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About re:Vision 2010

re:Vision is a weekend conference for leaders, organizers, activists and entrepreneurs in Ontario, aged 17-34, who are spearheading social initiatives in their communities. The conference will equip the province's most innovative young leaders with the foundation they need to make their projects more sustainable and to create lasting impact. They will leave with practical know-how, new lenses for project design, and a wealth of earned knowledge that can be applied to their initiatives, including:

- An understanding of how to navigate through the systems they are working to improve
- Practical changes and improvements to make their initiatives more effective
- An understanding of how social enterprises are different than traditional enterprises

Conference Program

Re:Vision 2010 will be held on March 27th - 28th, 2010 at Toronto's Metro Hall and is organized by Young Social Entrepreneurs of Canada (YSEC). More information on YSEC is available in this package and at www.ysec.org.

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Earth Hour Event at MaRS Discovery District Saturday 6:30pm- 8:30pm

This unique, Earth Hour event is hosted at the MaRS Discovery District. The keynote event features the following internationally-renowned leaders in Social Innovation and Social Enterprise as they discuss current trends in Social Enterprise at local, national and international levels. Featuring:

David Bornstein

Author of *How to Change the World: Social Entrepreneurs and the Power of New Ideas*

Nathaniel Whittmore

Editor of *Change.org* and Founder of *Assetmap*

Tonya Surman

Co-Founder and Executive Director of the *Center for Social Innovation* in Toronto

What is Social Enterprise?

Social enterprises are organizations that apply market-based strategies to address social issues. These issues can be local or international and touch sectors including health, education and the environment. Using a variety of financial models including both for- and not-for-profit, they are mission-driven enterprises that measure success with a triple bottom line: people, planet and profit.

What sets social enterprises apart from traditional businesses is the extent to which a social purpose is central to its operations. While most businesses measure success chiefly by financial return, social enterprises put a strong emphasis on the social return on investment (SROI).

About the Young Social Entrepreneurs of Canada (YSEC)

Young Social Entrepreneurs of Canada (YSEC) is a youth-led non-profit organization that aims to ignite a nation-wide movement of young social entrepreneurs who align people, planet and profit.

Running a variety of networking and skill-building programs and services for young Canadian social entrepreneurs, YSEC serves as both a community-hub and a grower of youth-led social enterprises.

Since launching in Toronto in September 2009, YSEC has:

- Held 10 events
- Had over 300 young people join our community
- Worked closely with 10 young leaders and their ideas to provide

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resources, skill development and support to grow their projects
(and this number is growing...)



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YSEC's History

Young Social Entrepreneurs of Canada (YSEC) was founded in May 2008 by six individuals who came together to address the common frustrations of young organizers trying to improve the world. Through their individual experiences, YSEC's founders recognized that youth groups across southern Ontario faced similar barriers that limited their success, including: sparse professional guidance, little access to funding, a lack of business know-how, an absence of an organized community of peers, team troubles, and a lack of legitimacy. Realizing that many of these hardships were systemic and arose from a lack of supportive infrastructure, this group formed YSEC in response.

Drawing on the lessons learned from their parent organization, Project Equity, and the other projects they were involved in, YSEC set out to research and reach out to youth-led initiatives and find out what were the biggest challenges and roadblocks they faced. The resulting program that was developed was YSEC's answer to a year and a half of development and planning. YSEC publicly launched in September 2009, rolling out a variety of programs and service to support youth organizers and youth-led groups in creating social enterprises, and to make social change a viable career option for extraordinary youth.

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YSEC's Year-Round Program Outline

YSEC runs a variety of programs to support the diverse needs of our community:

MeetUPS

Good collaboration and communication is good business. MeetUPS are networking events for local and regional changemakers. These events afford participants an opportunity to share challenges unique to social enterprise. MeetUPS are meant to strengthen support networks, and to provide an environment where social entrepreneurs can relate to and learn from each other's experiences.

Workshop Series

Our monthly Workshop Series takes an in-depth look at topics vital to starting and running social enterprises, and is facilitated by leading experts and practitioners in the field.

Presentations on Social Enterprise

Social Enterprise 101 is a private introductory presentation that covers the defining features of social enterprise, its growth, and why it differs from traditional businesses in the for- and non-profit sectors.

Social Enterprise 201 is an in-depth look at social enterprise, customized to meet the unique needs of a specific client.

Pitch-In-60

Conducted by an award-winning facilitator, this personalized service offers pitch-writing training and presentation skills. Through the Pitch-In-60 process, clients learn to refine and deliver their idea with impact and eloquence.

Business Planning

Successful business require proper planning, and young social entrepreneurs often lack access to experienced mentors. Led by award winning entrepreneurs, YSEC offers personalized training, guiding clients through the formation of a thorough business plan.

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SiG@MaRS and re:Vision

YSEC is partnering with SiG@MaRS for Revision 2010. SiG@MaRS delivers social entrepreneurship programming and advisory support as a partner program of MaRS. Social Innovation Generation (SiG) is a collaborative partnership among The J.W. McConnell Family Foundation of Montreal; the University of Waterloo; the MaRS Discovery District of Toronto, and the PLAN Institute of Vancouver. SiG@MaRS' goal is to promote a robust innovation culture in Canada including social innovations that meet social and environmental goals.

Other Links

[re:Vision 2010 Program](#)

[Photos and Logos](#)

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Message from the Premier



Ontario

Premier of Ontario - Premier ministre de l'Ontario

March 27 – 28, 2010

A PERSONAL MESSAGE FROM THE PREMIER

On behalf of the Government of Ontario, I am delighted to extend warm greetings to everyone attending re:Vision 2010 — the inaugural conference of The Young Social Entrepreneurs of Canada (YSEC).

Canada's young people have the ideas and commitment vital to creating positive change through entrepreneurial action. That is why I wish to commend YSEC for its dedication to supporting youth organizations and youth involved in creating social enterprises. This fine organization is playing an important role in assisting Canadian youth to make the world a better place by balancing social and economic goals simultaneously.

Bringing together leaders aged 17 to 30 from across Canada, this conference will enable young men and women interested in social entrepreneurship to enhance their knowledge, gain insights from accomplished professionals, hone their leadership and collaborative skills, and network with peers. I would like to thank the organizers and volunteers with YSEC for making this event possible.

Please accept my best wishes for a successful and enjoyable conference.



Dalton McGuinty
Premier



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