



THE DEAN'S LEADERSHIP AWARD FOR COMMUNITY BUILDING AND SOCIAL IMPACT

RYERSON UNIVERSITY
ACCOUNTING SOCIETY

TED ROGERS SCHOOL OF MANAGEMENT



At the Ryerson University Accounting Society (RUAS), we have worked hard this year to make a direct contribution to the Ryerson triple bottom line approach. RUAS helps promote the Ryerson and TRSM brand by going above the institution's performance objectives, by making a positive impact on environmental and social issues - our triple bottom line approach.

To positively impact people in our community and make the planet a better place to live in, the RUAS team chose Ve'ahavta for our CSR initiative. Ve'ahavta is a humanitarian organization dedicated to promoting positive change in the lives of people of all faiths and backgrounds who have been marginalized by poverty and hardship. By volunteering for the Ve'ahavta organization in the Van Outreach program, every single member of RUAS developed meaningful, hands-on experiences to fulfill our collective responsibility to care for our neighbour.

We accomplished this in 2 ways:

- First, we through the help of the Ryerson community, we fund raised over \$600 through daily bake sales, donations and raffles during our events.
- Next, every member of RUAS volunteered at Ve'ahavta's Mobile Response to Homelessness outreach van(MJRH), the most effective and valuable services responding to the needs of people living on the streets of Toronto.

After we donated this impressive sum of money to Ve'ahavta, they were able to purchase food and coats for donation to those in need. We then distributed these same coats and other essentials that we helped to purchase to the over 5,000 homeless people in Toronto. Not only that but we also helped prepare sandwiches and pack the van with warm coats and delivering meals during some of the coldest winter nights in Toronto this year.

We distributed coffee, food, clothing, hygiene supplies, and supportive companionship to people across the entire downtown core. One of the program's unique features is its focus on the development of relationships based on trust and accountability with service users, a key element in their potential to restore their lives.

There are approximately 35,000 homeless individuals in Canada every day. Toronto has the 2nd highest homeless population of any Canadian city. At RUAS, we think this is absolutely unacceptable and we work hard to change these statistics. By providing access to resources for health, safety, and most importantly a compassionate support system, we improve the life of our neighbours, society as a whole, and our planet.

Since last year, we chose the Covenant House for our CSR initiative, we wanted to work with an organization that also works in partnership with this shelter, as we believe in maintaining our relationship and wanted to continue to be somehow giving back to this amazing cause.

Ve'ahavta's Van Outreach program works in direct partnership with a number of shelters and health support services in Toronto in order to share resources and knowledge and the Covenant House is one of them.

We were absolutely thrilled to have the opportunity to have such pleasurable and interesting conversations with some of the homeless people we met through the van program. When we were stopped at a light during a Van Outreach session, we began to chat with one of the van's clientele. It was amazing to be able to interact with them instead of just "ignoring" them as if there was nothing one could do. It was a truly rewarding experience and we look forward to not only continuing this initiative, but also taking it to the next level.



HIGHLIGHTS

Please see below for a few of our student group highlights



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THANK YOU FOR YOUR TIME AND CONSIDERATION.
WE LOOK FORWARD TO RECEIVING POSITIVE FEEDBACK.

RYERSON UNIVERSITY ACCOUNTING SOCIETY
SOAR BEYOND THE NUMBERS