



ANNUAL
REPORT
2023

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Who We Are

The Canadian Association of Urban Financial Professionals (CAUFP) is a member-based resource organization. We are a link between corporations and the Black community through innovative programs that facilitate economic growth and educational opportunities. For over 25 years, CAUFP has established itself as a catalyst for excellence and the advancement of Black professionals in Canada.

Our Vision

- **Members:** To be a leading resource-led organization for Black professionals to access learning and development programs for economic growth through a strong vision, unique programs and effective marketing.
- **Partners:** To be a partner of choice for corporations, universities, and community groups to enable their commitment to diversity and inclusion and increase opportunities for Black professionals.
- **Internal Network:** Establish a multi-skilled operation and equip our board members, advisory board members, past presidents and volunteers with rich data, processes, and capabilities to drive stakeholder engagement.

Our Mission

To develop and advance Black professionals by:

- Partnering with organizations and community partners to strengthen a pipeline of Black talent
- Investing in professional development of our members
- Providing a network to foster economic empowerment of the Black community

Our Objectives

- **Members:** Provide members access to an expansive network of cultural and professional backgrounds, career advancement training, upskilling, leadership development and financial literacy workshops.
- **Partners:** Predict the strategic needs of our partners, enable program delivery to meet shared success indicators, and develop a governance model to foster partnership to unlock value for all stakeholders.
- **CAUFP Board & Network:** Engage the CAUFP board and network as program participants, establish a learning culture and mindset and increase the use of analytics to measure operational and financial performance.

2023 Highlights

**114 (50%+
YoY)**
New Members

80+
Speakers

4
New Corporate
Partners

14
Programs

2
New Scholarships

1200+
Program
Participants

100%
Recommendation
Rate by Members

180+
Student Participants

100%
Recommendation
Rate by Members

96.8%
Average Event
Satisfaction Rate

PRESIDENT'S MESSAGE



Justina Ikwu

Unlocking Tomorrow: Reimagine, Redefine, Excel Today

On behalf of the board, it is with great pleasure that I share the compelling narrative of our journey through 2023 and cast a vision for the future of CAUFP. This year has unfolded as nothing short of exceptional, characterized by notable achievements and a steadfast commitment to empowering our members and partners.

In the dynamic landscape of 2023, we wholeheartedly embraced the theme "Unlocking Tomorrow: Reimagine, Redefine, Excel Today" as our guiding force. Our unwavering focus has been on consistently delivering value for our members, corporate associates, and community partners. This pursuit is grounded in operational excellence, a profound understanding of our members' evolving needs, and a dedicated effort to heighten partner satisfaction through innovative community-building programs.

Throughout this remarkable journey, our community experienced an unparalleled surge in engagement, witnessing a membership increase of over 100%. Our organic brand growth attracted new partners, propelling us to exciting milestones through groundbreaking programs. Amid these accomplishments, we took a moment to pay homage to our late co-founder, Paget Warner, a staunch advocate for uplifting the Black community. His enduring legacy of professional and community development will forever be a passionate and ongoing commitment at CAUFP.

This year saw us broaden our impact by launching two new chapters in Edmonton and Vancouver, hosting impactful summits, sponsoring Black student associations, and organizing events in support of African Asylum seekers. A significant stride towards empowerment was made through our collaboration with Meridian Credit Union as a new scholarship sponsor, specifically aimed at empowering Black females and fostering financial literacy within the Black community.

Our achievements are profoundly anchored in the steadfast dedication of our corporate partners and volunteers. We extend sincere gratitude for their invaluable support.

As we boldly step into 2024, our unwavering dedication remains the driving force behind delivering consistent, high-quality programming. We are actively forging transformative partnerships with prestigious universities across Canada. Our initiatives are laser-focused on upskilling within various segments of our community, encompassing women, newcomers, high school students, midlevel professionals, and advanced professionals. Moreover, we are taking deliberate steps to prioritize mental health access by connecting our members with Black psychotherapists.

The upcoming year holds immense promise, and I am immensely excited about the tangible and measurable impact we are poised to create for our members and partners as we enter my second year as President.

Yours truly,

A stylized, handwritten signature in black ink, appearing to read 'Justina Ikwu'.

Justina Ikwu
President

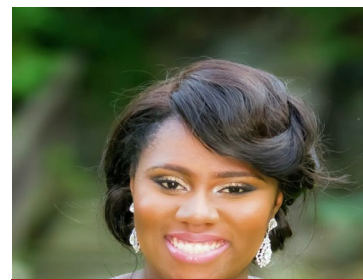
2023 EXECUTIVE BOARD



Justina Ikwu
President



Emeka Okugoo
VP, Finance



Berylla Quainoo Morkeh
VP, Programming



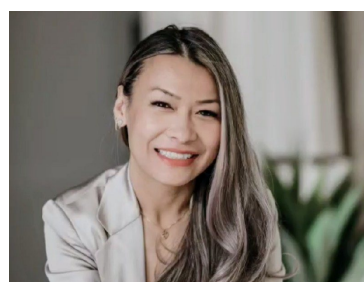
Samantha Unembu
Corporate Secretary



Ernest Akatue
VP, Partnerships



Tolulope Samuel
VP, Youth Engagement



Elaine Yan
VP, Financial Literacy



Kristina Colpitts
VP, Marketing & Comms.



Yemi Fusigboye
Director, Financial Literacy



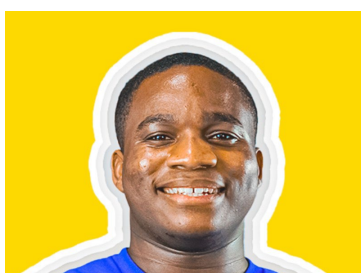
Gelila Mast
Western Chapter, Co-Lead



Joshua Duarte
Western Chapter, Co-Lead



Troy Peart
BC Chapter, Co-Lead



Lucky Osunbiyi
Director, Partnerships



Marcel Atunwa
Director, Memberships



Phylicia Addison Meek
Director, Youth Engagement

THOUGHT LEADERSHIP SPEAKER SERIES



CAUFP conducts speaker series featuring senior leaders, experts, and recruiters from diverse industries. Keynote addresses and panel discussions are followed by a networking session, enabling members and guests to connect and advance their professional goals.

Month	Keynote
January	Derek Burleton , VP and Deputy Chief Economist at TD Colin Lynch , Managing Director & Head of Global Real Estate Investments at TD Asset Management Ted Paris , Head, Data & Analytics, TD Bank, America's Most Convenient Bank
March	Yasmien Fadl , AVP, Head of Workplace Design & Experience, Enterprise Real Estate at TD Ayana Robertson , AVP, HR Diversity & Inclusion at TD Monique Ambersley , VP, Business Controls at CIBC Cheryl Tjok-A-Tam , VP, Strategic Initiatives & Change Management at RBC
June	Alexander Mabeka , Senior Manager, FX Global Capital Markets Operations, TD Securities Casian Samuel , Senior Manager, Payments & Correspondent Banking Services, TD Securities Krystina Thompson , Manager, Business Analyst II, TD Securities
July	Abdul Aziz – Garuba , Co-Founder, BlackTies Director of Business Architecture, RBC Capital Markets
September	Laughlin Grant , Vice President, Enterprise Change Office, TD Bank Ayana Robertson , AVP, HR Diversity & Inclusion at TD Ayana Dick , Head of Canadian Corporate Access, RBC Capital Markets
October	Joy Warimah-Otto , Boann Social Impact Tope Salawudee , Sandpiper Ventures David Uponi , Forum Ventures Taku Murahwi , OMERS Ventures Joshua Olawale , Director, BLCK VC Canada Organizations, Innovation Banking, CIBC
November	Edward Prucnal CFP , Financial Planner, CIBC

YOUTH ENGAGEMENT – YOUTH SUMMIT



In 2023, our youth engagement initiatives took a strategic focus on cultivating and nurturing a robust pipeline of future Black talent. A pivotal component of this endeavor was the successful execution of our 10th Annual No Boundaries Youth Summit, widely recognized as the premier business conference for Black, Indigenous, and People of Colour (BIPOC) university students seeking insights into diverse career options.



Under the overarching theme of “Banking on Your Future,” this year’s summit aimed to empower participants with information, resources, and connections to position themselves for the careers of tomorrow. The event garnered active participation from 170+ students, featured contributions from 9 prominent companies, and boasted insights from 45 distinguished speakers. The interactive day unfolded as an exploration into exciting career opportunities within finance, technology, and other dynamic industries. Attendees seized the opportunity to network with industry leaders and engage with recruiters from esteemed organizations such as TD, RBC, CIBC, Scotiabank, Interac Corporation, CITI Bank, IGM, CPA Ontario, and McKinsey & Company.



The impact of the Youth Summit is evident in the success stories of students who secured internships at partner organizations, including TD, RBC, and KPMG over the past 10 years. As a testament to our commitment to fostering educational pursuits, and with TD as the presenting sponsor, we are proud to have awarded three scholarships to deserving students.



YOUTH ENGAGEMENT – HIGH SCHOOL SUMMIT



In the early winter of 2023, we proudly hosted our inaugural High School Summit, generously sponsored by RBC Capital Markets. The resonant theme for this transformative event was "Dream Big, Start Small, and Achieve Great," encapsulating the essence of empowering Black high school students to realize their aspirations. We meticulously curated a lineup of distinguished speakers and engaging workshops, delivering actionable strategies to propel them toward success. Our speakers hailed from diverse professional realms, including politics, software development, finance, management consulting, social impact, and entrepreneurship.

Recognizing the importance of providing equal access and instilling confidence in pursuing top-tier undergraduate programs in Canada, we strategically invited representatives from esteemed institutions. The University of Toronto, Queen's University, Western University, Toronto Metropolitan University, and Ontario Tech University shared invaluable insights about applications, student experiences, and support systems. This unique opportunity offered students firsthand information to navigate their educational journey ahead.

The summit also featured early talent recruiters from RBC Wealth Management and Capital Markets, Scotiabank, and KPMG, delving into future career prospects and opportunities. To further integrate students into the CAUFP community, they were encouraged to sign up for a complimentary high school CAUFP membership. This membership provided access to mentors, professional development events, learning resources, and an extended network.

In our ongoing commitment to economic empowerment, we introduced the Black Business Scholarship—a two-year renewable \$2,500 scholarship awarded to a Black student with a passion for a career in business, a demonstrated commitment to the Black community, and a track record of academic excellence.

The event not only inspired students but also resonated with parents, encouraging both to aspire for more and adopt a new approach to reimagining their future without limitations. Anticipation for the summit's return next year was palpable.

YEAR-END EVENT



We joyously commemorated our achievements alongside our community partners and members, immersed in the vibrant atmosphere of a Madri Gras-themed celebration! This extraordinary evening seamlessly blended entertainment, networking, and socializing, all while championing a noble cause—raising funds to support settlement services for African Asylum Seekers. Remarkably, our collective efforts resulted in surpassing the \$5,000 fundraising goal.

The event served as a poignant occasion to pay homage to our late co-founder and first President, Paget Warner, and to honor trailblazers, change-makers, and the distinguished recipient of the CAUFP Member of the Year Award. Hosted at the historic venue, The Concert Hall, the 2023 year-end celebration unfolded against a backdrop of live entertainment, cultural cuisine, a showcase of Black small businesses, and an invigorating soundtrack that had the crowd dancing into the night.

Awards of distinction were presented to deserving individuals during the event:

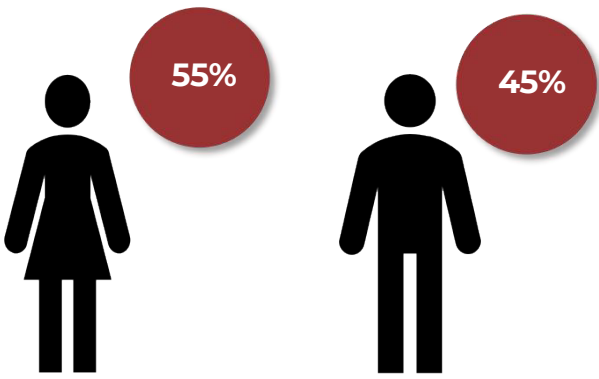
- Trailblazer Award: Rachael Aarons
- Changemaker Award: Delmar Miller
- CAUFP Member of the Year Award: Romero Newell



YEAR-END EVENT



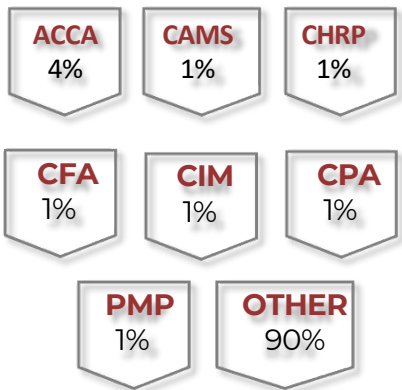
2023 MEMBERSHIP DEMOGRAPHICS



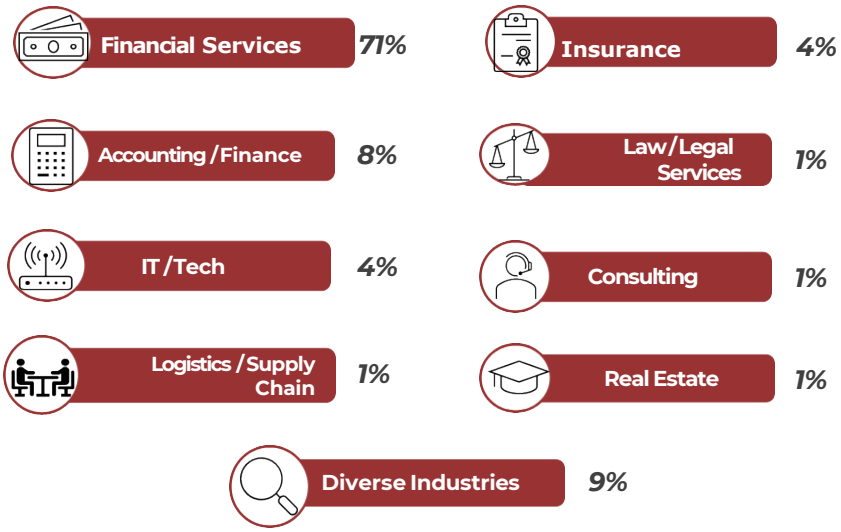
Years of Professional Experience



Designations



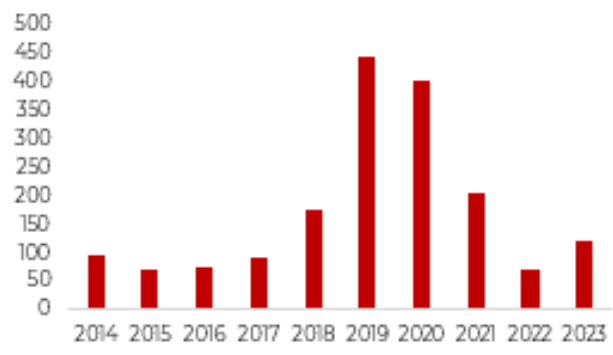
Industry



Highest Degree

Bachelor's Degree	23%
College Diploma	5%
Doctorate	1%
High School Diploma	6%
Master's Degree	17%
MBA	1%
Unidentified	47%

Membership Growth



2023 CORPORATE PARTNERS

CAUFP's partners are committed to increasing the number of black professionals in their companies and advancing black professionals into leadership roles. Our partners recognize the strengths that diversity and inclusion brings to their organizations and are committed to driving diversity and inclusion changes in the industry.

Our success in 2023 would not be possible without the support of these generous corporate partners.

DIAMOND PARTNER



PLATINUM PARTNER



GOLD PARTNER



BRONZE PARTNER



PAYMENTS
CANADA

SILVER PARTNERS

FASKEN

EDUCATION PARTNER



2024 STRATEGY

Our 2024 objectives span across the areas of scale, optimization, and enhancement. Goals are related to program expansion, funding diversification, talent sourcing, program quality, and the amplification of key pillars like financial literacy.

Our strategic priorities further emphasize the importance of deepening relationships with corporate partners, delivering valuable programming for members, and focusing on quality and flexibility to drive productivity and program excellence. This approach aligns well with organizational growth and impact, addressing both internal and external aspects to ensure a comprehensive and holistic strategy.

SCALE	OPTIMIZE	ENHANCE
<ul style="list-style-type: none">• Increase the monthly program delivery by 50% to broaden our impact and reach.• Seek alternative funding sources to expand programming across Western and BC programs, establish new chapters, and establish sustainable resources for integration.	<ul style="list-style-type: none">• Harness the power of partner employee resource groups to source talent for operationalizing strategic initiatives.• Ensure the continuous delivery of high-quality and timely programs to members and partners, fostering resilience and operational excellence.	<ul style="list-style-type: none">• Redefine programs to center on tangible impact, measurable through talent acquisition, upskilling, and mental health initiatives.• Strengthen member engagement at all career levels by implementing effective and measurable strategies, along with tailored programs crafted for our corporate partners.

STRATEGIC PRIORITIES

PARTNER VALUE

Strengthen relationships with existing corporate partners and explore innovative ways to integrate ESG/EDI enterprise strategy

MEMBER VALUE

Deliver professional development programming to equip our members with both human-centric and technical skills for the future of work.

QUALITY & FLEXIBILITY

Prioritize capabilities that enhance resource productivity and the quality of programs, ensuring scalability for expanding our impact.

2024 OUTCOMES

- 50% increase in the monthly program delivered at high-quality
- 10% of CAUFP members interviewed by Corporate partners
- 20% of CAUFP members enrolled in upskilling program
- 10% increase in partner satisfaction rating
- 30% increase in number of members