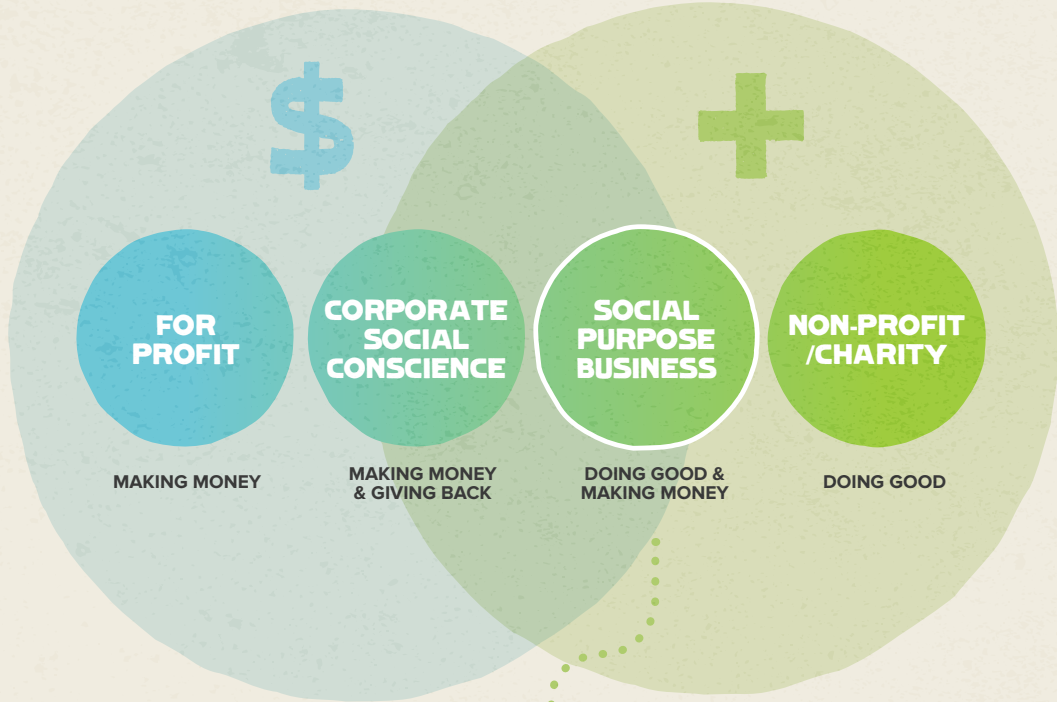


WHAT IS A

SOCIAL PURPOSE BUSINESS?



WHEN DOING GOOD IS IN A COMPANY'S DNA



*Brace for (Social) Impact: The rise of social entrepreneurship in Canada. Rachel Shuttleworth, April 2012.

**Businesses that keep giving back. Craig and Marc Kielburger, Toronto Star, September, 2007.

CREATING BLENDED VALUE



HOW TO GET STARTED



MENTORING



NETWORKING



EDUCATION



FINANCING



Canadian Youth Business Foundation



TRICO

CHARITABLE FOUNDATION