

Personas

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Omar Saleh (Social Initiative Leader)



Omar Saleh is a 32-year old owner and the leader of a charity that supports various food banks and homeless shelters. Omar recently immigrated to Canada from Syria where he fled the civil war. During his time in Syria, he saw the damage that the war caused on the community and wants to help support his new community.

Omar spends most of his day trying to organize volunteers and employees of his charity and send them to various locations where they will be able to help the community. He also spends time trying to contact local businesses for support and donations. Omar is starting to prep for the winter drive that he hopes will provide people with winter clothing to help them keep warm during the cold winters of Scarborough. Omar struggles with finding people and has to rely on word of mouth to get volunteers and donations. A mechanic by trade he wants to improve his management skills in order to improve efficiency in his charity.

Omar needs to be able to put out postings on a platform where people are interested in either working at or volunteer for social causes. He would also like to be able to view courses and have others learn through an online learning platform. Omar has wanted to hire a consultant to be able to support the charity and improve processes but all the people he has talked to have charged too much for their services.

Liam Butler (Impact Consultant)



Liam Butler is a 44-year consultant. He has a wife and three children. Liam has 15 years of management consulting experience where he worked for companies like BCG, MNP and PwC and has led multiple engagements in various different industries.

Recently he has started to do private consultancy and wants to focus on giving back to the community. During his time as a management consultant, he has led seminars and training workshops to teach clients new technologies and processes.

Liam wants to create and teach leadership and management courses with a focus on socially responsible organization. He also wants to be able to provide his experience and knowledge to the social organization over time.

Jack Francis (Impact Learner)



Jack Francis is a 20-year old university student at the University of Toronto. He is currently studying accounting and finance. Jack has lived his whole life in Toronto and, with his parents, began volunteering at various charities and food banks over the years.

Jack wants to continue to volunteer for social causes during his time at university. Currently, Jack spends his mornings going to lecture and has a lot of free time due to many things being closed due to the COVID-19 pandemic. He wants to utilize this time and help the local community which has been impacted by the pandemic.

Jack wants to be able to search exclusively for social causes and organizations that appeal to him and start to volunteer with them. Moreover, Jack wants to be able to take online courses that might interest him to upskill and possibly get in touch with consultants for a mentoring opportunity.