

upstarted[»]

2019 - 2020 IMPACT REPORT

Celebrating student, educator, community
and partner outcomes.



ABOUT

UpstartED is a Canadian education nonprofit whose programs equip students between the ages of 12 to 18 with the mindsets and skills required to become responsible innovators who build a better world for all. Our programs are designed to help youth recognize that they have infinite potential and that they are capable of making an impact in their communities. Once we develop students' confidence and sense of agency, we empower them with the skills and knowledge to engage with complex social and environmental challenges. This is done through hands-on, real world projects where failure is a welcome part of the process.

We are a group of kind, warm, optimistic and passionate people who believe in doing well by doing good. We like to call ourselves “reasonable rebels” because we believe in challenging the status quo.

OUR IMPACT SINCE 2016



40+

... schools and community centers



4500+

... individuals empowered

ALIGNING WITH THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS (UN SDGS)

The SDGs are the "blueprint to achieve a better and more sustainable future for all". The 17 interconnected Goals are intended to be achieved by 2030. As an organization, we align our work with following SDGs:

4 QUALITY EDUCATION

UpstartED was born out of the need to give young people equitable access to transformative learning experiences that will better prepare them for the future. Our programs teach youth how to engage with social impact challenges in their communities by helping them develop skills and knowledge on design thinking, technology and entrepreneurship. Our focus is on social innovation because we recognize the increasingly important role that technology will play in our society, as well as the potential that technology has to uplift people out of poverty.

5 GENDER EQUALITY

Innovation comes from diversity. No matter who joins our team, we are very intentional about making sure that we have an equal gender representation. This means that we are also open to individuals with fluid gender identities. This is the same value that we aim to impart on the youth who join our programs.

10 REDUCED INEQUALITIES

Unlike other youth programs that try to identify youth who already show an aptitude for these topics, we believe in enabling all young people to engage in this type of education. That is why we serve public schools and community centers, focusing first and foremost on marginalized and financially disadvantaged communities.

11 SUSTAINABLE CITIES AND COMMUNITIES

We integrated sustainability into our curriculum in 2018, and it has since become a central theme around which our students build their projects. We strongly believe in empowering a generation of social innovators who engage in sustainable business practices, and who do not compromise sustainability for profit.

TABLE OF CONTENTS

05

KEY
TAKEAWAYS

06

STUDENT
OUTCOMES

08

YOUTH-LED
SOCIAL IMPACT

10

EDUCATOR
OUTCOMES

11

COMMUNITY
OUTCOMES

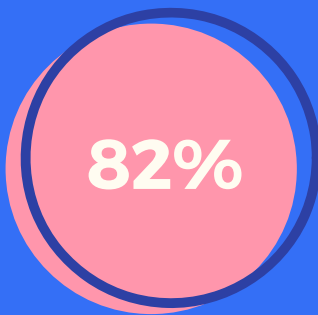
12

PARTNER
OUTCOMES

KEY TAKEAWAYS

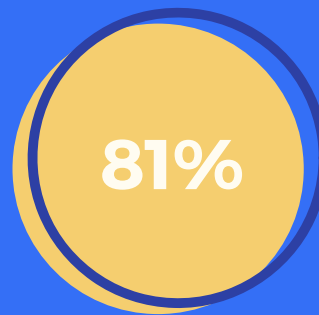
UpstartED's programs take young people through the journey of understanding what social impact is, what change they want to make in the world, and how they can leverage tech for good. The transformative nature of our programs allow us to evaluate the various outcomes that we outline in this report.

EDUCATION



...of youth acquired knowledge and skills not being taught in school

SOCIAL IMPACT



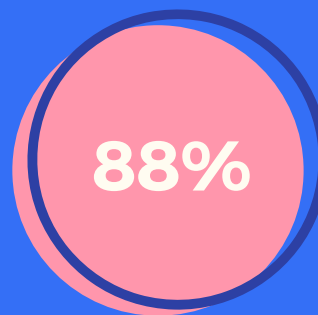
...of youth feel more confident in their ability to solve a social challenge in their community

FUTURE READINESS



...of youth feel more confident in their ability to succeed in life after school

PERSONAL DEVELOPMENT

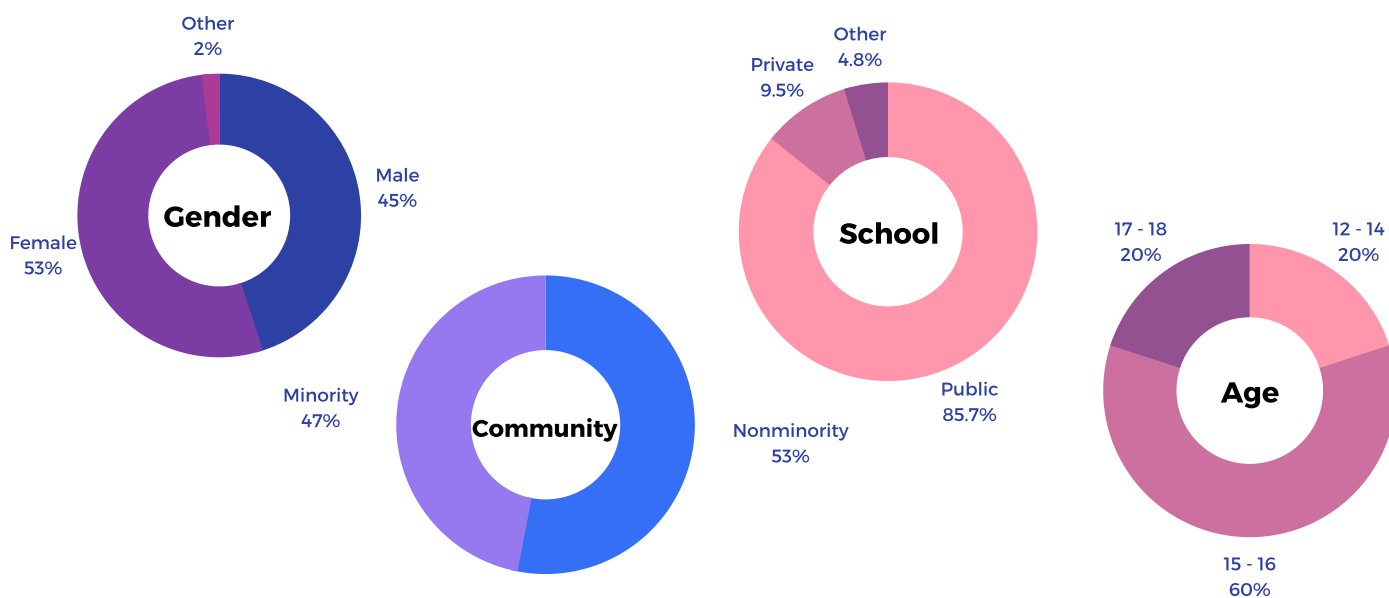


...of youth feel like they matured by taking part in a structured program

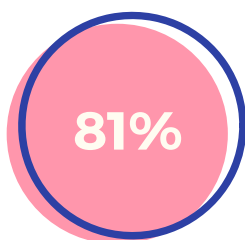
STUDENT OUTCOMES

DIVERSITY AND INCLUSION / 850 YOUTH

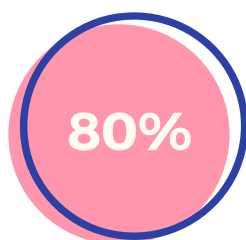
During the 2019 - 2020 school year, we have worked with hundreds of youth of various ages and socioeconomic backgrounds. Our priority has been to make access to social innovation education accessible and inclusive because we believe all young people can make an impact. Here is the demographic breakdown of our students this year.



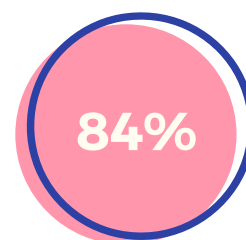
SOCIAL IMPACT AND YOUTH INNOVATION



...feel more confident in their ability to solve a social challenge in their community



...understand the process of building a tech-based social startup



...want to continue building their social startup

FUTURE READINESS

80%

...feel more confident in their ability to succeed in life after school

78%

...have grown their professional network for future success

82%

...better understand what is expected in a professional setting

TECHNOLOGY AWARENESS

88%

...understand what Artificial Intelligence is and how it manifests on tech platforms

90%

...agree that it is necessary to think critically about how technology is used



PERSONAL DEVELOPMENT

86%

...have learned to overcome communication challenges when working in a team

86%

...feel more confident in their ability to pitch an idea

88%

...feel like they matured by taking part in a structured program

YOUTH-LED SOCIAL IMPACT

NOT JUST IDEAS

Thanks to the growth of the upGen Program and the launch of the Ennovate Together Online Challenge, the youth in our community have had the opportunity to build the largest number of social impact projects in UpstartED's history.



ideas pitched



prototypes built
and validated

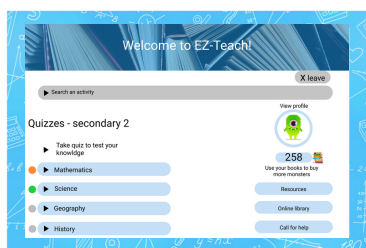


solutions that are
going to market

DIVERSE INDUSTRIES AND SOLUTIONS

Here are some examples of the youth-led social innovation that we saw in the past year.

Education



Healthcare



Cybersecurity



Retail



SPOTLIGHT: THE ECO COMPANY

The Eco Company (TEC) is an eco-friendly subscription box business that was co-founded by three ambitious high school students. It aims to provide everyone with an accessible way to take part in the fight against climate change through great local products and experiences.

Its CEO, Lucas, is an UpstartED alumni who participated in our You2Tech Conference in 2017 and joined our student executive team in 2019. TEC has been generating revenue and empowering individuals to transition to an eco-friendly lifestyle since November, 2019.



"It is undeniable that UpstartED was an essential part of The Eco Company's successful launch. The network I was able to build for myself through my involvement with the organization, as well as the leadership team's mentorship, were invaluable to my learning process as a young founder. This is what you get with UpstartED: solid foundations that give you the confidence to go out there and make an impact, no matter your age."

Lucas Azar
CEO, The Eco Company

EDUCATOR OUTCOMES

EMPOWERED TEACHERS = EMPOWERED YOUTH

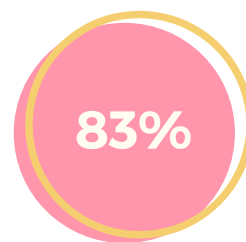
From day one, UpstartED has recognized the importance of working with the education system, and particularly with the educators who are responsible for the development of our society's future citizens. This is why we have ensured that, as we scale our impact, we empower them with the knowledge, skills and tools to help more youth engage in a social impact journey.



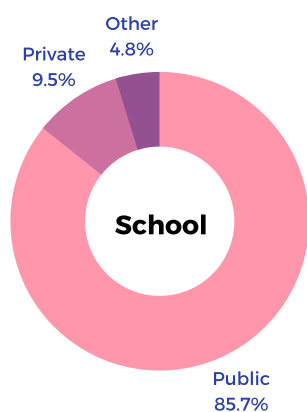
educators trained



schools empowered



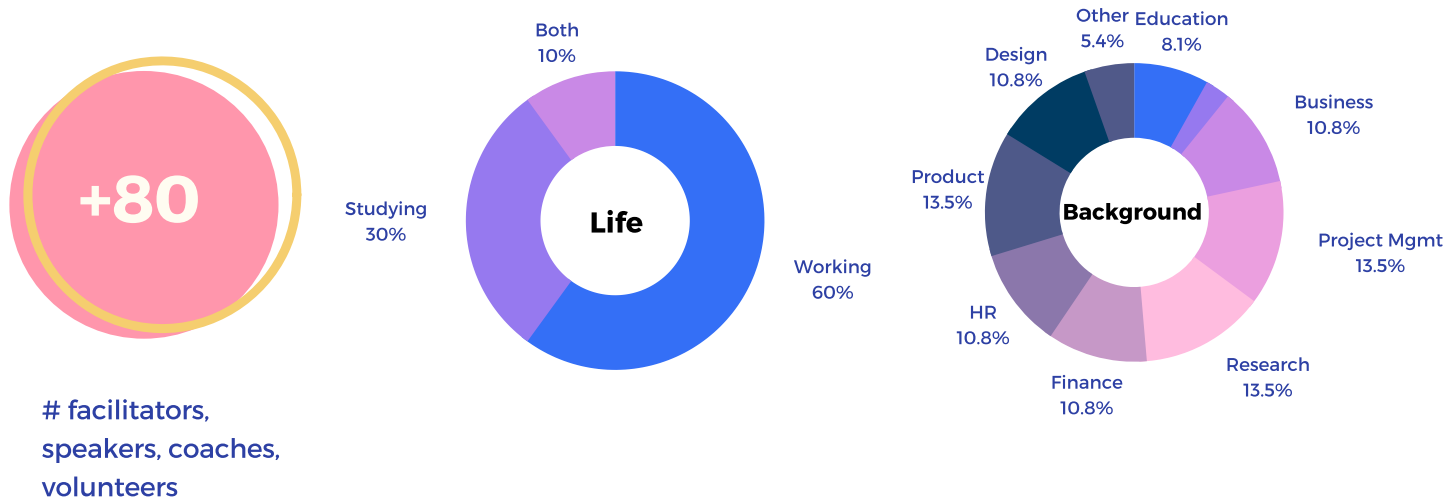
...teachers who wish to pre-register for 2020-21 programs



COMMUNITY OUTCOMES

SHARING EDUCATIONAL ACCOUNTABILITY

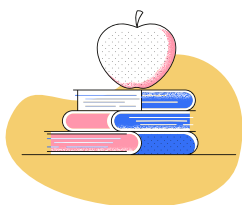
We could not achieve the same scale of impact without the help of our community. These are individuals who understand the importance of sharing the responsibility of educating the next generation. We believe in celebrating the diversity of our community members in order to inspire diverse youth to engage in social impact



PARTNER OUTCOMES

MEANINGFUL ENGAGEMENT OPPORTUNITIES

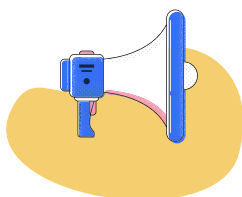
We work with organizations that are genuinely committed to empowering the next generation of social innovators. We want our partner organizations and their employees to feel like they are a part of the UpstartED movement. That is why we invite them to collaborate with us in various ways, ranging from informing our curriculum development to coaching our social impact student teams.



Informing curriculum through industry expertise



Delivering hands-on workshops



Speaking opportunities at events



Coaching youth-led social startups

PARTNERS AND SPONSORS / 2019 - 2020



WHAT OUR PARTNERS SAY



Cindy Fagen

Managing Director
SAP Labs Canada

"UpstartED's programs are incredibly important because they provide a platform for youth to be able to...use their communication skills, to think about a problem differently, to come together with diverse groups, and to try - maybe fail - but ultimately to learn. It builds a future-ready mindset."



Taryn Huyer

National Innovation Lead,
Risk Advisory, Deloitte

"The shuffle of skills these days is so quick, so you need to learn soft skills that will allow you to be creative in the real world. What UpstartED is offering is propelling our youth further in the world."



Anne Martel

Co-founder & SVP Operations
Element AI

"It is important to have initiatives like UpstartED to teach us how to collaborate...it's all about how we work together. That's a skill we need to start learning from a much younger age."



Sylvain Charbonneau

President & CEO
Blue Cross Canassurance

"UpstartED is filling a void. Seeing as the education system is adapting slowly, we need UpstartED to help schools figure [social innovation education] out."

JOIN THE MOVEMENT

It really does take a village to empower the next generation of social innovators.

Do you want to join the movement? We are just an email or phone call away.



+1 (514) 699-6227



hello@upstarted.org



www.upstarted.org

