

The Hellenic Initiative Canada AGM 2024

COMMITTEE REPORTS

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The Hellenic Initiative Canada

ANNUAL GENERAL MEETING 2024

CO-PRESIDENTS REPORT

Date: June 26th, 2024

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

Overview

It's been a remarkable year for The Hellenic Initiative Canada. In 2023 through our events, and networking, we 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 "exponential growth" that enabled us to maximize our impact through the agency of our strategic partners.

Since 2022, our organization has maintained a successful strategic partnership with the prestigious Delphi Economic Forum in Greece, which has elevated the profile of our organization to our target audience that has the ability to support our work. We are excited to be working on the 3^d Toronto Economic Forum that will take place on November 7th, which includes a fundraising dinner, and we expect that it will be an even greater event than the previous ones.

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 the elderly, entrepreneurship, protection of the environment 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 17 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 background, experience, and connections, enabling us to leverage their collective knowledge and networks to advance our cause.

On March 22, 2023, THI Canada co-hosted a lunch with the Hellenic Board of Trade in Montreal, attended by Greek Foreign Minister Nikos Dendias and Canadian Foreign Minister Mélanie Joly, during Dendias's official visit to Canada. This event celebrated the strong Canada-Greece people-to-people relations and diplomatic ties, highlighting the cultural, economic, political, and personal connections between the two countries. Our Co-President John Sotos, along with Directors Katerina Sokou, Anna Antonopoulos and Elias Retsinas, welcomed over 100 members of the Montreal Business community.

On April 1, 2023, we hosted an online event where Greek Foreign Affairs Minister Nikos Dendias participated representing Prime Minister Kyriakos Mitsotakis. In his address, Dendias highlighted the significant role of the Greek diaspora in supporting Greece's efforts and contributing to its positive image in the Mediterranean region. He also congratulated the Greeks of Canada for their collaboration with Greek diplomats and local authorities in lighting up buildings in the colors of the Greek flag in several cities and at Niagara Falls to commemorate the 200th anniversary of the Greek Revolution (1821).

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 fundraising Dinner in October 2023, raised \$150,000 and grew our network significantly connecting us with influential community leaders.

In April, 2024, THI Canada hosted its inaugural event in Vancouver, focusing on a panel discussion about Greek creativity. This event marked a strategic milestone for THI Canada, helping us establish our presence and build connections in the local community. The event featured a well-chosen venue, thanks to a partnership with SFU, and attracted a diverse audience.

Our Honorary Director Steve Vranakis participated as a panelist, and shared exclusive insights and personal experiences. The event facilitated valuable networking opportunities, helping us connect with community members and potential new supporters. The local community received the event enthusiastically, expressing interest in more Greek-centric events and programs to help younger generations reconnect with their Greek heritage. Steve Vranakis and Angelo Tsakumis expressed satisfaction with the event and pledged continued involvement, inspiring new ideas for THI Canada's initiatives.

On March 25th, 2024, we welcomed the Prime Minister of Greece, Kyriakos Mitsotakis, in Toronto in an event we organized in partnership with the Greek Community of Toronto, the Archdiocese of Canada, the Hellenic Heritage Foundation, and the Hellenic Canadian Board of Trade. The public address was titled "Greece and Canada Moving Forward Together" and Prime Minister Mitsotakis's visit marked the first official visit by a Greek Prime Minister to Canada in over four decades. The event took place at the Toronto Convention Center, coinciding with Greek Independence Day celebrations and Vassy Kapelos, our new Goodwill Ambassador was the moderator. Prime Minister Mitsotakis discussed with Canadian Prime Minister Justin Trudeau his vision for Greece's future, foreign policy, and relations with Canada, offering the Greek-Canadian community a chance to celebrate their shared heritage and strong community ties in the presence of the Greek Prime Minister. This visit was significant for bilateral relations, as it aimed to strengthen the historical partnership between Canada and Greece and honor the bonds between Greece and its diaspora.

During lunch on the same day, our very own Nick Nanos interviewed the Greek Prime Minister Mitsotakis at the Canadian Economic Club with many of our directors and supporters in attendance.

On June 18 we partnered with the Hellenic Canadian Board of Trade (HCBT) and participated in the Collision Conference organized by the Trade Commissioner's Office at the Consulate General of Greece in Toronto. The event was an opportunity to connect with visionary entrepreneurs and industry leaders from Greece and Canada, who are shaping and redefining the global technology industry. The conference was a success with 80 attendees and featured 10 innovative Greek startups. Steven Makrinos, our New Leaders Section Chair represented THI Canada and Yonida Koukio, New Leaders Secretary, participated as one of the panelists.

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 by the Greek based foundations with a foreign Charity. 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 tireless 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. The THI Canada Fundraising Dinner aimed to raise \$100,000, a goal we successfully achieved. We allocated a portion of the proceeds to the ELPIDA foundation in memory of Marianna V. Vardinoyanni, who passed away last summer, and to THI Canada programs, prioritizing the THI Canada Scholarship for 2024-2025. We raised a total of \$149,000 from sponsors, ticket sales, and an online auction, resulting in net proceeds of \$103,811.86.

- In the 2023 End of the Year Appeal, for the first time, all three chapters of the global philanthropic family—THI, THI Australia, and THI Canada—united in the 'Oli Mazi' spirit to support the same cause, “With the Gift of Knowledge,” successfully raised \$80,000 for SOS Children’s Villages Greece enabling us to improve the educational outcomes of disadvantaged children in Greece and empowering them to aspire to a successful life.
- 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.
- In 2023 we raised a total of almost half a million dollars (\$483,395CAD) from 184 distinct donors making this the most successful year thus far.

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 19 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 aim to establish Vice President (VP) positions within THI Canada to serve as key representatives, promoting our mission and building local relationships. VPs will engage in public speaking, represent THI Canada at events, contribute to strategic planning, and foster relationships with the Greek community. In the absence of Co-CEOs, VPs will ensure continuity in leadership. These roles will enhance our outreach and strengthen local engagement.

We are proud to report the appointment of renowned journalist Vassy Kapelos as our Goodwill Ambassador. Kapelos, host of CTV's QUESTION PERIOD, POWER PLAY, and THE VASSY KAPELOS SHOW, brings extensive experience and a commitment to social causes. Her trusted voice in Canadian media and dedication to her Hellenic heritage align with THI Canada's mission. Vassy’s involvement will enhance our outreach and impact, fostering solidarity within the community.

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 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.

Our Board member Nick Nanos completed the research and study into donor behaviours, and the findings constituted the basis of the work of the Marketing Committee. In the beginning of the year, our Honorary Director Steve Vranakis led an initiative to modernize the THI brand. A global rebranding proposal was shared with all three chapters of THI announcing our aim to keep THI relevant for Greeks worldwide, including the next generation, by updating elements while preserving our foundational pillars. We stressed the need to develop a mission statement that clearly defines our identity and invites inclusivity. With over six million Greeks in the diaspora, we seek to unlock our potential through strategic engagement and outreach, uniting individuals around shared ideals for exponential impact.

As Greece progresses, we will shift our focus from crisis aid to broader initiatives such as care for the elderly, supporting youth training and entrepreneurial opportunities, as well as economic revitalization of vulnerable areas. This evolution attracts a younger demographic, ensuring our relevance and engagement with future leaders. By redefining THI's purpose and identity, we honor our commitment to philanthropy and impact while embracing a vision of connectivity and empowerment. Uniting Greeks and Philhellenes worldwide, we harness our community's strength to shape a brighter future for Greece and beyond, respecting our past and embracing future opportunities. All three chapters of THI, represented by their respective leadership supported the proposal for the Global THI re-branding and the green light was given for this initiative to progress and map out next steps.

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. In September we will be hosting the Accelerate Greece for the first time in Toronto in partnership with THI. This is a much-anticipated program that will attract many participants and young professionals. The two events we plan to host, at the opening of the program and the closing, will allow the participants to network and learn about our programs and actions and encourage their engagement with our New Leaders Section.

The New Leaders Montreal section is hosting their launch event at the end of this month, during the Montreal Jazz festival and has already exceeded the anticipated number of attendees. In Vancouver we have a strong and active core of three New Leaders that aim to start building their section in the summer and even host a launch event in September.

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, 2023 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 are playing 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.

THI has provided a draft Charter for The Hellenic Initiative International Council (the 'International Council') which aims to provide strategic recommendations to the Boards of Directors of THI, THI Australia, THI Canada, and other chapters to enhance the effectiveness of the worldwide Greek Diaspora. The Council serves as an advisory body focused on uniform messaging, maximizing synergies, global branding, best practices in fundraising and communications, and supporting THI's mission. Comprising representatives from various THI chapters, the Council meets virtually at least twice a year and plans an in-person Summit every other year. While the Council's recommendations are non-binding, they are considered in good faith. The Council's membership includes a neutral Chair and ad hoc participation from CEOs of THI chapters and the Head of THI in Greece, who acts as the Secretary. The THI International Council met over teleconference in October 2023 and followed with an in person meeting in Palm Beach on February 2 – 3, 2024.

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 \$483,395 in 2023, while the projections for 2024 given the funds raised to date will exceed that amount.

- Total Funds Raised 2023: \$483,395
- Total Funds to date 2024: \$171,080 plus A/R: \$33,308 from sponsors and \$61,000 from Director pledges*, totaling \$265,388 (*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 \$ 209,153 in 2023, accounting for slightly less than half of our annual fundraising (43% of our total funds raised).
2. **Corporate Sponsorships:**

We made great efforts to bring in as many supporters as possible and for the Toronto Economic Forum Fundraiser Dinner and managed to raise \$68,000 from sponsorships. We include the detailed breakdown below:

Sponsorships	
Sotos LLP	\$ 10,000
Saporito Foods	\$ 10,000
Steve Mirkopoulos Family	\$ 10,000
Krinos Foods	\$ 10,000
PSR Brokerage	\$ 5,000
Agnes Chaitas	\$ 2,500
Pear Tree Canada	\$ 2,500
Fleet Complete	\$ 2,500

FASKEN LLP	\$	2,500
Albatrans	\$	2,500
Andonis Artemakis	\$	2,500
George Mavroudis, Guardian Capital	\$	2,500
Fortigo Freight Services	\$	2,500
MDB / Andion	\$	1,000
CIBC – Cal Aboona	\$	1,000
Michalopoulos Family	\$	1,000
Stavro Giamos	\$	1,000
	\$	68,000

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 2023 to June 2024:

a) Toronto Economic Forum (October 2023): Although we had not set a specific fundraising target, we were aiming to raise \$100,000 and we were successful at doing that. The THI Canada Board had decided to dedicate a portion of the proceeds to ELPIDA foundation in memory of Marianna V. Vardinoyanni who passed last summer and a portion of the proceeds to THI Canada programs with priority to the THI Canada Scholarship 2024-2025. Our total funds raised were \$150,000 from sponsors, tickets, and the online auction and our net proceeds are \$103,811.86

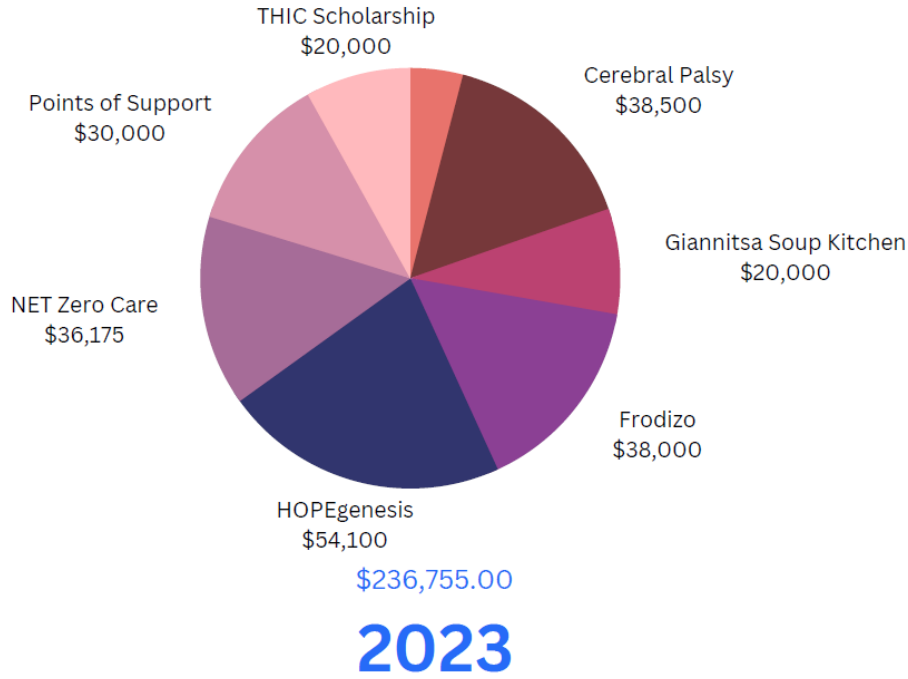
b) Global THI End of the Year Appeal, 2023: for the first time, all three chapters of the global philanthropic family—THI, THI Australia, and THI Canada—united in the 'Oli Mazi' spirit to support the same cause, “With the Gift of Knowledge,” successfully raised \$80,000 for SOS Children’s Villages Greece enabling us to improve the educational outcomes of disadvantaged children in Greece and empowering them to aspire to a successful life.

c) 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!

Impact of Fundraising Efforts:

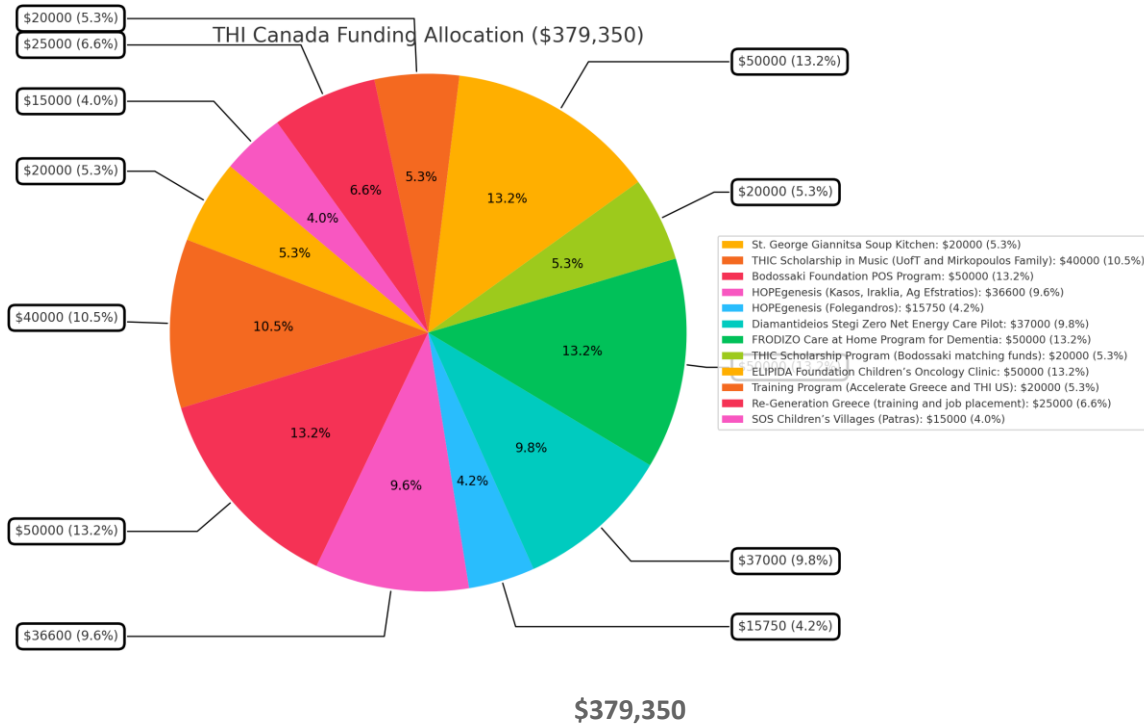
1. Program Expansion:

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 2023 and 2024:



Projects Supported and Corresponding Details

- St. George Giannitsa Soup Kitchen: \$20000 (5.3%)
- THIC Scholarship in Music (UofT and Mirkopoulos Family): \$40000 (10.5%)
- Bodossaki Foundation POS Program: \$50000 (13.2%)
- HOPEgenesis (Kasos, Iraklia, Ag Efstratios): \$36600 (9.6%)
- HOPEgenesis (Folegandros): \$15750 (4.2%)
- Diamantideios Stegi Zero Net Energy Care Pilot: \$37000 (9.8%)
- FRODIZO Care at Home Program for Dementia: \$50000 (13.2%)
- THIC Scholarship Program (Bodossaki matching funds): \$20000 (5.3%)
- ELIPIDA Foundation Children’s Oncology Clinic: \$50000 (13.2%)
- Training Program (Accelerate Greece and THI US): \$20000 (5.3%)
- Re-Generation Greece (training and job placement): \$25000 (6.6%)
- SOS Children’s Villages (Patras): \$15000 (4.0%)



2024

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 3^d Toronto Economic Forum
2. The Accelerate Greece program in Toronto
3. New Leaders socials (Toronto and Montreal)
4. Collaboration with the Greek International Film Festival

MEMBERSHIP DEVELOPMENT

Membership Overview:

1. Total Membership Count:

As of June 2024, 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: 19
- Honorary Directors: 2
- THI Canada new Directors in 2024: 2
 - Angelo Tsakumis, Principal, EPTA Development
 - Tommy Baltzis, CFA, CPA, CEO & President Whitehaven Securities
- New Leader Members: 31 total, 17 on the executive committee

2. Goodwill Ambassador:

We are proud to announce the appointment of renowned journalist Vassy Kapelos as our Goodwill Ambassador. Vassy Kapelos, host of CTV's QUESTION PERIOD and POWER PLAY, and the national radio program THE VASSY KAPELOS SHOW, brings extensive experience and a strong commitment to social causes. Her incisive interviews and insightful reporting have established her as a trusted voice in Canadian media. THI Canada co-presidents John Sotos and Alexander Georgiadis expressed their enthusiasm, highlighting Kapelos' talent, integrity, and dedication to her Hellenic heritage, which align perfectly with

the organization's mission to provide crisis relief, promote education, and support economic and social development in Greece. Kapelos shared her excitement, expressing pride in her Greek heritage and eagerness to contribute to THI Canada's efforts. Her involvement is expected to significantly enhance THI Canada's outreach and impact, fostering solidarity and hope within the community.

3. THI Cannada Vice Presidents

We aim to establish Vice President (VP) positions within THI Canada, each with the following comprehensive roles and duties:

The Vice President (VP) serves as a key representative and local face of The Hellenic Initiative (THI Canada), playing a pivotal role in promoting THI Canada's mission and supporting the overall leadership team. Responsibilities include acting as the primary local representative, building and maintaining relationships with local stakeholders, and actively promoting THI Canada's mission, vision, and values within the community. The VP will engage in public speaking and networking to increase awareness and support for THI Canada's initiatives, attend and represent the organization at local events, and participate in organizing THI Canada events. In the absence of both Co-CEOs, the VP will serve as Co-CEO, providing leadership and support during meetings. Additionally, the VP will contribute to the strategic planning and development of THI Canada's initiatives, offer insights on local trends, and foster strong relationships with the Greek community and other cultural groups to ensure THI Canada's programs are relevant and impactful.

These roles and duties are designed to enhance the effectiveness of THI Canada's outreach, strengthen local engagement, and ensure the successful implementation of our mission across various regions.

4. 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. We have also engaged Maria Fotopoulos in Montreal to focus on membership development.

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, Sandra Gionas, Constantine Tzembelicos)
3. Membership and Fundraising Committee (Alexander Georgiadis (Chair), Jenny Boussoulas, Agnes Chaitas, Steve Mirkopoulos, Maria Fotopoulos, Fotoula Stamos).
4. PR and Marketing Committee (Katerina Sokou (Chair), Steve Vranakis, Katerina Alexakis, Anatoli Mavromati, Giovanni Prete, Evagelia Bouloutsou)

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:

We are successfully working towards the expansion of our Board of Directors, reflecting our ongoing growth and commitment to bringing fresh perspectives and expertise to our organization. In line with this, we had highly productive discussions with esteemed individuals Nick Bozikis, Nick Kalas, and Kiki Kambylis, who have shown great enthusiasm and alignment with our mission. Their potential addition to our board signifies not only an enhancement in our leadership but also our dedication to attracting talented and passionate members to guide our initiatives and further our impact.

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. 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 Toronto Economic Forum, traveled to Vancouver to attend our the inaugural event 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 (“COMMITTEE”)

Date: June 26, 2024, THI Canada Annual General Meeting

Members: Tula Alexopoulos (Chair), Alexandra Tzannidakis, Robert Peck, Constantin Tzembelicos, Sandra Gionas, Victoria Boucovala

Since the 2023 AGM, the Grants Committee has been meeting monthly to execute its mandate. The following are highlights of the Committee’s work.

Overview of 2023- 2024 Programs:

Over the past year, the Grants Committee was pleased to be working with well-established and reputable partners, such as Bodossaki Foundation, TIMA, Frodizo, St. John’s Giannitsa, Hope Genesis, and Cerebral Palsy Greece to deliver diverse programs that are making a significant contribution in helping the people of Greece, notably children, the elderly, pregnant women on remote islands, and others in need.

We are proud to be launching the THI Canada Scholarship Program for the 2024-2025 academic year and welcome new partners and programs, ELPIDA Foundation, Regeneration Greece, Accelerate Greece and SOS Children’s Villages. Our new programs will provide scholarships for Greek students to study in Canada, much-needed medical equipment for the ELPIDA Oncology Children’s Hospital in Athens, training and job placement opportunities for graduate students, coaching, mentoring and networking opportunities for start-up technology entrepreneurs from Greece, and educational programs for children in Patras

We are also pleased in our efforts to expand the articles of the Foundation to provide greater opportunities for donors to direct philanthropy in Greece.

The following chart provides an overview of the 2023 – 2024 Programs.

Organization/Name of Program	2023 Actual Program Budget	2024 Proposed Program Budget	Notes
St. George Giannitsa Soup Kitchen	\$20,000 disbursed	\$20,000	
THIC Scholarship in Music (partnership with UofT and Mirkopoulos Family)	\$40,000 disbursed	\$40,000	Last disbursement.
Cerebral Palsy Open Door, Safe Nourishment Program	\$38,500 disbursed		Program ended.

Bodossaki Foundation Points of Support (POS) Program	\$30,300 disbursed	\$50,000	POS 7 th Cycle. THIC will support 3 new non-profit organizations, receiving 10,000 euros each to deliver programs relating to food aid.
HOPEgenesis Island adoption for Kasos, Iraklia, Ag Efstratios (supporting pregnant women in remote islands)	\$36,600 approved \$25,000 disbursed	\$11,600	Unspent funds carried forward.
HOPEgenesis Folegandros	\$15,750 approved	\$15,750	Unspent funds carried forward.
Diamantideios Stegi Elderly Home in Thessaloniki Zero Net Energy Care Pilot	\$25,000 approved \$17,500 disbursed	\$7,500	Program Completed. Exploratory discussions regarding phase 2 of project.
FRODIZO Care at Home Program for Elderly with Dementia	\$50,000 approved \$25,000 disbursed	\$25,000	
THIC Scholarship Program (partnership with Bodossaki for matching funds)		\$20,000	The Board approved 4 scholarship recipients, subject to securing additional funding of \$20,000, for a total contribution of \$40,000.
New Programs			
ELIPIDA Foundation Children's Oncology Clinic in Athens		\$50,000	Purchased two laboratory refrigerators for Bone Marrow Transplant Unit
Training Program in partnership with Accelerate Greece (Ergo Capital) and THI US		\$20,000	Program to host Accelerate Greece program in Toronto. Matching funds of \$20,000 from THI US and in-kind support from Ergo Capital.
Re-Generation Greece (training and job placement program for graduates)		\$25,000	Partnership with THI US to support 53% of salaries for Re-Generation Greece. THI US is contributing \$207,500US.
SOS Children's Villages – Support for Social and Educational Centre in Patras		\$15,000	Joint Year-End Campaign with THI US and THI Australia. Total contribution of \$80,000 raised from US (\$50,000), Canada (\$15,000) and AU (\$15,000).

Program Updates:

THI Canada Scholarship Program

The Scholarship application deadline closed on March 15th. We received 10 applications from students that applied to master's programs at Canadian universities. The candidates were screened against the criteria outlined in the Scholarship Program Guidelines and a short-list of candidates were interviewed.

The Committee is pleased to report that the Board approved 4 outstanding students for the inaugural THI Canada Scholarship Program, subject to securing additional funding of \$20,000. All four students achieved academic excellence in their undergraduate studies and are passionate about their field of study and excited about the contributions that they aspire to make in the future. The students are Greek nationals, who expressed their vision of returning to Greece after their studies or work experiences, to pursue careers that benefit the people of Greece.

Students will receive \$10,000 each to cover costs relating to tuition, other educational expenses and living costs.

The Committee has also partnered with Bodossaki Foundation for matching scholarship funds for eligible students.

ELPIDA Foundation

THI Canada has entered into an agreement to provide \$50,000 to purchase medical equipment for the ELPIDA Children's Oncology Unit, more specifically, to purchase two Laboratory Refrigerators for the Bone Marrow Transplant Unit at the Children's Oncology Unit – "Marianna V. Vardinoyannis – ELPIDA" in Athens. The grant to ELPIDA is structured as a qualifying grant, stipulating in the agreement that the purchase of the equipment and responsibility for maintenance and service is borne by ELPIDA.

The Bone Marrow Transplant Unit is a world-class facility and performs 70 bone marrow transplants annually.

Steve Mirkopoulos has generously provided a donation of \$40,000 to be directed to the ELPIDA Oncology Unit in memory of Marianna Vardinoyannis.

Alexander Georgiadis and Robert Peck participated in a presentation with ELPIDA on March 5th in Athens to showcase our new partnership and support for the work of ELPIDA Oncology Unit.

Accelerate Greece Program

THI Canada will be hosting the Accelerate Greece training program in Toronto in October 2024. THI Canada is delivering this program in collaboration with THI US (matching funds of \$20,000) and Ergo Capital/Peter Polydor, who is delivering the program (workshops and training) free of charge. The \$40,000 from THI Canada and US will go to fund travel and accommodation expenses as well as provide Elevate Festival passes for the participating start-up entrepreneurs from Greece. More specifically, THI Canada will reimburse up to \$10,000 per start-up company participating in the program to cover travel (economy class) and hotel accommodations in Toronto. We anticipate hosting 3 start-up tech companies with at least 2 participants per company.

The objective of the Accelerate Greece program is to drive innovation in Greece by supporting entrepreneurs building the next wave of successful Greek tech companies. The program provides an immersive one-week program for start-up entrepreneurs from Greece. The program includes workshops, training (relating to pitch improvement, pricing, legal considerations, intellectual property, global scaling, financial management), mentorship, networking and introductions to potential investors and 20+partners. The start-ups will also have access to the Elevate Festival which provides additional opportunities for mentoring, networking, establishing connections and access to investors, experts and products.

ReGeneration Greece

THI Canada is partnering with THI US to support 53% of salaries for ReGeneration Greece at a total cost of \$25,000. THI US is contributing \$207,500 US towards the salaries.

ReGeneration is the largest and most effective training (soft and hard skills) and job placement program in Greece for post-graduate students. The founding supporters of ReGeneration are THI US and Coca Cola. Since its inception in 2014, ReGeneration has supported 800,000 hours of training, placed more than 3,700 students in jobs, partnered with more than 2,000 companies, secured 30 million euros in salaries for graduates with 90.5% of job placements extended beyond the mandatory 6-month contract. Last year alone, ReGeneration placed 716 students in jobs.

Until 2019, salaries for ReGeneration staff were fully covered by THI US. Currently, ReGeneration has 12 staff and is requesting support to cover 53% of staffing costs for a total contribution of \$223,963US.

ReGeneration has also used its extensive social medial platform to raise awareness and promote THI Canada's Scholarship Program.

Supporting ReGeneration Greece advances THI Canada's education and training mandate.

SOS Children's Villages

THI Canada is partnering with THI US and THI Australia to fund the program of the SOS Children's Villages Social and Educational Center in Patra. THI Canada's \$15,000 commitment for the program will fund educational salaries (\$10,000), nutritional snacks for the children (\$4,000) and educational material (\$1,000). This represents 4.8% of the total costs for the program.

In total, \$80,000 was raised in the year-end campaign by THI US (\$50,000), THI Canada (\$15,000) and THI Australia (\$15,000) that will be allocated to the program.

The program supports vulnerable families and children and provides educational programs in a safe environment with the objective of engaging children to reach their educational potential, increase resilience, confidence and psychosocial well-being, minimize risks of illiteracy, exploitation, abuse and violence, and provide opportunities to develop social, communication and soft skills. More specifically, the program at the Social and Education Center provides non-formal education and development in Greek, English, Science and Math, STEM activities, stress-relief activities, and provision of healthy snacks.

Points of Support (POS) Program

The 7th cycle of the POS Program was launched on March 11th. Constantin Tzembelicos and Steve Vranakis represented THI Canada at the launch event in Athens.

The program provides small grants to start-up organizations to carry out charitable activities. The grantees also receive capacity-building and training, mentoring and other support to ensure sustainability. Due to inflation, grants to start-up organizations increased from 5,000 euros to 10,000 euros to carry out actions. THI Canada will support 3 start-up NGOs to carry out actions in food aid and security

The Bodossaki Foundation is the lead partner in the POS program. They act as the program coordinator and deliver capacity-building through their Social Dynamo Program. There are 10 other partners in the POS Program, providing opportunities for THI Canada to benefit from the expertise of these well-established and respected Foundations and also provides opportunities for THI Canada to partner with other Foundations to deliver programs.

Net Zero Energy Care Program

THI Canada completed the program in partnership with TIMA, Bodossaki and Latsis Foundations, in support of refurbishing a not-for-profit senior's home in Thessaloniki to reduce energy costs and achieve savings that would support programs for the seniors at the home.

The partners in the Net Zero Energy Care Program are currently exploring how best to expand the net-zero energy care program to elderly care homes across Greece. Constantin Tzembelicos is participating in these discussions.

On a related matter, Constantin participated in the Impact Hub Athens “Policy Connect: Co-creating a roadmap to catalyze the social economy ecosystem” (climate change issues) on March 5, 2024.

Frodizo

Frodizo Home Care Program provides a most-needed training and support program in Patras for caregivers to care for elderly living at home with dementia.

St. George Giannitsa Soup Kitchen

The St. George Giannitsa Soup Kitchen feeds 120 people daily and is run by 70 volunteers. THI Canada receives an annual gift of \$20,000 from the Ifandis Foundation to support the St. George Giannitsa soup kitchen.

Status of Amendments to the Articles of the Corporation

With Board approval, the Committee applied on February 2nd to the CRA to expand its articles of corporation, seeking approval to expand a package of amendments that include “other purposes beneficial to the community in Greece”. A broader mandate will provide more opportunities for Greek Canadians to direct philanthropy in Greece. The Committee is also pursuing discussions with donors who may be interested in setting up donor-advised funds to provide additional tools for donors to manage donated investments and to direct gift-giving.

As part of the package of amendments to the CRA, we proposed an amendment to complement our education and training mandate, that would enable THI Canada to “advance education by establishing and maintaining schools, vocational training, and other not-for profit educational and training facilities and programs in Greece”.

Due to significant delays in obtaining CRA approval for the package of amendments, the Committee, with Board/Member approval, separated the above education amendment and filed it separately with the CRA. The Committee is pleased to report that we have received CRA approval for the education amendment.

The new education mandate will enable THI Canada to work with the Maris family to refurbish a school for kindergarten-aged children on the island of Andros.

We are also in discussions with the Maris family to support environmental programs that remove debris from the coastal waters surrounding the island of Andros. In addition, we are in discussions with the Mirkopoulos family to support programs in Greece that focus on sustainable and regenerative agriculture and forestry.

MARKETING AND PUBLIC RELATIONS COMMITTEE REPORT

Chair: Katerina Sokou

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

Past year media highlights:

1. On March 22, 2023, THI Canada co-hosted a highly publicized lunch with the Hellenic Board of Trade of Metropolitan Montreal, attended by Greek Foreign Minister Nikos Dendias and Canadian Foreign Minister Mélanie Joly. This event celebrated Canada-Greece relations and received significant media coverage, enhancing our organization's visibility, including in Greece, as the Greek Foreign Minister shared the event on his social media and the Ministry website. Co-President John Sotos and Directors Katerina Sokou and Elias Retsinas welcomed esteemed members of the Greek community.
2. The 3rd Annual Montreal Cocktail 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.
3. 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 Southeast Europe. As a result, our organization and mission have garnered significant visibility and recognition. To ensure the desired level of participation, we implemented a comprehensive communications strategy. This included inviting Toronto-based Greek-Canadian media, sharing press releases, and utilizing social media with a carefully planned posting schedule. Paid promotion through Unite Creative helped expand our reach and generate interest, particularly for the forum and our fund-raising dinner.
4. In April 2024, THI Canada hosted its inaugural event in Vancouver, focusing on Greek creativity and marking a strategic milestone for our presence and connections in the local community. The event, held at a well-chosen venue in partnership with SFU, attracted a diverse audience and received significant media coverage, greatly enhancing our visibility.
5. On March 25th, 2024, we welcomed the Prime Minister of Greece, Kyriakos Mitsotakis, in Toronto for a highly publicized event organized in partnership with the Greek Community of Toronto, the Archdiocese of Canada, the Hellenic Heritage Foundation, and the Hellenic Canadian Board of Trade. The event, titled "Greece and Canada Moving Forward Together," marked the first official visit by a Greek Prime Minister to Canada in over four decades and took place at the Toronto Convention Center during Greek Independence Day celebrations. Moderated by our new Goodwill Ambassador, Vassy Kapelos, Prime Minister Mitsotakis discussed his vision for Greece's future, foreign policy, and relations with Canada with Canadian Prime Minister Justin Trudeau. This event received wide media coverage in Canada and Greece, and offered the Greek-Canadian

community a chance to celebrate their shared heritage and strong community ties, while also aiming to strengthen the historical partnership between Canada and Greece and honor the bonds with the Greek diaspora.

6. 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.
7. 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.

[THI Global: Re-Imagining THI](#)

[What moves our supporters: The Nanos Survey](#)

In collaboration with The Hellenic Initiative Canada (THIC), Nanos Research conducted a survey to understand the preferences and behaviors of THIC supporters and individuals engaged with the organization. In April 2024 the findings were submitted to the PR & Marketing Committee, which undertook their analysis and presented them to the board

The survey revealed that respondents primarily get their news from social media (41%) and newspapers/newsletters (39%), with donors preferring traditional media and non-donors favoring social media. Brand awareness is high among donors, with six in ten mentioning THIC unprompted, but only 15% recognized its charitable endeavors. Interest in volunteering is strong, with 57% of respondents willing to participate, particularly if there is flexibility in time commitment. Donors and non-donors alike prefer to give to cause-driven campaigns based on their interests including environment, poverty and youth (39%), ad hoc contributions (26%), donating through charity events in community (22%), and annual contributions (9.6%). The idea of a recurrent monthly contribution is not popular, at just 2.9%. As presented in our analysis to the board, the findings suggest that a comprehensive campaign on social media and traditional media outlets should highlight THIC's impactful programs, low administrative costs, transparency, and volunteering opportunities.

To expand the donor base, THIC should emphasize cause-driven campaigns related to the environment, poverty, and youth, as these are preferred by both donors and non-donors. Additionally, shifting the focus from the Greek crisis to helping those in need and offering diverse projects can enhance engagement and support. We are taking all this information into account in our media engagement including on social media, and have informed our outreach messaging to address the concerns and priorities of our donors and potential donors alike.

Working on Re-imagining THI globally

Building on the findings of the Nanos survey, Steve Vranakis and Natasha Bourliaskou drafted a proposal, on behalf of the THI Global Marketing Committee, which was submitted for comments to all THI chapters. The content of the proposal is briefly stated below:

The Hellenic Initiative (THI) has successfully united Diaspora Greeks and Philhellenes globally through its philanthropic efforts, boasting a community of over 30,000 Greeks worldwide. As THI continues to expand its impact, supporting youth, entrepreneurship, and economic revitalization, there is a growing need to modernize its brand and mission.

The aim is to ensure relevance for all Greeks, including future generations, while preserving the organization’s foundational pillars. THI aspires to transition from a crisis relief entity to a philanthropic hub that celebrates modern Greek culture and values, fostering a sense of community and purpose.

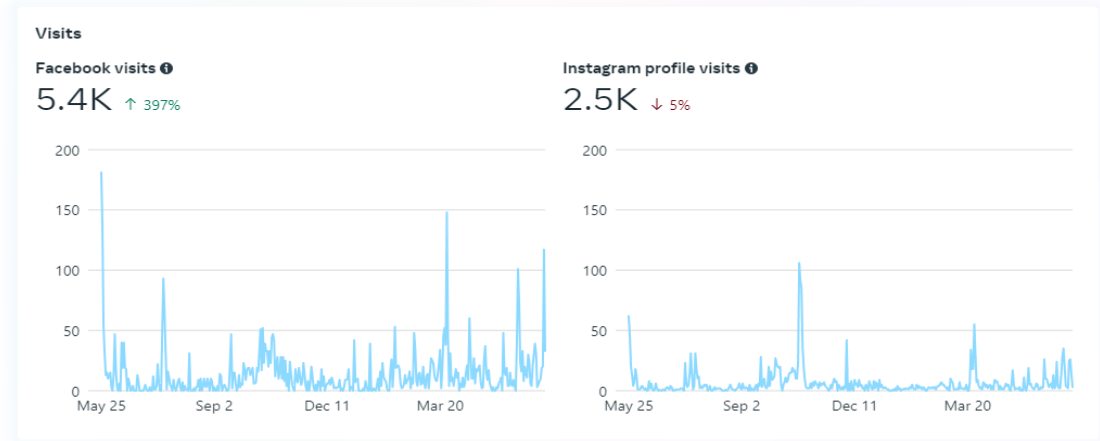
Key goals include updating the THI brand, developing a new inclusive mission statement, unlocking the potential of the six million-strong diaspora, and shifting focus to broader initiatives beyond immediate relief. By redefining its purpose, THI seeks to honor its philanthropic roots while embracing connectivity and empowerment. The next steps involve creating a universally resonant mission statement, developing a global marketing strategy, and launching a global awareness campaign in 2025. This proposal emphasizes understanding the impact of updating THI's messaging to leverage the brand’s success without disrupting its current achievements.

The proposal received positive comments and the green light to move forward with the stated Rebranding efforts. The Marketing committee is working to take these comments into account and combine them with the Nanos Survey results to kick-start the rebranding process.

Social Media:

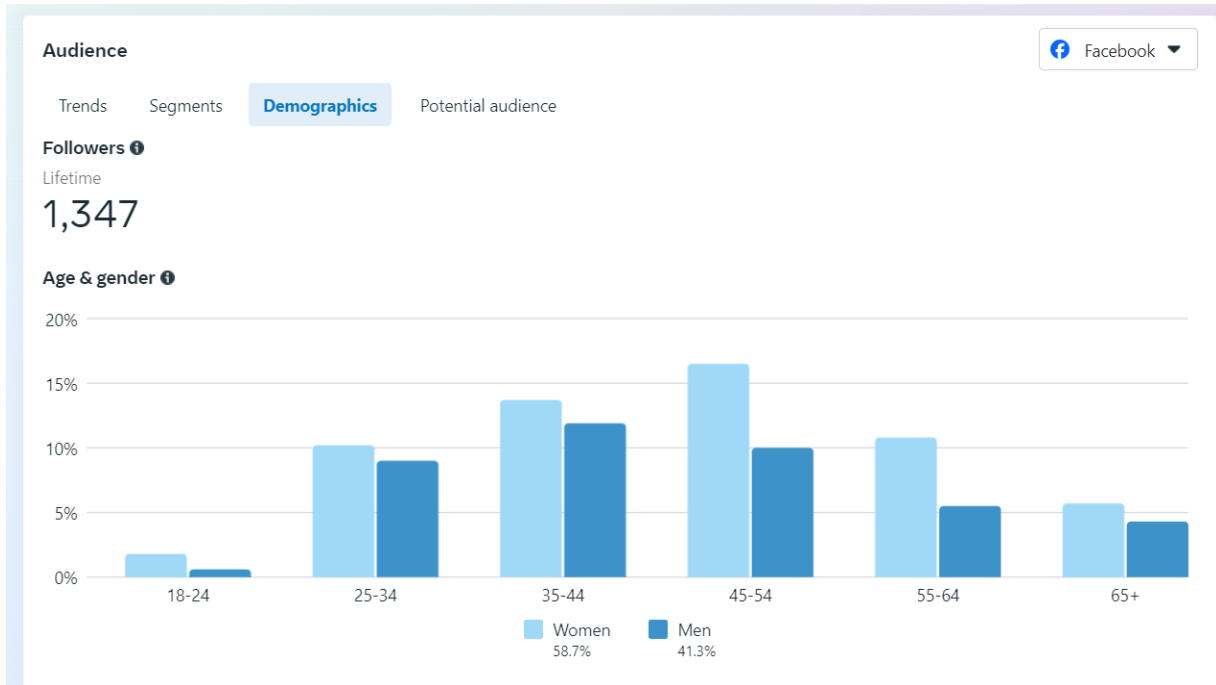
Facebook and Instagram

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. Following approval by the board, we have engaged a social media team in Greece that has already upgraded our social media presence in the past month. 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:

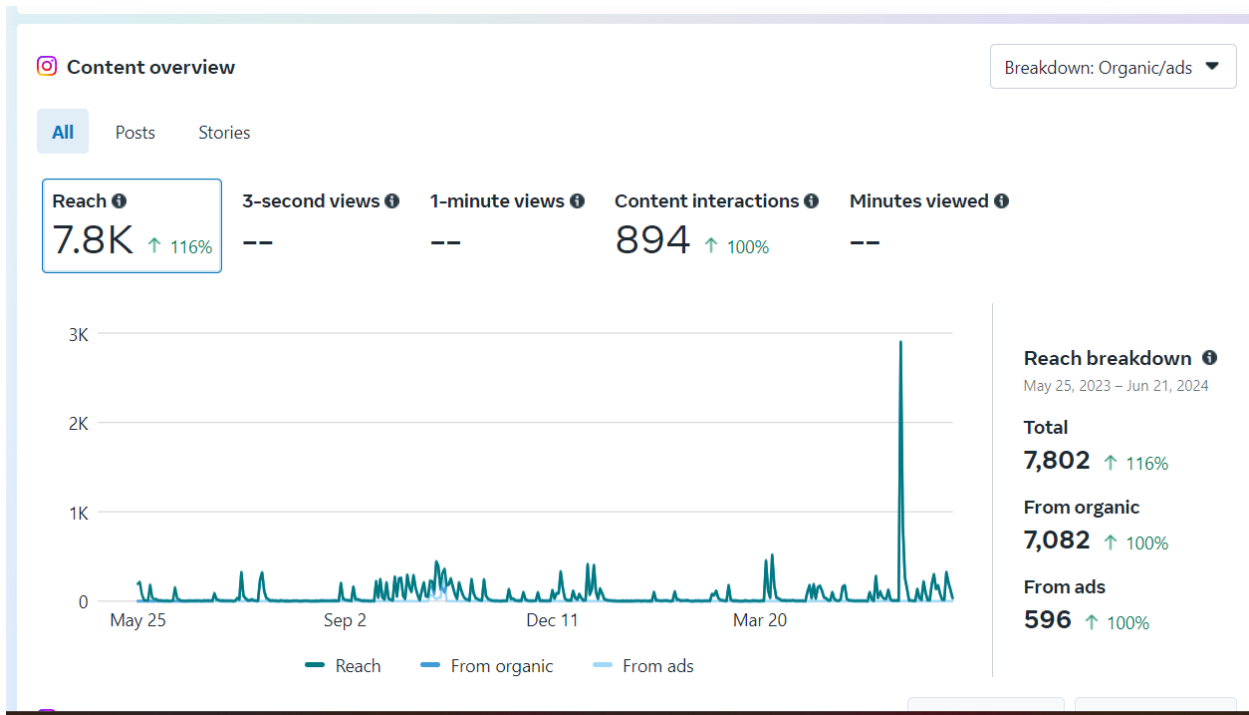


Audience:

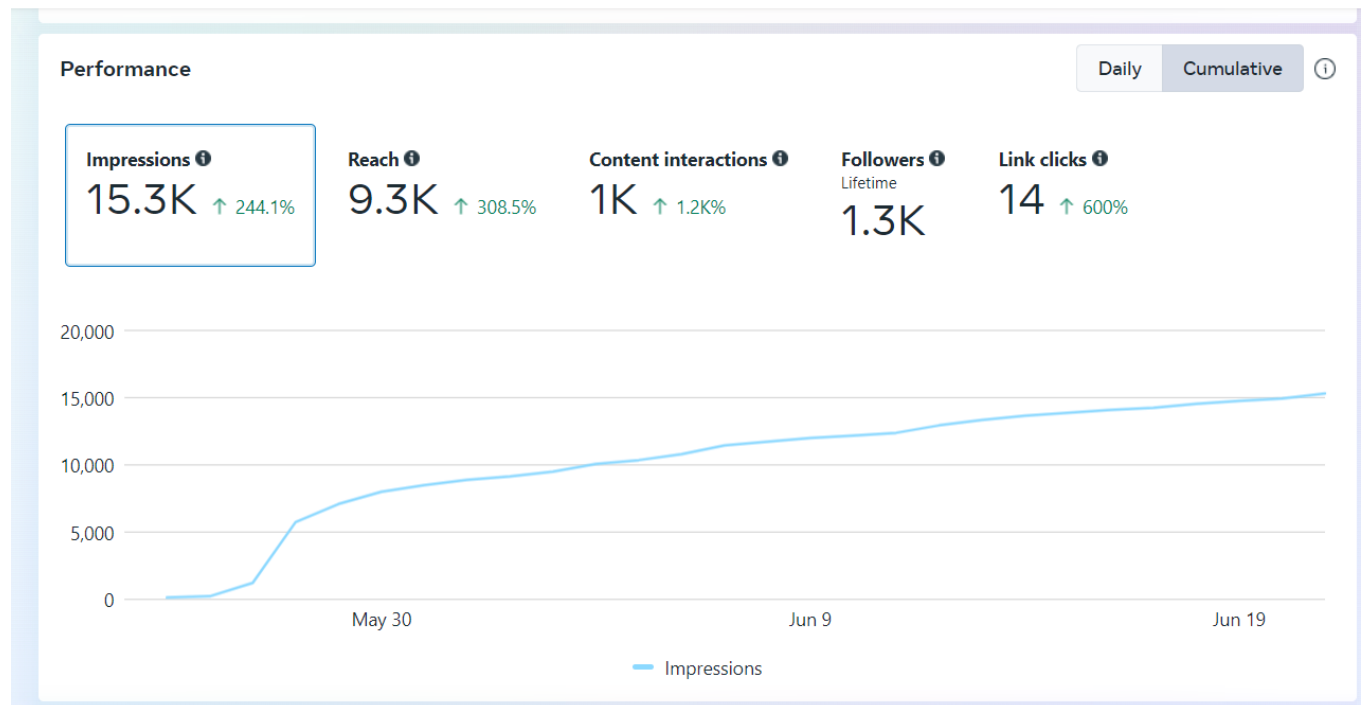
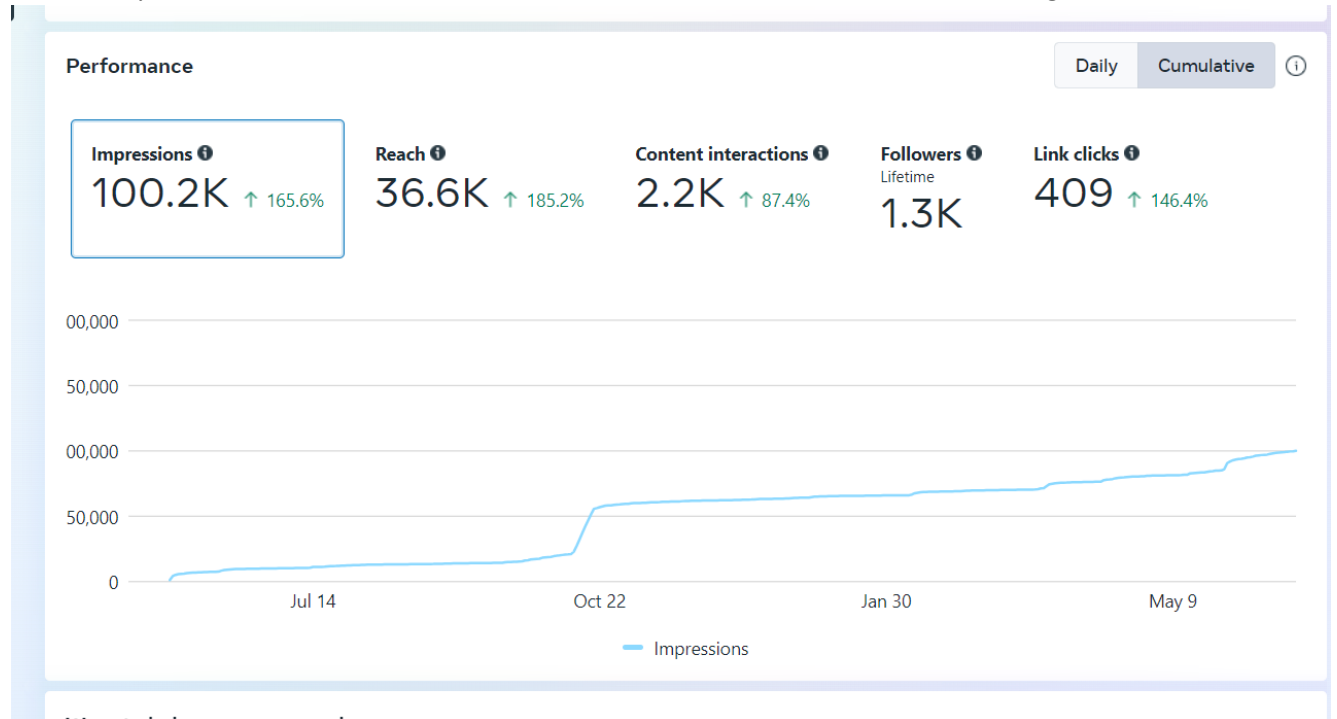
Facebook










Instagram



In the last year we reached over 100,000 interactions on Facebook and 15,000 on Instagram:



Content		Create a post	Last 90 Days ▾	Post reach ▾
	The Hellenic Initiative Canada (THI Canada) is pleased and proud to announce the appointment of renowned journalist Vassy Kapelos as its Goodwill Ambassador. This significant... Mon, May 27	Post reach 7,730	Engagement 1,505	Boost post
	In one of the most significant events in recent history for the Greek Canadian diaspora community, Prime Minister of Greece Kyriakos Mitsotakis celebrated Greek Independence Day in... Tue, Mar 26	Post reach 2,835	Engagement 938	Boost post
	Vancouver, get ready to celebrate a historic milestone with us on April 28th! Join The Hellenic Initiative Canada as we host our inaugural event in the city, featuring an inspiring Panel Discussi... Mon, Apr 15	Post reach 1,842	Engagement 129	Boost post
	Exciting News! Join us for the launch of the Montreal Chapter of our New Leaders for a long weekend of networking and fun activities during the Montreal International Jazz Festival... Tue, May 21	Post reach 1,648	Engagement 106	Boost post
	We are excited to announce a new addition to The Hellenic Initiative Canada's Board of Directors: Tommy Baltzis! Tommy Baltzis, the visionary leader behind WhiteHaven, joins our team... Wed, May 15	Post reach 1,347	Engagement 76	Boost post
	We are thrilled to share that Angelo Tsakumis will be the host for THI Canada's Launch Event in Vancouver - "Greece: From Old World Cliches to World Class Creativity"! As a founding partner... Fri, Apr 19	Post reach 809	Engagement 23	Boost post
	Don't miss out! Only 3 weeks from now → THI Canada's New			

The most successful post was the recent announcement of the appointment of Vassy Kapelos as THI Canada Goodwill Ambassador. The post reached 7,730 people and we had 1,505 engagements.

On **LinkedIn** for the last year, we had:

Total followers

- 1,237 we gained 456 new followers in the last year.
- In the last 30 days we gained 135 which is an increase of 275%

Total page views:

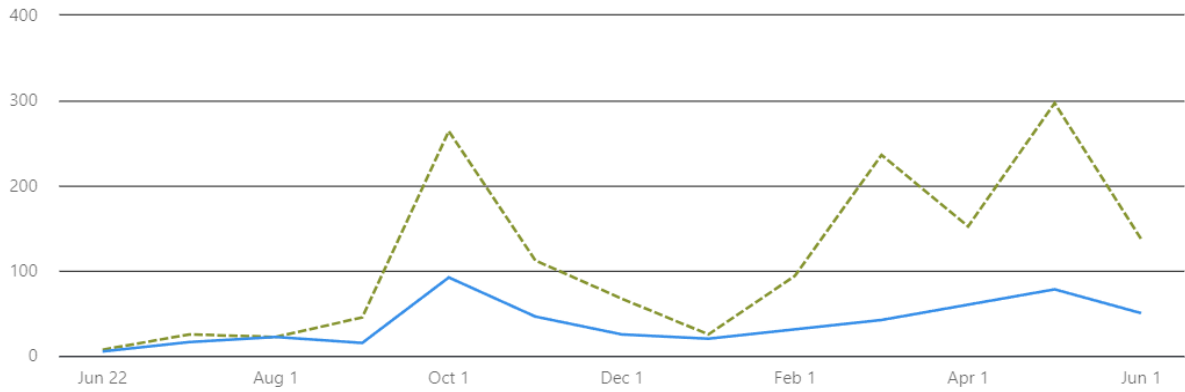
- 1,985 in the last year and from them 848 were unique visitors while we had 11 Custom button clicks.
- In the last 30 days page views reached 431 (increase of 146.3%) with 199 unique visitors

Visitor metrics ?

Page views ▾

All pages ▾

All filters



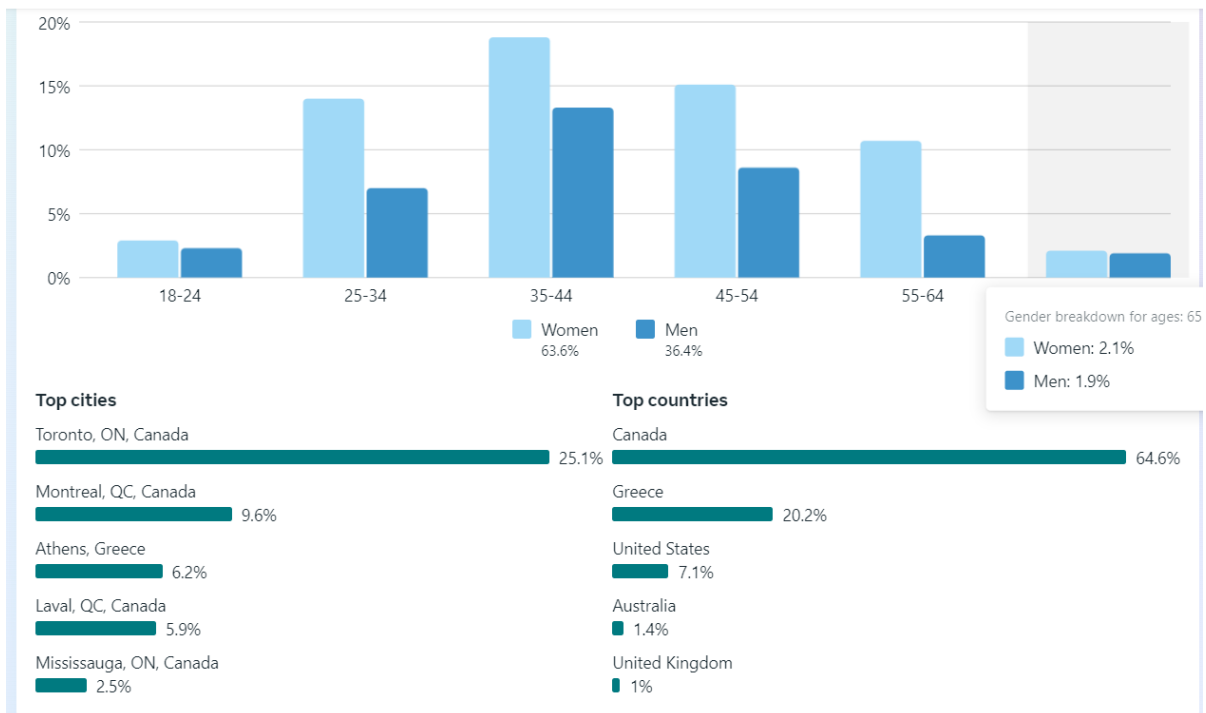
✓ Desktop

502

✓ Mobile

1,483

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



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. We have engaged a social media team in Greece who have boosted our social media and recently Maria Fotopoulos recruited influencer Eva Maria Minarakis who has 18,700 followers on Instagram to promote the New Leaders Montreal Jazz Festival event taking place on June 28 -30. This approach has effectively expanded our reach and visibility within wider circles.

Website

Our Newsletter has grown to 3,173 subscribers, and we are actively implementing strategies to further increase this number. 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 video

The THI Canada video project aims to bring awareness to THI Canada's mission and expand our reach. Our partnership with the Greek International Film Festival (GIFF) will enable us to engage with members of the Greek diaspora nationwide, reaching a broader audience. The festival, taking place throughout October in 11 cities across Canada, has agreed to screen a one-minute video introducing THI Canada and its mission, thereby providing us with significant publicity and high visibility.

The Greek Film Festival will feature the "Scene and Be Seen" event on October 19 at the Toronto Morgan Heritage site. This event will host 150 attendees, including celebrities and VIPs. The schedule includes a reception, followed by a theatre awards presentation, which will be filmed for TV.

Emphasizing the importance of the upcoming GIFF, we prioritized the production of the one-minute video to be screened in all 11 cities: Toronto, Calgary, Vancouver, Edmonton, Saskatoon, Regina, Winnipeg, London, Hamilton, Ottawa, and Halifax. Additionally, a three-minute extended version of the video will be prepared for the Toronto Economic Forum on November 7th, further showcasing THI Canada's work and mission. We are working towards hiring a production company to produce the video and will have more on the progress in the next couple of weeks.

THI Canada in the News

Over the past year THI Canada has been featured extensively 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://startupper.gr/news/117622/toronto-economic-forum-ii-oi-thermokoitides-oi-startups-kai-to-egg-tis-eurobank-pou-gennise-200-etaireies/?cn-reloaded=1>

<https://www.tornosnews.gr/en/tornos/events/49414-2nd-toronto-economic-forum-and-thi-canada-fundraising-dinner-held-on-october-23.html>

<https://banksnews.gr/toronto-economic-forum-ii-%CE%B5%CE%BD%CE%AF%CF%83%CF%87%CF%85%CF%83%CE%B7-%CF%84%CF%89%CE%BD-%CE%B4%CE%B9%CE%BC%CE%B5%CF%81%CF%8E%CE%BD-%CF%83%CF%87%CE%AD%CF%83%CE%B5%CF%89%CE%BD-%CE%BC%CE%B5-%CE%BA/>

<https://businessvoice.gr/epicheiriseis/707692/toronto-economic-forum-ii-sto-epikentro-oi-ellino-kanadikes-scheseis/>

<https://www.businessnews.gr/epixeiriseis/item/274757-evea-symmeteixe-me-epixeirimatiki-apostoli-sto-toronto-economic-forum-ii>

<https://www.pagenews.gr/2023/10/24/english-edition/toronto-economic-forum-ii-papathanasis-sees-strengthening-of-bilateral-relations-between-greece-and-canada/>

- Global THI End of Year Appeal: For the first time we organized a Global THI fundraising appeal. The Hellenic initiative's global end-of-year appeal raised \$80,000 for children's educational support. The campaign drew the attention of international news:

<https://greekcitytimes.com/2024/02/29/the-hellenic-initiatives-global-end-of-year-appeal-raises-80000-for-childrens-educational-support/>

<https://www.greeknewsusa.com/the-hellenic-initiatives-global-end-of-year-appeal-raises-80000-for-childrens-educational->

[support/#:~:text=Seeking%20to%20improve%20the%20educational,for%202023%2C%20raising%20%2480%2C000%20worldwide.](#)

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

[https://www.latsis-foundation.org/eng/program/points-of-support](#)

[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.thenationalherald.com/thi-canada-launches-scholarship-program-for-greek-students-to-study-in-canada/](#)

[https://greeklanguage.ca/en/2023/11/20/thi-canada-scholarship-program-for-2024-2025/](#)

[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/](#)

[https://career.aua.gr/scholarships/the-hellenic-initiative-canada-thi-canada-scholarships-for-greek-students-to-study-in-canada/](#)

- 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/vcU0GTSay9k](#)

- THI Canada hosted its inaugural event in Vancouver, focusing on a panel discussion about Greek creativity:

[https://www.sfu.ca/hellenic-studies/newsroom/news/2024/hellenic-initiative-event-April2024.html](#)

- On March 25th, 2024 we welcomed the Prime Minister of Greece, Kyriakos Mitsotakis, in Toronto met with Canadian Prime Minister Justin Trudeau in an event we organized in partnership with the Greek Community of Toronto, the Archdiocese of Canada, the Hellenic Heritage Foundation, and the Hellenic Canadian Board of Trade:

<https://www.ekathimerini.com/news/1234754/mitsotakis-trudeau-hail-greek-canadian-relations-in-joint-statement/>

<https://www.hellenicdna.com/sto-kanada-o-ellinas-prothipourgos/>

<https://economicclub.ca/prime-minister-of-the-hellenic-republic/>

<https://www.tornosnews.gr/en/tourism-businesses/markets/50043-greek-canadian-diaspora-to-welcome-greek-prime-minister-to-toronto.html>

<https://thecic.org/event/cic-montreal-in-conversation-with-kyriakos-mitsotakis-prime-minister-of-greece/>

Plans for the future

1. Regarding THI Global marketing: We are working to develop a comprehensive proposal incorporating insights from the leadership of all THI Chapters, outlining our strategic direction, branding initiatives, and engagement plans with both the Greek state and the diaspora. Once the proposal is ready, we will schedule a call with key stakeholders to finalize our approach. With the green light for rebranding, we will coordinate with the team to cover all aspects and maintain momentum in our fundraising and engagement activities. In any case, we will share these proposals with our board for the benefit of informing our own mission statement, marketing strategy and outreach campaign in Canada.
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, including in our upcoming video. 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 2024

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.

Highlights

1. New Leaders Montreal Summer 2024 Jazz Festival Program, June 28-30:

The New Leaders Montreal Summer program, scheduled around the popular Montréal Jazz Festival, offers an opportunity to meet fellow New Leaders from Montreal and worldwide. This event provides a platform for participants to network professionally, engage with new people, and experience the vibrant culture of Montréal, all while enjoying the festivities of the Jazz Festival. The program is designed to foster connections and promote a sense of community among the New Leaders.

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.

2. 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.

3. The Sections' primary efforts are centered around expanding the Vancouver and Montreal chapters. The New Leaders are committed to growing these chapters to increase our outreach and impact. A significant part of this growth includes the 'Accelerate Greece' initiative, aimed at supporting Greek startups. This initiative is designed to align with our goals for the upcoming Toronto Economic Forum in the fall.

The New Leaders Section established a New Leaders Chapter in Vancouver and has a very active Chair that has already enlisted two new members to strengthen our efforts in that region. The Vancouver chapter plans for an introductory event, followed by a larger event in September.

[Collaboration with Accelerate Greece](#)

The New Leaders are hosting the 'Accelerate Greece' program at the end of September, which is a flagship project for the section this year, targeting support for three Greek startups. The Section decided to create a dedicated planning committee to oversee this initiative. The committee will reach out to potential mentors and recruit additional members through an email campaign. This initiative demonstrates THI Canada's commitment to supporting vulnerable populations and aligns with the broader goals of the Toronto Economic Forum.

The program is co-sponsored by The Hellenic Initiative, The Hellenic Initiative Canada, and Ergo Capital. Applications for the 2024 cohort are currently open, with a deadline of July 15, 2024. This acceleration program aims to drive innovation in Greece by supporting entrepreneurs in building the next wave of successful Greek tech companies. It offers immersive workshops and training, breakout sessions, mentorship, networking opportunities, and introductions to potential investors and over 20 partners and mentors. This year, participating startups will also gain access to the Elevate Festival. The mantra of Accelerate Greece is: "Build it in Greece. Sell it to the world."

Around the Accelerate Greece program the New Leaders Section plans to host different events for our members:

- A welcoming event at the opening of the program to meet the participants; and
- A reception which will be also a fundraising event at the conclusion of the program. This event will be a collaborative effort and will culminate in a closing event for Accelerate Greece.

[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 second THI New Leaders Global social is planned for July 18th in Athens and the section is participating with a THI Canada New Leader on the Host Committee of the event.

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. The collaboration with the Greek International Film Festival (GIFF) will enable the organization to plan and participate in events across various regions of Canada. This partnership offers the New Leaders section a unique opportunity to engage with local communities, fostering connections and building new regional chapters nationwide. By leveraging the festival's reach and appeal, the New Leaders can enhance their visibility, attract new members, and strengthen their presence in diverse locales. This collaboration

not only enriches cultural exchange but also provides a robust platform for expanding the network and impact of the New Leaders across Canada.

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 with GIFF, we aim to strengthen the bonds between Canada and Greece and help our organization grow.