

Casa Foundation 2020 Annual Report

10TH ANNIVERSARY

**FRIENDS OF AFRICA:
ECONOMIC DEVELOPMENT SUMMIT 2020
VIRTUAL EDITION**

**THEME:
REIGNITING GLOBAL TRADE:
ROAD TO RECOVERY**

OCTOBER 9-11, 2020 | Tickets available: Casafoundation.ca

Featuring: Private/Public Sector Senior Leaders, Industry Specialists, Entrepreneurs

The Hon. Jean Augustine 1st Deputy Minister Member of Parliament Canada	His Excellency Wankole Nene The Secretary General African Continental Free Trade Area, HQ Chana	H.E. Kayode Fayemi Governor of Ekiti State, Nigeria	The Hon. Dr. Zainab Ahmed Budget and National Planning, Federal Republic of Nigeria	Arc. Oluosola Oyelade Principal Architect, CASA Development, Nigeria Board Chair EP Academy, Canada	The Hon. Victor Fedail Minister of Economic Development, Trade, & Job-Creation, ON, Canada	H.E. Ghahni Adeniyi Fayemi 1st Deputy Minister Africa Desk for Foreign Affairs Women's Development Fund, Nigeria	
The Hon. Prothonotary Sanders Minister of Small Business Enterprise, ON, Canada	H.E. Braoulé Mélé Ambassador of Mali in Canada	Dr. Leticia Applah Biodiversity Director National Population Commission, Republic of Ghana	H.E. Higiros Prosper High Commissioner to Rwanda in Canada	Stephanie Del National Lead, UN Women, ECLAC Rep for W.E. EMPOWER, Canada	Dr. Ayo Teriba Renowned Economist, Nigeria	Idas Levato Founder WEDR, TO, Canada	Niluka Nottogoda Vice President, Sobey, Canada
Dr. Olutoyin Oyelade Managing Partner, HCCP, President, Casa Foundation, Canada	Leon Naidoo CEO, Nelson Impact Solutions, South Africa	Prof. Fummi Olorunsitan Vice President, King's College, London, UK	Prof. Wisdom Tettey Vice President, University of Toronto, Canada	Prof. Wendy Oskier Academic Director & Founder, Diversity Institute, Ryerson University, Canada	Gareth Bloor President, Canada- Africa Chamber of Commerce, Canada	Michael Forast Chair, Board of Directors Canadian- Black Chamber of Commerce, Canada	



Casa Foundation: 10 years Stronger -2020

Background

Casa Foundation for International Development (Casa Foundation) was founded in 2011 as a non-profit organization, registered in Ontario Province, Canada. Casa Foundation empowers youths, women, and emerging leaders through her programs and initiatives in the health, education, and infrastructure sectors. Casa Foundation adopts a trifold approach of partnership, mentorship, and sponsorship, in the execution of her mandate to these focus groups. In line with the organization's mandate, Casa Foundation has created programs to fast-track the emancipation of her groups in the last 10 years. These programs include *Friends of Africa (FOA) summit*, founded in 2011 to highlight the African investment opportunity in the diaspora; *Mother & Child*, started in 2011 to provide medical supplies to vulnerable groups in West African suburbs and delivered by Casa's African Partners; *The Exchange*, created in 2015 to bridge the skills gaps among Young Entrepreneurs; *EP Academy*, created in 2018 as an incubator for capacity development of Start-Ups; and *Women Inspire*, created in 2020 as a Forum to advance Women in Business and leadership, and groom influential problem solvers. All programs are available to Ontario residents specifically and generally to Canadians. Casa Foundation is now in its 10th year of operations, offering life-changing programs, impacting diverse industries, transforming communities, and facilitating the creation of many new businesses within the African diaspora and in the continent at large. Below are some of the key milestones of Casa Foundation:

Casa Foundation: Selected Milestones

In 2014, Casa Foundation received Diaspora Achiever Award from Nigeria's House of Representatives

In 2014, FOA Business Forum Paper received Investment Funds to develop SplashWorld Nigeria

In 2014, Casa Foundation received Ontario Government's commendation letter for creating FOA summit

In 2015, Casa Foundation started her official Investment Magazine-AfroInvestors to share success stories

In 2016, Casa Foundation created her Entrepreneur Exchange forum for Youths, Startups, Founders

In 2016, Casa Foundation started her Casa Scholarship program at Centennial College.

In 2018, Casa Foundation partnered to create Entrepreneurs Point Academy (EP Academy) Incubator

In 2020, Casa Foundation started its Women Inspire, a celebration of Women in Business and Leadership

In 2020, Government of Canada approved a \$2.466m Grant to Diversity Institute at Ryerson University, and its supporting partners **CasaFoundation**, KPMG, PWC, Deloitte, RBC Bank, BMO Bank, and more for the Inclusive innovation and Entrepreneurship Network project.

Casa Foundation Programs

Friends of Africa Summit:

Friends of Africa (FOA) recently celebrated its 10th Edition Economic Summit. The FOA summit has a mandate to facilitate wealth creating ideas for the development of African and emerging economies and diaspora businesses. FOA has evolved to become the anchor program for professionals, businesses, and entrepreneurs looking to connect with diverse industries and sectors globally, including the public sector across the globe. FOA summit is Casa Foundation's flagship program. [Read more on FOA.](#)

Women Inspire Forum:

The Forum focuses on women that have advanced Ontario and Canada's trade and economic development landscape and celebrates inspiring women as role models that can mentor upcoming women in business and trade. The Forum provides a platform to showcase lessons from Canada's businesswomen to inspire and empower other women. The Forum serves as a knowledge-based

learning platform to share successes, best practices, lessons learned, networking and robust debates on how to cultivate new partners, and markets for business growth. [Read more](#)

Pitch Masters

Pitch Masters is a platform for entrepreneurs, SMEs, and start-ups looking to build businesses, ventures, partnerships, and capital in the GTA, Ontario. It creates opportunities for start-ups to scale-up, raise funds, and be visible to angels. [Read more](#)

Entrepreneur Exchange (Resident & Newcomer Groups)

The Exchange is a Forum that gives professionals, innovators, emerging businesses, inventors, and creators across various verticals the opportunity to discuss their ideas with like-minded entrepreneurs, practitioners, businesses owners, and pioneers. Participants and Members are creative collaborators looking to either start a revenue-generating product or service; or have already pioneered an initiative that improves socio-economic development within their communities. [Read more](#)

Program format

- Plenary Sessions
- Government roundtable
- Keynote address
- Business pitch
- Economic roundtable
- Fireside chat
- Panel discussions
- Post-summit networking

Partners, Sponsors, Stakeholders

Target audience

- Private sector leaders
- Public sector leaders
- Community business organizations
- Government leaders,

- Entrepreneurs (aspiring & growth
- Creators, innovators, inventors
- Friends of Africa investors
- Non-Profit Organisations (NPOs)
- Social Profit Organisations (SPOs)
- Diversity Institute/Ryerson University
- University of Toronto
- Centennial College
- Canadian- African Chamber Business
- Canadian-Black Chamber of Commerce
- Canadian- Mali Chamber of Commerce
- Canadian-Association- Rwandan Youths
- BMO Bank
- CIBC Bank
- BDC Bank (Business Dev. Bank)
- Canada African Corporations
- Organization of Women in Trade
- Women Focused groups

Next Steps

We invite you to partner with us to deliver our programs within our communities. We are available to answer your questions on any of our programs and look forward to your support.

For more details of CasaFoundation programs, kindly click www.Casafoundation.ca or send an email to info@Casafoundation.ca

Yours Truly,
Olutoyin Oyelade
President, Casa Foundation

Reports of Intervention Programs



Women Inspire 2020- A Celebration of Women in Business and Leadership:

5th March 2020, 9:00a.m. to 1:00p.m. Venue: World Trade Centre, Toronto

In honor and celebration of this year's International Women's Day, [Casa Foundation for International Development](#) is partnering with the [Organization of Women in International Trade \(OWIT\) – Toronto Chapter](#) to host the Women in Business and Leadership Forum. The Forum will focus on women that have advanced Canada's trade and economic development landscape and will also celebrate inspiring women in Canada that have distinguished themselves in the business and trade sphere.

Aligned with the 2020 International Women's Day thematic focus on "Each for Equal: An equal world is an enabled world", the Forum's sole purpose is to support women-owned businesses, while empowering women to run businesses through connecting resources (social, capital, human) to ideas. The Forum will provide a platform to showcase lessons from Canada's businesswomen who inspire.

Program and panelists

Equality and enabling women leaders in trade and business

Welcome- Dr Olutoyin Oyelade: President, Casa Foundation

Opening Keynote: Hon Mary Ng: Minister of Small Business, Export Promotion & Intl Trade, Canada

Hon Dr. Jill Andrews: Member of Parliament ON-Canada (Confirmed)

Panel One: RoundTable Enabling women in businesses

Moderator: Prof Wendy Cukier, Founder Diversity Institute

Fireside Speakers: Laura Reinholz- Director/ Head BMO for Women; Andrea DelZotto- Executive Vice President-Tridel Group, Dr Olutoyin Oyelade, Founder Casa Foundation for International Development.

Panel Two: Advancing women to senior leadership

Moderator: Helen Hemmingsen- President Organization of Women in International Trade

Panel Speakers: Pinar Dogruer- Chief Culture & Values Officer- PWC, Canada; Sunarra Sandy- CEO, Skills for Change, Paulette Jagers- Chief Inclusion Officer, BMO Bank

Session 3: Case Studies: Connecting & enabling women in trade and business

Moderator: Helen Hemmingsen-President Organization of Women in Trade

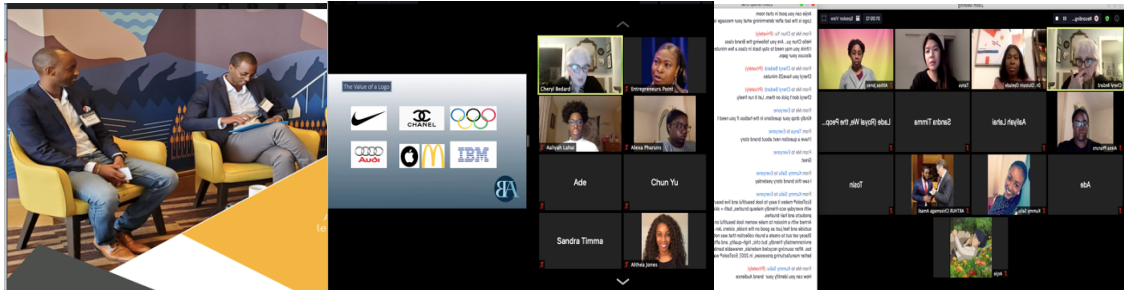
Case Studies: Danielle Fielder- Snr. Vice president- Tridel Group; Anita Agrawal, CEO Best Bargains, Executive Director- Toronto, Board of Trade; Case Study analysis from PWC



Pitch Masters

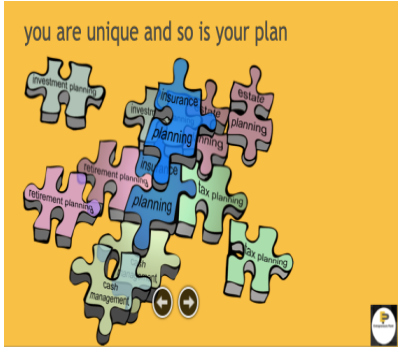
STAGING THE PERFECT PITCH

Entrepreneurs get the opportunity to present their business ideas to a panel of entrepreneurs, business leaders and industry experts at the Pitch Master’s program summit. There would be a panel of judges who would be grading the presenters to come up with an eventual winner, who would go home with a prize.



Welcome to the Pitch Master’s program.

Pitch Masters aims to support start-up ventures and aims to promote in particular businesses of racialized groups. Startups get to participate and develop their businesses with great promotional resources added to showcase start-ups. Following some structural changes Pitch Masters introduced its funding (financing/cash) reward for the top five participants of the pitch. The winners were decided by a panel of judges and received access to the funds on a tiered system, based on their final position after the presentations, and after the panel’s decisions.





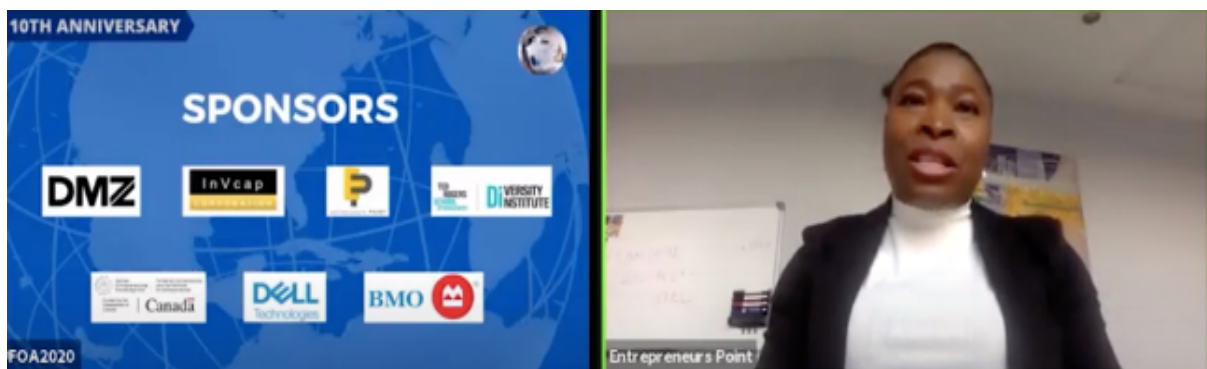
Friends of Africa: Economic Summit 2020 Reigniting Global Trade & Investment:

Background

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Friends of Africa 10th Edition -Highlights

Casa Foundation hosted the 10th Edition of Friends of Africa (FOA) Economic Summit on the 9th-11th of October in line with its mandate to facilitate wealth creating ideas for the development of African economies and diasporan businesses. In the last 10 years, FOA has evolved to become the anchor program for professionals, businesses, and entrepreneurs looking to connect with the public, private, and investment communities globally. Following the incredible success of Friends of Africa (FOA) Economic Summit in the last nine years, the 10th anniversary of the FOA2020 was a unique experience that brought together global influencers and leaders from academia, government, private sector, and industry to explore the **theme; Reigniting Global Trade and Investment** over 3 days. Kindly find below the summit picture highlights with **The Premier of Ontario as FOA 2020 Keynote Speaker**





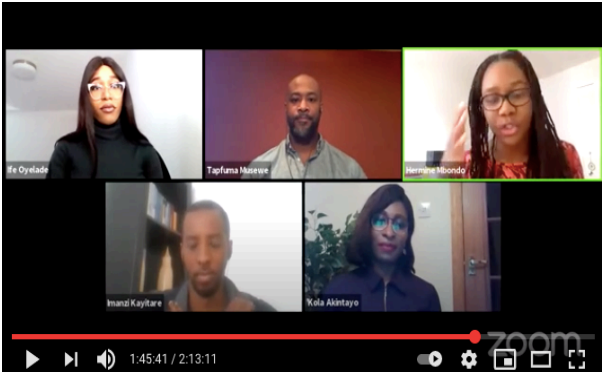
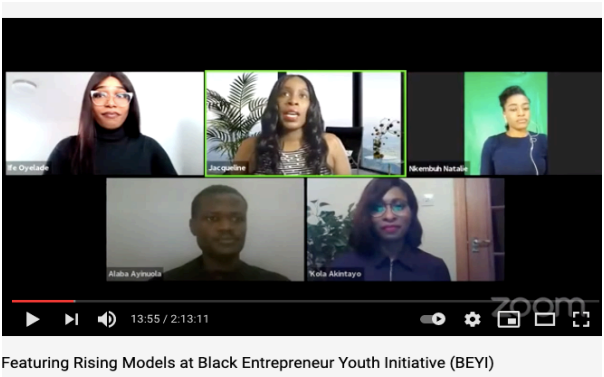
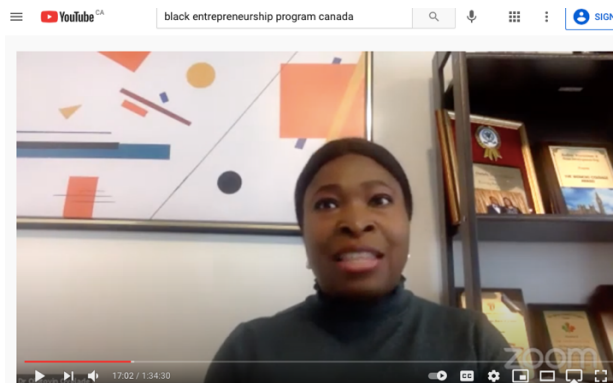
Friends of Africa

AN ANNUAL ROUNDTABLE CONFERENCE



BLACK ENTREPRENEURSHIP YOUTH INITIATIVE

Casa Foundation Launched the Black Entrepreneurship Youth Initiative in December 2020. Dr Olutoyin Oyelade, President Casa foundation addresses the New Forum.
Watch Live: https://www.youtube.com/watch?v=tuF9_tsGt2A



The Black Entrepreneurship Youth Initiative (BEYI) is a platform for training, advancement, and the promotion of Black Youth Entrepreneurs to become Role models and pillars that fasttrack economic development of the black communities. A 3-part webinar series to equip emerging leaders with tools to strengthen their personal well-being,

wealth building and home ownership dreams.

2020 Events: Speaker Profiles : Full Profiles Here:
<https://casafoundation.ca/current-speakers/>

Olutoyin Oyelade

Olutoyin is the Founding Partner/CEO at invcap Corporation-An Investment advisory firm with partners in Nigeria and Canada. Invcap recently completed an Investment Advisory deal- in Nigeria- Phase 1 of splashworld- a waterpark, located at Ikogosi Ekiti, Southwest Nigeria. Invcap is Lead Investor at entrepreneurspoint-a Co-work Incubator in Canada. Olutoyin's experience in the Investment sector spans over 23 years. She managed Intercontinental Group's fund portfolio of over \$8bn and rose to become Group Treasurer in 2006. Olutoyin now supervises invcap's Investment strategy.

In the non-profit sector, Olutoyin serves as an Advisor with the African Expert Network, a Washington DC group of Investment Experts, drawn from the global financial sector to advise Investors on Africa. In 2019, Olutoyin was Inducted into the GLOBAL Leaders Forum by Women of Influence, Canada. She serves on many boards in Africa and North America. Olutoyin has Founded many non-profit initiatives and social enterprises including, Casa Foundation, afroinvestors, Friends of Africa, and EP Academy all in Canada. She is the recipient of many awards including the Diasporan Achiever Award-Nigeria; Women of Courage Award-Canada; African Impact Leadership Award at African Women Forum, newyork, superwomen Achievers Awards in Canada, amongst others.

Olutoyin is a Public Speaker and has spoken on Forums including: voiceamerica, tedx, Amazon, Invest in Africa Forum and more. She has authored several publications, including the newyork Times Top Picks Advancing Beyond the Ceiling. Olutoyin is an Adjunct Professor and teaches Entrepreneurship in Universities and Colleges. Olutoyin has a Doctorate in Management (Leadership) from the University of Maryland, University College, and is a graduate of Wharton School's Advanced management program, IMD Lausanne's Business Marketing, and Lagos Business School's Senior Management Program.

Farah Mohammed

Farah Mohamed is the Senior Vice President, Strategic Initiatives, Policy & Public Affairs, Toronto Region Board of Trade, and former CEO, Malala Fund. Prior to joining the Malala Fund, Farah Mohamed served as founder and CEO of G(irls)20, a social enterprise dedicated to girls' education and economic participation. Farah also held senior leadership positions at The Belinda Stronach Foundation, VON Canada and worked for several Canadian politicians. Ms. Mohamed was the inaugural President of The Belinda Stronach Foundation. Under her leadership, the Foundation created and launched the Foundation's flagship program including One Laptop Per Child for Aboriginal Youth. She also oversaw the Foundation's work in Liberia with President Johnson Sirleaf and a \$1M humanitarian relief effort in Haiti after the 2010 earthquake. For 10 years, she worked closely with some

continues to teach and mentor students in several programs at Ryerson University. An active volunteer, her work has been widely recognized for its impact.

of Canada's most senior politicians. Farah began her political career in 1995 with The Honourable Paddy Torsney who served as Chair of the House of Commons Justice Committee and then Junior Cabinet Minister on the Environment. From 1999 to 2004, Ms. Mohamed served as the Director of Communications for The Honourable Anne McLellan in her role as Minister of Justice, Minister of Health and Deputy Prime Minister of Canada. Post politics, Farah served as Vice President, Public Affairs and Community Engagement for VON Canada. At VON, she was successful in building government and private sector partnerships, as well as strengthening the brand of Canada's largest, national, non-profit, charitable home and community-care organization. Ms. Mohamed holds a Bachelor of Arts degree at Queens University and a Master of Arts degree from the University of Western Ontario in the field of Political Science.

Of Indian heritage, Farah was born and raised in Uganda until 1972 when Idi Amin ordered the expulsion of Indian Ugandans, giving them 90 days to leave Uganda. Her father, mother and sister sought refuge in Canada. She resides in Toronto.

Wendy Cukier

Dr. Wendy Cukier is one of Canada's leading experts in disruptive technologies, innovation processes and diversity. She has written more than 200 papers on technology, innovation and management and is coauthor of the bestseller "Innovation Nation: Canadian Leadership from Java to Jurassic Park." She is the Founder of Ryerson University's Diversity Institute, which she founded in 1999 and has led projects aimed at promoting the participation and advancement of underrepresented groups. Dr. Cukier has assisted organizations in becoming more inclusive through innovative programs such as Diversity Leads funded by the Social Sciences and Humanities Research Council, which tracks the progress, impediments and evidenced-based strategies for promoting diversity in organizations.

During her five-year term as Ryerson University's Vice-President of Research and Innovation, she transformed her unit to support the growth of research and to promote innovation and commercialization. Under her leadership, research and partnerships expanded, driving an increase in external funding by more than 60% over 5 years.

Dr. Cukier spearheaded Ryerson's social innovation strategy to help engage faculty and students from across the university in all disciplines in the innovation agenda. This included leading the bid to become Canada's first Ashoka Changemaker Campus. She also created innovative programs to support student learning, experiential learning and applied research (istem, adapt, Summer Company, RECODE, RBC) with particular focus on leveling the playing field between Science, Technology, Engineering and Math (STEM), and Social Science and Humanities (SSH) funding and opportunities. Previously, Dr. Cukier was the first Associate Dean of the Ted Rogers School of Management, leading the development of new MBA programs, dramatically expanding research activities, and gaining accreditation by the Association for the Advancement of Collegiate Schools of Business. She

She is a recipient of the Governor General's Meritorious Cross, one of Canada's highest civilian honours. She was also named one of the University of Toronto's 100 Alumni Who Shaped the Century, was selected in 2013 as one of Canada's Top 25 Women of Influence and in 2010 was selected as one of 25 Transformational Canadians by The Globe and Mail, La Presse and

CTV. More recently, she received the Black Business Professional Association's Harry Jerome Diversity Award, and in November of 2016, became a Fellow of the Canadian Geographic Society.

Dr. Cukier holds an MA and MBA from the University of Toronto, a PhD from the Schulich School of Business, York University. She has also received an honorary doctorate from Laval University in medicine, dentistry and nursing and an honorary Doctor of Laws from Concordia University.

Stephanie Fontaine A well-known leader in the supplier diversity community, Stephanie has spent the last 6 years working closely with entrepreneurs, corporations and not for profit organizations and government to increase procurement opportunities for diverse suppliers. As a business owner herself, Stephanie knows the importance a small gesture can make and she has long been committed to empowering others through sharing of knowledge and connections.

Following a decade in the corporate world, where she held operations, sales and procurement roles, Stephanie went on to assist some of North America's largest corporations to fulfill their objective of a more diversified supply chain. Through building

programs and facilitating connections between buyers and suppliers, Stephanie has championed supplier diversity efforts and been a driving force for increased collaboration and innovation in the space.

Helen Hemmingsen

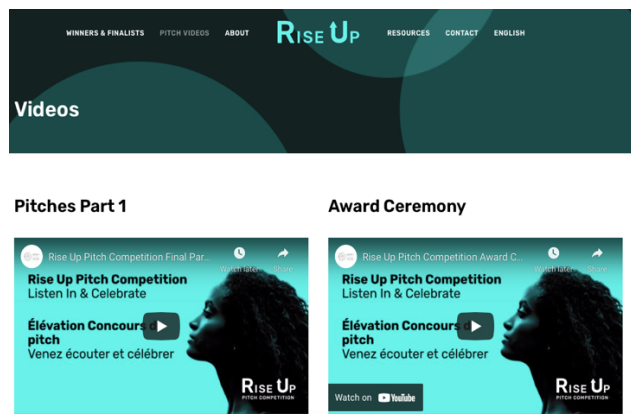
Helen Hemmingsen is the President of the Toronto chapter of the Organization of Women in International Trade - known as OWIT. OWIT has chapters in Ottawa, the United States of America, South America, Europe and Africa.

The OWIT Toronto chapter is an international trade organization promoting women's economic empowerment, through educational and networking opportunities, as well as advocacy for gender inclusion in chapters in free trade agreements. OWIT International has about 25 chapters worldwide, with 2500 members. The annual OWIT conference will be held in Vancouver in May, in partnership with Grow your biz.

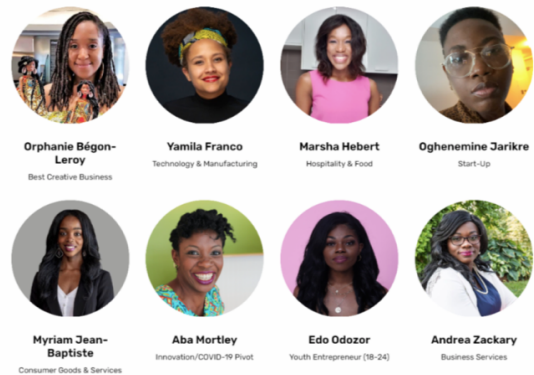
Helen runs her own consulting firm, Hemmingsen Consultancy & Advisory, helping companies export and expand international

Community Building Initiatives

Casa Foundation supported many organizations to Launch initiatives in 2020 including the Rise Up Pitch that trained, mentored, and prepared 700 Black Women to compete for grants of up to \$100,000. 8 winners received the grants at the end of the competition



The Winners



A Big Thank You to All our Partners, Sponsors, and Stakeholders for your support in 2020. We look forward to collaborating as Casa foundation's new year begins in April 2021.