

REDEFINING SUCCESS

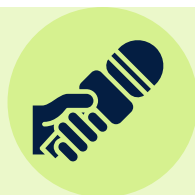
PRESENTED BY FUTURE NORTH



REDÉFINIR LE SUCCÈS

PRÉSENTÉ PAR FUTUR DU NORD

EVENT ANALYTICS 2023



Hello Community Partners,

Through the Redefining Success campaign, we aimed to inspire youth and young adults (15-30 years old) along their own unique journeys toward their education or career goals and helped them discover and learn ways to actualize their own definitions of success.

Future North has successfully started the conversation around redefining what success is and the journey to success for our community's youth. We showed how each individual's pathway to success is not always linear or what they expect. We challenged the idea that success is a destination and there is only one way to achieve it. In the end, the overall definition of success was challenged, as we discovered the definition of success is perceived differently by everyone.

The main events included panelists/key speakers of diverse perspectives, showcasing different versions of success local to the Sudbury-Manitoulin region. We wanted youth to know that success is not exclusive to people who live in large cities such as Toronto. Each speaker walked the audience through their unique/atypical journeys that brought them to the point they are today. We had 19 keynote speakers present to different youth populations (high school students, post-secondary students, youth who are neither in school nor careers, youth with disabilities, BIPOC youth) - highlighting supports they can access along the way, etc.

Each speaker completed an expression of interest form and shared their biography so that the planning committee could better find and group the right speakers together. The events took place at Presotea, the Youth Wellness Hub, Books and Beans, Laurentian University, Cambrian College, the NOBEEP office, Science North, online, and Lo-Ellen Park Secondary School. The events were delivered between October 16th and November 25th, 2023.

Thanks to sponsorship, we were able to pay our keynote speakers, secure event spaces, purchase food and prizes for attendees, and cover technology needs and travel expenses. Thank you for being part of our shared mission to redefine success. Alone, we do so little; together we can do so much.

Please take a look at the following few pages to review the event analytics, feedback, and pictures.

Sincerely,

Executive Director
director@futurenorth.ca



Meet our Planning Committee.

Future North invited community experts to join our Project Team. They have a proven track record of success, advocacy, and supporting youth in Sudbury or Manitoulin.

We could not have done this without them.

Each committed their time and pulled on their resources to support the campaign. A **BIG THANK YOU** to this team!

Kamilah Francis

Co-Creator of Redefining Success and Executive Director at Future North

Raphy Falardeau

Co-Creator of Redefining Success and Community Engagement Coordinator at Future North

Adebola Adefioye

Founder and Executive Director of Afro Women and Youth Foundation

Anna Barsanti

Community Coordinator at Violence Thread Risk Assessment

Asma Bilgasem

Member of the Future North Expert Panel and Youth Ambassador for Youth Wellness Hub, Sudbury

Sherri Moroso

Community Initiatives & Engagement Coordinator at the City of Sudbury

Judy Noble + Maureen McNamara

Superintendent of Schools at Rainbow District School Board

Jessica Suban-Hamilton

Organizational Change Manager at Spark Employment

Grace Schmidt

Staff Scientist, Youth and Diverse Audiences at Science North

Véronique St-Jean

Social Worker at CSPGNO and CSCNO school boards

Chantal Venne

Employment Specialist at Collège Boréal

Catherine Sutherland

Youth Program Supervisor of YMCA Employment Services & Immigrant Services

Mary-Liz Warwick

Student Success and Transition Navigator at Cambrian College

Our Accomplished Goals

We aspired to facilitate a minimum of 6 events with at least 12 speakers in attendance. As noted below, we were successful in achieving and surpassing these goals.

Our goals presented many learning opportunities, including overcoming barriers to communications with rural schools. We were unable to present outside of Sudbury; this is an area of growth for future events.



Our Keynote Speakers

Our original goal was to see over 12 keynote speakers. After sharing the *Expression of Interest* form, we received an overwhelming response of 25 entries. As the campaign progressed, 6 people removed their names from the campaign due to conflicting schedules.

Our keynote speakers represented the diverse population of Sudbury: BIPOC individuals, people with disabilities, people part of the 2SLGBTQIA+ community, people recovering from addiction, Francophones, immigrants, survivors newcomers and more.



Charity Martins



Michael Brovac



Mike Commito



Katlyn Kotila



Kerry Yang



Andy-Loan Richmond



Hediye Kamiran



Glen



Jehnna Morin



Ro Mullen



Kamilah Francis



Jackie Balleny



Nicole Leclair



Enrique Paraco



Jenny Lamothe



Dr. Michel Larivière



Roxanne Bois



Paul Roy Pasanen



Tanya Quesnel

Our Trainers

While some of our keynotes were well-practiced speakers, many of them were first-time speakers. To help them prepare for Redefining Success, we provided free training.

Five speakers were selected for a 3-hour session with Sam Demma, a highly experienced young speaker. The speakers were selected based on the scale of the audience they'd present to and their interest in pursuing public speaking as a career.

All remaining speakers were invited to complete training with Matthieu Bonin, a well-known local bilingual motivational speaker.

The hiring of Matthieu Bonin resulted in a wonderful partnership not only between Future North and Matthieu but also between our Speakers and him.

We did not want to make the training mandatory, but instead offered it as a tool for speakers to access if they required it. There

did seem to be a notable difference in the delivery from the speakers who accessed the training versus those who did not.

Our Workshops

Based on youth feedback, we added workshops to a number of our events. SPARK Employment and the YMCA Employment Services presented at the two presentations at the Youth Wellness Hub. RBC presented at four events, sharing banking and budgeting tips and financial aid resources.

SPARK shared their VR program to test out different careers. The YMCA shared how they can help youth find work.



Sam Demma with speaker trainees.



Youth trying out SPARK's VR activity

Our Entrepreneurs

After initially proposing the campaign idea, we added an Entrepreneur Spotlight event. The purpose is for participants to have one-on-ones with local business owners to discuss how they got started. We also had RBC in attendance to share information about financing an entrepreneurial venture. Thanks to this event, we created new

relationships with local business owners.

We had 30 participants in total, an almost 50-50 mix of entrepreneurs and youth participants. There were over 20 entrepreneurs who asked to be invited to the next Entrepreneur Spotlight event, as they could not attend due to scheduling conflicts.



Event Participation

Participation is often unpredictable with pilot projects. Hence it was crucial to track attendance at every event, enabling us to assess the venues, days, and times, that had the most engagement. This data will allow us to make adjustments in future editions.

Two events were unfortunately canceled as a result of scheduling errors with the venues.

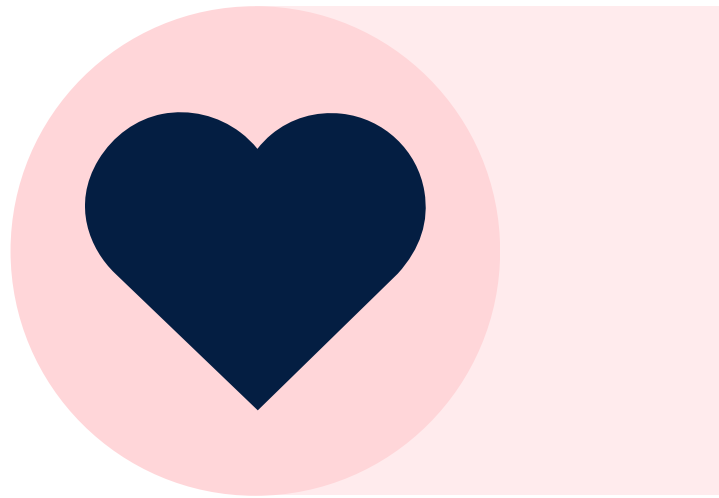
<i>DATE</i>	<i>LOCATION</i>	<i>PARTICIPATION NUMBERS*</i>
Oct 16th	Presotea	7
Nov 13th	Youth Wellness Hub	29
Nov 14th	Laurentian U - Lunch	4
Nov 14th	Laurentian U - Dinner	28
Nov 15th	Lo-Ellen Park Secondary School	45
Nov 15th	Online Panel	8
Nov 17th	Books and Beans	4
Nov 17th	Books and Beans	1
Nov 18th	Entrepreneur Spotlight	30
Nov 20th	Youth Wellness Hub	5
Nov 22nd	Cambrian College - Lunch	60
Nov 22nd	Cambrian Collehe - Dinner	35
Nov 23rd	Science North	6
Nov 24th	In-person Panel	CANCELLED
Nov 25th	Place des Arts	CANCELLED
Nov 25th	Presotea	8

*Excluding staff members and keynote speakers

Thank you for your support.

We built this campaign from the ground up, and we saw that our efforts reached far and wide. We successfully took keynote speaker presentations across the districts of Sudbury and the digital world.

The following are the sponsors and their corresponding donation tiers.



Platinum Donor



Gold Donor



Diamond Donor



Our total sponsorship income

This campaign would not have been possible without your help. Below is a detailed overview of the financial data including the sponsorships and respective expenditures.

SPONSORED AMOUNTS / ITEMS

\$10,701 total:

- Two billboards
- Venues
- Giveaway prizes
- Food and discounted food
- Payment for two French immigrant keynote speakers
- Keynote speaker and staff photoshoot



Keynote speaker photoshoot



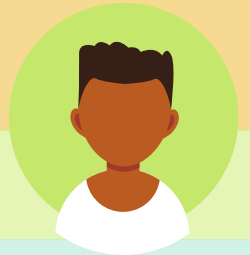
Redefining Success merchandise: stickers, bumper stickers and enamel pins

Youth Feedback



[Response to “What would you keep the same?”] The variety in locations, the diverse speakers w/ different lived experiences + the vulnerability of the stories and the vibe of social media posts (loved the professional headshots).

The overall idea was very good. this was a great way to make Queer minority issues known to a broader aspect of the population.



Thank you for all the work you put into this project



I really enjoyed the community building aspect of this project. It was nice getting to connect with other people in our community who are doing great work. I also really like the premise of the project. I think it's so important for young people to hear these messages and to be exposed to different types of role models.

The food was FANTASTIC! I also was very impressed with the way speakers were paired together. I think all of the presentations complimented each other well. In general the speakers chosen for this project were wonderful and I think you picked a very diverse selection of leaders and stories for youth of all backgrounds to relate to.

A wonderful project. Thanks so much for your hard work!!



The speakers were all really great and I think we had a great pool of diverse stories.



Thank you so much for your hard work! While the pilot project may not have always gone the way we expected I still think it was a great initiative and I can't wait to see how you implement the feedback you receive and use it to make this campaign even stronger in the future.

This was a great initiative. Hope this continues.

Speaker Presentation Quotes

“Just because you’re not achieving things in this phase of your life, doesn’t mean you won’t in another phase of your life.”

Katlyn Kotila

“I had unknowingly opened a whole new realm of possibilities.”

Jehna Morin

“Rejection and failures may be the best things that happen to you. They are a precondition to success.”

Dr. Larivière



Katlyn presenting at Science North



Dr. Larivière presenting at Laurentian U.

Takeaways

Pilot projects often raise numerous unexpected challenges, barriers, and successes. Overcoming the hurdles associated with facilitating a first-time campaign, offered many learning opportunities.

As a result of completed feedback forms i.e., responses from staff, partners, entrepreneurs, participants, and speakers, we evaluated our strengths and areas of growth for future editions of the campaign.

STRENGTHS

- Free drinks and food at events
- Event at Science North: it was seen as the best venue for set up, location, and looks
- Start the planning process well in advance
- Headshot photoshoot
- Entrepreneur Spotlight event
- Pairing speakers together and to the appropriate event
- Compose script for emcees
- Share emcee responsibilities with the Youth Expert Panel members
- Update sponsors and partners throughout the campaign

OPPORTUNITIES FOR GROWTH

- Start promotion earlier
- Repeat trigger warnings as new participants join the event. Ex. have them up on a screen
- Create “I’m speaking”, “I’m attending”, and “I’m sponsoring” posts and stories
- Fewer events in a short time frame / spread events across a larger span of time
- Improve splitting / sharing responsibilities during the time frame of the events to avoid staff burnout



Mike presenting at Cambrian College



Speaker Andy-Loan at Laurentian U



Ro presenting at Presotea

THE CAMPAIGN CONTINUES IN 2024

We're not done redefining success. Based on the success of the pilot launch, we are already planning our next edition for 2024.

Stay tuned by joining our directory here: [Future North Intake Form](#)

FEATURES

- Coming spring of 2024
- Large scale event at Collège Boréal
- Entrepreneur Spotlight 2.0
- Networking activity
- Panel discussions
- Prizes
- Podcast interviews
- and more!

MORE SPONSORSHIP NEEDED

Want to continue to support Redefining Success? Contact us to pledge your support in a dollar amount! All funds go to paying keynote speakers, food costs, prizes, and promotion.

Help us redefine success. Email us at coordinator@futurenorth.ca!



Kerry presenting at Science North



Group picture at the Entrepreneur Spotlight



EVENT ANALYTICS



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