

The Hellenic Initiative Canada AGM 2023

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The Hellenic Initiative Canada

ANNUAL GENERAL MEETING 2023

DATE: JUNE 28TH, 2023

CO-PRESIDENTS REPORT

From: THIC co-Presidents: Alexander Georgiadis & John Sotos

Overview

It's been a remarkable year for The Hellenic Initiative Canada. During the second half of 2022 we welcomed the return of in-person events, networking, and established many collaborations across Canada and Greece in furtherance of our philanthropic mission. If this year could be described by one phrase that would be "strategic alliances" that have enabled us to maximize our impact through the agency of our strategic partners.

Our organization has formed a successful strategic partnership with the prestigious Delphi Economic Forum in Greece, which has enabled us to introduce Greek – Canadian economic linkages through the inaugural Toronto Economic Forum held last October in Toronto. This partnership has created opportunities for valuable networking, dialogue, and the exploration of innovative solutions to economic and social challenges. More importantly it has introduced The Hellenic Initiative Canada to an audience that has the ability to support our work. We are excited to be working on the 2nd Toronto Economic Forum that will take place on October 23rd-24th, which includes a fundraising dinner, and we expect that it will be an even greater event than the first one.

Through collaborative efforts with the leading foundations in Greece, our organization has expanded its program portfolio and increased its impact. By leveraging the expertise and resources of these partnerships, we have been able to reach grassroots organizations in Greece that would have otherwise been extremely difficult, and allowed us to participate in programs that create far more impact for the local communities than the dollars we provide. We are also looking into expanding our scope of work to include programs focused on education, mentorship, entrepreneurship, and leadership development. These initiatives provide valuable opportunities for young individuals to enhance their skills, connect with their heritage, and contribute to their communities.

We are seeing substantial growth in membership year after year, attracting and engaging a diverse group of community leaders who are passionate about our mission. We now count 16 members serving on our Board and 2 Honorary Directors, and additionally we have several corporate sponsors and members who generously support our cause. This increased membership base brings together individuals with a wide range of expertise, experience, and connections, enabling us to leverage their collective knowledge and networks to advance our cause.

Another key factor in this year's success was reinstating our major events in Toronto and Montreal, which enabled us to fundraise and build our network organically. Our 3rd Annual Montreal Cocktail raised well over \$120,000 and allowed us to reconnect with the lively community of Montreal, while the Toronto Economic Forum grew our network significantly and connected us with influential community leaders.

Finally, in addition to our focus on local community engagement, our organization is actively working to strengthen linkages with other Hellenic organizations (such as the Hellenic Heritage Foundation) and other chapters of The Hellenic Initiative worldwide. By fostering collaborations and partnerships with like-minded organizations, we aim to leverage collective resources, knowledge, and networks to amplify our impact and achieve shared goals. These linkages enable us to exchange best practices, explore collaborative opportunities, and tap into a broader network of Greek professionals, entrepreneurs, and community leaders, ultimately expanding the reach and influence of our organization.

Our programs

Our commitment to serving the most vulnerable members of Greek society remains unwavering. We have continued to implement programs that address the unique needs of the elderly, children, and families in need. Some highlights include:

Partnership with the leading Foundations in Greece: We are working with 9 reputable Foundations on the Points of Support – Small Grants for Big Ideas to support programs that are small in scale but serve greatly the local community they operate in. We are also the first collaboration with a non-Greek Charity to participate in the program. The program, in addition to financial support, offers great opportunities for these grassroots organizations to participate in specialized capacity building and mentoring sessions, offering opportunities for the participants to grow and become more self-sustainable.

Successful Launch of the Scholarship Program: One of the significant milestones achieved during this reporting period was the successful launch of our Scholarship program for Greek students who aspire to continue their studies in Canadian Universities. This program offers financial support to deserving students, enabling them to pursue higher education and fulfill their academic goals. The Bodossaki Foundation, a renowned philanthropic organization, has generously offered matching funds to enhance the impact of our scholarship program, which will now be at the total value of \$20,000 CAD per student per year. In addition to the new expanded Scholarship program, our Scholarship with the University of Toronto Music Department continues for a second successful year.

We would like to extend our heartfelt appreciation to the Grants Committee, led by its exceptional Chair, Tula Alexopoulos, for their remarkable dedication and leadership in spearheading these initiatives.

Fundraising

Our fundraising campaigns have garnered significant support from our members and the wider community, allowing us to expand our charitable efforts and provide meaningful assistance where it is most needed.

Over the past year, we organized several noteworthy fundraising initiatives that deserve recognition:

- Toronto Economic Forum: Although the Forum and networking event were not ticketed, we attracted corporate sponsors who were eager to align themselves with our organization and the Forum's objectives. Their sponsorship contributed to our fundraising efforts.
- THI Australia and THI Canada End of Year Appeal: This marked the first-ever collaboration across THI chapters in Australia and Canada. Our joint efforts successfully raised funds for our Food Aid program in partnership with DESMOS, enabling us to provide nourishment to impoverished families.

- 3rd Annual Montreal Cocktail: This event held special significance as it was the first social gathering, we could host post-pandemic. The event witnessed an attendance of nearly 200 people and raised an impressive \$120,000 in funds. These funds will be directed towards supporting our various programs. We would like to acknowledge and thank Anna Antonopoulos and the Antonopoulos family for their hospitality and generous support of this event.

We are highly optimistic that this positive momentum will continue to enhance national support for our work. We are determined to surpass our pre-pandemic projections, expanding our reach and impact within the community. With the ongoing support of our members and the wider community, we are confident in our ability to make a meaningful difference in the lives of those in need.

Membership

Over the past year, our board has grown significantly to now 16 Directors and 2 Honourary Directors, each bringing their unique perspective, network, and philanthropic drive to our Board. We are humbled by everyone's dedication to our cause, and we would like to emphasize that none of what is possible today would be achieved without their contribution.

We also want to acknowledge that we have several corporate sponsors that approached us for membership during the past year, and we have plans to expand on this network of prospects. We are working with the Membership and Fundraising committee to find the best ways to approach and maintain this support.

Marketing and Public Relations

THI Canada has garnered significant attention in both local and international media throughout the past year, highlighting our various programs and initiatives. This extensive coverage has resulted in a remarkable boost in engagement with our content and a substantial increase in our follower base.

Moreover, we are excited to announce that we have progressed to the second phase of Nanos' research, a study that promises to offer profound insights into donor behaviors, particularly in light of the evolving attitudes towards charitable giving in the post-pandemic era. We express our heartfelt gratitude to our Board Member Nik Nanos for his exceptional and invaluable contribution, which will undoubtedly shape our future fundraising strategy.

New Leaders

The New Leaders have emerged as a driving force, exemplifying strong leadership and dedication to our mission. These individuals have demonstrated their commitment to making a positive impact within the Greek-Canadian community and beyond.

The group has been working towards establishing the Accelerate Greece program in Toronto, an incubator for start-ups from Greece, as well as other mentorship and networking initiatives. New Leaders have now established a strong and active group in Toronto while they are taking the necessary steps to build regional leadership teams across the nation, starting from Montreal.

With their fresh perspectives, innovative ideas, and enthusiasm, the New Leaders have infused our organization with renewed energy and a sense of purpose. Their passion and drive inspire other members

to actively contribute and participate in our initiatives, fostering a vibrant and dynamic community united by a shared vision. We expect to see great things from them in the near future.

THI Global

On June 5, we participated in The Hellenic Initiative Global Summit in Athens, where we helped advance inter-chapter collaboration and synergies among THI chapters. We are delighted to witness a shared determination to enhance our cooperation, enabling us to identify opportunities, exchange best practices, and pool resources to effectively address our collective priorities and amplify our impact.

To this end, we intend to play a leadership role in establishing the International Council, which will enable us to formulate a comprehensive global strategy by the end of this year. By harnessing the collective wisdom and expertise of our diverse network, we aim to develop a cohesive approach that will drive our mission forward on a global scale.

Concluding remarks

None of these achievements would have been possible without the dedication, support, and tireless efforts of our members, supporters, and partners. I extend my heartfelt gratitude to each and every one of you for your unwavering commitment to the Hellenic Initiative Canada and its mission. Last but not least, we would be remiss if we did not recognize the work and dedication of our ED Natasha Bourliaskou who plays a pivotal role in keeping us on the straight and narrow. We also want to acknowledge the passion and dedication of our New Leader THI Canada Committees' volunteers, who selflessly contribute their time and effort, making a remarkable difference for our organization.

Looking ahead, we have exciting plans to further expand our programs, collaborate with new partners, and increase our community engagement. We will continue to work towards building a stronger and more vibrant community in Canada while making a positive difference in the lives of those in need in Greece.

I encourage all members to actively participate in our discussions today, provide valuable feedback, and share your ideas for the future. Together, we can continue to create a lasting impact and foster a spirit of unity and compassion.

FUNDRAISING AND MEMBERSHIP DEVELOPMENT COMMITTEE REPORT

Chair: Alexander Georgiadis

Members: Jenny Boussoulas, Agnes Chaitas, Steve Mirkopoulos, Peter Kollias

Introduction:

This report outlines our fundraising activities, financial performance, governance and the impact of our efforts in furthering our mission. We are grateful for the unwavering support of our donors, corporate sponsors and members, which has enabled us to make a significant difference in the lives of those we serve.

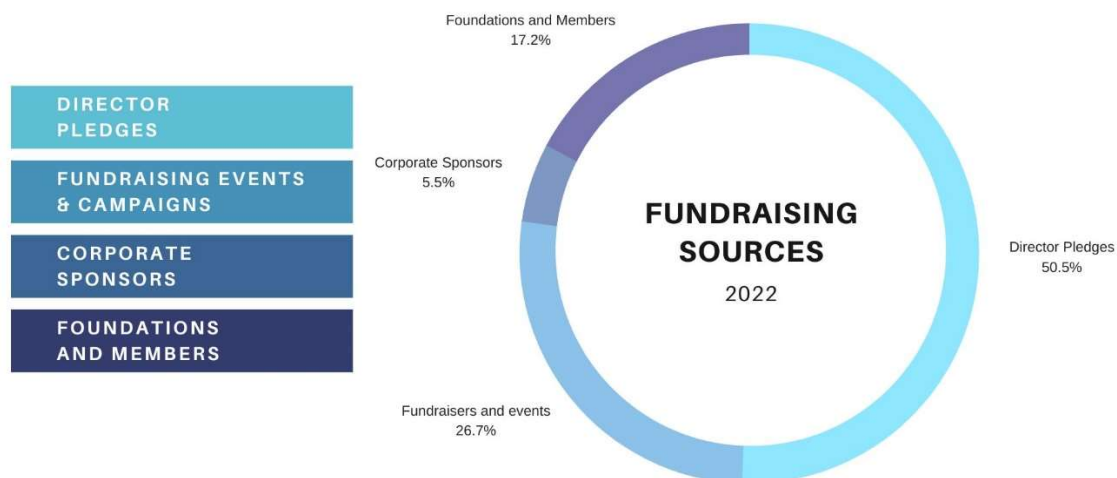
FUNDRAISING

Financial Performance:

Throughout the year, our organization diligently managed its financial resources to maximize impact and ensure transparency. With the collective efforts of our team, volunteers, and supporters, we successfully raised \$261,413.19 in 2022, while the projections for 2023 given the funds raised to date will far exceed that amount.

- Total Funds Raised 2022: \$261,413.19
- Total Funds to date 2023: \$108,506.44 plus A/R: \$49,000 from sponsors and \$120,000 from Director pledges*, totaling \$277,506.44 (*at the time of writing this report)

Sources of Funding:



1. **Director pledges:** Director and Membership pledges have proven to be the backbone of our annual fundraising during the pandemic. Through the annual contributions, we raised \$132,000 in 2022, accounting for half of our annual fundraising (50,5% of our total funds raised).

2. Corporate Sponsorships: We are grateful for the support of our corporate partners who share our commitment to making a difference. Through various sponsorships and collaborations, especially during the Toronto Economic Forum, we secured \$14,500 in corporate donations, constituting 5% of our total funds raised. For the Toronto Economic Forum of 2023, we will start approaching potential partners much earlier and we are confident that we will be able to secure greater support. The corporate sponsorships for 2022 are presented below:

- Jimmy the Greek - \$5,000
- Avante Security - \$5,000
- Agnes Chaitas Realty - \$2,500
- Foutsis and Partners - \$1,000
- Polydor Foundation - \$1,000

3. Events, Fundraisers and Campaigns: Our events and fundraisers played a significant role in generating funds. We include below some highlights from our activity for the period of June 2022 to June 2023:

a) Toronto Economic Forum (October 2022): One of the significant events that had a positive impact on expanding our supporter base in 2022 was the Toronto Economic Forum. We were fortunate to co-host and bring this highly esteemed institution to a Canadian audience and were humbled by how well received it came to be. During the planning and hosting the Forum we had the opportunity to network with influential leaders, entrepreneurs, and philanthropists. Our engagement at the forum resulted in fruitful discussions, building new relationships, and establish a space that was missing from the Greek Canadian business community.

b) New Leaders Christmas Party (December 2022): The New Leaders Christmas Party was another successful fundraising event for us. This gathering aimed to engage young professionals and emerging leaders in our cause. Through an innovative and engaging program that included a very moving speech from Paralympic medalist Marissa Papaconstantinou, we were able to recruit New Leader members (30 new memberships) and produce some funds that were used towards the event. The event's success can be attributed to the hard work and dedication of our New Leader executive team and volunteers, and the generosity of our attendees.

c) End of Year Appeal with THI AU (December 2022 – January 2023): Our end-of-year appeal in collaboration with THI Australia holds special significance as it is the first ever joint fundraising effort across THI chapters. By leveraging our shared vision and expertise, we were able to engage a broader donor base and expand our reach, but most importantly it presented a united front and proved that there is untapped potential we have not yet explored through international fundraising. The appeal itself that raised funds for impoverished families in Greece via the distribution of groceries and essentials on a monthly basis, managed to raise \$20,000 jointly, demonstrating the compassion and generosity of our supporters.

d) THI Canada's 3rd Annual Montreal Cocktail (May 2023): The 3rd Annual Montreal Cocktail was a resounding success, bringing together supporters and stakeholders from various sectors. This event not only provided a platform to express gratitude to our existing donors but also attracted new supporters.

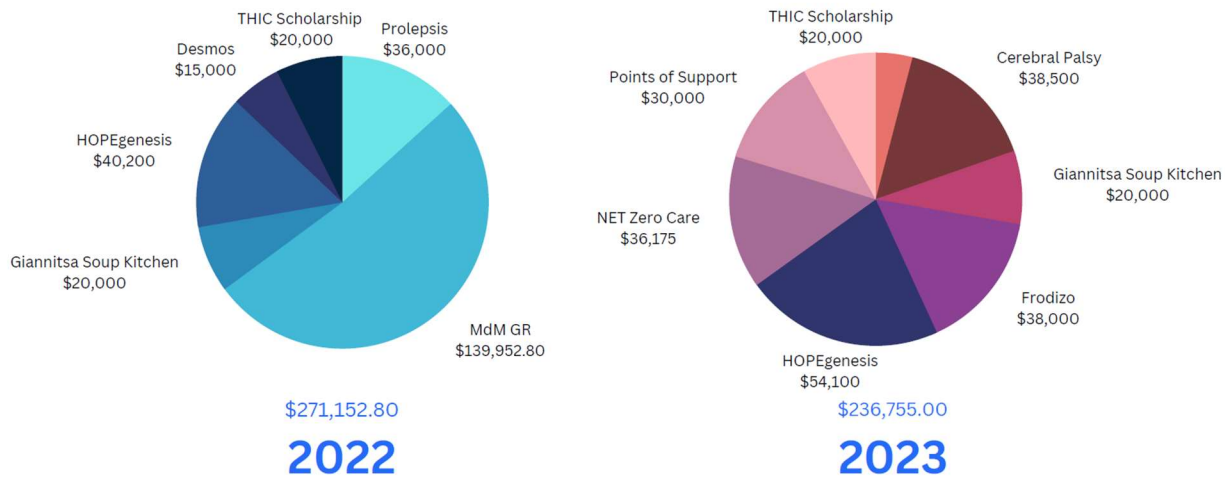
The cocktail event which featured John Poulos, CEO of Dominion Voting Systems, attracted great attention from the local media and community due to the keynote speaker, and we also received many compliments about how it was meticulously organized, providing a memorable experience for attendees. We raised well over \$120,000 which will be utilized to strengthen our ongoing programs and launch new initiatives in the coming year. A very special thank you to Anna Antonopoulos and the Antonopoulos family for the huge support of this event, that couldn't have happened without them!

4. Grants from Members and Foundations: We successfully obtained grants from reputable foundations that wanted to support and be part of our mission. These grants provided crucial financial support, accounting for \$45,000, which constituted 17,2% of our total funds raised.

Impact of Fundraising Efforts:

1. Program Expansion:

Almost all of the funds raised through our annual fundraising have been dedicated to build and expand on our programs, as well as to adopt new initiatives. Below we include the funding distribution for 2022 and 2023 respectively:



2. Community Outreach:

Through targeted outreach and awareness campaigns, we have been able to raise awareness about our cause and engage with communities. This has led to an increase in public support, volunteer participation, and donor contributions.

Looking Ahead:

As we look to the future, we remain committed to our mission and the communities we serve. We will continue to explore new fundraising opportunities, forge strategic partnerships, and leverage innovative approaches to sustain and enhance our impact. Some of our work-in-progress projects include:

- 1. The 2nd Toronto Economic Forum

2. The Accelerate Greece program in Toronto
3. New Leaders socials (Toronto and Montreal)

MEMBERSHIP DEVELOPMENT

Membership Overview:

1. Total Membership Count:

As of June 2023, our organization boasts a strong and dedicated membership base. It is heartening to see our community grow and thrive, as more individuals join our cause to make a positive impact.

THI Canada Directors:

Alexander Georgiadis, co-President / President Krinos Foods Canada Ltd.

John Sotos, co-President / Sotos LLP, Founding Partner

Jenny Mboutsiadis - Partner, Fasken Martineau DuMoulin LLP (Secretary)

Anna Antonopoulos - CFO, Corner Collection (Secretary)

Tula Alexopoulos - Former Director, Ontario Securities Commission (Chair, Grants Committee)

Jenny Boussoulas - CEO, JET Accounting & Consulting

Nik Nanos - Chief Data Scientist, Nanos Research

Elias Retsinas - Partner, Fasken Martineau DuMoulin LLP

Katerina Sokou - Communications Director, Washington, D.C. correspondent (Chair, PR and Marketing)

Alexandra Tzannidakis - Senior Associate, KPMG Law LLP

Zisis Haritos - Former Regional Advisor, United Nations Secretariat

Peter Kollias - CFP, CIM®, DMS, MBA, Senior Wealth Advisor, Portfolio Manager

Nikos Koumettis - President, Europe Operating Unit, The Coca-Cola Company

Tony Lourakis - CEO, Fleet Complete

Steven Makrinos - Founder and President, BenefitsPensions.com (Chair, New Leaders)

Steve Mirkopoulos - Former President and CEO Cinespace

HONOURARY DIRECTORS

Robert Peck - Former Ambassador of Canada to the Hellenic Republic (2011-2015)

Steve Vranakis - ECD Google Creative Lab. Former CCO for Greece

2. Membership Categories:

Our membership is classified into various categories to cater to the diverse interests and levels of engagement of our supporters. The following are the categories and their corresponding member counts:

- THI Canada Directors: 16
- Honorary Directors: 2
- THI Canada Members: 5
- New Leader Members: 30 total, 17 on the executive committee

3. THI Canada Committees:

We want to express our heartfelt gratitude to all committee members who dedicate their time, energy, and expertise to the betterment of our cause.

Our active Committees are as follows:

1. Executive Committee (Co-Presidents John Sotos and Alexander Georgiadis, Jenny Mboutsiadis, Anna Antonopoulos, Tula Alexopoulos)
2. Grant application oversight Committee (Tula Alexopoulos (Chair), Alexandra Tzannidakis, Robert Peck)
 - 2.1. Education Sub-Committee (Tula Alexopoulos (Chair), Alexandra Tzannidakis, Zisis Haritos, Robert Peck)
3. Membership and Fundraising Committee (Alexander Georgiadis (Chair), Jenny Boussoulas, Agnes Chaitas, Steve Mirkopoulos)
4. PR and Marketing Committee (Katerina Sokou (Chair), Steve Vranakis, Katerina Alexakis, Anatoli Mavromati, Giovanni Prete)
5. New Leaders Executive (Steven Makrinos (Chair), Yonida Koukio, Alexander Karalekas, Peter Paraschis, Michael Kounadis, George Chatzivasileiou, Tom Milousis, Anatoli Mavromati, Jasmine Louras, Michael Coulouras, Tania Tsamalidis, Bassileios Kostopoulos, Stephanie Petsis, Vassilia Vastis, Romanos Byrilis, Thea Adamopoulos, Tina Adamopoulos, Patricia Kumbakisaka)

To those who have not yet joined a committee, we invite you to consider participating. Your unique skills and perspectives can make a tremendous difference as we strive to make an impact and grow as an organization.

Membership Growth:

1. New Members:

Over the past year, we have successfully attracted three new Directors (Jenny Boussoulas, Tony Lourakis, and Steve Mirkopoulos) to our organization, while the New Leaders truly grew in numbers and we now have a committed group of young professionals who **are** excited to contribute to our organization. This growth is a testament to the effectiveness of our outreach efforts and the compelling mission that drives our work.

2. Member Retention:

Retaining our existing members is crucial for the sustainability and impact of our organization. I am pleased to report that our member retention rate for the year has been 100%, reflecting the value our members find in being part of our community.

Member Contributions:

Our members are the lifeblood of our organization, and their commitment and active participation have been invaluable. Here are some highlights of their contributions:

1. Volunteer Hours:

We are extremely grateful to see that our Directors contribute their valuable time to help with our mission through their active participation on our committees. Their dedication and passion have made a significant difference in achieving our organization's goals and serving our beneficiaries.

2. Fundraising Efforts:

In addition to planning for our fundraising campaigns and events, our members have actively participated in our fundraising efforts by promoting our events and soliciting support through their extensive networks, helping us raise over \$150,000 since June 2022 to support our initiatives. Their enthusiasm and support have been instrumental in securing the necessary resources to drive our mission forward.

3. Event Attendance:

Our members have consistently shown their engagement by attending our events. A special thank you to our Directors and Members that travelled from areas across the country to attend our inaugural Toronto Economic Forum and Directors that travelled to Montreal to attend our 3rd Annual Cocktail recently to show their support. Their active participation not only enhances our events, but also creates a vibrant and collaborative atmosphere within our organization.

4. Expertise and Skills:

We are fortunate to have a diverse membership base with a wide range of expertise and skills. Many members have generously shared their knowledge, talents, and professional networks, enriching our organization's capacity and effectiveness.

Thoughts for future plans:

As we move forward, we aim to further strengthen our membership base and deepen the engagement of our members. We will continue to focus on:

- Enhancing member benefits and value propositions and prioritizing establishing direct lines of communication with THI Canada members / sponsors
- Expanding our outreach efforts to attract new Directors, especially from Canadian cities where we currently do not have representation
- Providing opportunities for networking, professional development, and engagement for members at all levels
- Recognizing and appreciating the contributions of our members through various initiatives, such as special acknowledgement awards, appreciation ceremonies, private dinners for THI Canada members and other ideas that are currently under consideration.

Recognition and Appreciation:

We would like to express our deepest gratitude to all our donors, sponsors, volunteers, and staff who have played a crucial role in our fundraising success. Your dedication, compassion, and generosity have been instrumental in advancing our mission and improving the lives of those we serve. We acknowledge and appreciate your ongoing support.

REPORT OF THE GRANT APPLICATIONS OVERSIGHT COMMITTEE AND EDUCATION SUB-COMMITTEE

Chair: Tula Alexopoulos

Members: Alexandra Tzannidakis, Robert Peck, and Zisis Haritos (Education Committee)

Since the 2022 AGM, the Grants Committee and the Education Sub-Committee have been meeting monthly to execute their respective mandates. The following are highlights of the Committees' work.

Overview of THI Canada Programs for 2022 and 2023

Program	2022 Actual	2023 Proposed	Notes
Gannitsa Soup Kitchen	\$20,000	\$20,000	The Gannitsa Soup Kitchen grant is supported by the Ifandis Family
HopeGenesis – support of pregnant women and births in Kasos, Iraklia and Ag Efstratios	\$30,200	\$30,000	Third year of 3-year funding commitment.
HopeGenesis – support of pregnant women and births in Folegandros	\$17,500	\$17,500	Second year of 2-year funding commitment. Program supported as part of Art Auction campaign.
Cerebral Palsy/Open Door – support for the Safe Nourishment Program for children	\$38,000	\$38,500	Supports 75 children in the program.
Points of Support Program – Small Grants for Big Ideas for startup NGOs/including training/capacity building.		\$30,200	Partnership with Bodossaki Foundation and 8 other foundations in Greece. Costs include 3 grants of 5,000 euros each, 4,632 euros for administrative costs, and THIC's share of the costs for promotional video and program events.
Net Zero Care Pilot Project – Net Zero energy consumption pilot program to refurbish Care Home in Thessaloniki		\$35,000	Partnership with TIMA Charitable Foundation, Bodossaki Foundation and Latsis Foundation.
Frodizo Home Intervention Program – provides support for seniors with dementia, trains caregivers		\$25,000	Board approved Frodizo request of \$45,500 (\$25,000 for 2023 and \$20,500 for 2024).
Scholarship Program			The scholarship program launched May 10, 2023. Disbursement of two \$10,000 scholarships for September 2024.
Doctors of the World – support of 60+ program for vulnerable seniors living on their own (home	\$55,000		THIC and TIMA were the inaugural supporters of this much needed program. THIC provided funding for 3

care and medical support for seniors in Attiki)			years (TIMA for 2 years). Due to funding constraints, the Committee recommended a pause on this program to support the program with Frodizo.
Prolepsis Diatrofi – lunch program for students in Thrace	\$36,000		Due to funding constraints, the Committee recommended a pause for this program for 2023.

Program Highlights for 2023

The Grants Committee, with Board approval, continued to fund its multi-year commitments to Hope Genesis to support pregnant women and births on remote islands of Kasos, Iraklia, Agios Efstratios and Folegandros. In addition, the Committee continued to support the Cerebral Palsy Open Door Safe Nourishment Program for 75 children.

Due to funding constraints, the Committee paused support for the Doctors of the World 60+ program for isolated and impoverished seniors in Attiki to support a new program for seniors with dementia, the **Home Intervention Program with Frodizo**. Frodizo is a well-respected non-profit organization in Patra that cares for the elderly and disabled. Frodizo's initiatives focus on promoting active ageing, independent living, and social inclusion of elderly and disabled. The Home Intervention Program supports seniors with dementia and trains family caregivers to care for seniors with dementia at home. In Greece, most people with dementia are cared for at home, thus creating a significant need and growing demand for Frodizo's Home Intervention Program. Frodizo launched the program in 2015, and since its launch has served 230 families, performing 7,500 home visits. The program involves weekly sessions of mental and physical strengthening and counseling by an interdisciplinary team consisting of a psychologist, social worker, physiotherapist, nurse, and administrator.

With Board approval, the Committee is supporting two new programs for 2023 that provide significant opportunities for THIC to partner and benefit from the expertise and resources of reputable and well-established charitable organizations in Greece. The two new programs, Points of Support Program, and the Net Zero Care Pilot Program, are highlighted below.

Points of Support Program provides "small grants to big ideas". THI-Canada's contribution will fund 3 NGOs to deliver small-scale actions (5,000 euros each) to alleviate poverty and provide food aid to those in need in Greece. The Program is offered to small organizations with an annual operating budget of up to 50,000 euros that wish to implement a new action and, at the same time, receive training (capacity building) to enhance their organizational development and effectiveness.

The Program is a collaborative initiative of the Latsis Public Benefit Foundation, TIMA Charitable Foundation, Captain Vassilis & Carmen Constantakopoulos Foundation, Leventis Foundation, Laskaridis Charitable Foundation, Lemos Foundation, Social and Cultural Affairs Welfare Foundation (KIKPE), Athina Martinou AMKE, and the Bodossaki Foundation.

Thank you to Alexander Georgiadis and Robert Peck for attending the launch of the 6th cycle of the Points of Support Program in Athens. Thank you to Giovanni and the PR Committee for the excellent media coverage.

Net Zero Care Pilot Program will support an energy refurbishment of a seniors Care Home in Thessaloniki as a pilot project. As way of brief background, significant increases in energy prices are jeopardizing the operations and services of care homes in Greece and jeopardizing the health and wellbeing of seniors. The pilot is intended to generate information and support in implementing the program across care homes in Greece. The pilot includes a technical audit and report by INZEB (non-profit) and a step-by-step roadmap to turn a care home in Thessaloniki into a net zero institution. TIMA, along with Bodossaki Foundation and Latsis Foundation, have partnered on this initiative with a long-term objective of turning carbon-heavy care-homes into sustainable energy consumers. This has multiple benefits ranging from better living standards of the residents and staff, lower operational costs for management (leading to better services) and a much lower environmental footprint for institutions that are currently heavy carbon emitters. The aim of the Net Zero Care pilot is to showcase that NGO care-homes should be eligible for State subsidy programs.

As part of the agreement, the Diamantidio Care Home in Thessaloniki will be required to use savings to improve services for seniors and provide an annual reporting of energy savings and proposed reinvestments.

THI Canada Scholarship Program

With Board approval, the Education Committee launched the THI Canada Scholarship Program on May 10, 2023, at a special event hosted by the Canadian Ambassador to the Hellenic Republic, at the Embassy of Canada in Athens. Thank you to the Education Committee, the PR Committee, Katerina Sokou, Natasha and Giovanni for their outstanding commitment and efforts to bring this initiative to fruition. A special thank you to Ambassador Asselin, Nick Koumettis, Michael Tzamas (Cosmote), Robert Peck, Alexander Georgiadis, Tula Alexopoulos, Athina Dessypri (Bodossaki Foundation), Mary Vaxevanopoulou (ReGeneration Greece) for their support and engagement in launching the program and participating at the launch event.

The Scholarship Program will complement THI Canada's mandate and further advance THI-Canada's objectives of contributing to the prosperity, health, and welfare of the people of Greece. Scholarships will be awarded to outstanding students who are Greek citizens residing in Greece at the time of application, based on financial need, and who intend to return to Greece upon completion of studies. Students studying in areas that are in demand in the workforce in Greece, in areas of leading-edge technologies or in specialized fields that respond to modern needs will receive priority for scholarships.

The Board approved the awarding of 2 scholarships for the 2024-25 academic year for up to \$10,000/year for eligible students to study at the Master's level at any accredited Canadian university. The Education Committee has also negotiated a partnership with Bodossaki Foundation for matching scholarship funds for eligible students to study in Canada (potentially increasing the scholarship to \$20,000/year for scholarship recipients).

To complement the education mandate, the Committee has recommended an extension of THI Canada's education mandate to support programs involving skills training, capacity building and workplace experiences for Greek students and start-up entrepreneurs from Greece. This would complement the scholarship program, permitting THI Canada to enter partnerships with non-profit organizations in Canada and Greece, to fund workshops, seminars and other program that provide skills training, capacity building and work experience.

To reverse the "brain drain" in Greece and to create meaningful opportunities for graduates to return to Greece to pursue their careers, the Education Committee hopes that programs in training, capacity building and work experience will empower students with the requisite skills, connections, and attributes to find employment in Greece and therefore contribute to the growth, prosperity, and well-being of Greek society.

To advance this mandate, the Education Committee has been in discussions with ReGeneration Greece, a non-profit organization, that provides training and job placements for graduate students in Greece. ReGeneration has established partnerships with over 1000 employers in Greece and has an excellent reputation and track record for training and job placements. ReGeneration is also supporting and promoting the THI Canada Scholarship Program through its extensive social media network.

Expanding the mandate will also permit THI Canada's New Leaders to engage in the Accelerate Greece Program, which will provide training opportunities in Canada for start-up entrepreneurs from Greece.

MARKETING AND PUBLIC RELATIONS COMMITTEE REPORT

Chair: Katerina Sokou

Members: Steve Vranakis, Katerina Alexakis, Anatoli Mavromati, Giovanni Prete

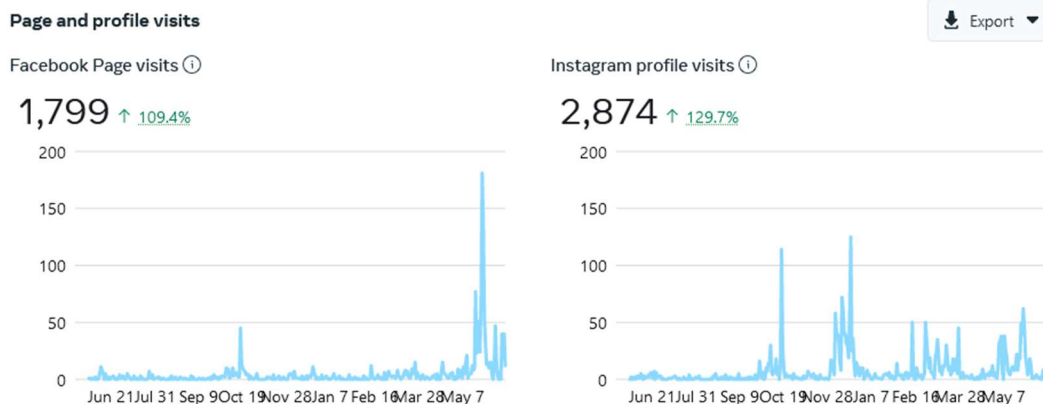
Past year highlights:

1. The Toronto Economic Forum, in collaboration with the Delphi Economic Forum, has granted us exceptional opportunities to establish connections with one of the most esteemed forums in Greece and potentially all of South Europe. As a result, our organization and mission have garnered significant visibility and recognition.
2. Our consistent efforts in communicating with our supporters have cultivated a strong rapport, leading to an increase in direct messages and valuable feedback from our community. We anticipate that this engagement will translate into additional forms of support as well.
3. Our active presence on social media has attracted a significant number of volunteers and members, particularly for our New Leaders' group. This growth showcases the effectiveness of our social media strategies in expanding our community.
4. During our most recent event, the 3rd Annual Montreal Cocktail, we achieved extensive coverage across various Greek-Canadian media outlets, including two radio stations, two newspapers, and one TV station. Our event was prominently featured, enhancing our visibility and reach within the Greek-Canadian community.

Social Media:

Facebook and Instagram

We are thrilled to report that our reach and engagement with our followers on Facebook and Instagram, our most active social media platforms, continue to soar. Over the past year, we have witnessed a remarkable surge in followers on LinkedIn, nearly doubling our numbers. As anticipated, we observe concentrated bursts of activity during periods when we actively promote events or campaigns, as demonstrated by the graphs below:

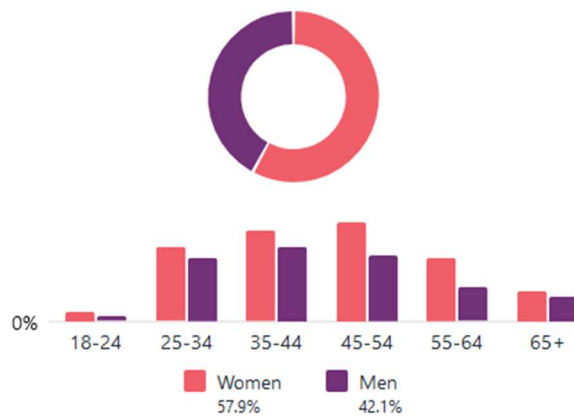


Audience:

Facebook Page followers ⓘ

1,157

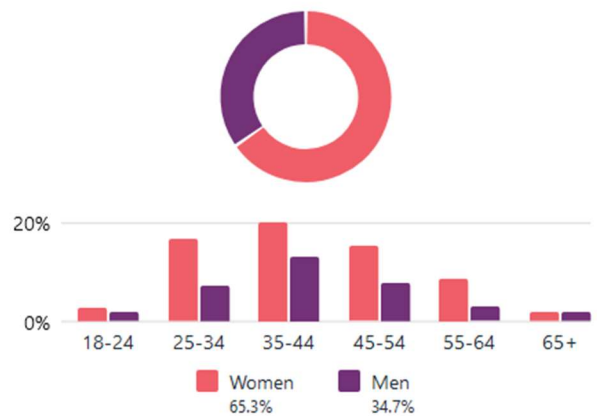
Age & gender ⓘ



Instagram followers ⓘ

748

Age & gender ⓘ



Impressive results have been recorded on our LinkedIn page, with 339 new followers in just the last year. The almost doubling of our follower count can be attributed to the following:

1. The Toronto Economic Forum attracted a new pool of people who use LinkedIn regularly
2. Events that promote business networking opportunities, such as New Leaders events
3. Referrals from our Directors and sharing of our posts through their respective networks

Follower highlights ⓘ

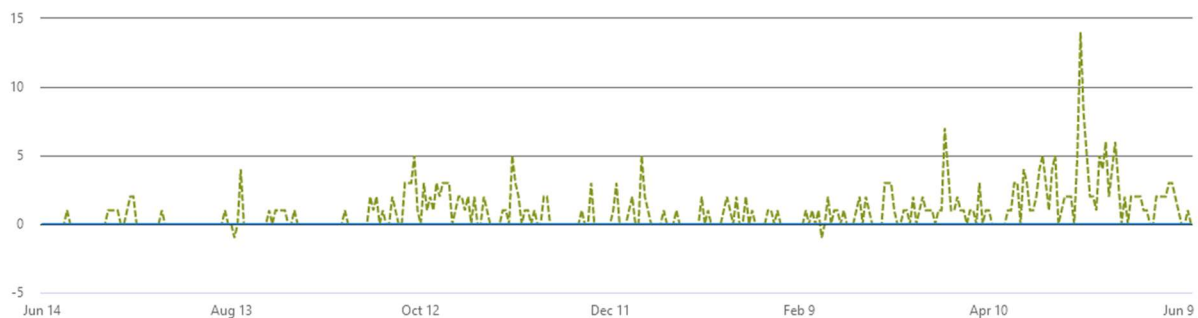
787

Total followers

339

New followers in the last 365 days

Follower metrics ⓘ



In terms of demographics, our followers are mainly from the Toronto Metropolitan area, followed by Athens, and Montreal.

We have made a concerted effort to diversify our content and maximize engagement by incorporating various elements. One strategy involves incorporating more videos and photos directly from our programs whenever possible. This not only provides an authentic glimpse into our work but also captivates our audience. Additionally, we have strategically showcased collaborations and interactions with esteemed high-profile individuals, leveraging tagged mentions to introduce our content to their network as well. This approach has effectively expanded our reach and visibility within wider circles.

Website

Special care and time have been dedicated to upgrading our website and include stories that speak to our work. We have started and will continue to feature articles in a special section on our website that will include:

- Personal stories from beneficiaries of our programs
- Spotlight feature on people of THI Canada to present their background and acknowledge their contributions to our cause (THIC Directors, Members, New Leaders, Volunteers, etc.)
- Presentation of our work in a more story-telling format, to present the impact of our actions and include testimonials, pictures and videos and to acknowledge contributors.

The website now also features a Scholarship section that will be active year-round to accept applications for our Scholarship program.

THI Canada in the News

Over the past year THI Canada has been featured greatly in Greek, Canadian and International publications, more times than ever before.

Indicatively, we include articles that feature our work below:

- Toronto Economic Forum: This event received great attention, especially from Greek media outlets mainly due to the prominent people attending the Forum from the Greek political and business scene.

<https://www.kathimerini.gr/economy/562095133/ellada-kanadas-irthe-i-ora-gia-mia-pio-filodoxi-dimeri-atzenta/>

<https://greekreporter.com/2022/10/13/toronto-economic-forum-connect-greece-canada/>

<https://www.ekirikas.com/igetika-stelechi-apo-ellada-kai-kanada/>

<https://ypodomes.com/oikonomiko-foroym-toy-toronto-i-ellada-prochoraei-pros-tin-energeiaki-metavasi/>

<https://www.powergame.gr/ikonomia/322593/oikonomiko-foroum-sto-toronto-ependytikes-efkairies-stin-ellada/>

- THI Australia and THI Canada joint appeal: For the first time every we organized a cross-chapter joint fundraising appeal in collaboration with THI Australia. The campaign drew the attention of international news:

<https://greekcitytimes.com/2022/12/06/hellenic-initiative-appeal-greece/>

<https://greekreporter.com/2022/12/12/thi-canada-thi-australia-end-year-appeal-for-greece/>

- THI Canada joins the Points of Support program with 9 reputable Greek Foundations:

<https://www.ekathimerini.com/society/1206850/thi-canada-teams-up-with-nine-foundations-to-help-startups-nonprofit-groups-in-greece/>

<https://greekreporter.com/2023/03/16/hellenic-initiative-canada-start-up-dno-profit-greece/>

- THI Canada announces its Scholarship program:

<https://www.greeknewsusa.com/%CF%85%CF%80%CE%BF%CF%84%CF%81%CE%BF%CF%86%CE%AF%CE%B5%CF%82-%CE%B3%CE%B9%CE%B1-%CF%83%CF%80%CE%BF%CF%85%CE%B4%CE%AD%CF%82-%CF%83%CF%84%CE%BF%CE%BD-%CE%BA%CE%B1%CE%BD%CE%B1%CE%B4%CE%AC-%CE%B1%CF%80/>

- The 3rd Annual Montreal Cocktail with John Poulos: As John Poulos is in the midst of one of the most impactful defamation cases, his participation at our 3rd Annual Montreal Cocktail garnered the interest of local media:

<https://www.tanea.ca/%ce%bc%ce%b5-%ce%b5%cf%80%ce%b9%cf%84%cf%85%cf%87%ce%af%ce%b1-%cf%83%cf%84%ce%ad%cf%86%cf%84%ce%b7%ce%ba%ce%b5-%ce%b7-%ce%b4%ce%b5%ce%be%ce%af%cf%89%cf%83%ce%b7-%cf%84%ce%b7%cf%82-hellenic-initiative/>

https://view.flipdocs.com/?ID=10006125_314923

<https://youtu.be/vcUOGTSay9k>

- We announced our latest partnership with Frodizo on the occasion of the visit of Mr. Nektarios Farmakis, Governor of Western Greece:

<https://www.thebest.gr/article/715353-to-the-hellenic-initiative-canada-anakoinonei-ti-sunergasia-me-to-somateio-frontizo>

Plans for the future

1. We are excited to announce that we have entered phase 2 of Nik Nanos' research on Charity Giving and Donor Behaviour. This research promises to provide valuable insights that will play a crucial role in shaping our organization's marketing strategy and enhancing our communication with our valued supporters. We eagerly anticipate the findings and are committed to leveraging them to further our mission.

2. As part of our ongoing commitment to transparency and impact, we have outlined plans to actively collect footage and gather personal experience testimonies from our programs. These invaluable resources will not only serve as compelling evidence of our program results but also allow us to effectively showcase the positive impact we are making. By incorporating these authentic and powerful narratives, we aim to inspire and engage our audience on a deeper level.
3. Our dedication to social media marketing remains unwavering. We recognize the importance of maintaining and expanding our online community, and therefore, we will continue to implement strategic initiatives to ensure steady follower acquisition rates. By leveraging engaging content, staying responsive to our audience, and utilizing data-driven strategies, we are confident in our ability to sustain growth and maximize our social media presence.

NEW LEADERS REPORT FOR THE AGM 2023

Chair: Steven Makrinos

Executive Committee Members: Yonida Koukio, Alexander Karalekas, Peter Paraschis, Michael Kounadis, George Chatzivasileiou, Tom Milousis, Anatoli Mavromati, Jasmine Louras, Michael Coulouras, Tania Tsamalidis, Bassileios Kostopoulos, Stephanie Petsis, Vassilia Vastis, Romanos Byrilis, Thea Adamopoulos, Tina Adamopoulos, Patricia Kumbakisaka

I am pleased to present you with an annual report highlighting the achievements and collaborations of the New Leaders group within The Hellenic Initiative Canada over the past year. This report aims to provide an overview of our accomplishments, the collaboration with Accelerate Greece, the New Leaders Global network, and our upcoming plans.

Past Year Highlights

1. In December of last year, our New Leaders hosted a highly successful Christmas Party, marking the group's first in-person event since the pandemic began. The highlight of the evening was an inspiring speech by our Ambassador, Paralympic medalist Marissa Papaconstantinou. The event served as a fantastic opportunity for both longstanding and new members to reconnect and learn about our ongoing initiatives and future plans. As a result of this event, our group expanded to 30 members, and we now boast an active executive committee that is spearheading our upcoming projects. Moving forward, we are committed to organizing a series of networking events, bringing together young professionals and entrepreneurs of Greek descent. These gatherings foster meaningful connections, idea sharing, and the development of valuable relationships within the Greek-Canadian business community.
2. THIC 3rd Annual Montreal Cocktail: Our devoted team of Montreal based New Leaders played a pivotal role in the success of the 3rd Annual Montreal Cocktail, planning, promoting and during the event. Their positivity and enthusiasm were contagious and truly made the event the success it came to be.
3. Community engagement: New Leaders have consistently demonstrated their commitment to community engagement by actively volunteering and providing support to programs that make a positive impact in both Canada and Greece. Their dedication is truly inspiring, as they have generously dedicated their time and resources to various causes. Notably, some of our New Leaders have even chosen to travel to Greece during the summer to offer their assistance to charitable organizations, leveraging their expertise in their respective professional fields. These examples showcase the remarkable dedication and selflessness of our members, highlighting their passion for creating meaningful change and fostering a strong sense of community both at home and abroad.

Collaboration with Accelerate Greece

The New Leaders group are in discussions with Accelerate Greece, a renowned organization supporting entrepreneurship and innovation in Greece, to bring this institution to Toronto. This partnership is an

opportunity to strengthen ties between young professionals in Canada and Greece and to facilitate knowledge exchange between the two countries. Through joint events and initiatives, we hope we can foster a vibrant ecosystem for Greek startups and entrepreneurs, leveraging the expertise and resources available within the New Leaders network. The Accelerate Greece program

[The New Leaders Global](#)

We have taken steps to create more joint initiatives with other New Leaders' chapters, and specifically with our US counterparts. The first ever THI New Leaders Global social is planned for July 19th in Athens and it is the first of many to follow. We are excited to actively participate in virtual conferences, webinars, and online forums, allowing us to learn from global best practices, establish international connections, and promote the Hellenic Initiative's mission on a broader scale.

[Upcoming Plans](#)

Looking ahead, the New Leaders group has exciting plans for the coming year:

1. Collaboration with HHF Next Gen group and the Mentorship Program: We aim to launch our joint mentorship program with the Hellenic Heritage Foundation, connecting mentees with experienced professionals who can provide valuable guidance and support. The joint program will bring together the two groups and offer unique opportunities for the participants to work closely with Directors from, the two organizations.
2. Continued Community Engagement: We remain committed to giving back to our communities. We will continue to actively engage in volunteering activities and collaborate with our programs in Greece to make a positive social impact.
3. Expansion of Global Network: We will continue to foster connections with New Leaders groups worldwide, exploring opportunities for joint initiatives, knowledge sharing, and collaboration on international projects.

[Conclusion](#)

The past year has been filled with achievements, successful collaborations, and impactful initiatives for the New Leaders group of The Hellenic Initiative Canada. We remain dedicated to fostering the growth and development of young professionals and entrepreneurs of Greek descent. Through our partnerships with Accelerate Greece, the New Leaders Global, and our upcoming plans, we aim to strengthen the bonds between Canada and Greece and help our organization grow.

