



# LEAP Canada

## 2020 Annual Report

 [info.leap20@gmail.com](mailto:info.leap20@gmail.com)

 [www.leapcanada.org](http://www.leapcanada.org)

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# 01



## LEAP AT A GLANCE.

A LETTER FROM OUR CHRO.

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Dear **Reader**,

The global pandemic affected everyone this year, including students. For some, it meant unknowingly going home for a 24-week March Break, virtual classes, and graduation, and rescinded summer internships. For others, it meant the cancellation of campus tours and open houses, along with the lost ability to interact with current students at their prospective schools.

We identified these unprecedented challenges students were facing with the already difficult transition to post-secondary education and conducted market research to determine how best to support students. **The result? The start of LEAP** and subsequent launch of our **TuesdayTalks webinar series**. We impacted over **1,300+ attendees** across **38 countries**, welcoming panelists from **9 schools** and **28 disciplines** to share their words of wisdom with our audience.

We continued our efforts throughout the fall term by following up and introducing several major initiatives. During this time, we **partnered with Student Life Network, Prep 101, The Princeton Review, and were also featured by CTV News London and Pearson Canada**. It has been a rewarding year working with our passionate team of volunteers and we look forward to continuing to support our community next year!

Best,  
**Matt Parkin**

*Matthew Parkin*

Chief Human Resource Officer  
**LEAP Canada**

# 02

## » QUICK METRICS.

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### SOCIAL MEDIA NUMBERS.

**400,000+ students** reached across **38+ countries** through **social media** cumulatively

Average weekly reach of approximately **7000 users** across all **digital platforms**

**1800+ followers** across all our **social media** platforms

**200+ newsletter subscribers**

**200+ blog views**



### INITIATIVE NUMBERS.

**1300+ attendees** during our #TuesdayTalks webinars

**400+ applicants** for our Mentorship Program

**40+ student ambassadors** across Canada promoting our brand

Welcoming **over 50 student and career panelists** to share their insights

Formed **partnerships** with **30+ Canadian organizations, companies** and **high schools**





# 03 INITIATIVES

## #TuesdayTalks 2020

### June 2020 - August 2020

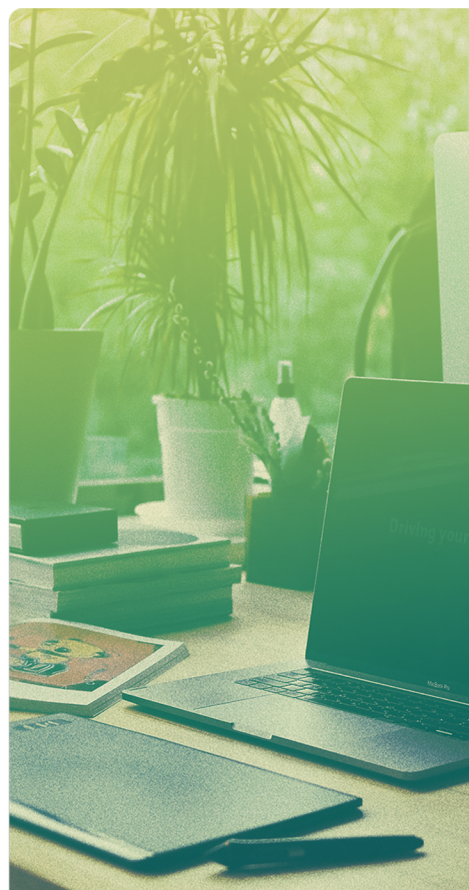
The **#TuesdayTalks** Webinar Series spanned **eight weeks** and was held every Tuesday evening featuring **university students and recent graduates** discussing various topics about the **transition from high school to university**. Each webinar was two hours in length and split into two halves. The first part of the webinar provided a **general topic discussion** and the second part highlighted a **specific Canadian university**.

General topics included **debunking misconceptions, university life 101, summer 2020 to-dos, and more**. The universities featured included the **University of Toronto, Western University, University of British Columbia, Queen's University, McMaster University, Brock University, McGill University, and the University of Waterloo and Wilfrid Laurier University**.

Attendees were able to have their questions answered about the **application process, residence life, academics, and more** from the panelists from that week's university. Through these eight weeks, we were able to garner over **1,300 attendees!** Going into **summer 2021**, we are excited to **relaunch our #TuesdayTalks series!**

**1300+**  
**WEBINAR**  
**ATTENDEES**

**8 WEEKS**



# 04 INITIATIVES

## ★ MENTORSHIP PROGRAM. \_\_\_\_\_



June 2020 - Present

**The Mentorship Program** is a free, eight week program designed to help **mentor** High School students preparing for university along with incoming post-secondary students. **Upper year** post-secondary students are **paired** with them as Mentors and have **weekly one-on-one discussions** about various topics about post-secondary life such as mental health, academics, COVID-19 adaptations, online learning, jobs, research, internships, debunking popular misconceptions, and more. Each week there are also **discussion forums, group mentorship, networking, and postings** of weekly webinars about post-secondary life (recorded or live).

We have had over **400 applicants** so far, and our program continues to grow with many **returning Mentors** and **Mentees** each cohort.



# 05 INITIATIVES

## **AMBASSADOR PROGRAM**

### **August 2020 - Present**

**The Ambassador Program** was developed as a way to get **university and high school** students from **around the world** to represent LEAP by bringing awareness to and making our brand more accessible to anyone that is dedicated to supporting students in the **transition from secondary to post-secondary studies**. Within the past couple of months, our program has grown to a total of over **40 Campus and Brand Ambassadors** from **across Canada** in the provinces of British Columbia, Ontario, Saskatchewan, and New Brunswick. Our ambassadors have been working very hard to secure **8 Canadian high school partnerships** while recruiting more students to attend our virtual events through social media takeovers and case competitions. Currently, our ambassadors are **developing a Resource Hub**, premiering this year, that will feature step-by-step application guides, insight articles, academic resources, and mental health resources for all major Canadian post-secondary institutions and programs.

## **COMMUNITY MEMBER'S PROGRAM**

### **September 2020 - January 2021**

The **Community Member's Program** was launched with the vision of fostering a **community of ambitious high school students**. Through this community, we offered special access to **extensive resource databases** and **exclusive leadership opportunities**. These include **Career and Personal Development workshops, coffee chats, leadership postings, and a curated newsletter**. By joining this program, high achieving students were ultimately able to **network** and **learn alongside** other young leaders across Canada. Going into 2021, we are looking to gradually phase out this program in favor of a more open and accessible approach that will help even more students! We will **continue to put out valuable resources, webinars, and opportunities** but they will now be accessible **by everyone**.



# 06 INITIATIVES

## THE TYPING TADPOLE.

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LEAP Canada's blog - **The Typing Tadpole**, was launched in late 2020. This initiative was designed with one main principle in mind: **to reach more students and maintain our connections with them.** The blog provides a quick and easy way to invite a multitude of different authors with **different backgrounds, cultures, and experiences**, to share their tips and advice to other youth.



## POST-SECONDARY TEA. ——— ●●●●



A sister **podcast** project, **Post-Secondary Tea** will also roll out in **early 2021**. The podcast will offer a more **intimate, raw, and in-depth look** at relevant **topics** for those who would listen rather than read. With episodes and posts planned for **every month** of the coming year, we're looking forward to **empowering youth** throughout 2021!



# 07

## + SPONSORS & PARTNERS.

LEAP's Corporate Relations team has worked with diligence as well as resilience to form **24 partnerships** with **organizations and industrial companies across Canada**. As a result, the team managed to secure **\$1,300+** in **funding and sponsorship** from **Student Life Network, Rising Youth Taking IT Global, The Princeton Review, and Prep 101**. Thanks to the hard work of the team and the support of all our **partners**, LEAP has been able to provide a multitude of **events, webinars, and exclusive benefits to the entire LEAP community**. In 2021, we aim to reach new heights and continue our dedication to **building relationships** with leading companies in education and student life.



SPONSORS

## PARTNERS





# 08

## 📌 CLOSING THOUGHTS FROM C-SUITE



**2020** has been an unprecedented year filled with lots of uncertainties and challenges — one that drove everyone to adapt to the changing environment of a “new normal.” In the midst of a global pandemic, we recognized the need for students to gain access to a platform that will **assist them in their transition into post-secondary endeavors**. From sending our first survey in the summer to gauge interest, LEAP today has grown beyond our imagination. **Learn. Empower. Assist. Prepare.** These founding words encapsulate our core values and the opportunities we hope to bring. Whether it be through TuesdayTalks, our Mentorship Program, our social media engagement with over 1,800 followers, or our other initiatives, we continually strive to provide students with resources in helping to **bridge the gap between high school and university**. Despite all the barriers faced this past year, it has been a fruitful experience working alongside a talented and hardworking team and witnessing the positive impact we’ve created in the education space. I’d like to extend my warmest gratitude to all our **sponsors, panelists, speakers, mentors, and supporters** — **thank you** for growing with us on this journey. We’re incredibly excited to share what LEAP has in store for you all in **2021**, cheers!