



IMPACT REPORT



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HELLO

From your first day to your last, virtually and on campus, we strive to support in all aspects of student life.

This year has been filled with a lot of unknowns, from the COVID-19 pandemic and remote learning to reduced OSAP funding and various government cuts. For the 2020-2021 school year, IGNITE stayed true to our promise of bringing you the events you want and the services you need by moving the delivery of our offerings into the digital world.

With all that uncertainty, we want to make sure that one thing is clear: our commitment to you.

IGNITE is dedicated to providing student funding, services and programming tailored to help you succeed. Though this year wasn't what we expected, it gave us the opportunity to push our innovation even further, thanks to the ongoing work and support of our student leaders.

Over the course of 11 Board meetings and various committees, your student Board of Directors voted on several different initiatives to ensure you and your peers are supported. We recognized the financial hardships you've been dealing with and made efforts to alleviate some of that stress by waiving IGNITE's social opportunities fee for the second year in a row. We also approved new funding to provide you with access to more bursary and scholarship opportunities.

For the first year, IGNITE introduced student engagement coordinators - a team dedicated to engaging with you, the students. We listened to your needs and we advocated to improve your student life advocating for bursary increases and scholarship funding.

By taking the BlackNorth Initiative pledge, we take a step toward an equitable future by ensuring we are creating a diverse and inclusive environment for all our students. We have made a commitment to eliminate barriers the Black community faces, to create anti-Black racism teaching opportunities, to hold ourselves accountable to these promises and to make meaningful changes to help eliminate anti-Black systemic racism within our society.

From near or far, we've got your back. Thank you for taking a moment to read through this report to see how we worked hard to make your student life better this year.

2020-2021 BOARD OF DIRECTORS

NORTH

Keithtian Green
Anthony Grguric
Eli Ridder
Shay Kedroe

LAKESHORE

Aashi Jhunjunwala
Gabi Hentschke
Ryan Stafford

GUELPH-HUMBER

Megan Roopnarine
Stefan Thomas

2020-2021 STUDENT ENGAGEMENT COORDINATORS

NORTH

Camila Ruiz Tacha

GUELPH-HUMBER

Julia Ciampa

LAKESHORE Erika Johnson (May 2020 – Dec 2020)

ADVOCACY & LEADERSHIP

When everything is changing in the post-secondary education sector and our society, it is more important than ever to advocate for the changes needed to improve your student life.

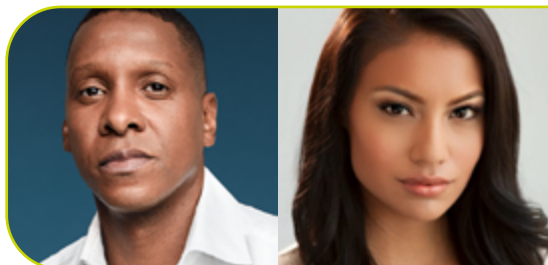
TOTAL NUMBER OF STUDENTS SUPPORTED

1,039 ACTUAL REACH

This year we had a leadership outreach of **1,637** and our Student Engagement Coordinators had an advocacy outreach of **601**— which we achieved with a budget of **\$665,590** through the following:



**JOINED COLLEGE
STUDENT ALLIANCE**
MEMBERS AS OF APRIL 1, 2021



**FIRESIDE CHATS WITH
MASAI UJIRI AND
ASHLEY CALLINGBULL**

**ACADEMIC PROGRAM
REPRESENTATIVES (APR)**

**8 STUDENT
APRS**

BLACK STUDENT SUCCESS



**BLACKNORTH
INITIATIVE PLEDGE**



**BLACK
EXCELLENCE
SCHOLARSHIP**

6 STUDENTS AWARDED \$1K

**23 NUMBER OF
APPLICANTS**

**BLACK
EXCELLENCE
CONFERENCE**



**32
PARTICIPANTS**



**ANTI-BLACK
RACISM
ROUNDTABLE
DISCUSSIONS**

**2,744
VIEWS**

**DISPUTE
RESOLUTION CLINIC**

39 CASES



**EXPERIENTIAL
LEARNING OPPORTUNITIES**

**IGNITE
CLUBS**

18 CLUBS



STUDENT GIVEAWAYS

**WARM UP
YOUR WINTER
CONTEST**

16

**INTERNATIONAL
STUDENT WINNERS
OF WINTER JACKETS**

**WINTER
SURVIVAL
KITS**

220

KITS DISTRIBUTED

**PINK
SHIRT
DAY**

266

**SWEATSHIRTS
DISTRIBUTED**

WELL-BEING & FINANCIAL SECURITY

Taking care of our well-being is more important now than ever. So, we made your health — both mental and physical — a top priority.

TOTAL NUMBER OF STUDENTS SUPPORTED

1,971 ACTUAL REACH

This year alone, we helped support **1,971** students with a budget of **\$1,241,062** through:



HEALTH AND DENTAL INSURANCE

28,553 STUDENTS
COVERED

STUDENT COVID-19 RELIEF & BURSARIES

IGNITE established new student bursaries to ease the hardships faced due to the COVID-19 pandemic.

\$800K

(\$250,000 of this dedicated to international student financial support)



DIVA CUPS

PROVIDED TO
STUDENTS IN
ADDITION TO FREE
MENSTRUAL KITS
ON CAMPUS



SOUPBAR

**BOWLS OF SOUP
PROVIDED TO STUDENTS**

**SAVINGS OF
\$19,692**



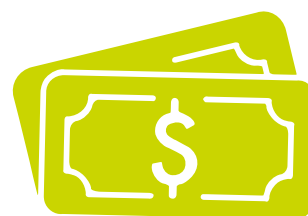
**IGNITE
REAL
TALKS** FEATURING
**RAINN WILSON
AND SHABNAM
MOGHARABI**

**EVENTS &
WORKSHOPS**

295

STUDENTS

- Fitness classes
- Get Real Mental Health Workshop



SPONSORSHIPS

\$5K TAKE BACK
THE NIGHT
SPONSORSHIP

\$1.6K MENTAL
HEALTH WEEK
SPONSORSHIP

CAREER SUCCESS

Learning—outside the classroom.

TOTAL NUMBER OF STUDENTS SUPPORTED

4,409 ACTUAL REACH

With a budget of **\$596,391**, we provided an incredible range of learning supports and services everyone could access from home.



\$100K
**LEARNING
ESSENTIAL
SUPPORT**



**TAX
CLINIC**
617
STUDENTS SERVED

**SKILL
Share.** **1,760**

**FREE SUBSCRIPTIONS PROVIDED TO
HELP STUDENTS DEVELOP SKILLS
OUTSIDE THE CLASSROOM**

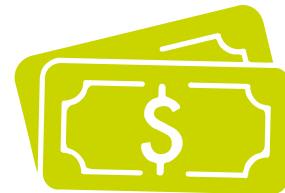


**IGNITE
REAL
TALKS** WITH
JUSTIN KAN,
TYLER OAKLEY,
MASAI UJIRI,
SOPHIA AMORUSO
& RUTH E. CARTER

EVENTS & WORKSHOPS

678
VIEWS

- LinkedIn for Students Workshops
- Money Management Masterclasses



SPONSORSHIPS
\$5,000
LAUNCH ME
COMPETITION



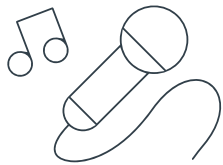
SOCIAL EVENTS & OPPORTUNITIES

We worked hard to create exciting virtual experiences, jam-packed with opportunities for you to win a variety of amazing prizes.

TOTAL NUMBER OF STUDENTS SUPPORTED

12,953 ACTUAL REACH

This year we engaged with a total of **12,953** students, with a budget of **\$650,000**, through the following events:



**2,600
VIEWS**

FROSH WITH DJ 4KORNERZ
& DANIEL CAESAR

IGNITION VIDEO
POINT SERIES

2,100 VIEWS

FROST WITH
JOJO & SWAE LEE
1,300 VIEWS



SOCIAL MEDIA CONTESTS

3,085
PARTICIPANTS

GIVEAWAYS



SNEAKER GIVEAWAY

1,550
SHOES
DELIVERED



INSTAGRAM SCAVENGER HUNT

MYSTERY BOXES

265
BOXES DELIVERED



**IGNITE
GAMES**

2,011 VIDEO GAME
PARTICIPANTS

\$1,200

AWARDED IN PRIZES

MEMBERSHIP

We're proud to represent over 33,000 students across Humber College and Guelph-Humber's three main campuses.

GUELPH-HUMBER, NORTH, AND LAKESHORE

33,000* MEMBERSHIP

SURVEYS

IGNITE CONTEST **5,078** RESPONSES

EQUITY SURVEY PARTICIPATION **882** RESPONSES

REPUTATION SURVEY **2,705** RESPONSES



SPONSORSHIPS

EMERGENCY GROCERY GIFT CARD CAMPAIGN **\$60,000**

HUMBER LIBRARIES NORTH IDEALAB SPONSORSHIP **\$15,000**

WORLD UNIVERSITY SERVICE OF CANADA (WUSC) STUDENT REFUGEE PROGRAM **\$3,000**

DIGITAL ENGAGEMENT

We provide you several ways to stay involved and engaged with IGNITE over a multitude of different digital platforms:



IGNITESTUDENTLIFE.COM

9.9K MONTHLY
ACTIVE USERS



EMAIL

20K ENGAGED
SUBSCRIBERS



INSTAGRAM

10.2K FOLLOWERS
2.3 ENGAGEMENT
RATE



TWITTER

9.8K FOLLOWERS
2.0 ENGAGEMENT
RATE



FACEBOOK

12.3K FOLLOWERS
3.5 ENGAGEMENT
RATE

**PART-TIME STUDENT
EMPLOYMENT**



15 STUDENTS
EMPLOYED

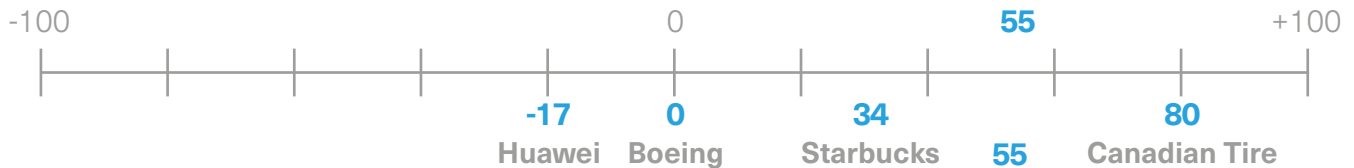
IGNITE REPUTATION SURVEY



2,711
PARTICIPANTS

98% AWARENESS
SCORE

**REPUTATION
SCORE 55**



CBC/Radio-Canada
Winners, Hilton

**POSITIVE
OPINION 56%**



BASED ON:

- **OVERALL POSITIVE EXPERIENCE**
- **PANDEMIC ACCOMMODATIONS/ ASSISTANCE**
- **EVENTS/CONTESTS/ACTIVITIES**
- **DEMOGRAPHICS: BIPOC, SECOND YEAR+ STUDENTS**

**NEGATIVE
OPINION 1%**



BASED ON:

- **INEFFECTIVE HELP**
- **UNCERTAINTY AROUND WHAT IGNITE DOES**

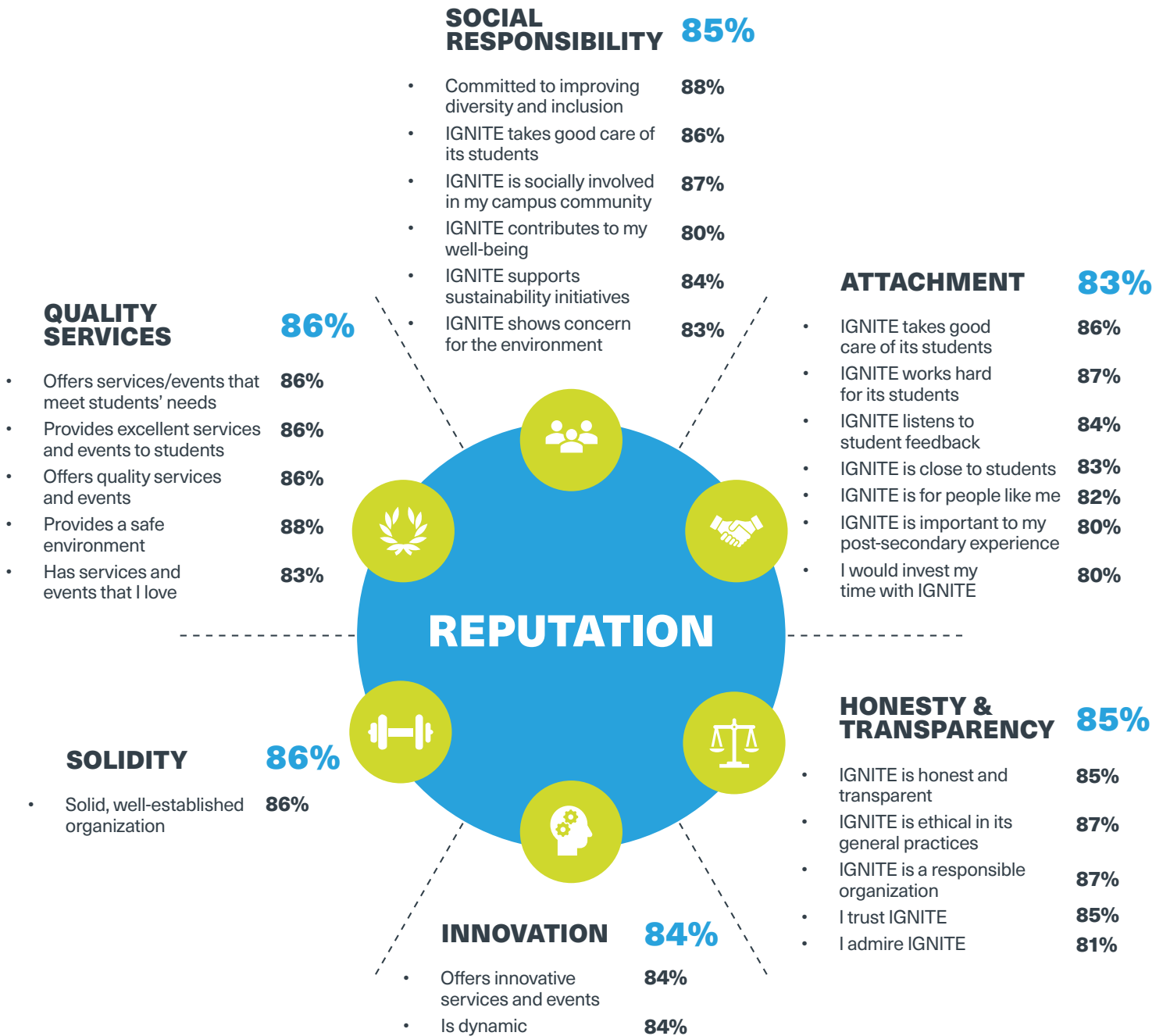
**NO
OPINION**



40%

BASED ON:

- **DON'T KNOW ENOUGH ABOUT IGNITE**
- **DEMOGRAPHICS: CAUCASIAN, FIRST-YEAR STUDENTS**



CONCLUSION



This year was just the beginning of an innovative era. We have many more exceptional things planned for 2021 and are excited to accomplish them alongside you and our new 2021-2022 Board of Directors. The best is yet to come for IGNITE, Humber and UofGH students, and we cannot wait to bring you along for the ride.

Stay informed and stay involved with us through Instagram and Twitter via **@shareIGNITE**, on Facebook at IGNITE Student Life, and at **[IgniteStudentLife.com](https://www.ignitestudentlife.com)**.



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