

Seeing is Believing

HOST: ELECTRONIC ARTS

INSPIRING YOUTH & RAISING LEVELS OF ACHIEVEMENT

OCTOBER 8, 2008

LEADERS:

Rory Armes, SVP and Group GM

Evaleen Jaager Roy, VP Human Resources and Community

Wendell Harlow, Manager, Outreach & Corporate Giving

DELEGATES:

Moira Dang, VP and Studio COO, Electronic Arts

Marcel Laforce, VP and COO, Black Box Studio, Electronic Arts

Larry LaPierre, VP and Executive Producer, Electronic Arts

Colin Macrae, Director of Communications, Electronic Arts

Brian Wideen, COO Need for Speed, Electronic Arts

Darcy Hausselman, Associate Director, Community Investment, Bell Canada

Mark Holden, President & CEO, Hip Digital Media Inc.

Paula Fellbaum, VP - Human Resources, Nexon Publishing North America

Elaine McHarg, SVP and Chief Marketing Officer, Ethical Funds

Linda Lupini, SVP - Human Resources and Organizational Development, QLT Inc.

Kevin St. George, President & CEO, Quality Move Management

Kelly Zmak, President, Radical Entertainment

Paul Gertz, EVP, Rainmaker Entertainment

Rosie Steeves, Principal, The Refinery Leadership Partners

Andrea Southcott, President, TBWA\Vancouver

Marty Hasslebach, Managing Director, Vancouver Film School

In Canada, there is a 49 percent wage difference between university graduates and youth who have not completed high school. Training and education programs are critical in improving a youth's life chances and future well-being. This tour engaged the local business community in seeking innovative ways to inspire at-risk youth who have disengaged from work and the school system.

The tour began at **Potluck Café**, a social enterprise in Vancouver's Downtown Eastside (DTES) where catering revenues subsidize employment programs and meals for local area residents. At Potluck Café, delegates discussed issues of food accessibility and employment training opportunities for residents of the DTES.

Urban Native Youth Association (UNYA), an organization that supports Native youth in an urban setting, focuses on prevention-based programs for youth. At UNYA, delegates heard from staff of the alterNative education and mentorship programs, which provide support and resources to empower Native youth.

The tour continued to **PLEA Community Services Society**, where delegates discussed the effectiveness of supporting youth-at-risk through individualized programs such as the KidStart mentorship program and the Genesis Yardworks social enterprise. PLEA is a multi-disciplinary agency that provides support and training services for children, youth and adults.

Finally, delegates visited **Directions Youth Services Centre**, an organization that supports Vancouver's homeless and at-risk youth. Delegates spoke with homeless youth about the organization's support for basic needs and employment within its the social enterprise, Street Youth Job Action.

Delegates meet an instructor from UNYA's AlterNative Education Program



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