

Student Engagement Impact Report 2021



Land Acknowledgement

In the spirit of respect, reciprocity, and truth, Good & Well wishes to honour the land that we live, work, and learn on.

We acknowledge that our office spaces are located on the traditional, ancestral, and unceded territories of many nations, including the Mississaugas of the Credit, the Anishinaabeg, the Chippewa, the Haudenosaunee, and the Wendat peoples. The greater city that we inhabit is home to many diverse First Nations, Inuit, and Métis people from across Turtle Island and we are grateful to have the opportunity to work and live on this land.

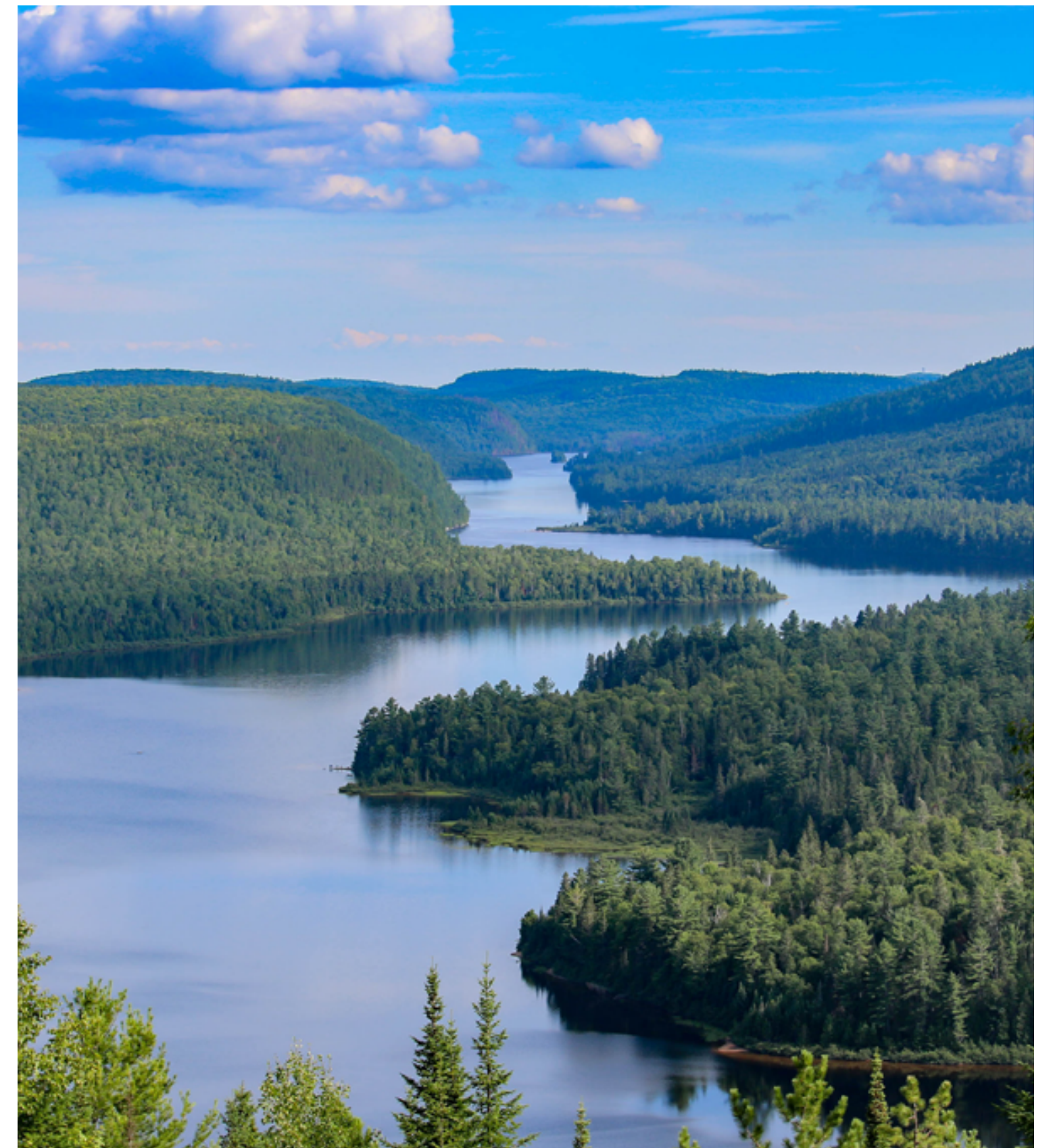


Table of Contents

04	○	Letter from the Founder & President
05	○	Who We Are
06	○	Student Engagement Strategy
08	○	Internship Program

13	○	Case Competition
14	○	What's Next?
15	○	Acknowledgements

Letter from the Founder & President

Growing up, we were taught that to succeed in business, you needed to park your humanity at the door in order to make rational decisions in the best interests of the company's shareholders. If we wanted to bring our humanity to work, we needed to pursue careers in non-business spheres.

This approach to business never made sense to us, as we believe that thriving and resilient companies and markets are built with humanity. Leaders in all sectors, including business, must bring their humanity to work to solve our most pressing global challenges, from inequality to climate change.

Through our student engagement program, we seek to encourage the next generation of leaders to bring their humanity to

work, regardless of their career paths, and to provide students with clearer pathways into business careers in social innovation.

What started four years ago as a pilot internship program has become a key pillar of our strategy, in large part due to the fierce dedication we have seen from students across Canada to building a more equitable and sustainable market. Interacting with these students is one of the great joys of our work.

JAMES VAN BERGH
Founder

ALEXANDRA BAILLIE
President



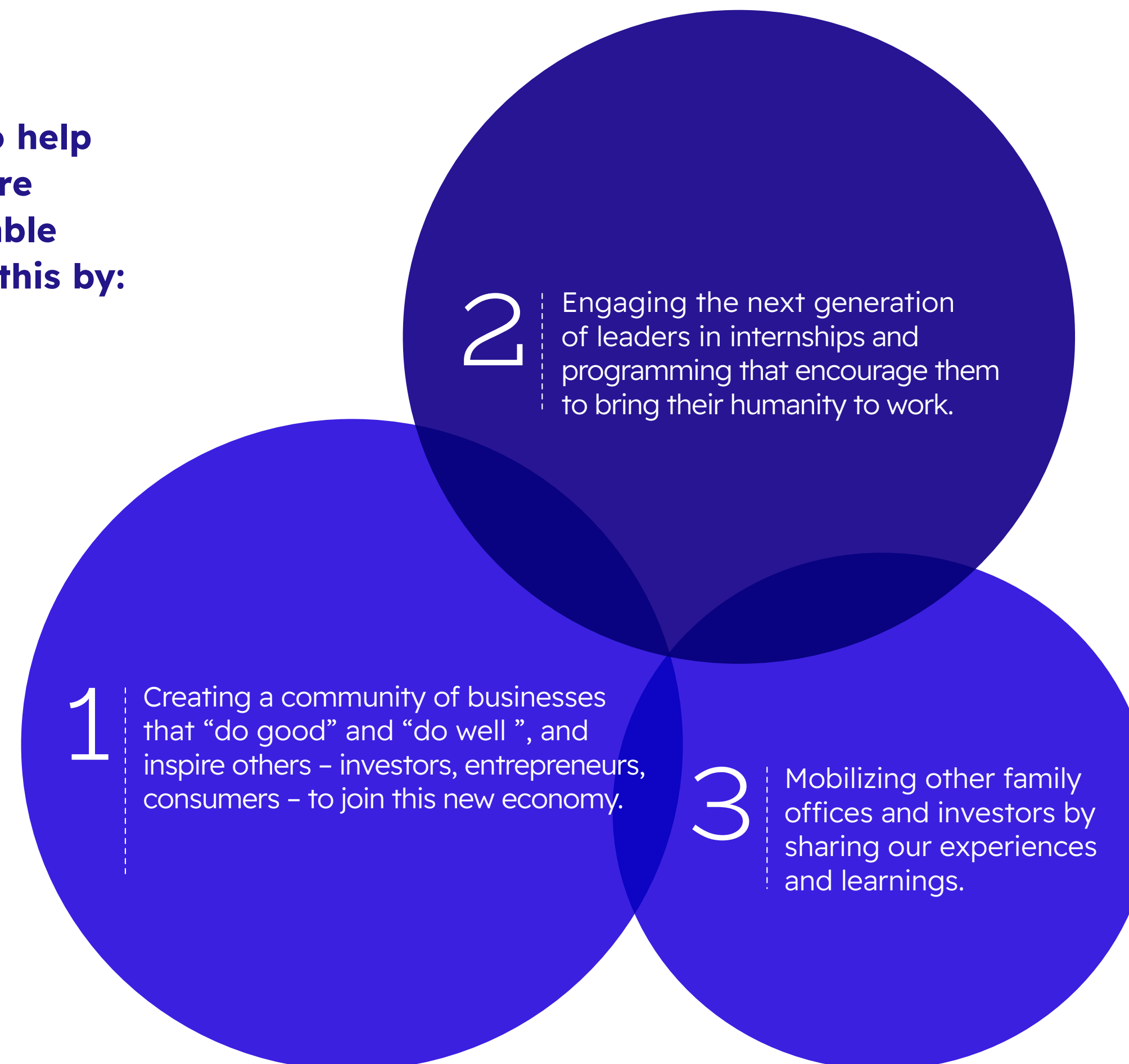
Who We Are

Good & Well

Good & Well (G&W) is a family office and boutique impact investment firm based in Toronto, Canada that invests in and supports inspiring entrepreneurs driving social change.

We believe that a thriving and resilient market is built with humanity. It is one where decisions are made with empathy for all stakeholders, present and future, because it is good business and the right thing to do. It is the future that the next generation of consumers, workers and investors is already demanding.

Our ultimate goal is to help catalyze a vibrant, more equitable and sustainable market. We aim to do this by:





Student Engagement Strategy

Why Youth Engagement?

By engaging youth in businesses that do good and well, they learn firsthand that values such as honesty, fairness, compassion, resourcefulness and accountability are critical business values. Our hope is that these experiences inspire the next generation of leaders to bring their humanity to work throughout their careers.

While one of our objectives is to encourage exceptional young talent to pursue careers in social innovation, we believe that inspiring leaders across all sectors to bring their humanity to work is necessary to address the world's most pressing challenges.

KEY INITIATIVES

- 1 Internship Program**
(annual)
- 2 Case Competition**
(2020 pilot)
- 3 Fellowship**
(in development)

TIMELINE

- 2014**
Good & Well is founded
- 2017**
Model of change expands to include mobilizing students alongside entrepreneurs
- 2018**
Internship program launches with 9 students supporting 10 portfolio companies
- 2019**
Internship program expands to 20 students and introduces speakers and workshops
- 2020**
Good & Well partners with Patagonia to engage 50 students in a case competition
- 2021**
Good & Well celebrates 4 years of the internship program and looks to expand student opportunities

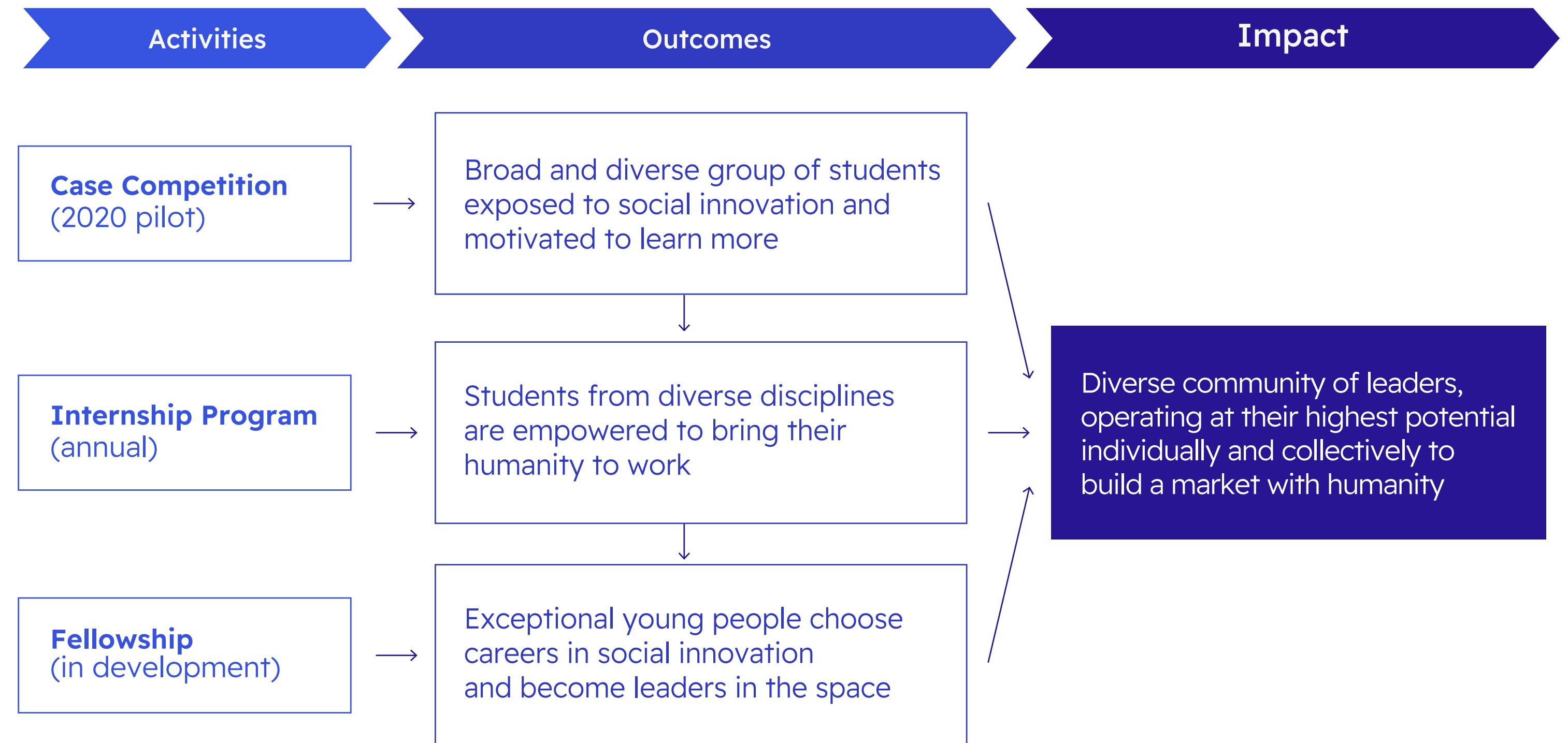
Ultimate Goal

The next generation of leaders brings their humanity to work.

SUB-GOALS

- 1 Engage a broad and diverse group of students in social innovation
- 2 Demonstrate that people and organizations thrive when they bring their humanity to work
- 3 Encourage exceptional young talent to choose careers in social innovation

Theory of Change



Internship Program

Between May and August, we bring together 15 to 20 students to work with our portfolio companies to gain practical experience and learn from leaders who bring their humanity to work. Our interns have worked in a variety of roles at various social ventures.

Intern Roles

- Production and Design
- Client Strategy and Research
- Business Analyst
- Marketing
- Impact Investment
- Creative and Communication
- Financial Analyst
- Software Development

72 G&W Internship Alumni

04 Internship Cohorts

13 Social Enterprises Supported

Company Placements



Internship Programming

In addition to their work placements, our interns participate in a robust personal and professional development curriculum that aims to expose them to different facets of the social innovation space, expand their networks and leave them with tools and skills to help them achieve their fullest potential.

Our programming is designed to achieve the three goals on the right.

Outcome

By exposing interns to diverse and unique social impact career paths and equipping them with the network and tools to thrive, the program aims to instill in interns the lived experience and lasting belief that they can bring their humanity to work and succeed.

1

Professional Development

Coffee Chat Program

Interns are matched with 3+ social innovation professionals to learn about diverse career path options.

"I loved being able to connect with industry professionals who had great advice, experience and stories to share."

Workshop Series with SIA

Industry professionals speak to interns on a range of subjects, including:

- Impact measurement
- Intrapreneurship
- Affordable housing

"It really helped me develop a better understanding of what I want to do after graduation."

2

Building a Lifelong Community

Intern Projects

Interns work together in small groups on projects supporting the social innovation ecosystem. Past projects include:

- Equity, diversity and inclusion strategy for student engagement
- Researching Gen Z consumption trends

"The best part was getting 1 on 1 time to work with a group of students - these are the students from the program that I am closest to."

Socials with SIA

Intern socials are co-hosted with the Social Innovation Academy to connect our interns and their Analysts with likeminded youth.

3

Life Skills and Resilience

Good & Wellness Lab

Weekly workshops focus on health and wellbeing, including expert-led discussions on:

- Sleep
- Nutrition
- Breathing techniques

"I look forward to taking the insights learned and applying them to my life moving forward!"

Conversation Circles

Internship alumni facilitate biweekly conversations with current interns, with a focus on health and wellbeing.

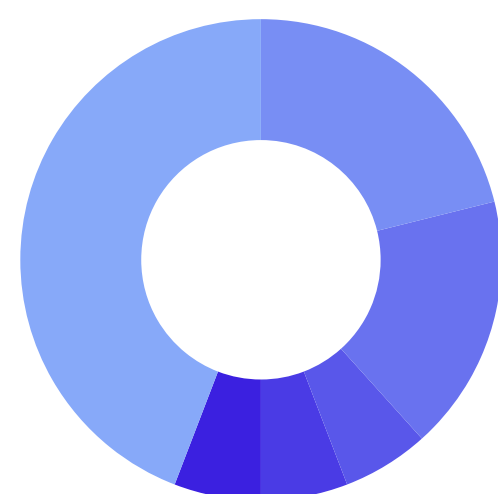
"Our discussions inspired me to work towards a healthier mindset (a mindset where my life isn't just about work) while still remaining driven at work."



2021 Profile

Our 2021 cohort of interns comprised 18 students from universities across Canada and various academic disciplines:

- University of Toronto ----- 4
- Western University ----- 4
- Ryerson University ----- 3
- McMaster University ----- 2
- University of British Columbia --- 1
- Queen's University ----- 1
- Harvard University ----- 1



- Business & Commerce
- Social Sciences
- Design & Communications
- Computer Science
- Biological Sciences
- Engineering

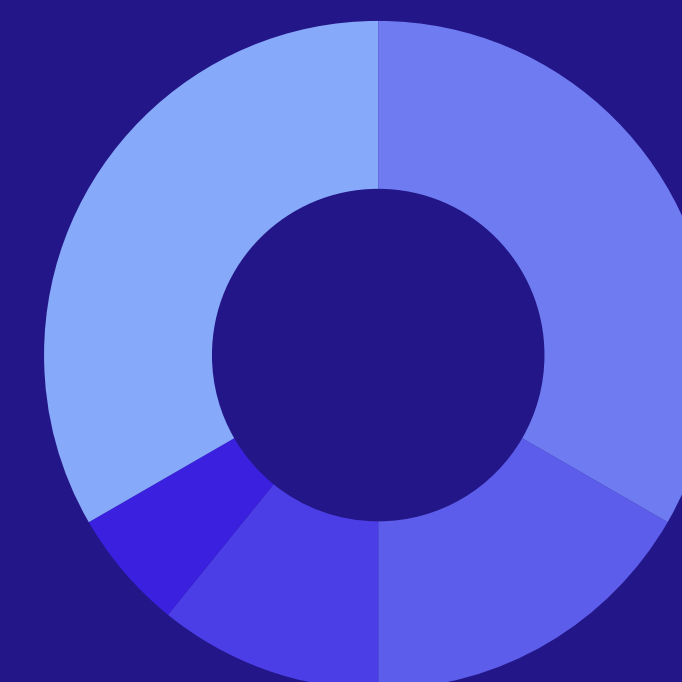
The array of disciplines represented reflects our ongoing effort to partner with business and non-business programs alike and engage students from diverse academic backgrounds.

Impact Measurement and Management Framework

As our program continues to grow, we are working to create a robust IMM framework to measure and manage our impact. We will share the outcomes from the 2022 internship and onwards in future reports.

93.8% of alumni indicated that their internship experience influenced their career decisions.

Our alumni network includes 54 students from the 2018, 2019 and 2020 cohorts. This is what they are pursuing now:



- Working in a social innovation/finance role 31.1%
- Working at a traditional business 31.1%
- Returning to school 18.8%
- Pursuing higher education 12.5%
- Seeking employment 6.3%

Alumni



Catherine Goncalves | 2019 Intern at Lucky Iron Fish & current Creative Director at the Kefi Way Marketing Agency

After being introduced to marketing work at Lucky Iron Fish, Catherine began freelance advertising.

"What is really interesting is that there's a very common theme among the brands that we now work with. It's very much so people in the profit for purpose space or people that have an underlying impact-driven mission. It is interesting to see how much the Good & Well internship, and just being exposed to all of these businesses, has really impacted [me]. I realized that it was the space I wanted to be in. I wanted to work more with clients where I believed in their mission and what they were doing."

"Prior to the Good & Well internship program, I had a very set expectation of what a job would look like. Even now with my clients, I do things totally outside of my scope that I am just personally interested in or passionate about. It's interesting to just pitch ideas and have it actually happen. Lucky Iron Fish really gave me that confidence to go for it."



Cheikh Tidiane Diop | 2021 Intern at Ordinary & current BA student at the University of Toronto

As a Summer Analyst, Tidiane worked on multiple projects involving "market research, data tabulation and analysis, and writing memorandums", in addition to a Capstone project. As a social sciences student, his internship experience equipped him with new finance skills and inspired a pivot to impact investing.

"I learned a lot of research skills relevant to a career in finance, which is quite different from academic research. Moreover, I learned how to analyze and tabulate data using Excel, and communication skills in line with investor relations."

"This internship was pivotal in shaping my career goals and trajectory. I learned that I was interested in venture capital and sustainable finance, and [it] opened my eyes to a career in [this] industry."



Hui Wen Zheng | 2020 Intern at Ulula & current Associate at Boston Consulting Group

As a Deployment Coordination Intern during the COVID-19 pandemic, Hui Wen "worked on grants related to COVID-19 response and safe return to work, for which Ulula's technology and implementation strengths can be leveraged to enable real-time, on the ground, and remote data collection."

"Working in a start-up environment where I had the ability to fill gaps and bring value, with supportive mentorship from colleagues, was critical to helping me develop the confidence I needed while seeking post-grad opportunities. Being entrusted with a breadth of responsibilities also allowed me to build strengths in many different areas that are relevant across sectors and fields."



Ariel Sharir | 2020 Intern at Rally Assets & current Analyst at The Atmospheric Fund

As an Impact Investing Summer Analyst, Ariel worked with Rally's advisory team to analyze fund data, conduct market and competitor research, and create investment memos for clients. "I got to really hone my business writing and due diligence skills, as well as analysis skills."

"When my manager told me that one of the memos that I really helped lead actually turned into investment, seeing that tangible impact was something that made me realize that this was the space that I want to be in. Realizing that my work could actually have the ability to impact change and catalyze investment was the biggest 'aha' moment."

Case Competition

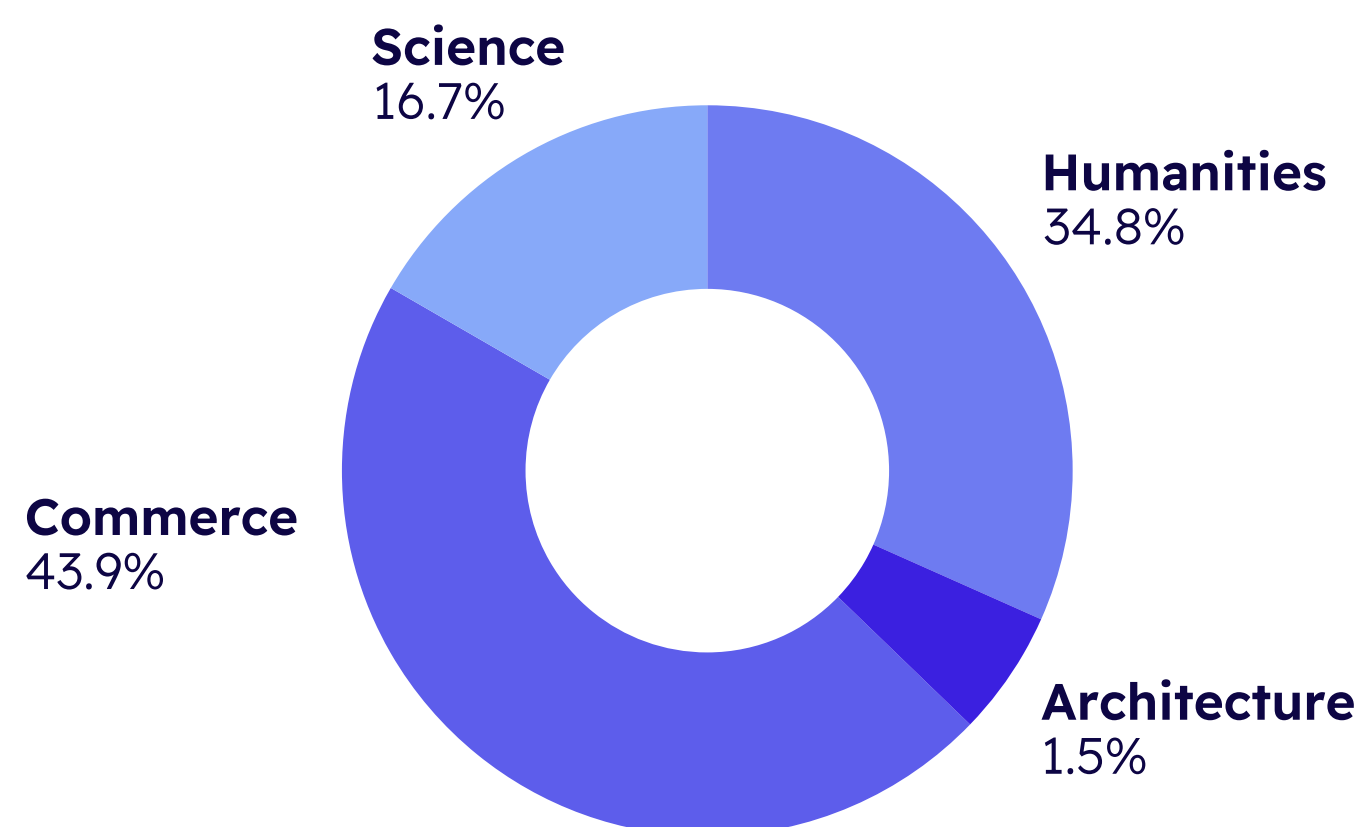
Origins

In 2019, we sought to understand how we might engage a broader group of student leaders beyond the youth we engaged more deeply through our internship program. After consulting over 40 professors, students, and other stakeholders, we partnered with Patagonia to host a 48-hour case competition on the following question:

"How can Patagonia help make participating in the outdoor community and environmental movement accessible to a more diverse community?"

March 6-7 2020

The case competition was attended by over 50 student leaders from a variety of disciplines.



As part of the event, participants had the opportunity to attend an opening panel with diverse social entrepreneurs and receive mentorship and coaching from industry leaders.

Winning Team

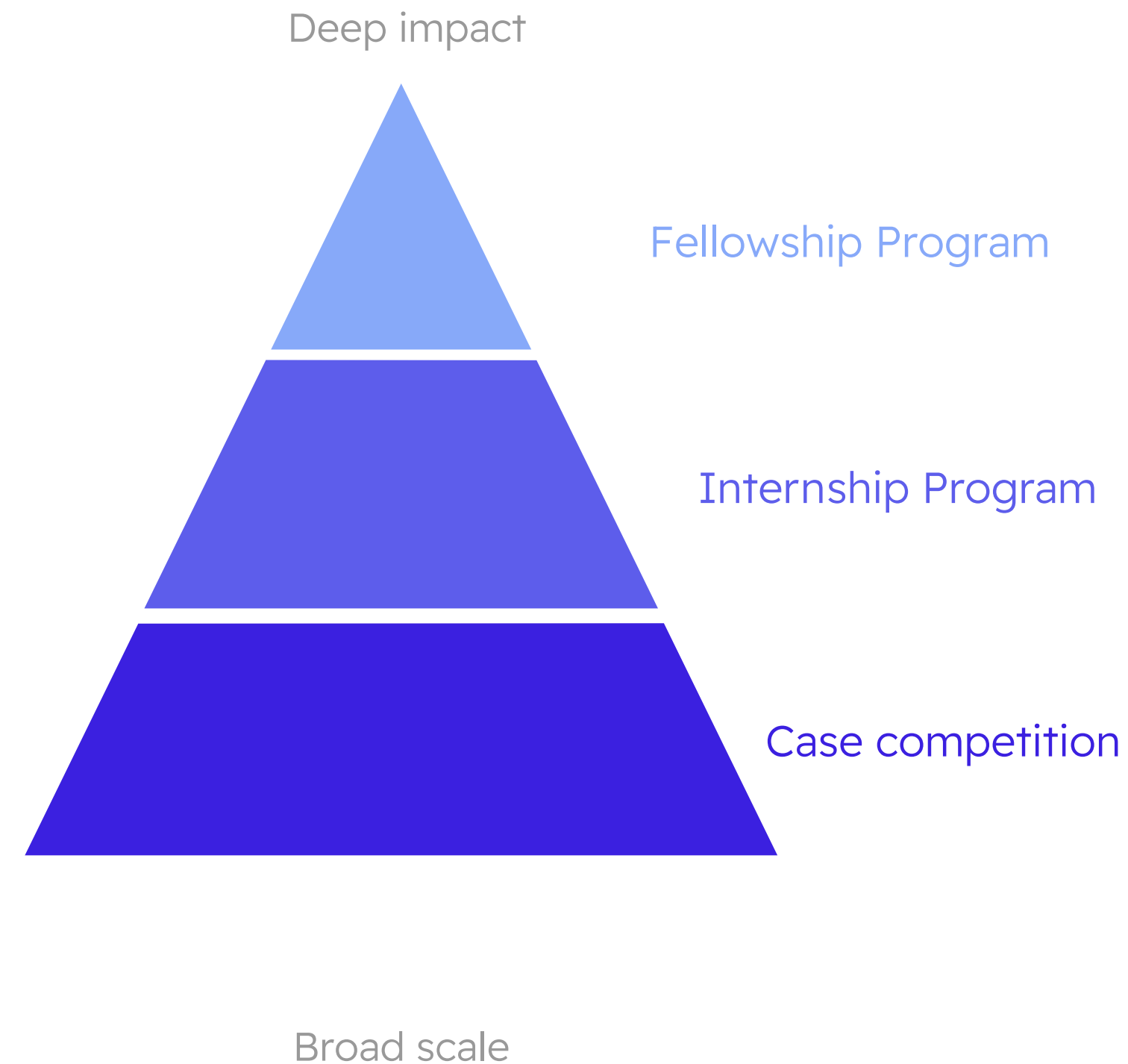
The winning idea explored how Patagonia could be more inclusive of People with Disabilities (PWD), creating a campaign which represents PWDs who are often left out of environmental advocacy. Though the team was initially drawn to the competition because of the Patagonia brand, team leader Matthew Lou agreed that his group left inspired by the role business can play in social change.



What's Next?

We are in the process of building a pipeline of student engagement initiatives, where the flagship internship program is complemented by an annual case competition that reaches a larger pool of students, and a selective fellowship program that equips new graduates with unique and long-term social impact work experiences.

Pipeline into Social Innovation



The fellowship program will seek to create what we believe is missing in Canada's social innovation ecosystem -- a streamlined process for recruitment into the sector for high-potential new graduates. We are aiming to begin recruitment for this project in Fall 2022 and officially launch in 2023.

We invite organizations who are interested in partnership or further discussion on this project to connect with us.

Acknowledgements

We would like to thank each member of the Good & Well community -- including our portfolio companies, program partners, alumni, workshop speakers, case competition judges, internship mentors and team -- whose time and commitment to student engagement have inspired and enabled our work.

Special thanks to the following organizations and people:

● **Internship Supporters**
ECO Canada

● **Internship Coordinators**
Aditi Sriram ('19)
Astrid Ling
Claire Woodside
Olga Cruz ('18)
Thulasi Suntharalingam

● **Student Engagement Interns**
Ian Stecher ('19)
Valerie Chiu

● **Good & Well Team**
Jonathan Shui

● **Case Competition Partners**
Patagonia

● **Conversation Circle Leaders**
Helen Zhou ('20)
Hui Wen Zheng ('20)
Rohan Noronha ('20)
Sana Rizvi ('19)

● **Program Partners**
Social Innovation Academy
Bruno Lam
Cheralyn Chok
Tyson Bilton

Thank you also to Aditi Sriram and Astrid Ling for compiling this report and for their tremendous work preparing our 2022 student program with support from Thulasi Suntharalingam and from Claire Woodside, who established the program in 2018.

Inspiring Entrepreneurs. Driving Social Change.

info@goodandwell.ca
goodandwell.ca

Connect with us on [LinkedIn](#)

Graphic Design and Layout:
Regio Creative Studio
www.regio.com.co
estudio@regio.com.co

good&well
May 2022