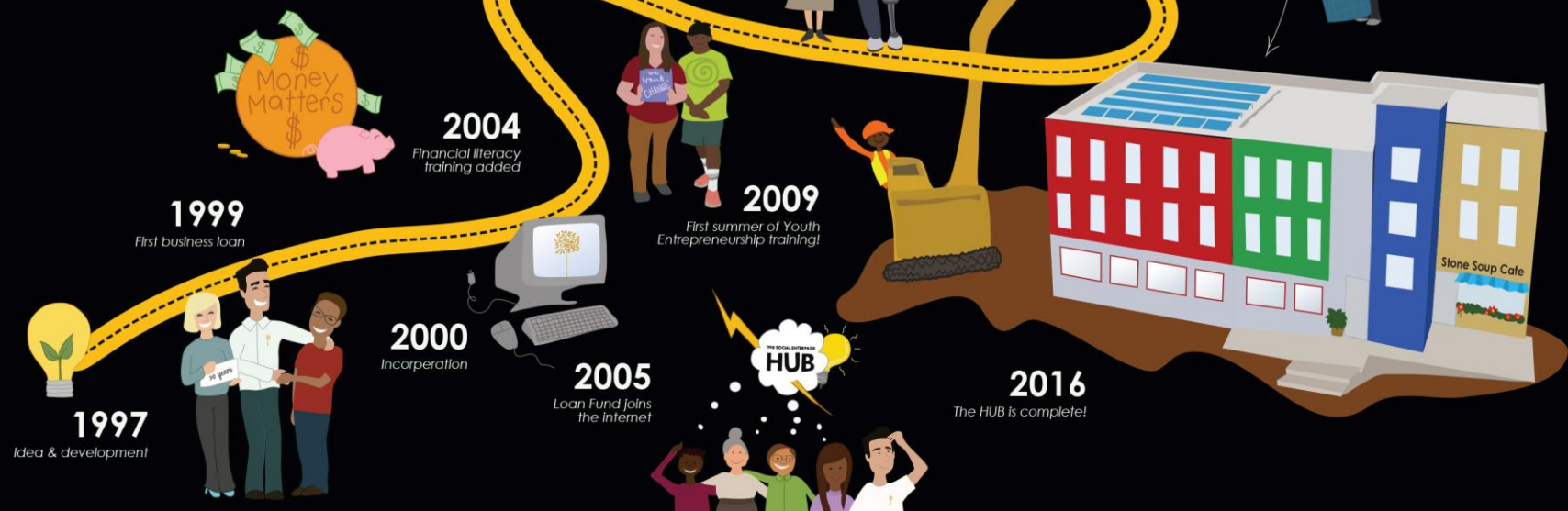


# 20<sup>TH</sup> Annual General Meeting



SAINT JOHN  
COMMUNITY LOAN FUND



# **20th Annual General Meeting**

## **Saint John Community Loan Fund**

12:00-1:00 September 29, 2020

### Agenda

1. Welcome
2. Minutes of 2019 AGM – Tim Mclauchlin
3. Introduction of Team, Mission, Numbers – Terry Conrod
4. Social Finance Report – Justin Sweeney and introducing Guillermo Marroquim, John Kennedy
5. Training Reports - Financial Literacy – Darlene Jones
6. Training Reports - Enterprising Women – Diane Snelgrove
7. Training Reports - Abi Reinhart – Youth Entrepreneurship
8. Purpose Real Estate Report – Seth Asimakos and Abi Reinhart
9. Treasurer's Report of Financials – Donna Mazzerolle
10. Nominations Report – Terry Conrod
11. Recap of 20 years and scaling forward – Seth Asimakos
12. Adjourn

Saint John Community Loan Fund  
Minutes of the 2019 Annual General Meeting  
Friday, September 27, 2019

**Present:** 20 members attended, including, among others, Seth Asimakos, Terry Conrod, Steve Daley, Stacy Darku, Darlene Jones, Joanna Killen, Donna Mazerolle, Tim McLaughlin, Shannon Penny, Diane Snelgrove, and Justin Sweeney.

Meeting called to order by Mr. Conrod:

1. **MINUTES OF 2019 AGM:** Joanna Killen moved to approve the minutes, Shannon Penny seconded. Motion carried unanimously.
2. **REPORTS:**
  - a. Terry Conrod reported on the activities of the executive.
  - b. Seth Asimakos said a few words in eulogy to the late Sister Agnes Martz.
  - c. Justin Sweeney reported on social finance & social purpose real estate activities.
  - d. Stacy Darku reported on the UYES! (Urban Youth Employment/Education Service) program.
  - e. Diane Snelgrove reported on the enterprising women program.
  - f. Abigail Reinhart reported on the Youth Entrepreneurship Success program and her marketing and graphic design activities.
  - g. Darlene Jones reported on the Money Matter\$ program.
  - h. Seth Asimakos reported on projects with Be4Change, Raise Around, and the federal Social Finance Fund, and the 20<sup>th</sup> anniversary. The members watched a portion of video created for the anniversary.
3. **FINANCIAL STATEMENT:** Donna Mazerolle presented the financial statements to the members. Members moved to accept the financial statements and motion passed unanimously.
4. **NOMINATIONS:**
  - . Joanna Killen advised the members that Ries Van Biek has stepped down as director.
  - a. The members put forward and voted unanimously to appoint the following people to the Board of Directors:
    - i. Tanya Chapman (returning);
    - ii. Terry Conrod (returning);
    - iii. Steve Daley (returning);
    - iv. Stacy Darku (returning);
    - v. Joanna Killen (returning);
    - vi. Donna Mazerolle (returning);
    - vii. Tim McLaughlin (returning); and
    - viii. Shannon Penny (returning; first appointed mid-2019).
5. **ADJOURNMENT:** The members moved to adjourn. Motion carried unanimously.



# Board of Directors

President: Terry Conrad  
Conrad Strategic

Treasurer: Donna Mazerolle  
Mazerolle and Associates

Secretary: Tim McLaughlin  
McInnes Cooper

Directors: Tanya Chapman  
Chapman and Associates  
Joanna Killen, Momentum  
Stacy Darku, Bridges Institute  
Steve Daley, Retired / Tech Sector  
Shannon Penny, Canadian Red Cross



**Diane Snelgrove**  
Business Development



**Seth Asimakos**  
General Manager



**Justin Sweeney**  
Social Finance Manager



# The Team

**Abigail Reinhart**  
YES Program Coordinator



**Darlene Jones**  
Money Matters Facilitator



**Dawn Belyea**  
Financial Officer



**Guillermo Marroquin**  
Financial and Project Analyst



# Our Vision

We build solutions through social impact and entrepreneurship.

# Our Mission

We empower individuals, organizations & neighborhoods to achieve prosperity by providing resources, knowledge





# Strategic Priorities

Building our Brand

Scale for Impact

Focus on Regional Growth

Demonstrate Accountability of Organization with Results

Funding/Financial Sustainability

Talent/Human Resources

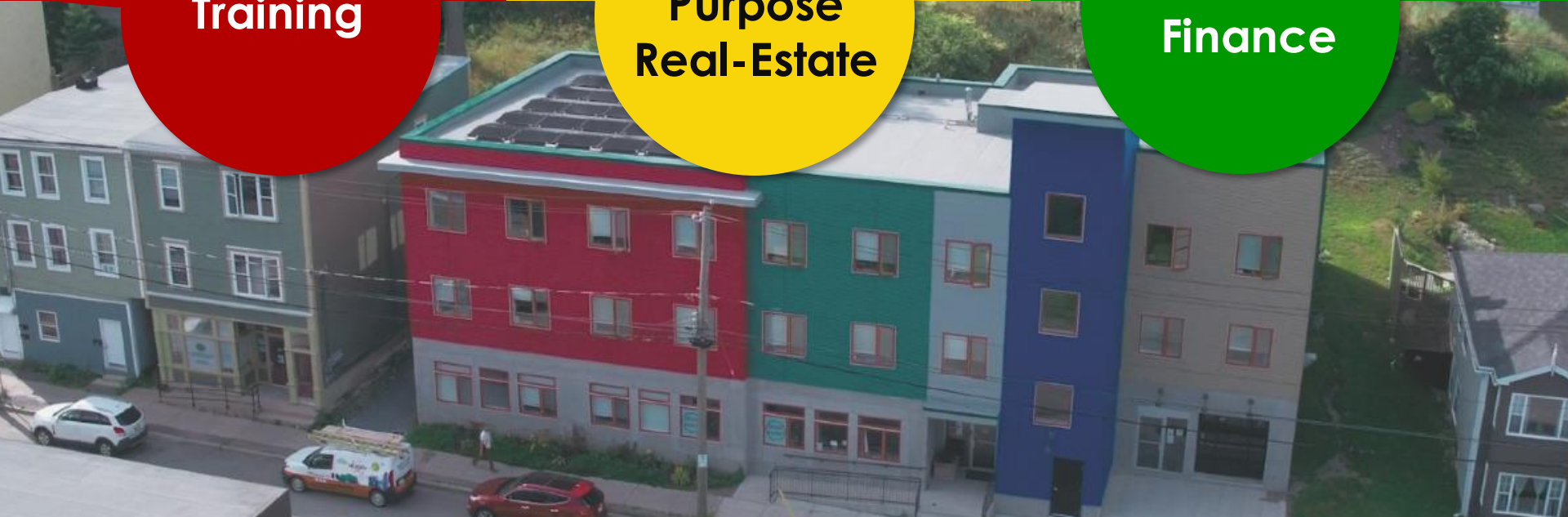


# Impact through 3 program streams

**Training**

**Social  
Purpose  
Real-Estate**

**Social  
Finance**





**6092**

people  
built skills

**212**

People built savings  
to buy assets for  
Self-reliance

**183**

people back to work

**170**

businesses launched/  
supported

**99**

people returning to school

**92**

people into better housing





**\$3.3 million**  
**Invested in**  
**social-**  
**purpose**  
**real-estate**

**289 L**  **ANS**



**\$708,442**

**Average of 14 loans/year**

# ***Social Finance***

The background of the slide is black, decorated with colorful streamers and confetti in shades of red, yellow, blue, and green. The streamers are long and thin, while the confetti consists of small squares and rectangles.

Saint John Community Loan Fund is

**1 of 9**  
**in Canada**

accepted into the inaugural  
**Solutions Finance Accelerator**  
with McConnell Foundation.

*Social Finance*

1. Microfinance
2. Launch Social
3. BuildNB



SAINT JOHN  
COMMUNITY LOAN FUND

[Our Programs](#)

[The HUB](#)

[Our Impact](#)

[Our](#)



We've been making small loans to help people create income and  
looking for financing to start or grow a business or social enterprise  
affordable housing - we're here to

***Social Finance***

# Microfinance

The focus became to support our clients through COVID-19 adjustments.

We offered 3-month interest free deferral to all clients and continue to work with those affected.

The background of the right side of the slide is a collage of various Canadian banknotes, including \$5, \$10, \$20, and \$50 bills, which are slightly faded and overlapping.

**2019 – 2020:  
15 loans for a total of  
\$32,721.37**

***Social Finance***





# Sue Martin

We helped Sue launch her dog grooming business in 2006, and 13 years later we worked with her again to upgrade equipment and facilities. She continues to thrive and innovate in 2020's challenging business climate!

***Social Finance***



**LAUNCHSOCIAL**  
INVESTING IN CHANGEMAKERS



The Ville is working to update and reinvigorate a unused school while supporting food security, physical literacy, renewable energy and personal empowerment.

To ensure easy navigation of a transitional period in 2019, they needed to bridge capitol and we met their needs with creative terms, payments and products.



**Social Finance**



SJCLF disbursed  
**\$119,027.55**  
across 5 Social Purpose  
Organizations  
throughout New Brunswick

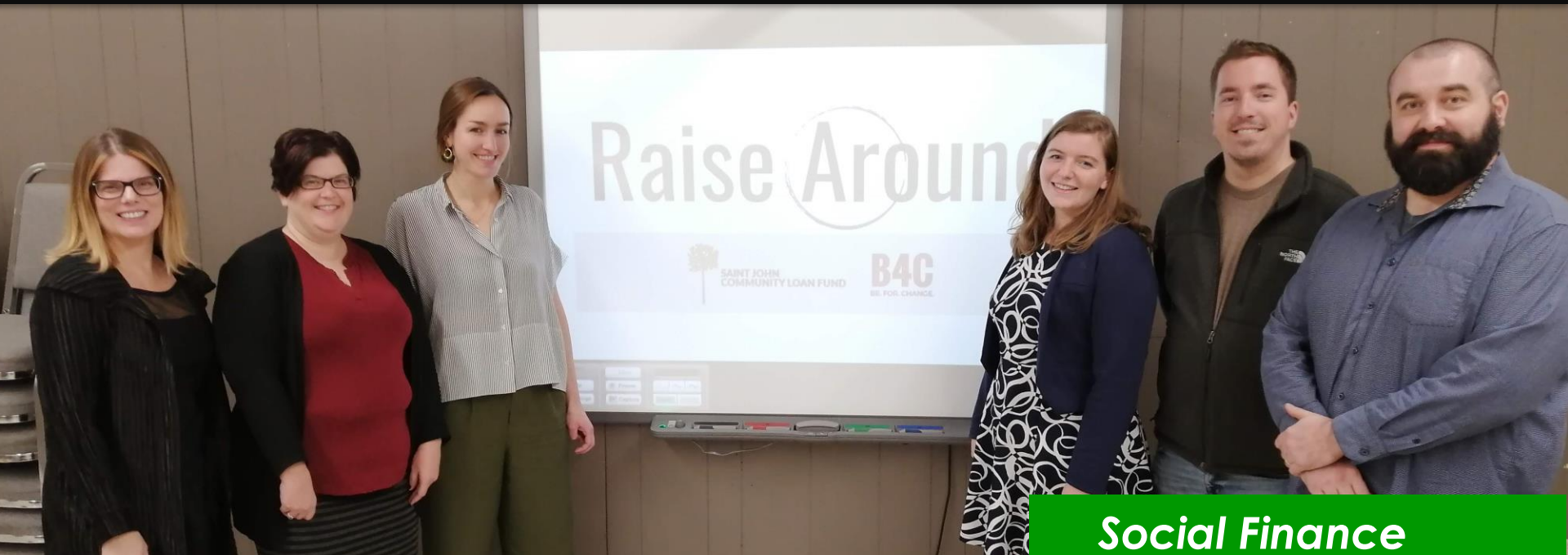


*Social Finance*



# Raise Around

SJCLF partnered with Ponde-Deschpande Centre to create and deliver a pilot accelerator to support social entrepreneurs through their first capital raise.



**Social Finance**



INVESTING IN AFFORDABLE HOUSING

Actively researching the market

Financial Modelling

Looking at early stage beta clients

## Data Sources + Calculation Methodology

Use Case Overview

### Demand



2020 GNBSD Waitlist  
(Homeless + Non-Homeless)

Accurate depiction of current core housing demand.

Provy



2016 CMHC Census Data  
(Non-Homeless)

Demographic segmentation W's used as 2020 provy.



2020 SJHDC Buying Names List  
(Homeless)

Sanity check and provy data for comparison to 2020 GNBSD List.

### Supply



2020 GNBSD Projects List  
(Homeless + Non-Homeless)

Data for public + private housing projects GNBSD has been involved with.

Assumed GNBSD participants in sizeable majority of NB Housing Projects.



SAINT JOHN  
COMMUNITY LOAN FUND

**Social Finance**



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Microfinance – SJCLF executed 15 loans for a total of \$32,721.37 in 2019-2020 (can add these to the totals from last year to get the totals to date). The focus at the end of the year was supporting our portfolio of clients through COVID adjustments. We offered a 3-month interest free deferral to all clients and continue to work with those who are deeply affected on navigating a path back to financial and personal wellness.

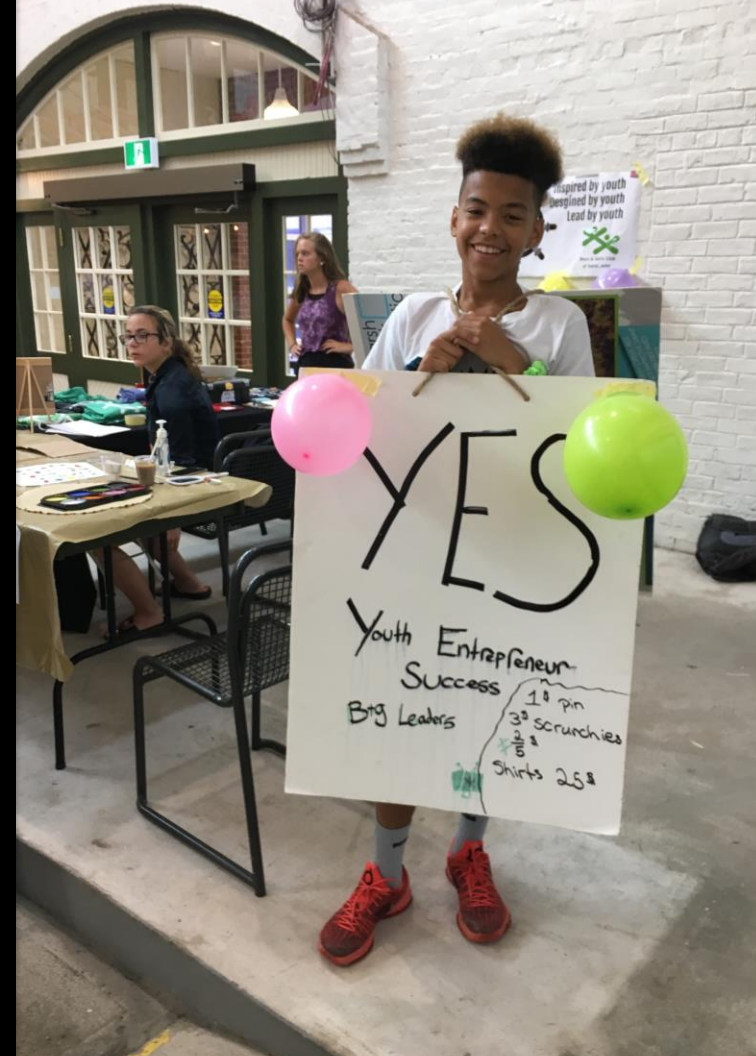
LaunchSocial – pilot was successful and SJCLF disbursed \$119,027.55 across five social purpose organizations across New Brunswick. The investments were flexible to meet the needs of the organization, and included gap financing with a balloon payment, a royalty agreement, a Simple Agreement for Future Equity, a refinancing of high interest debt and a traditional amortized loan. This program was so successful, that SJCLF secured additional investment to operationalize the pilot as a regular lending program of SJCLF. The program is open to opportunities to finance Social Purpose Organizations across New Brunswick.

Raise-A-Round – during the LaunchSocial pilot, it was recognized that there was a gap in supporting social entrepreneurs through their first capital raise (moving from feasibility to launch or launch to scale). SJCLF partnered with the Pond-Deshpande Centre to create and deliver a pilot accelerator that would serve this purpose. A handful of entrepreneurs were hosted through a 12-week accelerator that met biweekly and helped the entrepreneurs decide on the type, amount and strategy to secure capital to grow their impactful venture.

Solutions Finance Accelerator – SJCLF was accepted into the inaugural Solutions Finance Accelerator with McConnell Foundation. 9 financial intermediaries were selected from across Canada to be supported with \$100,000 in operational funding and mentorship through the development of their funds. This opportunity is instrumental in scaling to and beyond our \$5M goal. The accelerator is underway and will extend into 2021.

***Training***

1. Financial Literacy
2. Enterprising Women
3. Youth Entrepreneurship



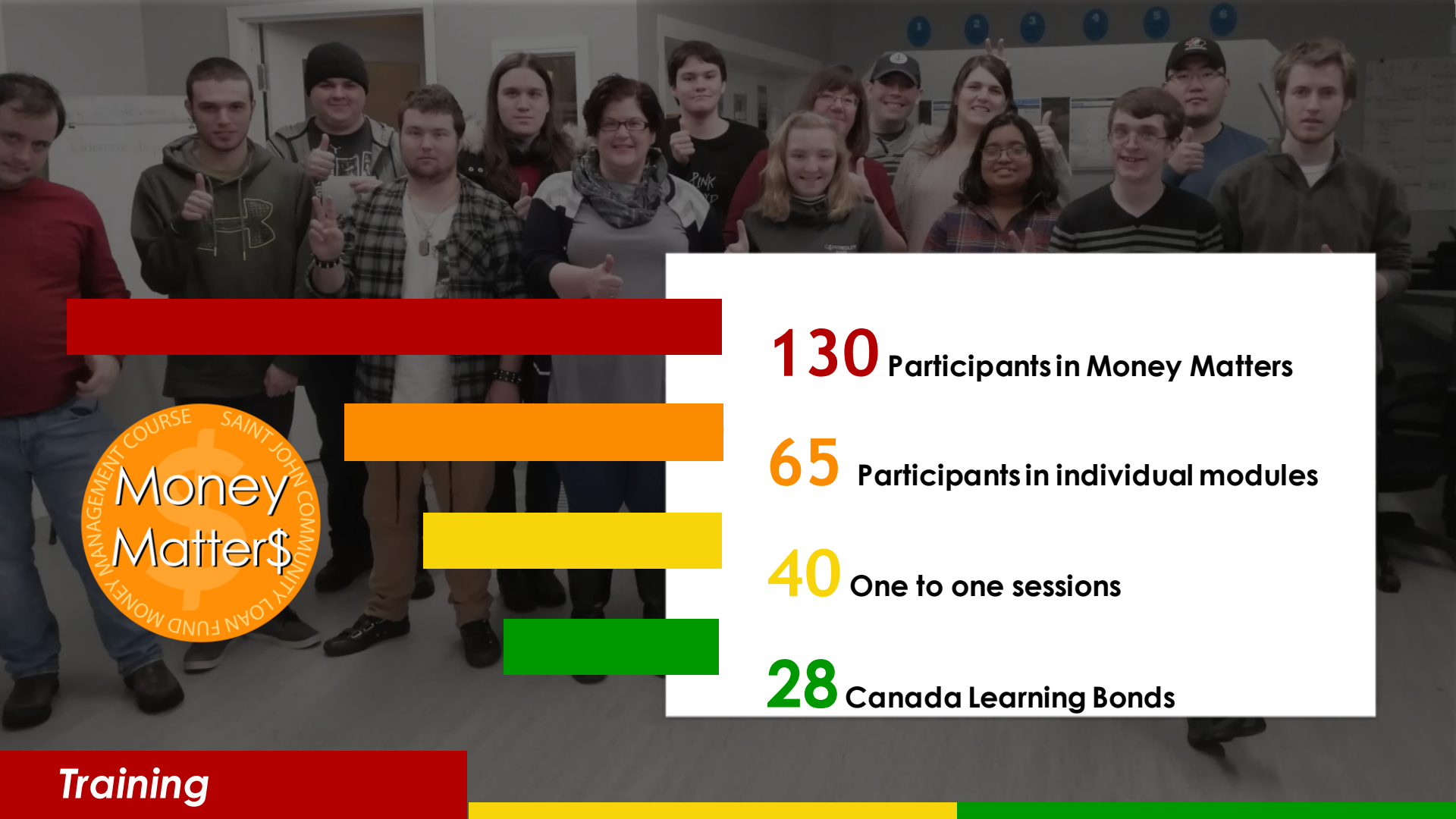
A background image of two women standing in a modern building. The woman on the left has long blonde hair and is wearing a red top. The woman on the right has short dark hair, wears glasses, and a yellow patterned top. They are both smiling. The background shows a staircase and a large mural of a person's face.

# Money Matters

## *Financial Literacy Training*



**Training**



**130** Participants in Money Matters

**65** Participants in individual modules

**40** One to one sessions

**28** Canada Learning Bonds

**Training**





# Increase in 1:1 referrals from community organizations

Ability NB, Safe Harbor, NB Heart & Stroke, Sr Resource Center & mental health agencies.

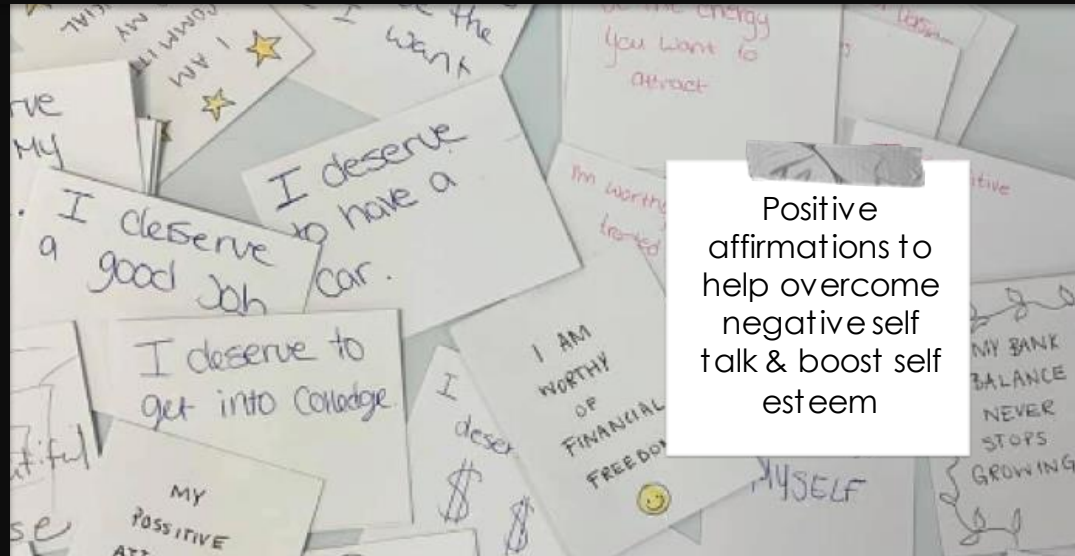
# Building Life Skills



Money Matters, life skills, and entrepreneurship training delivered to students from the PALS program in Hampton.

We worked together to create a financial literacy video submission which they won honorable mention for sponsored by FuturFund.

**Training**



Positive affirmations to help overcome negative self talk & boost self esteem

**“Money Matters  
taught me to give  
myself monthly  
spending budgets  
and take money  
out in cash.”**

Winner of the Judi Chisholm  
Bursary 2019, Crystal Drew





## Judi Chisholm Bursary Award & Honorable Mentions

From the 10 applications we awarded Crystal Drew as the winner, who completed MM through the Learning Exchange. Our 2 honorable mentions come from Key Industries;

Chris Collins, aspiring entrepreneur, participated in the program in March. He saw great value in organizing and keeping on top of finances.

Adam McKee is looking to enter post-secondary and now understands the importance of saving money.





Training

# “The Financial Diet” Book Club at the Saint John Library 11 members

## Money Matter\$

FREE Training Program designed to help you understand & control your financial future

Budgeting

Smart Shopping

Saving Tips

Investing

Time Management

Asset Building

### The Financial Diet BOOK CLUB

**Sign Up Today**  
at the Saint John  
Free Public Library  
in Market Square

**January 30th - February 27th**  
Thursdays at 7:00-8:30pm

For more information contact:  
506-643-7224  
adult.sjpl@gnb.ca

SAINT JOHN COMMUNITY LOAN FUND  
Established in 2007

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FREE PUBLIC LIBRARY

# Money Matters Partnerships

Key Industries

John Howard

Association of Community Living

Learning Exchange

Power Up, Goals

Coverdale

KV Work Room

Family Resource Centre

**Training**

## School Presentations

KV High School

PALS Hampton

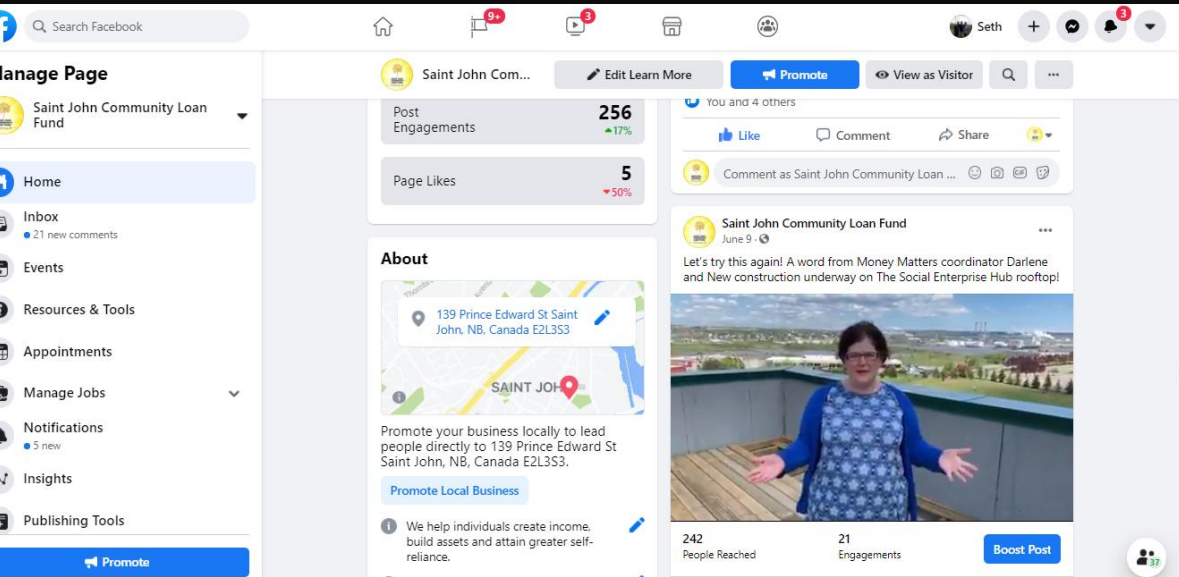
Rothesay High School

The IDEA centre

Propel at TRC







Support on  
**Facebook Live**  
with Darlene:  
*Business pivots  
& managing  
finances through  
crisis*

Money Matters is delivered through our community partners at Key Industries, John Howard, Association of Community Living, Learning Exchange, Power Up, Goals, Coverdale, KV Work Room, The Idea Centre and Family Resource Centre to name just a few. The Judi Chisholm award expanded to include not only had a winner but 2 honorable mentions as well.

We continue to find new ways to reach new clients. This year saw a significant increase in the number of 1:1 referral from agencies such as Ability NB, Safe Harbor, NB Heart & Stroke, Sr Resource Center & mental health agencies. We also partnered with the Free Public Library to start “The Financial Diet” book club. By working with the youth from the PALS program in Hampton, we won honorable mention in a video contest sponsored by FuturFund.

It has been a year of small modifications that will lead to BIG changes in the future lives of our clients.

### Money Matters

130 participants in Money Matters

65 Participants in modules

40 1 on 1 sessions

28 Canada Learning Bonds

Click to add text

Feedback from FuturFund was as follows “We appreciate all the hard work and creativity the students have put into creating the video”. Great fun!

The Financial Diet - collaboration with the SJ Free Public Library. 11 participants

“I'm thankful that you started the book club, financial literacy is so important and so infrequently discussed socially.” Participant feedback

### Judi Chisholm Memorial Bursary

This year we had 10 applications to consider. We decided to award a winner and 2 honorable mentions. The winner was Crystal Drew and she completed MM through the Learning Exchange. Our 2 honorable mentions come from Key Industries.

### Crystal Drew – Winner of the Judi Chisholm Bursary 2019

“At the time of taking MM, my financial situation had just changed drastically. I was now receiving income once a month. MM taught me about life pie and gave examples of how much of our income should go to different things. I give myself monthly spending budgets and take money out in cash.” She is currently enrolled in the Foundation Visual Arts Program being held by NBCCD at the SJ Arts Center.

Chris Collins took MM last March and said his biggest take away was learning to keep on top of his finances so that they are organized and he knows how much he has. He is looking to start his own business. Adam McKee is looking to enter post secondary and said that taking MM helped him understand the importance of saving money so that you can be successful with other goals. Both mentioned that they also talked to their families about saving money and how to handle their finances. We awarded them a \$50.00 gift card each.

### Canada Learning Bonds

We continue to encourage families to sign up for the CLB. It is one of the least used gov't resources. This is Melissa and her 5 kids. In addition to the traditional gifts her kids received from Santa; Melissa also secured \$3500.00 in Canada Learning Bonds. A gift that will be much appreciated in the future.

[https://loanfund-my.sharepoint.com/:i:/g/personal/darlene\\_loanfund\\_ca/EbU80IDnnKhLsd1B\\_Cb2TosBjLMc4CWYR5XyH0iFaMDpXg?e=UGnh2f](https://loanfund-my.sharepoint.com/:i:/g/personal/darlene_loanfund_ca/EbU80IDnnKhLsd1B_Cb2TosBjLMc4CWYR5XyH0iFaMDpXg?e=UGnh2f)



# Enterprising Women

*Business development Training*



**Training**

# Enterprising Women 10 Years Strong

Enterprising Women empowers females to map out their assets while creating a business plan. We look through the entrepreneurial lens to guide women in combining skill, critical thinking, and the grit needed to open a business.







Today Enterprising Women has a **strong network** of Alumni throughout New Brunswick

Over 170 women have completed EWOMEN

Training

# Enterprising Women

## Spring 2019 - SUSSEX







Owners of the  
**Blair House B&B**  
hosted the EWOMEN for  
15-week program and  
catered our graduation  
day ceremony.

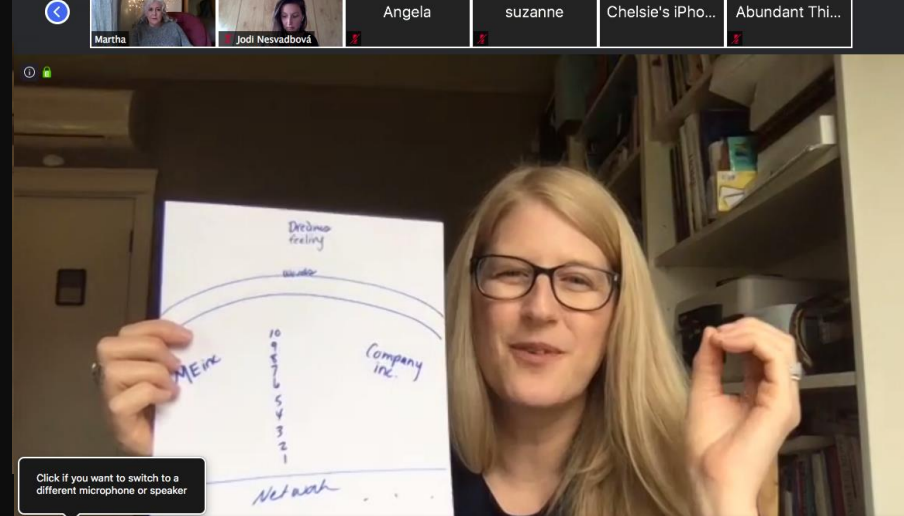
**Enterprising Women**  
**Fall 2019: St. Stephen, Fredericton & Saint John**

**March 2020**  
**Pivoted to ONLINE:**  
The new digital  
platform learning allowed  
for greater access to women  
in Southern New Brunswick.

**Training**

March 2020, we quickly transitioned to an online format, instead going to Sackville, Moncton & Sussex.

**14 Women** participated from across southern NB.







# 48+

**April 2019 – March 2020**

**Received Business  
Development assistance  
from Enterprising Women.**



# 4

**EW Communities  
Saint John  
St. Stephen  
Fredericton  
Sussex**



**Training**

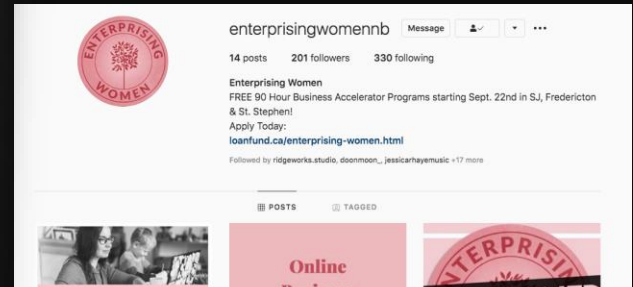




# A fresh look for EWOMEN

New Social Media Presence  
Facebook & Instagram

New Client Online  
Application Process



Training

Enterprising Women is a unique business course which empowers women to map out their assets while creating a business plan. We look through the Entrepreneurial lens to guide women in combining skill, critical thinking, and the grit needed to open a business. As a result of the course women understand the power of asset building through the spirit of entrepreneurship.

2020 will mark the 10th year for the Enterprising Women Program. Today the program has a strong network of graduates in Saint John, Sussex, St. Stephen, and Fredericton. Spring 2020 was going to see new classes active in Sackville and Moncton but due to COVID-19 we quickly transitioned to opening the Spring class online to participants living throughout southern NB. 14 Women dedicated their time to working with us through this new format. By the end of June 2020 New Brunswick, was less restrictive and we were able to meet in person to celebrate our graduation, while adhering to the Social Distancing protocols.

From April 2018 to March 2019, we held 4 classes in Saint John, St. Stephen, Fredericton, and Sussex. Graduating over 30 Women with Business Plans.

Our Special Guest - August 2018 we welcomed Minister Ng to meet with graduates from our Enterprising Women program who had gone on to open their Businesses. It was a great opportunity to voice issues and concerns that women face during start-ups.



# Youth Entrepreneurship

*Supporting young changemakers*

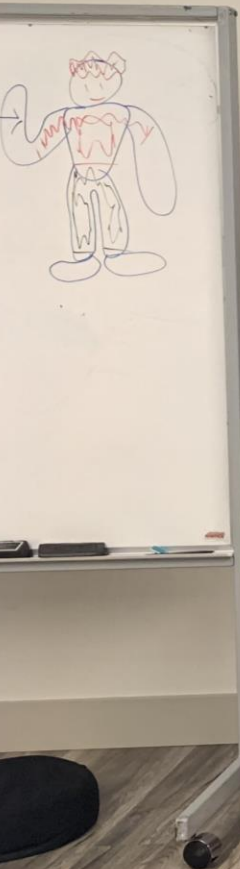
**Training**



The YES Program  
gives youth an  
opportunity to build  
unique skills and  
**think outside the box**  
while learning about  
entrepreneurship.

Training

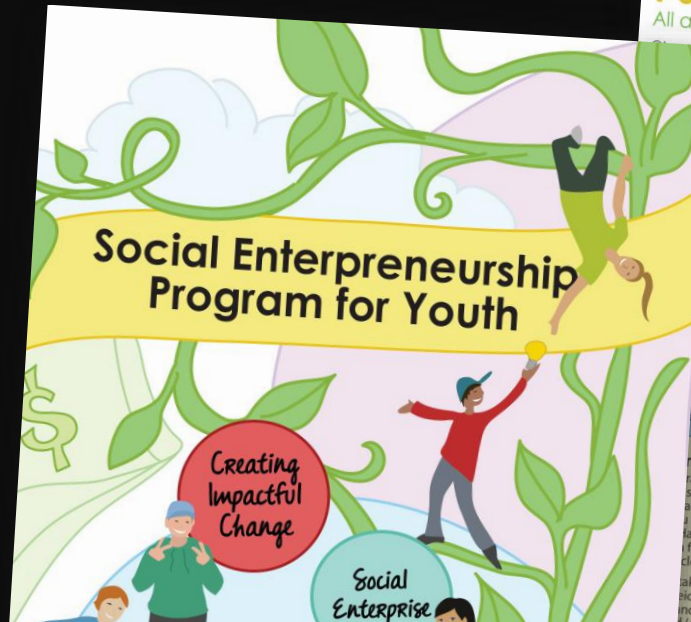




Training



# New Youth Entrepreneurship Program Facilitator Guide & Activity Material



Training

## Part One: All about Social Entrepreneurship

What we've talked about the Loan Fund, a brain warm up activity. Hand out envelope-scrambled quotes in them and set a stopwatch. When the first person has all the quotes unscrambled and in place they win. Play several rounds and see if the players can beat their own times.

Move on to the sustainability game, this is a game to talk about sustainability and ask if they know what it means or if they've heard of it.



30 minutes

Activity Materials:  
Board game  
Game cards  
Score sheets

### Sustainability Game

Practice decision making skills and sustainable choices in this life-size game. Print game cards and keep them in a bag as well as the tally sheet on a clip. Have some helpers set out the game (a few feet apart on the ground or floor in a circle or S shape).

Make turns rolling a big die and act as the choices that move around the board. If a player lands on an *Enviro Action* space, they draw (out loud) a card from the deck and adjust points as indicated. If a player lands on a *Decision Time* space, draw a card from the deck and read out loud. All players make their choices and gain / lose credits based on the results.

Online Learning Option

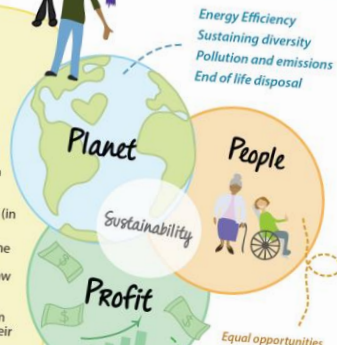
If delivering this activity solely online, open the virtual boardgame and share you screen in zoom or teams. Have each player open google's virtual dice at home. Same rules apply.

Outdoor Learning Option

The IRL version of the boardgame works best when outdoors. Use the giant die (or make one!) and the card holder station and move around the board with the players so you can hand them cards to read out loud on their turn.

Younger Group Option

Break the group into teams so they can work together. Help them by breaking down the terms and giving clear examples, always allow them to have fun without being strict about rules.



## The Saint John Community Loan Fund

...ngly in investing locally. Everyone has a right to income for themselves and their families.

### \* Social Purpose Real-Estate

We renovate old buildings to create affordable homes or workplaces for organizations that work to benefit the community



We loan money to people who need help getting back on their feet, who aren't able to get loans from a traditional bank, or people starting a business to make a positive impact.

**Matched Savings**  
Because we like to help people save money and reach their goals, we will double their savings while they participate in Money Matters.

One on one help with  
• Volunteer Tax Clinic  
• Canada Learning Bond

**Judi Chisolm Award**  
Bursary given to a M.M. participant who shows good use of the skills learned in the program.

Training



# YES Program Partnerships

The ONE Change  
Teen Resource Centre  
New Brunswick Community College  
The IDEA Centre  
Saint John City Market  
Saint John Night Market  
Connexionworks  
PRUDE Inc.  
Co-operative Enterprise Council  
Saint Andrews Youth Centre

**Training**





# Stronger Together: Additional support for youth entrepreneurs

**Training**

# ***Social Purpose Real-Estate***

# Two areas of focus

1. Quality, affordable housing
2. Quality, innovative and affordable commercial spaces

Our first project at right  
- 133 Prince Edward

2 affordable apartments (Ahmed lives in one of them!)  
1 office - now the base for the Women's Empowerment Network



***Social Purpose Real-Estate***



# 40 Exmouth Street

This project was completed with the UYES! Program and led by Catapult Carpentry. We had youth learning on the job while also earning an income for themselves and their families



***Social Purpose Real-Estate***

Laying out the  
need to  
accelerate the  
release of  
government  
funds earmarked  
for **affordable  
housing.**



*Social Purpose Real-Estate*

# The Future

## Streetscape concept for Exmouth

Beside current reno at 40 Exmouth, adding two new builds and 10 to 12 units



***Social Purpose Real-Estate***





THE SOCIAL ENTERPRISE

# HUB

The Hub: where  
everyone is working to  
**build opportunity,  
create change and  
inspire innovation**

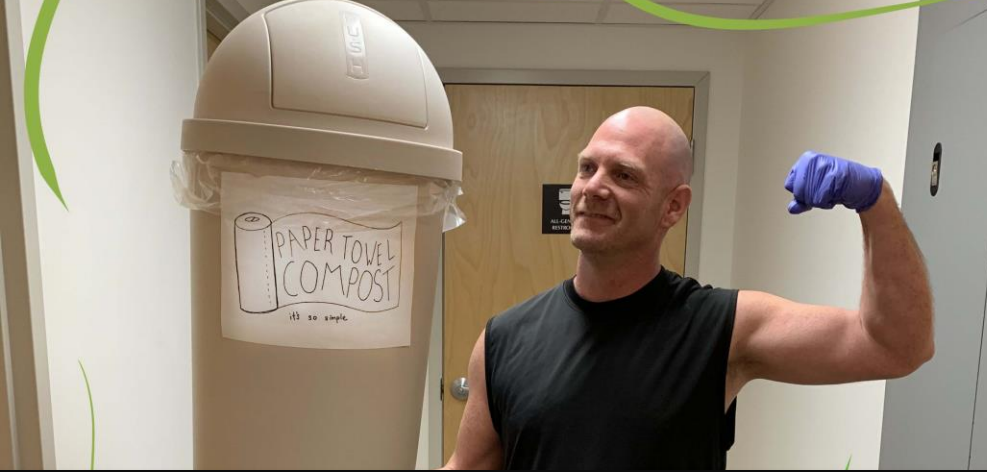




# Environmental Impact Team

After the Global Climate Strike in June 2019, we were inspired to form a Green Team at the Hub. The team includes representation from HDC, ACAP, SJLE and SJCLF and works to actively advance sustainability at the HUB





Compost & Recycling  
**50% waste  
reduction**



**The Social Enterprise HUB**

**Embracing Possibility | Creating Change**





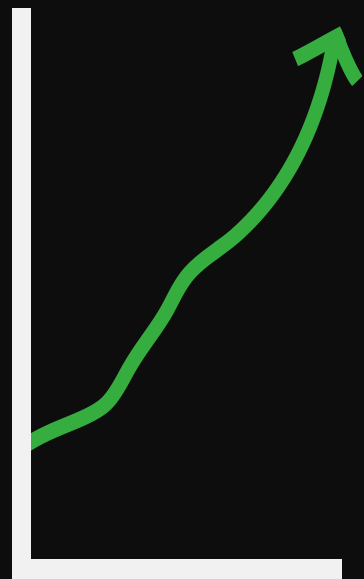
**Adapting to new normal:** shifted to working remotely and adapting to the new challenges of staying together while being apart.



*Financial Snapshot*  
*Treasurer's Report*



# Financial Snapshot: Income Statement



Revenue

\$969,704

\$554,241

Expenses

\$629,506

\$549,462

Net

\$340,198

\$4,779

2020

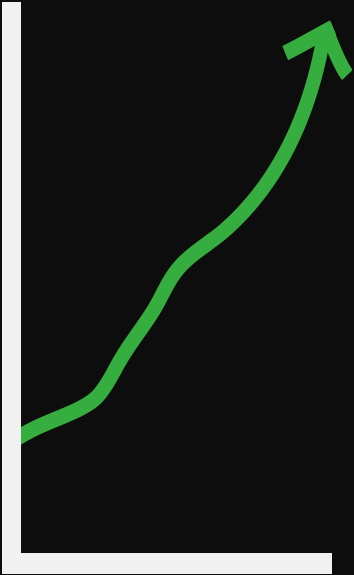
2019

**Net income \$340,198**

To invest in sustainable impact.



# Financial Snapshot: Balance Sheet



Assets

\$3,379,439

\$3,091,674

Liabilities

\$2,880,366

\$2,932,799

Net

\$499,073

\$158,875

2020

2019

**Equity \$499,073**

To leverage sustainability.



# *Nominations Report*

Resigned - Steve Daley, Retired / Tech Sector

## **Slate of Directors**

Re-offering

Terry Conrad, Conrad Strategies

Donna Mazerolle, Mazerolle and Associates

Tim McLaughlin, McInnes Cooper

Tanya Chapman, Chapman and Associates

Joanna Killen, Momentum

Stacy Darku, Bridges Institute

Shannon Penny, Canadian Red Cross

Are there any Nominations from the floor

Are there any Nominations from the floor

Are there any Nominations from the floor

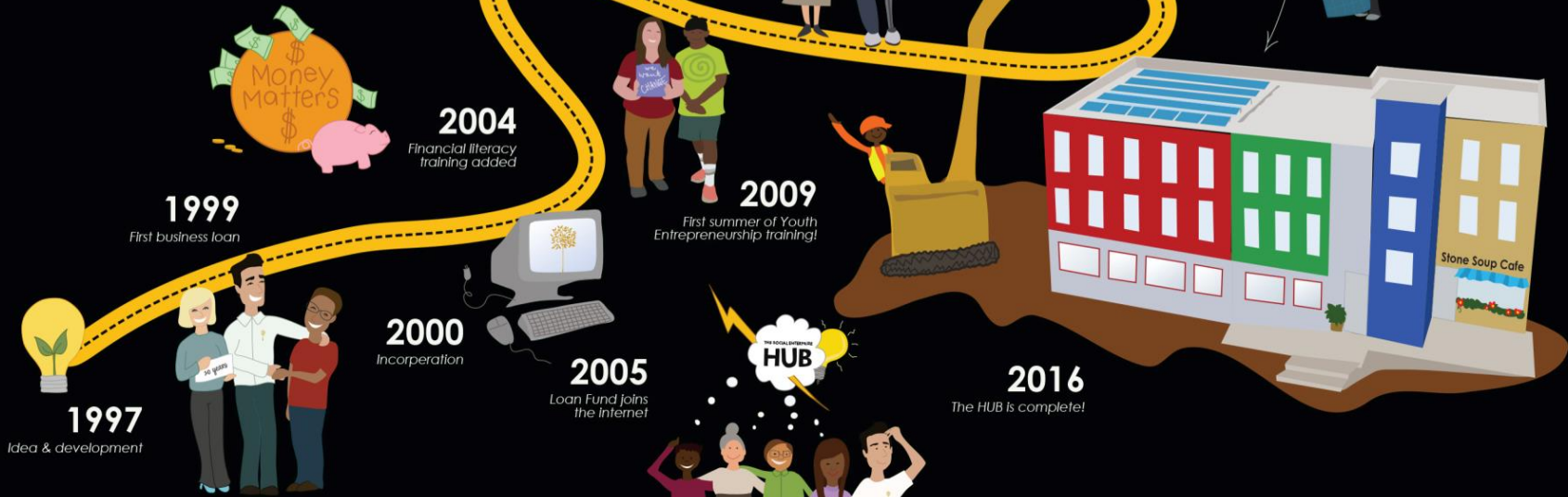


*Our path over 20 years  
And Scaling for Impact*

# 20<sup>TH</sup> Annual General Meeting



SAINT JOHN  
COMMUNITY LOAN FUND





# 20<sup>th</sup> Anniversary Celebrations at the HUB

[A short video on the Loan Funds 20 years in operation](#)



*Celebrating 20*





*Celebrating 20*





*Celebrating 20*



# Saint John Community Loan Fund is **Scaling impact**

**Financing** - \$10 million fund

**Training** — across the province

**Real estate** — double holdings

**A new Brand to communicate**

# Investors in our Runway to Scale Impact

McConnell  
Living SJ  
Angel Donors  
Sisters of Charity  
Catherine Donnelly  
Canadian Alternative Investment Foundation  
Canadian Women's Foundation  
United Way

## **Other Key Partners**

National Impact Investor Practitioner Table  
SJ Community Foundation  
CMHC  
Social Development  
HDC

## **To leverage**

Social Finance Fund

# Thank you to our Program Partners

United Way Saint John & Charlotte  
Key Industries  
Human Development Council  
The Work Room  
Government of Canada  
FK Morrow Foundation  
Outflow  
New Brunswick Public Library  
Living SJ  
Economic Development Greater Saint John  
The Learning Exchange  
Connexionworks  
ACAP Saint John  
Pond-Deschande Centre  
Federal Government  
Ability NB  
Saint John Women's Empowerment Network

The Actuarial Foundation of Canada  
The ONE Change  
C.B. Powell Foundation  
Co-Operative Enterprise Council  
Saint John City Market  
Boys & Girls Club Saint John  
YMCA  
The Idea Centre  
New Brunswick Community College  
Community Business Development Corporation  
PRUDE Inc.  
Stone Soup Café  
Read SJ  
Catherine Donnel Foundation  
Province of New Brunswick  
Community Foundation  
UNBSJ



*Celebrating 20*