



Casa Foundation

2023 Annual Report



CASA
FOUNDATION

FOR INTERNATIONAL
DEVELOPMENT

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Casa Foundation | 2023 Annual Report

This annual report covers the 12-month period from April 1, 2023 to March 31, 2023.

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Message from Dr. Olutoyin Oyelade

Founder & President of Casa Foundation

The past 14 months have been most exciting for me because of my engagements with a community of innovators and creators. In recent months, I have been privileged to be a part of the restart and relaunch of businesses and initiatives that were moribund.

It is a joy and a honor to see ideas come to life again after the devastating effects of the pandemic that the whole world is still recovering from. Moreover, its a miracle that some of these initiatives are coming from communities that were disproportionately affected by the effects of the pandemic.

We have seen pivoting of businesses, products, and services at the highest level, we have seen mergers, collaborations and partnerships with community groups, and more Ecosystems of support evolve, yet some challenges remain. However, these challenges are not unmitigateable.

At Casa Foundation, we've been relentless in adapting to changes in the ecosystems. The past year has seen us pivot many of our programs to address the emerging gaps in our communities. From the Entrepreneurs Exchange to Pitch Masters and beyond, we remain committed to developing resources, programs, and partnerships that support vertical industry sectors, particularly in the realms of health, infrastructure, and education.

Our trifold approach, centered around mentorship, partnership, and sponsorship, continues to guide our endeavors through platforms like the Entrepreneurs Point Academy, the Black Advisory Hub, and the newly established Centre for Advancement and Skills Acquisition (CASA).

The growth and positive indicators showcased in this report are a testament to our strategic planning. We've expanded our reach, launching specialized services and extending our operations to six additional provinces across the country. Our collaborative efforts with other community groups during the pandemic have set a precedent, becoming a case study referenced across various community and ecosystem groups, particularly for those aspiring to scale their operations.

I extend my heartfelt gratitude to all Casa Foundation supporters – our valued partners, donors, sponsors, and participants. It is your unwavering support that enables us to transform our vision into a tangible reality, impacting lives and communities across the globe.



About Us / Our Approach

Casa Foundation for International Development is a Canadian not-for-profit founded in 2011 to advance women, youths, and emerging leaders through economic, entrepreneurship, and business development initiatives. Casa Foundation offers support to vertical sectors in, education, health, and infrastructure. Its social impact programs and initiatives are executed through the trifold approach of Partnership, Sponsorship, and Mentorship.

MISSION

To mentor youth and women seeking self-development to attain their full potential in the health, infrastructure, and education sectors. To partner with relevant agencies looking to advance women to relieve poverty and promote economic, business, and community development initiatives. To collaborate with support groups across Canada, and around the globe, in the Public and Private sectors to realize these objectives.

VISION

To advance and invest in start-up entrepreneurs and emerging leaders to achieve their business goals. To empower, mentor, and sponsor emerging leaders (women & youths), to build better communities.

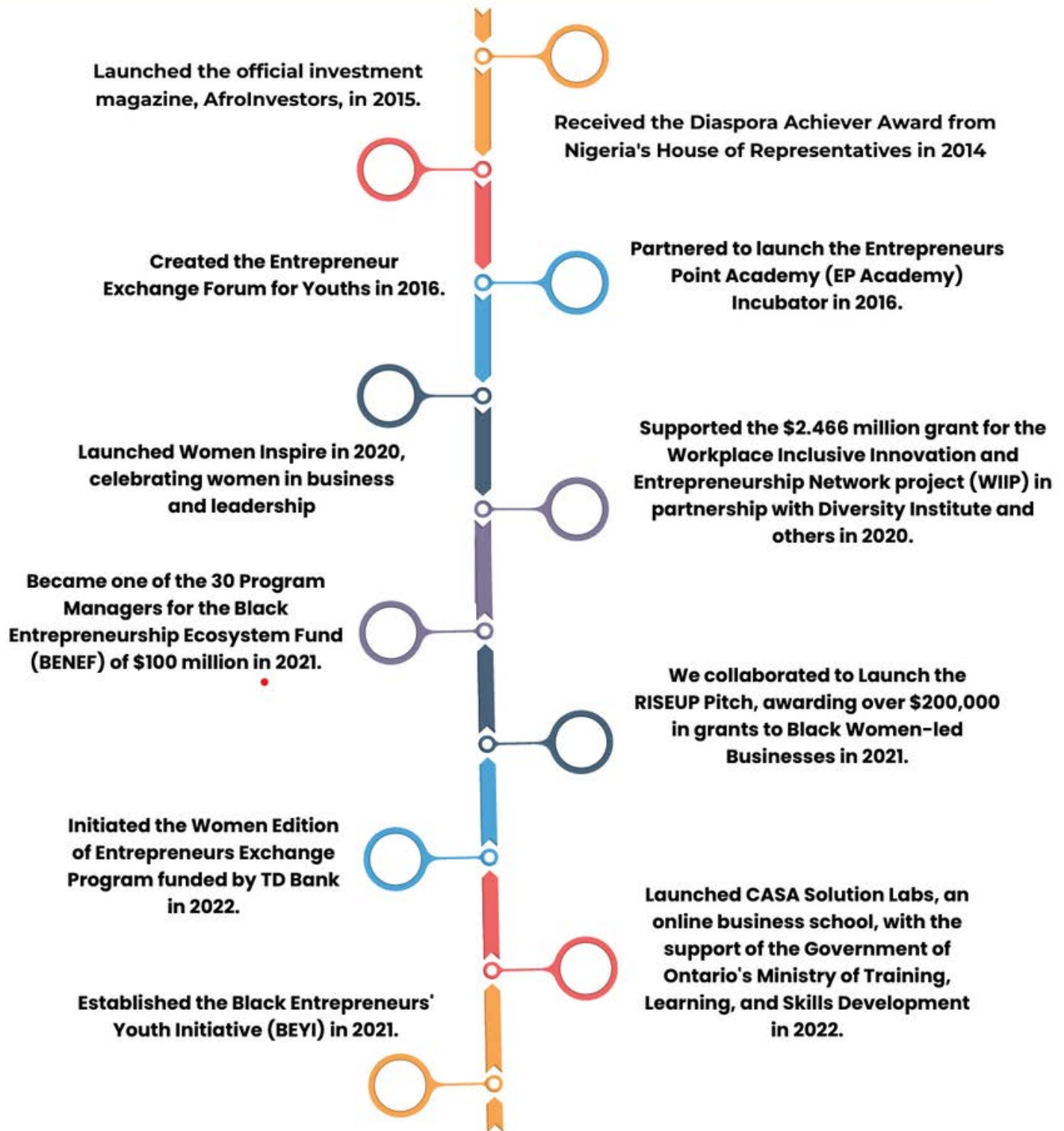
TRIFOLD APPROACH

Mentorship: To develop skills, motivate, inspire youth and entrepreneurs

Partnership: To create a robust community of entrepreneurs

Sponsorship: To support entrepreneurs to access finance

Selected Milestones & Accomplishments



Spotlighted by the Government of Canada for training 7,560 Black Founders in business and entrepreneurship in Canada.

Programs & Initiatives

At a Glance

With support from our partners, donors, and sponsors, the Casa Foundation has been able to create and implement a wide range of impactful programs in line with our mission, vision, and approach. These programs are listed below and described in more detail in the following section of this report, along with key details on the initiatives and impacts that occurred during the 2023 reporting period (April 1, 2022 to March 31, 2023).

CASA FOUNDATION PROGRAMS

- Entrepreneur Exchange** was created in 2015 to bridge the skills gaps among young entrepreneurs and expanded upon in 2022 to serve women entrepreneurs
- Pitch Masters** started in 2016 as a fundraising platform for BIPOC entrepreneurs as part of the FOA summit
- Women Inspire** was created in 2020 as a forum to advance women in business, trade, and leadership; as well as to showcase influential problem solvers who are role models for girls
- Black Advisory Hub** was launched in 2021 to support the integration and socio-professional inclusion of the Black community in Canada through innovation in community-based programs; including an Accelerator Program for Black Entrepreneurs in Canada
- Casa Labs** was launched in 2022 to reskill and upskill job seekers who are youth, women, newcomers, immigrants, and people from racialized groups

PARTNER PROGRAMS

- Friends of Africa** summit was founded in 2011 to highlight investment opportunities in the African diaspora
- Entrepreneurs Point** was launched in 2018 to provide a shared workspace for entrepreneurs
- EP Academy** was created in 2019 as an incubator for startups to work on capacity development
- Black Entrepreneurship Youth Initiative** was launched in 2021 to train and mentor emerging leaders through a Black founders' roundtable
- Rise Up** started in 2020 and is designed to help Black women entrepreneurs develop key skills, build their networks, and find the support they need to succeed

The Casa Foundation is now in its 12th year of operations, offering life-changing programs, impacting diverse industries, transforming lives and communities, and facilitating the creation of new businesses within the Black and African diaspora.

Entrepreneur Exchange

POWERED BY: **CASA** FOUNDATION | FOR INTERNATIONAL DEVELOPMENT

TD TD **READY** COMMITMENT

OVERVIEW

Entrepreneurs Exchange is a business incubator program hosted by the Casa Foundation and funded by TD bank. The program is designed to enhance the business knowledge of women entrepreneurs by providing necessary resources, training, guidance, and networking opportunities.

The program seeks to increase overall entrepreneurial success and remove barriers to career advancement. Entrepreneurs Exchange is beneficial to both established entrepreneurs and new entrants into Canada. The goal of the program is to improve the economic opportunities for women aspiring to or formalize their businesses.

The 4-6 week program runs online with weekly meetings of 1-2 hours in length.

**ENTREPRENEUR
EXCHANGE (EE32)**

SUPPORTED BY



**Calling all
ambitious women
entrepreneurs in
Canada!**

Discover the power of the Entrepreneurs Exchange program designed to empower and support women entrepreneurs at every stage from startup to expansion.



EE 2023 EVENT AND IMPACT SUMMARY

- Participants learned about how to incorporate a business, source capital, connect with partners and clients, and write a business proposal. There were also sessions on digital and financial literacy.
- To wrap up the program, participants had to present their business proposals at a pitch competition.
- 2 people won the pitch content and were each awarded a cash prize of \$5,000.
- More than \$20,000 has been awarded to the winners of the pitch contest from May 2022 to May 2023.
- More than 200 students have been trained from January 2022 to May 2023.
- 90% women reported that the program enhanced their financial knowledge and business approaches.

- 20 TD Bank team members have volunteered with EE.
- 116 women have taken part in the pitch bootcamp sessions.
- 35 women benefited from the 1 on 1 advisory sessions.
- 210 people have attended the networking events.
- 15 community leaders (coaches, judges) have participated.



EE GRADUATES

Cohort 1

75 graduates

Cohort 2

46 graduates

Cohort 3

92 graduates

EE PITCH WINNERS

May 2022

4 pitch winners

Oct 2022

7 pitch winners

May 2023

5 pitch winners

Pitch Masters

OVERVIEW

The Pitch Masters' program was created by Casa Foundation in 2015 with the aim of connecting groups of startups, young entrepreneurs, and aspiring entrepreneurs to meet with like-minded individuals and groups and are looking to fund and provide capital to them. Pitch Masters occurs annually as part of the FOA Summit programming.

Since the inception of the Pitch Masters program in 2015, over 165 participants have pitched their business ideas to various judges and investors. To date, over \$100,000 has been awarded in pitch grant awards.

2022 EVENT AND IMPACT SUMMARY

Date: October 13-14, 2022 (part of the 2022 FOA Summit)

Location: Virtual + the Westin Harbour Castle, Toronto (hybrid event)

36 participants from EP Academy, Black Advisory Hub, and CASA Labs made presentations to a panel of judges.

8 winners were selected and awarded \$5,000 each.



Women Inspire

Women in Business & Leadership

OVERVIEW

In honor and celebration of International Women's Day, Casa Foundation and its partners hosted the 4th edition of Women Inspire, a Celebration of Women in Business and Leadership.

The forum focused on women that have advanced Canada's trade and economic development landscape and celebrated inspiring women in Canada that have distinguished themselves in the business and trade sphere.

Through the panel sessions and case studies, women executives from vertical sectors (government, academia, business, banking, real estate, non-profit, and charity) shared impressive insights. Their thoughts were supported by empirical evidence on how to succeed in a career, trade, or business in a challenging arena.

This year's event focusing mainly on the following discussion topics:

- Empowering Women; Case Studies of Women in business, leadership. Sharing the journey.
- How do Women Create Sustainable Wealth?
- Enabling Women to rise to Boards and Top Leadership of Corporations.

The Casa Foundation Presents:
Women Inspire
Embrace Equity: Enabling Aspiring Leaders for the future.
CELEBRATE INTERNATIONAL WOMEN'S DAY BY LISTENING TO WOMEN LEADERS SHARE THEIR EXPERIENCE & LESSONS

TIME
9:00 AM - 1:00 PM (EST)
DATE
10th MAR 2023

Venue: Gala Ballroom - 100 Queens Quay East, ON, M5E 1V3
Tickets available on Eventbrite; <https://bit.ly/3RiUPKG>

Powered By:

2023 EVENT AND IMPACT SUMMARY

Date: March 10, 2023

Location: Virtual + In-Person (hybrid event)

Theme: Embrace Equity: Enabling Aspiring Leaders for the Future
The theme focused on acknowledging the efforts and impact made by women leaders in various sectors and industries in Canada as well as educating and building more opportunities for professional women and women entrepreneurs to take up the leadership mantle and make a difference for society.

The forum featured 3 panel sessions with 18 women in leadership from the public and private sectors.

Over 150 people attended the the forum in person and to date over 3,500 people have viewed the event recording on the Casa Foundation's YouTube page.

Black Advisory Hub



OVERVIEW

The Black Advisory Hub (BAH) is a project for the integration and socio-professional inclusion of the Black community in Canada through innovation and is a community-based program which aims to create better employment, higher incomes, and increased number of jobs, especially for Black and African diasporas through entrepreneurial training, the incubation of start-ups, provision of mentoring, coaching and paid and unpaid placements as well as to create new businesses and accelerate the number of growing Black-owned companies.

The project is being implemented across Canada by the Casa Foundation and its partners, who have expertise in start-up incubation, enterprise acceleration, and much more. The main activities include training, mentorship, sponsorship, coaching, work placements, networking, short courses, grants, and loans.

The project is implemented by 90% Black women led structures from the sub-Saharan Africa diaspora with strong business experiences at the community and institutional level in Canada.

BAH is a national program integrating the socio-professional inclusion of the Canadian Black community through innovation. The program is based on the following four (4) pillars:



1. Promote economic opportunities and sustainable jobs for the Black and African diaspora
2. Improve the employability of the Black and African diaspora in Canada through entrepreneurship training, mentoring, networking, financial planning, branding and brand strategy concepts, leadership skills, and gender development
3. Support the development and financing of entrepreneurial businesses and co-operatives of Black and African diaspora
4. Ensure they are loan and grant ready to build long-term sustainability of the offering and support the development and financing of entrepreneurial businesses and co-operatives of Black and African diaspora



BAH Accelerator Program



Powered by Casa Foundation

 bahclients@casafoundation.ca
 blackadvisoryhub.ca

BAH Accelerator Program



The flagship program of the **Black Advisory Hub** is the BAH accelerator program. Powered by Casa Foundation and its partners, this project is funded by the Government of Canada. The Accelerator program is entrepreneur-specific (inclusive for all industries and business stages) and designed to provide Black entrepreneurs in Canada with support, mentorship, and access to capital.

Program Benefits :

- Training by industry professionals and experts.
- Mentorship by entrepreneurs and other business professionals.
- Coaching on business planning, legal, financial, marketing, operation.
- Access to business training tools.
- Guidance on how to obtain funding and loans, etc.

Graduates of BAH Accelerator Program

Cohort 1 - 82 graduates
Cohort 2 - 42 graduates
Cohort 3 - 26 graduates
Cohort 4 - 28 graduate

Pitch Winners

May 2022 - 8 pitch winners
Oct 2022 - 8 pitch winners
May 2023 - 8 pitch winners



CASA Labs & Business School

OVERVIEW

Casa Labs for Skill Development Program is a comprehensive initiative designed to empower individuals seeking employment opportunities, with a particular focus on youth, women, newcomers, immigrants, and individuals from racialized communities. Our program is uniquely tailored to address the evolving demands of the digital age.



C.A.S.A LABS
Business School - Online

- 🎓 7 Weeks of Training in Digital space
- 📊 Resume building and elevator pitch Bootcamp
- 📄 Lessons in Leadership, Digital Marketing, E-commerce
- 💰 3 Month Paid placement



CASA SOLUTION LABS

Presented by Casa Foundation for International Development



Friends of Africa

Economic Development Summit

-- Partner Program --

OVERVIEW

Friends of Africa (FOA) provides African businesses from a variety of sectors with the opportunity to expand their businesses, play an active role in contributing to community economic development, and develop a new crop of entrepreneurs who will build a more sustainable private sector. Through roundtable discussions, planned debates, and informal meetings, participants are brought together to discuss and offer solutions to challenges related to economic development.

OBJECTIVES

- Facilitate discussions on economic, business, and entrepreneurship development
- Facilitate connections and business match making of African-focused businesses
- Connect startups to potential partners, business, and investment opportunities in North America and Africa
- Promote strong networks and business mentoring for startups, youths, and entrepreneurs
- Provide startups and SMEs with an opportunity to pitch to growth organizations and their investors
- Prepare diaspora African businesses to scale and expand across regions, by understanding the business culture, ethics, and principles of other African diaspora communities



FOA 2022 EVENT AND IMPACT SUMMARY

Date: October 12-15, 2022

Location: Virtual + the Westin Harbour Castle, Toronto (hybrid event)

Theme: Unlocking Resources for Global Recovery

Global leaders gathered in-person and online to discuss strategies for the sustainable and resilient growth of African economies post COVID-10 , including partnerships, allegiance, and capital creation.

Panel & Round-Table Discussion Topics:

1. Learning Digitally: Building an Effective Digital Education System Beyond 2025
2. Unlocking Resources for Global Recovery for Retail and Corporate Markets Through E-commerce
3. Public Sector Policies for Global Recovery Across Borders
4. Creating Wealth Through the BIPOC Business Ecosystem for the National Economy

FOA 2022

»» **55** **Participants**
At the Job Fair

»» **600** **Attendees**
For the Round Table

»» **17** **Businesses Showcased**
In the Marketplace

»» **11** **Sponsors**
For FOA 2022

»» **23** **Speakers and Panelists**
At FOA 2022

»» **30+** **Nations**
Represented at FOA 2022

»» **40K** **Total Amount Awarded**
To the Pitch Master Winners'

»» **09** **Pitch Presentations In-person**
In the Pitch Master Competition

»» **27** **Pitch Presentations On-line**
In the Pitch Master Competition

»» **08** **Winners**
From the Pitch Competition

»» **16K** **Views**
On Youtube

»» **33+** **Participants**
On Site

»» **5K** **Amount Awarded**
To each Pitch Master Winner'

Entrepreneurs Point

-- Partner Program --

OVERVIEW

Entrepreneurs Point (EP) offers solutions for entrepreneurs, startups, and business owners. It provides a space for these members to collaborate, share experiences, and get inspiration from one another. EP connects entrepreneurs to a valuable network and multitude of resources and events.



EP Academy

-- Partner Program --

OVERVIEW

EP Academy is an educational centre that offers learning opportunities in the form of continuing education, seminars, workshops, and roundtables on leadership, business, finance, and risk management.

We target candidates that are interested in learning skills to build, expand, and partner to create startups, enterprises, new businesses, service hubs, etc.

Our students fall into diverse categories of business owners, professionals, and youths looking to hone their knowledge of sectoral skills, style, systems, standards, and procedures to manage their financial and business well-being.

EP Academy completed its 27th cohort in 2022 and its 28th and 29th cohorts in 2023

164 students were trained in these three cohorts

The winner of the pitch contest was awarded a cash prize of \$5000

EP Academy has reached over 2,200 entrepreneurs to date

Black Entrepreneurship Youth Initiative

OVERVIEW -- Partner Program --

Black Entrepreneurship Youth Initiative (BEYI) provides Black youth and entrepreneurs with access to resources to support entrepreneurial endeavors, including grants, programming, mentorship, and learning opportunities.

This initiative also empowers Black business owners by connecting them to the resources required to build or scale their businesses.



2023 EVENT AND IMPACT SUMMARY

Dates: Feb 17 (Ottawa) & Feb 18 (Montreal)

The 2-day in-person conference included celebration, fireside chats, networking, and dining with influencers and changemakers. The event hosted professionals, students, youth, and women in the Black ecosystem working to advance their businesses and career to reach their full potential.



Funded by:
Federal Economic Development
Agency for Southern Ontario

Financé par :
Agence fédérale de développement
économique pour le Sud de l'Ontario



Rise Up

-- Partner Program --

OVERVIEW

Rise Up is an opportunity for Black women entrepreneurs, at any stage of business, to shine and pitch for the chance to win thousands of dollars in financial awards and resources. This program has been designed to help Black women entrepreneurs develop key skills, build their networks, and receive the support they need to succeed.

2023 EVENT AND IMPACT SUMMARY

Date: March 31, 2023

Location: Virtual & In-Person



Eight (8) women received \$10,000 grants to support their start-ups and small businesses.



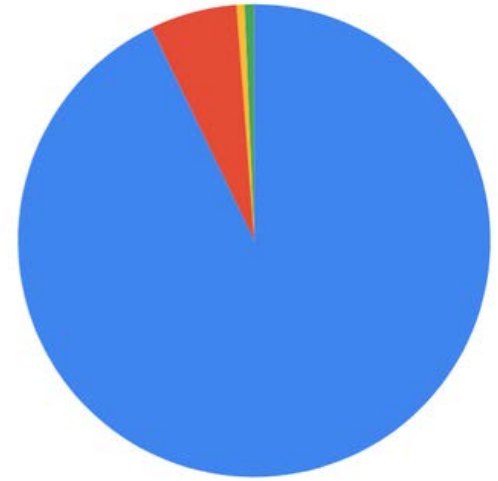
Financial Highlights

These financial highlights cover the 12-month period from April 1, 2022 to March 31, 2023.

Income

Federal and Provincial Grants	\$2,251,327	92.83%
Private Sector Grants	\$144,654	5.96%
Training Allowance	\$13,379	0.55%
Event Revenue	\$15,569	0.64%
Interest Income	\$243	0.01%

- Federal and Provincial Grants
- Private Sector Grants
- Training Allowance
- Event Revenue
- Interest Income



Total Income = \$ 2,425,172.07

Key Expenditures

Grants Distributed	\$820,283	42.69%
Salaries, Wages, and Benefits	\$502,131	26.14%
Occupancy Costs	\$28,815	1.50%
Repairs and Maintenance	\$4,500	0.23%
Other Expenses	\$565,533	29.44%

- Grants Distributed
- Salaries, Wages, and Benefits
- Occupancy Costs
- Repairs and Maintenance
- Other Expenses



Total Expenditures = \$ 1,921,262.19

Assets	\$ 879,006.28
Liabilities	\$ 116,065.40
Net Assets	\$ 762,940.88

Excess of Revenues Over Expenditures = \$ 503,909.88

Our detailed and audited financial statements can be made available upon request.

Partners, Donors, and Sponsors

Casa Foundation receives tremendous support from partners, donors, and sponsors. Entrepreneurs and diversified communities remain our biggest supporters.



Canada



CHAMBRE DE COMMERCE CANADA MALI - ASSOCIATION
CANADA MALI CHAMBER OF COMMERCE - ASSOCIATION



Women
Entrepreneurship
Knowledge Hub

Look Ahead

Projection & Outlook

We are working towards the following key goals over the next reporting year:

- Increase operating budget by securing recurring funding relationships and identifying opportunities to diversify funding sources
- Engage team leads and key staff in strategic planning and identify KPIs that support the organization's priorities
- Empower talent (employees, interns, volunteers)
- Hire an Executive Director
- Retain key clientele and established network
- Diversify services and programming to best support target audiences
- Develop systems and structure for more efficient operations

