad since 1971. The WELI project aims to support young female entrepreneurs in rural areas of Ghana and Senegal in response to the economic challenges young people are experiencing due to the Covid-19 pandemic. Through workshops and capacity building training, 20 interns from Canada collaborated with local stakeholders to empower adolescent girls and young women to scale up their entrepreneurship activities and strengthen their resilience. CEED supported CWY to recruit students, support the training and provide advice on virtual international volunteer work.



Youth Social Entrepreneurship **Program**

This project supported 10 young emerging entrepreneurs in Canada that have business ideas which were not fully developed or established yet which have a social and/or environmental purpose that benefits their communities. The project launched with a business competition overseen by a panel of industry expert judges where business groups were selected to join the program and benefit from its workshops and mentorship. The workshops revolved around key entrepreneurial needs like marketing and operational planning. These were made possible thanks to partnerships with YES Montreal, SEIZE Concordia, Futurpreneur, CPA Canada, Front Row Ventures, and Concordia professors Matthäus Tekathen and Dr. Shannon Lloyd. Ultimately, the young social entrepreneurs developed 5 innovative entrepreneurship projects ranging from a shea seed start up in Sudan to a mental health app for teachers during this 10-month program.



Youth 4 Business and Employment

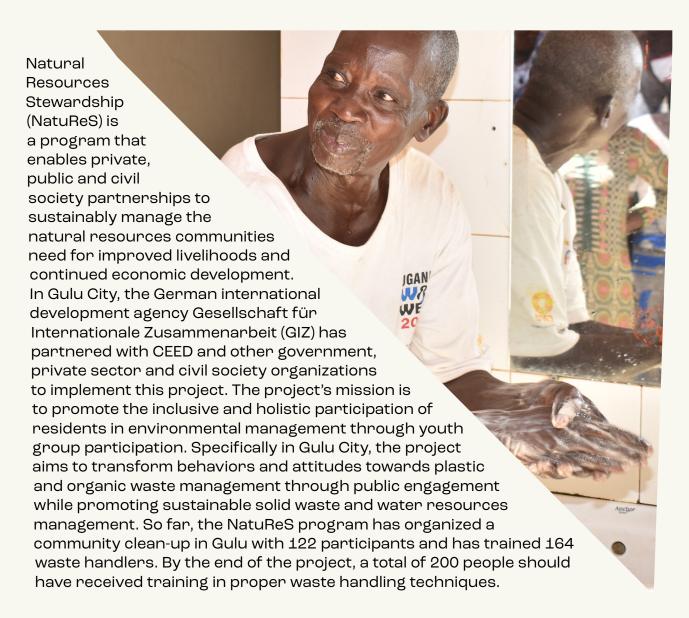




The aim of this project was to empower youth and entrepreneurs with financial literacy and business skills to allow them to sustain businesses and ultimately create more job opportunities in Uganda. This project is the result of a partnership between the United Nations Development Programme in Uganda (UNDP Uganda), BRAC Uganda and CEED with implementation support from the Ministry of Gender Labor and Social Development, private sector members and training institutions in Uganda. CEED helped with the facilitation of this program in 3 districts in northern Uganda and the training of 135 entrepreneurs with skills to run their small businesses so that ultimately, they can better withstand regional financial pressures and compete favorably in the labor market.

Natural Resources Stewardship ____









This project started in November 2021 and will end in September 2022. The aim is to put in place a cost-effective, decentralized e-learning platform that will give women teachers in Uganda the opportunity to continue their education and upgrade their qualifications. This innovative project seeks to solve many of the barriers preventing female teachers from getting their educational accreditation by designing study material that can be delivered digitally, which allows teachers to review and learn at their own pace, without the need for high speed internet access at home. Ultimately, this project will advance gender equality in education in Uganda. In total, we are targeting 200 women teachers in South Western Uganda and aiming to distribute 250 handheld devices and 30 desktop computers. The project is supported by the Fund for Innovation and Transformation (FIT) and done in partnership with the Canadian Institute of Mass Communication, Action for Development, and Kabale University based in Kabale, Uganda.



Gender Equality in Education

Events



August 14, 2021

Sustainability and Innovation **Panel**

For International Youth Day, CEED hosted a virtual panel and networking event that explored how youth can participate in protecting the climate and our food systems with a particular focus on the role of sustainability and innovation. The panel was experately moderated by Esra Edres and provided a diverse set of perspectives on youth engagement thanks to panelists Dr Richard Munang, UN Africa Regional Climate Change Coordinator, and Payton Mitchell, Concordia student, environmental activist and community organizer. Click here to watch a recording of the event.

August 25, 2021

Tree **Planting**

Thanks to this event, participants managed to plant 65 trees at Nesbitt Elementary School in the Rosemont borough of Montreal. In partnership with Concordia's Political Science Student Association (PSSA) and Ecorise, event participants learned about tree planting best practices and did their part to mitigate climate change all while making friends.



15th Anniversary Celebration

October 16, 2021

Current and past CEED employees, interns and volunteers got together to celebrate CEED's 15th anniversary and reflect on our impact to date. This virtual event brought together 34 participants and featured opening remarks from CEED co-founders Peter Schiefke and Awel Uwihanganye, a showcase, an anniversary video screening and a fun networking activity. Click here to watch our anniversary video.

Ceedlings: Past and Present

November 12, 2021

This in-person event allowed interns across our Youth Social Entrepreneurship Program, Women's Solidarity, TechEd and VDOC initiatives to network and learn about each other's projects. Seeing as CEED internships were mostly remote during the pandemic, this event offered much needed in-person connection with food, games and music while respecting Covid-19 safety requirements.



Economic Empowerment and Equality Across **Borders**

November 19, 2021

In partnership with Nuestro Flow, a Montreal-born social enterprise operating in Bogota, Colombia, CEED put on a trilingual event to mark the end of the Women's Solidarity project. The online event comprised a panel discussion, presentation and short screening that reached 45 participants. Panelists Louise Champoux-Paillé, Member of the Order of Canada and Co-Director of the Center for Women Entrepreneurship and Leadership at JMSB, Paula Gutierrez Gomez, Founder of Impact Hub Bogota, and Tatiana Londono, Founder of Londono Realty Group, discussed the importance of women in entrepreneurship and leadership roles.

2021 Annual Leaders Gathering

November 26-28, 2021

CEED was a proud sponsor and participant in this forum hosted by the LéO Africa Institute, an organization established by CEED's co-founder, Awel Uwihanganye. The 3-day hybrid event consisted of panels and performances which brought leaders together to exchange ideas on issues impacting the African continent. The focus for this year's event was building resilience and reimagining community ties post-pandemic. The forum featured 40 speakers including CEED members Hawa Keita (Executive Director), Luke Ofungi (Deputy Director) and Majaliwa Richard Byendimbwa (Member of Board of Directors).



Online Presence

Social Media

CEED ramped up its presence on social media in 2021 to connect to past, present and future interns; to draw attention to important causes; and to celebrate our shared achievements. At a time when many were isolated due to Covid-19, the role of social media as a tool for connection, learning, and joy became all the more important. To that effect, the team at CEED produced countless posts, stories, and livestreamed conversations that kept followers informed and engaged at a distance. For example, we made online campaigns to advocate for a range of issues like vaccine equity and women in entrepreneurship. We also made posts to raise awareness for environmental and social causes through World Ocean Day, Drought and Desertification Day, World Youth Skills Day, and International Women's Day. Furthermore, we produced content that shone a light on the people and programs that make this organization what it is today. Lastly, we celebrated our 15th anniversary with a video on CEED's impact that received positive feedback from followers across all platforms.





Blog

Our blog gave readers a behind the scenes look at various internships and events held in 2021. Some highlights include coverage of the Tech Ed and VDOC internships, the latter featuring articles by VDOC intern Camila Colmenares. The blog also shared practical information with the community like our Annual General Meeting announcement and links to access the Women's Solidarity Project policy briefs.

Instagram Live Conversations

The team at CEED is always looking for innovative ways to keep people informed and engaged. Livestreams on Instagram, often referred to as IG lives, have given us the opportunity to do that in a way that is conversational and inclusive. In April, we did a live series where we interviewed interns Bradley, Stephanie, Chrysa, and George about their experiences participating in the Tech Ed program. On World Environment Day, we hosted an Instagram live conversation between staff members and Emmanuel Ocayotoo. Ocayotoo and the team discussed the importance of ecosystem restoration and the approach that the CEED Environmental Sustainability Program has taken to this issue.

"we are working to shape better communities and Future leaders for a better tomorrow"

Our Online Engagement in Numbers

40.84%

In 2021 our follower count increased by 40.84% for a total of 1169 followers on Instagram

59.70%

Our followers on our LinkedIn platform grew by 59.70% reaching 428 followers.

10.19%

Our Twitter saw an increase of 10.19% to total 573 followers.

6.45%

Our reach on Facebook increased by 6.45% over the year to a total 1,749 followers.

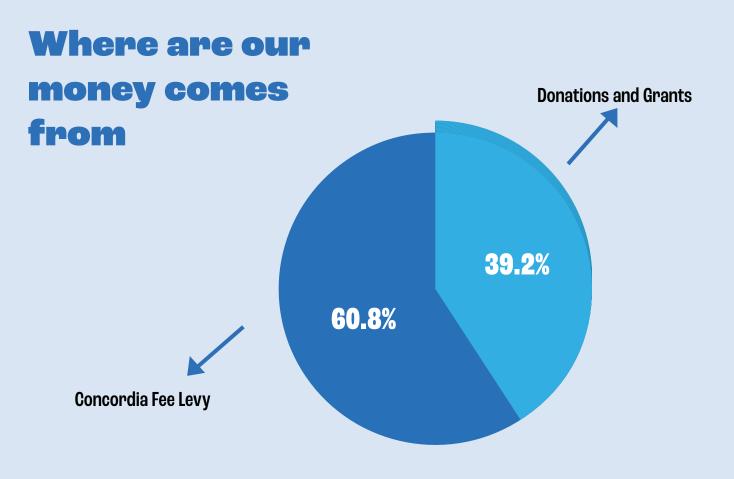
Financials

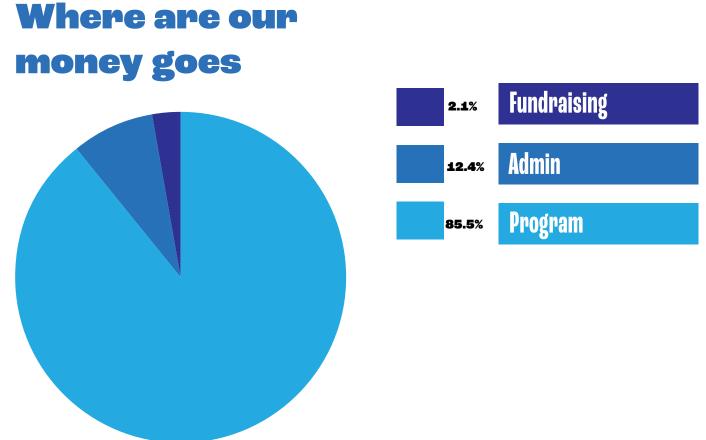
PROFIT/LOSS

For numeros non-profit organizations like CEED, the context created by the pandemic meant more uncertainties. This situation encouraged us to be more innovative in our approach to fund our programs. Diversification of funding and projects allowed us to pursue our mission and sustain the impact in our communities.

pursue our mission and sustain the impact ii	
Statement of Operations	Total (in \$ CAD)
REVENUE	
Concordia Fee Levy	268,726
Donations and Grants	173,517
Fund raising activities	50
Interest Earned	5
Total Revenue	442,298
EXPENSES	
Salaries	158,319
Project Uganda	149,199
Contribution to partner - related to project in Uganda	68,500
Office and General Expenses	23,147
Professional and Accounting Fees	19,149
Telecommunications and Website	5,416
Meetings & Events	4,998
Amortization	4,124
Advertising and Promotion	3,311
Travel related expenses	2,367
Insurance	2,287
Consulting fees	2,205
Printing and Design	1,022
Bank Charges	654
Foreign Exchanges	490
Total Expenses	445,188

(2,890)





Thank You

We would like to thank everyone who has contributed to the success of CEED. Without your passion, engagement, and support this organization wouldn't have been able to achieve so much. In particular we would like to thank our interns, Board of Directors, employees, partner organizations and funders.



Hawa Keita, **Executive Director**



Samita Mandjee, **Internship Coordinator**



Camina Harrison-Chéry, Events & Communications Coordinator (2020-21)



Melissa Gonzalez Ley, **Events & Communications Co**ordinator (2021-22)



Mary-Lorence Lell Fotso, **Special Events Planner**



Khadijah Banfield, **Project Administration Officer**



Simarjit Bilkhu, **Project Coordinator**



Geneviève Nickel, **Project Assistant**



Cendrine Beaulieu, **Administrative Assistant**



Luke Ofungi, **Deputy Director**



Margaret Acan, Finance & Administration



Marion Aber, **Project Assistant**



Miriam Ayoo, Office Attendant



Eunice Akello, Office Attendant



Geoffrey Laika Ongaya, Security



Joel Ocan, Security



Bidong Sunday, Security



George Omara, **Program volunteer**

Employees



Charles Nyero, **Program volunteer**

Board of Directors

Eric Laventure

David Bonacci

Maggie Dubyk

Majaliwa Byendimbwa

Lysie Salomon

Cristian Pulido

Daniel Lavigueur

Tiffany Thompson

Sabrina Matteau

Jessica Motingi

Awel Uwihanganye

Tessie Nikuze

Karane Tuhirirwe Mihanda

Philippa Mbonye

Kaoutar Dehbi

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

Funders





















Partners























Concordia



Employment +Entrepreneurship



















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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