

#Impact215 Campaign Overview

How to Get Involved



Our Objective: To fund 215 Indigenous youth in their post-secondary education ambitions through Indspire over the next 5 years. Why 215? Because that is the number of children who were found in unmarked graves on the site of the former Kamloops Indian Residential School in British Columbia.

Approach:

- Develop a joint '#Impact215 Bursary Program' with Indspire to fund post-secondary bursaries and raise additional funds for the Learning from the Past Fund to support Indigenous youth across Canada
- Bring together a community of independent coaches and consultants to join the cause and amplify the #Impact215 message
- Foster connections among the funders and recipients to support greater understanding of Indigenous issues and to provide career support to the students

Timeline:

- 5-year commitment to fund 215 students through both the Bursary program and Learning from the Past Funds through to 2028

Two Ways To Get Involved:

1. Become an Advocate

- Make a commitment to donate a minimum of \$5,000 to fund a student bursary
- Extend your impact by generating additional revenues to fund more students (see ideas listed under 'Become an Ally').
- Provide pro bono hours in your area of expertise to support the #Impact215 bursary recipients
- Amplify the #Impact215 Program through your key client networks
- Choose to renew your commitment on an annual basis until 2028

2. Become an Ally

- Amplify the #Impact215 Program by donating amounts of your choice to the Learning from the Past Fund. Ideas include:
 - Take a percentage of any referrals you receive on an annual basis to #impact215 (suggested percentage 2-10%)
 - Ask clients to donate any amount to #impact215 in exchange for 'pro bono' speaking, coaching or consulting requests.
 - Donate a percentage of overall sales or profits from a specific program / service offering / product to the program (eg: donate \$1 from the sale of a book; donate \$5 from every online course taken, etc.)
 - Your ideas!
- Amplify the #Impact215 Program through your key client networks.

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Advocates and Allies of the Impact215 Community receive:

- **#impact215 marketing templates** that you can adapt with your own logo and web address for your website / Zoom backgrounds / PPT decks or other areas
- **Pre-set Twitter, LinkedIn and IG/FB posts** that you can put out on your social platforms highlighting your involvement in #impact215
- **Impact215 acknowledgement** on The Roundtable website and in updates made about the program to Roundtable subscribers. You can also reciprocate this on your own website / in your own communications
- **Marketing calendar** of activities for #impact215 to amplify our collective voices
- **Annual opportunities to connect and learn** with the community of #215 supporters
- **Complimentary 'First Steps as an Indigenous Ally' online course** courtesy of ICT Inc.
- **Tax receipts** are available for individual (personal) donations



Additional ways to engage your corporate clients in #Impact215

- Showcase your involvement in #Impact215 your newsletters, slide decks, program materials, etc.
- Amplify our #Impact215 Bursary recipients through your LinkedIn networks or other appropriate vehicles
- Leverage semi-annual #Impact215 update reports by sharing your involvement with your key clients

Founding Community Members:

Bob Joseph, Indigenous Corporate Training Inc. www.ictinc.ca

Glain Roberts-McCabe, The Roundtable, www.goroundtable.com

Karen Wright, Parachute Executive Coaching, www.parachuteexecutivecoaching.com

Liane Davey, 3Coze www.3coze.com

Join us and let's help change the lives of 215 Indigenous youth together. To get involved, contact Glain at groberts@goroundtable.com.