

# REQUEST TO COUNCIL



Emerging Leaders

# WHY NOW?

1. Ineligible for charitable status at this time
1. Only 1 in 5 requests are approved by CRA
1. EL would have to stop almost all of our programming and events
1. We are left with gap
1. Funding provides the ability to leverage \$



# WHY CONSIDER THIS REQUEST?

- We have engaged our demographic on all of the major City of London's plans including:
- The London Plan
- Smart Moves
- Cultural Prosperity Plan
- We align with Council's Draft Strategic Plan "Leading in Public Service" - Engagement



# WE ENGAGE THE 20 TO 44 YEAR OLD DEMOGRAPHIC IN CITY BUILDING

- London X - Riverfront Redesign
- London X - Muni Fibre
- Work in London – Employment
- Leadership London - Sector engagement
- City of London - Build a Budget
- City of London - Cultural Prosperity Plan



# WE ALSO ENGAGE ON A BUILDING A MORE ATTRACTIVE AND ENGAGED CITY

- Work in London - hosted 2 successful events and shared 2 surveys underlining the difficulties the EL demographic have with employment
- Launched London Calling - a two year effort to engage students at Western to connect with the opportunities London has outside of campus
- Have placed 43 Emerging Leaders on to Boards of Directors through our OnBoard! program
- Successfully created an engagement campaign for the 2014 Municipal Election and completed a survey in person with more than 300 young Londoners
- Partnered with London Business Magazine to create Top 20 Under 40- a celebration of London's leadership and talent in our business sector.
- Launched Starting Grounds - A program where members have an opportunity to meet with a leader from a host of sectors for 30 mins for coffee. In this meeting our members are able to ask these leaders any question they want relating to their career path.

# AND WE CONTINUE TO WORK IN SUPPORTING THE EL DEMOGRAPHIC NOT ONLY LOCALLY BUT PROVINCIALY

- Employed 15 young people through the Provincial Youth Employment Program giving them valuable experience. Employed another 4 through the Job Creation Program. 7 now have full-time work.
- Was a founding Partner of a new provincial organization. The Young Professional Network of Ontario.
- Assisted YNOT Windsor ( an EL like group) in creating goals and planning
- Presented to the Ontario Economic Developers Conference on the challenges facing the 20 to 44 year old demographic and what municipalities can do to attract talent.
- Secured funding for the London Youth Advisory Council
- Consulted with Western and Fanshawe College on the Business Accelerator Program now launched.
- Assisted the Young Professionals of Sarnia in setting goals and planning

# WE HAVE BROUGHT PROVINCIAL, NATIONAL, & INTERNATIONAL LEADERS TO LONDON

- Hosted the Governor General of Canada, Mayor Nenshi of Calgary, Grant Oliphant - CEO of the Heinz Foundation, Liberal Leader Justin Trudeau, Former Clerk of the Privy Council Alex Himmelfarb, CEO of the Hamilton Chamber of Commerce Keanin Loomis, and have met with leaders and Ministers of each level of government to advance London and the demographic we represent.



# AND WE'VE GROWN

- Held 51 events with 3,491 Londoners attending in the last 3 years
- Increased our membership to 561 in 2014
- Increased our social media reach to 3,451 impressions a day
- Have placed 43 Emerging Leaders on to Boards of Directors through our OnBoard! program
- Our newsletter has a subscription of 1241





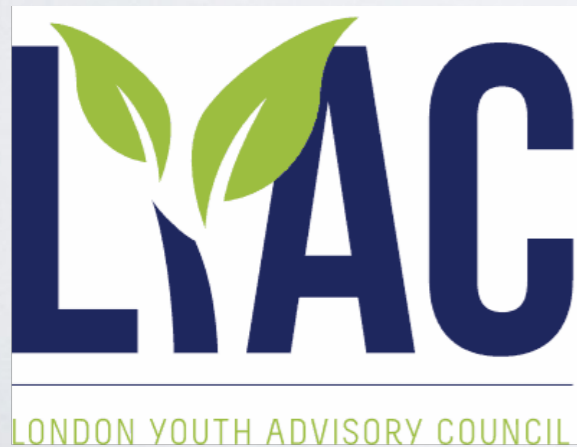


LONDON  
*Heritage*  
COUNCIL



Canadian Mental  
Health Association  
Middlesex

*tech*alliance  
of southwestern ontario



# The Ask

Description	
Staffing	\$50,000
Programming	\$15,000
Overhead (rent, office expenses,)	\$5000
<b>Total</b>	<b>\$70,000/Year for 4 years.</b>

BUT WE CAN BE FEXIBLE

# CITY BUILDING MEANS ENGAGEMENT



Emerging Leaders will increase engagement for Council  
and Staff in the following:

- Council Strategic Plan
- Rapid Transit
- Culture – PAC & The Culture Sector
- And we will continue to advocate for London at other levels of Government

THANK YOU COUNCIL  
FOR YOUR  
CONSIDERATION



WE KNOW IT'S NOT EASY