

SHAPING THE FUTURE

SPONSORSHIP
PROGRAM
2024/2025



ABEEL
ALLIANCE OF BLACK EMPLOYEE
EXPERIENCE & LEADERSHIP

About the ABEEL Foundation

The Alliance of Black Employee Experience and Leadership (ABEEL) Foundation stemmed from an employee-led group at the EllisDon Corporation in response to a lack of diversity in both professional organizations and the pathways available to youth on their way into the workforce. Now, as a volunteer-run independent not-for-profit organization, ABEEL continues to raise awareness and promote education on how we can stop racism within professional organizations and the communities these organizations serve.

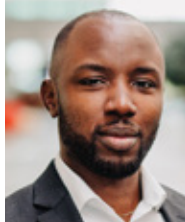
The organization's services provide connections to opportunities for youth in under-served and underrepresented BIPOC communities (with a particular focus on Black Experience), and creates a space for cross-cultural dialogues and education within communities, schools and the partnering corporate organizations.

At the ABEEL Foundation, we strongly believe that simultaneously empowering and educating present and future generations is instrumental in creating a society that is more diverse, equitable and inclusive.



The Team

OPERATIONS



Samuel Ajobo
Founder, President &
CEO



Isabel Onaba
Founding Member,
Executive Vice-President
of Operations



Denroy Jackson
Founding Member,
Executive Vice-President
of Operations



Siju Fantona
Founding Member,
Executive Vice-President
of Operations



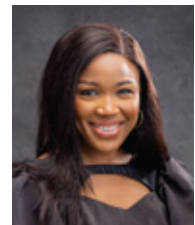
Sophia Nallaiah
Programs Director



Kelsey Jenkins
Programs Director
Sponsors/Donor
Relations, Fundraising



Manel Mahumane
Program Director



Korede Eshi-Momoh
Program Specialist

BOARD MEMBERS



**Cheryl Scobie
Edwards (she/her)**
Director of DEI, University
of Toronto



Joan Manning
Registered
Psychotherapist, MA,
RP, Resilient Focus
Counselling and
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**Helen Nowlan-
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**Lissa Mitchell,
MBA**
National Operations
Director for Strategic
Alliances, KPMG



Timothy Russell
Vice President,
EllisDon



**Tamika Mitchell,
CPA**
Senior Manager, KPMG

Shaping the Future Sponsorship Program

Using their preferred means of expression, students will demonstrate their vision of a future without racism and hate. A future with space for cultural pride and feelings of self-worth through an embrace of 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. The Shaping the Future Sponsorship Program offers the following supports to program participants:

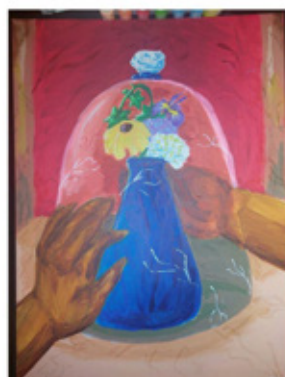
- Scholarships and financial supports for post-secondary education to participants based on evaluation of program submissions;
- Coordination between participants and mentors from various industries;
- Access to virtual learning series, training programs, workshops, co-op programs, or internships via sponsoring organizations;
- Access to social programming addressing mental health and social skill development.

The Shaping the Future Sponsorship Program aims to tear down racial barriers and empower youth by fostering a sense of community and belonging, and by providing access to opportunities they may not otherwise have had. Efforts are aimed at effecting long term change through the provision of access and tools that inspire a foundational shift for one's personal and professional future.

The program offers layers of support with a focus on youth advocacy, employability, and mental health access to participating students.

Award Ceremony

Having hosted approximated 700 individuals the last few years, the annual Shaping the Future Sponsorship Program Award Ceremony provides an opportunity to share creative resources developed by participants, discuss the causes and consequences of racism and hate, and create connections and space for conversations between equity-seeking groups and industry leaders from partnering



Thank You To Our 2024-2025 Sponsors & Supporters



ELLISDON

Founding Industry
Supporter

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.



KPMG

Platinum Sponsor

KPMG LLP, a limited liability partnership, is a full-service Audit, Tax and Advisory firm owned and operated by Canadians. For over 150 years, our professionals have provided consulting, accounting, auditing, and tax services to Canadians, inspiring confidence, empowering change, and driving innovation. Guided by our core values of Integrity, Excellence, Courage, Together, For Better, KPMG employs nearly 8,000 people in over 40 locations across Canada, serving private- and public-sector clients. KPMG is consistently ranked one of Canada's top employers and one of the best places to work in the country.

CONTRIBUTING SPONSORS AND COMMUNITY PARTNERS



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Program Impact To-Date

Access

- 4 provinces
- 6 Regions (Toronto, Ottawa, Halifax, Lower Mainlands of BC, Edmonton, Calgary)
- 30 Communities
- Multiple Languages
- 470+ Student Participants (Sponsorship Program Only)
- 5%+ Student Participants are youths with learning exceptionalities.

470+
Student

Awards

- 196 students awarded bursaries for post-secondary education and to support community organizations of their choice
- Five teacher champion awards per year, to be donated to a community organization of their choice.
- In partnership with Enriched Academy, All students are provided access to ABEEL's financial literacy training sessions

196
Student

Mental Health and Socio-Life Skills Programs

- In partnership with Resilient Focus and Enriched Academy, more than 132 youth have been provided access to mental health awareness programs, socio-life skills programs and more

Industry Integration

- Across all 6 Canadian regions, via partnership with industry leaders, ABEEL have provided:
 - Group and 1on1 mentorships
 - Work placements (33 students at EllisDon and 15 at KPMG)
 - Access to corporate networking events

48
Student

Testimonials

"The co-op experience has been very valuable for me. I struggled to see how my education could become a career. I found the industry daunting before but now seeing it first-hand, I can envision myself here in the future. I got to meet a lot of good people, it was an incredible learning experience."

ELLISDON HIGH SCHOOL CO-OP STUDENT

"We decided to pursue this program because it provides young students like us a chance to express our opinions, and have our voices heard. We come from various backgrounds, traditions, and cultures. We took on the challenge of creating a visionary project showing how our future would look without racism. Together as a team, we have produced something we are very proud of. "

STUDENT

This program encourages students to speak up about racism, our voices can be heard through the support of this program. Speaking on such a heavy topic is not easy for many but this project helped create a safe space to express our concerns, ideas, and envision a different society. May our future be better by accepting others. "

STUDENT

"A great initiative that allows our Black students in particular a platform to share their voices and lived experience of being Black in Canada. This initiative is needed as it gives our Black students an avenue to share, participate and be heard nationally."

TESS PORTER, COMMUNITY EDUCATION LIAISON WORKER

"Participation in this program will not only impact the lives of the students involved but will also empower the larger communities in which they live and study. We want to inspire and support the next generation of leaders. Together, we can create a new standard for how our fellow Canadians are treated - regardless of how they identify. Diversity can unite and strengthen us, rather than divide and weaken us. Together, we can create a better world for us all."

SAMUEL AJOBO, FOUNDING MEMBER AND FOUNDATION PRESIDENT

Awards and Recognition



Toronto



Toronto



British Columbia



British Columbia



Edmonton



Edmonton

SPONSORSHIP



Why Sponsor?

Organizations partnering with the Shaping the Future Sponsorship Program are making a public pledge to support anti-hate and anti-racism initiatives at a systemic level.

By working with the ABEEL Foundation, you will help facilitate connections to opportunities for youth in under-served and underrepresented BIPOC communities through financial aid, mentorship, learning programs, workshops, or co-op placement initiatives. Altogether, this will create a positive space for cross-cultural dialogues and education within the organization and the broader industry in which you operate. By sparking even a small change in corporate leadership today, we can create a ripple effect that inspires positive organizational change for years to come.

ORGANIZATIONAL BENEFITS

- Create strong, effective connections with young talent. Establishing foundational, early-career relationships mitigates risk of future talent shortages.
- Establish a meaningful, authentic presence in underrepresented communities.
- Strengthen the organization's commitment to building a professional environment that celebrates and embraces diversity, which in turn improves corporate culture, employee satisfaction, retention, and financial growth.
- Build a strong pipeline of employees and leaders with DEI knowledge, understanding, and awareness.
- Provide growth opportunities for up-and-coming leaders in the organization. Through training or mentorship, employees without supervisory roles can gain valuable leadership experience.

SPONSORS & DONORS

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

- 15%: Social programming addressing mental health and social skill development for community system of students
- 50%: Financial support and bursaries for post-secondary education to students and their communities (including Award Presentation Ceremony) for 2024-2025
- 25%: Financial support and bursaries for post-secondary education to students and their communities (including Award Presentation Ceremony) for 2025-2026
- 10%: Administrative costs
- Acknowledgement and applicable tax receipts will be issued by program partner *Raising the Roof*.

Shaping the Future Sponsorship Program 2024/2025



AWARD	DETAILS	SUPPORT
Bursaries	<ul style="list-style-type: none"> Winning group per region Winning group per media category (national) 	Financial support for student's post-secondary education or training program
Community Service Award	<ul style="list-style-type: none"> Winning group per region 	Awarded to charity of choice of a student or group who demonstrates exemplary community service
Staff Champion Award	<ul style="list-style-type: none"> Winning staff member per region 	Awarded to charity of the staff member's choosing
Mental Health Programming	<ul style="list-style-type: none"> School community of each regional winning team 	Access to customized social programming addressing mental health and social skill development
Mentorship	<ul style="list-style-type: none"> Students from regional and national winning teams. +1 student (minimum) from each participating school Additional students will be invited to participate depending on the number of available mentors 	1-1 mentorship with volunteers from sponsoring organizations. Coordinated by the ABEEL Foundation in partnership with Crown Mentorship Foundation.
Co-op/Work Placements/ Internships	<ul style="list-style-type: none"> Applications open to all students participating in the program Student selection coordinated with members of the school team and ABEEL Foundation Students may be required to submit a resume or statement of interest 	Coordinated with sponsoring organizations. Timing and style of work experience is flexible. Additional details available upon request.

* All students receiving bursaries are required to attend a financial literacy education session, performed in partnership with Enriched Academy and Fifty forFree.

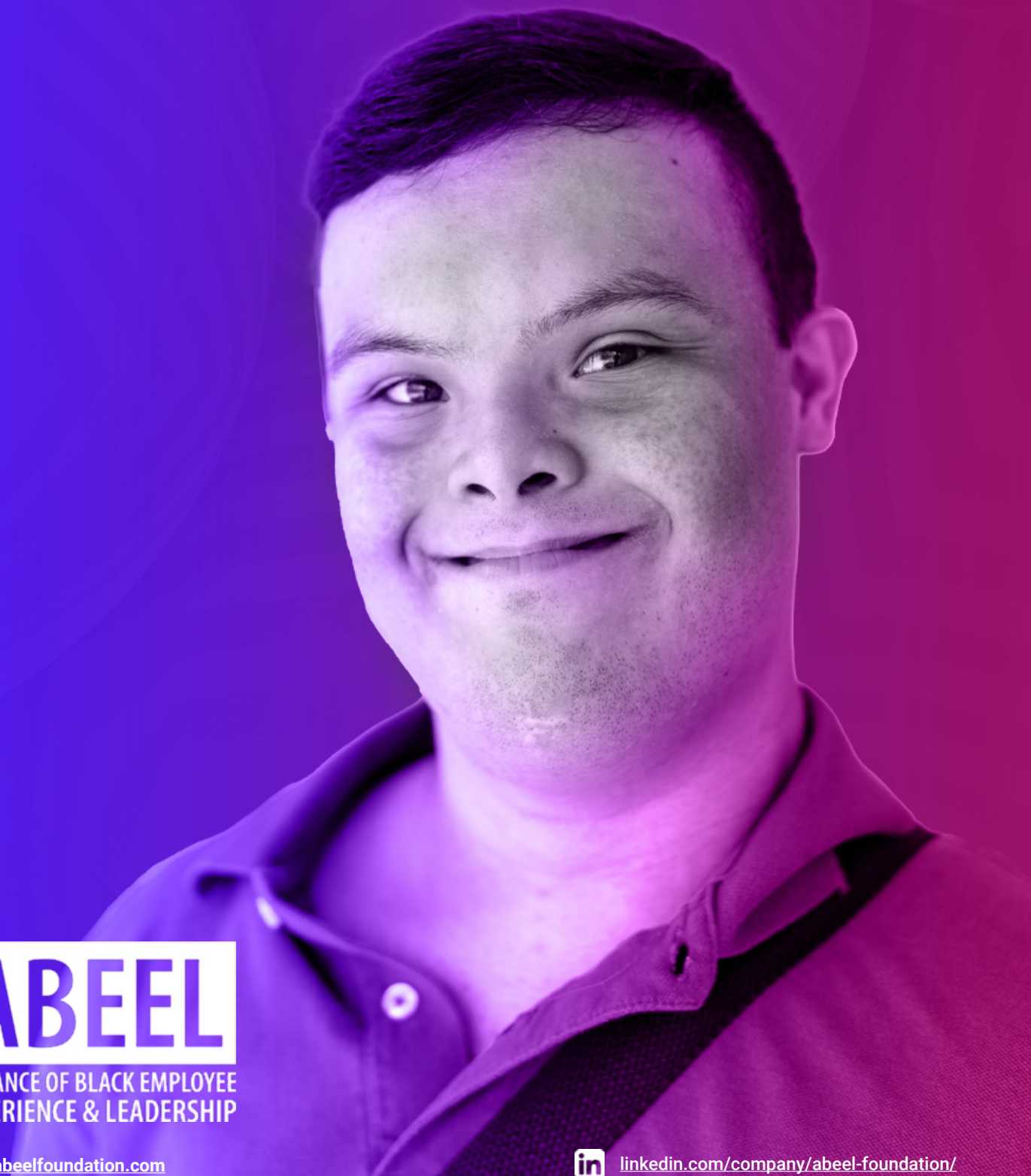
Sponsorship Tiers

BENEFITS	Platinum (\$50k +)	Gold (\$30k +)	Silver (\$10k +)	Bronze (<\$10k or in-kind)
Youth Empowerment:				
• Coordination and support of student participation in sponsoring organizations events (workshops, events, etc)	✓	✓	✗	✗
• Coordination of co-op placements, internships, summer programs or similar opportunities with participating students *	6	3	1	✗
• Coordination of mentorship program for your organization with participating students, facilitated in partnership with Crown Mentorship Foundation *	✓	✓	✓	✗
Organizational Impact:				
• Access to ABEEL Foundation team as guest speaker for sponsoring organization's internal or external function(s)	2	1	✗	✗
• Access to curated DEI resources as it relates to anti-Black racism for the sponsoring organization	✓	✗	✗	✗
Brand Awareness:				
• Logo display at ABEEL Foundation events	Spotlight	Featured	Secondary	✗
• Logo display on ABEEL Foundation Website	Spotlight	Featured	Secondary	✗
• Name recognition at ABEEL Foundation events	✓	✓	✓	✓
• Name recognition on ABEEL Foundation website	✓	✓	✓	✓
• Recognition on social media platforms and/or blog posts	✓	✓	✓	✓
Recognition at Signature Events:				
• VIP Access to the Shaping the Future Sponsorship Program Award Event, Winter 2025	8	4	2	✗
• Opportunity to speak, moderate or present awards	✓	✓	✗	✗
• Invitation to attend award event virtually (note: cap on virtual attendees per organization may be applied contingent on virtual platform capacity)	✓	✓	✓	✓

* Minimum commitment. If more placements are available, ABEEL will endeavour to match additional students to learning, work experience, or mentorship opportunities.

**To learn more about supporting the Shaping
the Future Sponsorship Program, contact:**

Kelsey Jenkins, Programs Director, Sponsorship &
Fundraising - kjenkins@abeelfoundation.ca



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