

**CAUFP**  
CANADIAN ASSOCIATION  
OF URBAN FINANCIAL  
PROFESSIONALS

**2024  
Annual Report**

## Table of Contents

About CAUFP: Vision, Mission, Core Values and Enablement Pillars	Page 3
President's Message	Page 4
2024 Executive Board of Directors	Page 6
2024 Scorecard	Page 7
2024 Youth Engagement Programs - No Boundaries Summit	Page 8
2024 Youth Engagement Program - High School Summit	Page 9
CAUFP Sponsored Professional Development Programs	Page 10
2024 Membership Highlights	Page 11
2024 Corporate Partners	Page 12
2024 Events and Speakers	Page 13
2025 Strategic Priorities	Page 17
2025 CAUFP Sponsored Professional Development Programs and Impact Goals	Page 18

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## Who We Are

CAUFP is a leading member-based association that advances Black professionals and promotes diversity in financial services by linking corporations and community organizations with the Black community through programs that drive economic growth, education, and professional development, including networking and mentorship.

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## Our Vision

- We aim to be a driving force for the empowerment, representation, and advancement of Black professionals at all levels and skill sets within Canada's financial services industry

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## Our Mission

- To empower Black professionals by offering community service, mentorship, professional development, and strategic networking opportunities. We provide the tools and support needed to help them reach their full potential and enhance the financial services industry

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## Our Core Values

- Inclusive COMMUNITY of Black professionals
- SUPPORT and INSPIRE each other with advice, resources, and opportunities
- Commitment to EXCELLENCE in everything we do

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## Our Enablement Pillars

- **Financial Literacy** - Empower our community through financial literacy and giving back.
- **Professional Development** - Offer industry-leading professional development opportunities.
- **Talent Development** - Support high-performing visible minority talent to enhance their career and personal development.
- **Networking** - Engage with thought leaders and network with them and fellow members through our speaker series and social events.

## **PRESIDENT'S MESSAGE:**

**Justina Ikwu**

### **Building Momentum: Empowering Leaders, Elevating Impact**

On behalf of the Board, I am delighted to share the compelling story of CAUFP's transformative journey over the past two years and cast a vision for the future as we step boldly into 2025.

These past two years have been exceptional, characterized by impactful achievements and a steadfast commitment to empowering our members and partners. Through the collective efforts of our volunteers, corporate associates, and community supporters, we have redefined how we deliver value, staying rooted in our mission to empower Black professionals and anchored in our core values of community empowerment, operational excellence, and governance.

Guided by our strategic priorities in 2024, we accelerated our momentum and exceeded expectations. Our focus on scaling programs led to a 92% increase in high-quality events, growing from 12 to 23 sessions and expanding our presence across Western Canada. Enhancing our capabilities by launching a volunteer experience portfolio resulted in a remarkable 44% volunteer retention rate and an 83% volunteer satisfaction score, ensuring continuity in leadership and sustained organizational growth. By redefining our programs, we empowered our members with measurable outcomes: 15 members participated in upskilling programs, and our new Pilot Talent Referral Program positioned top-tier talent for acquisition by corporate partners, paving the way for scaling in 2025. A detailed summary of these achievements can be found in the 2024 Scorecard on the following page.

In a significant milestone, we successfully initiated funding applications and searches to enable us to scale programs, ensure operational sustainability, and enhance member support. These efforts reflect our commitment to creating long-term impact and empowering Black professionals across Canada.

Moreover, we proudly awarded over \$20,000 in scholarships to six deserving candidates, including the Paget Warner Scholarship, Black in Business Scholarship, Meridian Financial Confidence Grant, and the Dentons-CAUFP Scholarship. These awards reflect our enduring commitment to fostering leadership, financial literacy, and career growth.

None of these accomplishments would have been possible without the dedication and passion of our volunteers and team members. Their hard work and commitment have been instrumental in enabling the vision I've pursued over the past two years and bringing us to this inflection point for growth and impact. I extend my deepest gratitude to each of them for their contributions and unwavering belief in our mission.

As I prepare to conclude my tenure as President, I am filled with pride in what we have achieved together and unwavering confidence in the new leadership to continue spearheading CAUFP into the future. With their expertise and passion, CAUFP is well-positioned to scale new heights, ensuring our mission remains impactful and our growth sustainable.

Together, with our partners, members, and volunteers, we are poised to unlock new opportunities, redefine excellence, and build a future of leadership and resilience. I am deeply grateful for the trust you have placed in me and look forward to witnessing CAUFP's continued success in the years ahead.

Yours truly,  
Justina Ikwu  
**President, CAUFP**

## 2024 Executive Board Members and Enablement Team



**Justina Ikwu**  
PRESIDENT

Senior Manager, Strategy & Transformation at RBC



**Berylla Quainoo Morkeh**  
VICE PRESIDENT, PROGRAMMING

Financial Advisor at TD Bank



**Rachel Aarons**  
VICE PRESIDENT, COMMUNITY PARTNERSHIPS

Business Development Coordinator at MH3



**Shavane Sullivan**  
CORPORATE SECRETARY

Business Analyst at Investment Planning Council



**Elaine Yan**  
VICE PRESIDENT, FINANCIAL LITERACY

Director at CIBC



**Gelila Mast**  
CHAPTER CO-LEAD, WESTERN CANADA

Regional Manager at TD



**Phylcia Addison Meek**  
VICE PRESIDENT, MARKETING & COMMUNICATIONS

Investment Product Research Analyst at TD Bank



**Troy Peart**  
BC CHAPTER LEAD

Senior Wealth Advisor

## 2024 Scorecard

Strategic Priority	Key Metrics	Achievements
Scaling Programs	50% target increase in programs	<b>Exceeded:</b> ~92% increase achieved (12 → 23 events)
	Program expansion in Western Canada	<b>Exceeded:</b> Expanded presence across Western Canada (from 1 to 6 events)
Membership Growth	Membership increase target: 30%	<b>Exceeded:</b> 404% increase achieved YoY (+242 New Members in 2024)
	Active members	<b>Exceeded:</b> 121% increase achieved YoY (440 active members)
Partner Engagement	Partner satisfaction increase: 10%	Pending: Partner satisfaction metric TBD (progressing)
	Partnership renewals (5 partners)	<b>Exceeded:</b> 10 partnerships renewed
Upskilling and Development	Target: 5% of active members (as of end of FY23) in upskilling programs	<b>Exceeded:</b> 15 members participated (exceeding target)
	Talent acquisition pilot	<b>On Track:</b> Launched Pilot Talent Referral Program; scaling for 2025
Scholarships	Total scholarships awarded (\$15K+)	<b>Exceeded:</b> \$20,000 to six candidates (e.g., Paget Warner, Black in Business, etc.)
Governance Improvements	Compliance and controls introduced	<b>Achieved:</b> Implemented Conflict of Interest Policy, Vendor Assessment Form, Code of Conduct
	Audit and tax compliance	<b>Achieved: 100% compliance achieved</b>
Volunteer Engagement	Volunteer satisfaction score: 80%+	<b>Achieved:</b> 83% satisfaction
	Volunteer retention target: 40%	<b>Exceeded:</b> 44% retention

## **Youth Engagement - Youth Summit**

This year, we continued our ambition of capturing, nurturing and empowering future black talent through our annual No Boundaries Summit. The youth summit is widely described by students, youths and business professionals as the best business conference for Black, Indigenous, and People of Colour (BIPOC) early and mid-career talent, seeking diverse career options in multiple industries.

This year's theme was on 'Navigating a competitive job market through meaningful connections'. Under this theme, participants gained knowledge from the powerful panel discussions, networked and shared insightful professional experiences.

It was an interactive day filled with exceptional individuals eager to network, share insights, and empower the next generation of business professionals. This year, the summit also offered a virtual attendance option to accommodate and include participants who could not attend in-person for one reason or the other.

The 2024 youth summit garnered over 228 participants including students, distinguished speakers, and early talent and mid-level talent recruiters from prominent companies. This was a 29% increase from 2023. Participants had the opportunity to network and engage with industry leaders from our sponsors TD, CIBC, RBC, CPA Ontario and Scotiabank, as well as other reputable companies present at the event.

As part of furthering our mission and commitment to Investing in professional development of our members, we proudly awarded 2 students the prestigious Paget Warner Scholarship in honour of our esteemed founder, at the summit.



## **Youth Engagement – High School Summit**

In May this year, we successfully hosted the highly anticipated High School Summit sponsored by RBC Capital Markets. This year's theme was 'The Power of Two: Strengthening Connections, Empowering Financial Futures,' aligning with our mission and a renewed commitment to securing the financial futures of black high school students and partnering with organizations to strengthen a pipeline of Black talent.

The event had a lineup of reputable panel speakers and workshop moderators who delivered focused discussions on fostering connections and financial literacy, equipping students with essential insights and skills to confidently navigate their personal and professional paths with resilience and assurance.

The event had over 105 students in attendance and speakers from varying industries, such as banking, insurance, investment banking, sports, etc.. The event also had student representatives from distinguished universities in Canada, including York University and the University of Toronto, who shared their academic experiences and insights on navigating the educational journey ahead of the participants. The event also had early talent recruiters from partners.

Students were also offered the opportunity to sign up and become members of the CAUFP community. Membership would grant them access to mentors, professional development events, learning resources, and an extended network that would guide their future career paths.

A highlight of the event was the awarding of the Black Business Scholarship worth \$5000 to two black students interested in a business career who have demonstrated a commitment to the black community and academic excellence. This award is a manifestation of our mission of fostering the economic empowerment of the Black community.

The activities of the High School Summit resonated with students as well as their parents, encouraging both parties to continue to dream big while also seeking meaningful communities and pathways to contribute to this dream.

## **CAUFP Sponsored Professional Development Programs**

### **CAUFP and SkillHat Partnership:**

This year, CAUFP and SkillHat, a leading e-learning tech company that provides skill development and career advancement, entered a partnership to enable CAUFP members to acquire tech skills, including Agile Project Management and Business Analysis.

A total of 10 CAUFP members took advantage of this partnership to upskill for their professional development, leveraging a discounted offering for CAUFP members only.

### **Board Readiness Program through the Institute of Corporate Directors (ICD):**

CAUFP, in collaboration with the Institute of Corporate Directors (ICD), facilitated the training and education of five CAUFP members within the ICD-Rotman GEP Programme by leveraging a discounted offering for CAUFP members only. This initiative is designed to equip Black professionals who aspire to become corporate board members.

The GEP is a formal director education course curated by the University of Toronto's Rotman School of Management.

### **EmpowerHer Rise:**

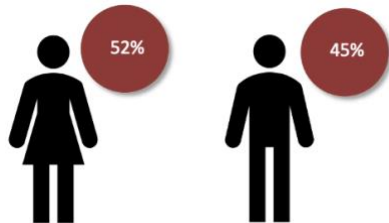
CAUFP implemented a Leadership Development Program tagged EmpowerHer Rise, tailored specifically for the women members of our CAUFP community at the mid-career level with at least 5 years of experience.

The program was a 12-week program for BIPOC women to enhance their self-awareness, leadership, and communication skills. The program also allowed women to learn strategies to communicate more effectively, build stronger relationships, and increase their influence in their careers.

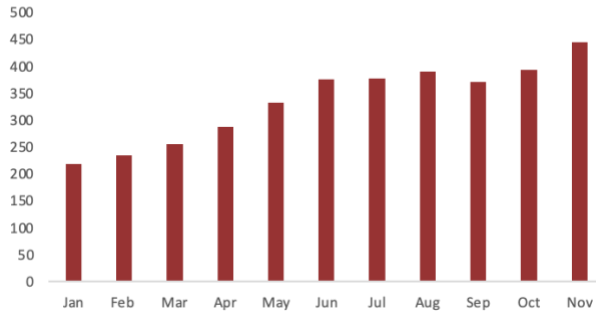
EmpowerHer Rise had over 11 women in attendance, who were able to leverage discounted registration fee as CAUFP members.

## 2024 Membership Highlights

**Extended Network** **Active Members**  
**1,998** **445**



Active Membership Growth



### Highest Degree



Doctorate	1%
MBA	9%
Master's Degree	24%
College Diploma	10%
Bachelor's Degree	39%
High School Diploma	12%
Unidentified	5%

### Professional Experience

Senior Level  
(11+ Years)

Mid Level  
(3-10 Years)

Entry Level  
(0-2 Years)

37%

36%

27%

### Industry



Financial Services 23%



Banking 30%



Insurance 3%



Information Technology 3%



Legal Services 1%



Consulting 1%



Real Estate 1%



Logistics & Supply Chain 1%



Diverse Industries 9%

## 2024 Corporate Partners

For the year 2024, our team raised a total of \$138,500 which was 30.75% below our target goal for the year. However, we were able to establish a new partnership with Maple Leaf Sports & Entertainment (MLSE) which is a non-financial industry and were able to provide them programming for the year and are working towards establishing a partnership with them in the new year.

### Gold Partners



### Silver Partners



### Diamond Partners



## 2024 Events

As an organization, we implemented nine events that gathered over 740 participants from various prominent individuals from several industries, including Mayor Patrick Brown.

Date	Events and Speaker
February 08, 2024	TD Economic Outlook  <b>Colin Lynch</b> - Managing Director and Head of Alternative Investments, <i>TD Asset Management</i> <b>Leslie Preston</b> - Managing Director, Senior Economist, <i>TD</i>
February 28, 2024	CIBC x CAUFP Empower Black Excellence Professional Networking Event
March 08, 2024	BlackTies x CAUFP: IWD Social Networking Event
April 04, 2024	Combat Burnout: Tips & Tools for a Balanced Life  <b>Dr. Florence Obianyor</b> – Family Physician & Author: NOTHING LEFT TO GIVE
April 25, 2024	Her Wealth: Cultivating Conversations on Financial Empowerment and Inclusion  <b>Jackie Porter</b> - Certified Financial Planner <b>Andrea Nicholls</b> - CFO, Dentons Canada <b>Efua Cobina</b> - Lawyer
May 17, 2024	CAUFP 2024 Highschool Summit  <b>Garth Gibbes</b> - Associate Director, Corporate Recruiting, <i>Ivey Career Management</i> <b>Meredith Palafox</b> - Director, Global Credits, <i>RBC Capital Markets</i> <b>Daniel Constantine</b> - Financial Planner & Division Manager, <i>IG Wealth Management</i> <b>Eghemen Ehiagwina</b> – Commercial FX Sales Analyst & Student Ambassador, <i>RBC Capital Markets</i>

May 30, 2024	<p>Beyond Business Cards: Elevate Your Network (CAUFPxMLSE)</p> <p><b>Nagede Koskamp</b> - Certified Financial Planner &amp; Division Manager, IGM  <b>Julian Franklin</b> - VP, Partnership Development &amp; Strategy, MLSE  <b>Alexander Sinora</b> - Strategy Advisor &amp; Founder of the Black Wealth Club</p> <p>Calgary BIPOC Professionals Mixer</p> <p><b>Raissa Espiritu</b> – Co-Founder and Managing Partner, <i>Audaxa Ventures</i>; Executive in Residence, <i>Cenvous Equity, Diversity, Inclusion Accelerator Ventures</i>  <b>Gelila Mast</b> – Senior Manager, Sales Enablement, <i>TD Insurance</i>; Western Chapter Lead, <i>CAUFP</i>  <b>Sahr Saffa</b> – Tech Founder, <i>Stealth Cybersecurity Startup, C-Tribe Society</i></p>
June 13, 2024	<p>Leadership Speaker Series on Board Readiness</p> <p><b>Hazel Claxton</b> - Board Director - <i>BMO, Allied Properties, Telus, University Pension Plan Ontario, Unity Health Toronto</i>  <b>Lianne Hannaway</b> - Board Member – Meridian Credit Union, Equality Fund, Embark Student Corp., Kids Help Phone; Entrepreneur – <i>WealthNuvo Financial</i></p>
July 21, 2024	<p>CAUFP Summer Social: Cruise Edition</p>
September 21, 2024	<p>No Boundaries Summit  Keynote Speaker: <b>Jay Oduwole</b> - Managing Director, Vice President &amp; Head of <i>TD Securities Strategy</i></p>

<p>October 01, 2024</p>	<p>Navigating Paths: Mentorship and Networking (Western Chapter Virtual Event)</p> <p><b>Henry Flowers</b> – Senior Manager &amp; Digital Accelerator – Risk Assurance at PWC  <b>Chi Ilya-Ndule</b> – Corporate Commercial Lawyer – <i>Blake</i>; President – <i>Calgary Black Chamber</i></p> <p><b>Sherry Sweeney</b> – Early Talent Recruiter – <i>TD</i></p>
<p>November 13, 2024</p>	<p>CAUFP X Scotiabank Leadership Speaker Series:</p> <p><b>Terrence Mohammed</b> - Director, <i>BNSIA Products and Insurance Distribution, Scotiabank</i>  <b>Oshin Brown</b> - Associate, <i>Scotiabank Capital Markets</i>  <b>Chris George</b> - Senior Advisor, <i>Scotiabank Wealth Management</i></p>
<p>November 16, 2024</p>	<p>Financial Literacy Summit (Hybrid Event)</p> <p><b>Tanisha Matthews</b> – Founder and Financial Literacy Educator, <i>TLM &amp; Co Consulting Inc.</i>  <b>Efosa Obano</b> – Founder, <i>Black Founders Network (BFN)</i>  <b>Zainab Williams</b> – Founder and Financial Literacy Educator, <i>FundEvolve and Ellerverity Wealth Management</i>  <b>Daniel Constantine</b> - Financial Planner &amp; Division Manager, <i>IG Wealth Management</i></p>
<p>November 21, 2024</p>	<p>TD Executive Dining Series</p> <p><b>Peter Robinson</b> - VP, Commercial Credit Risk Management, <i>TD</i>  <b>Karen Bradshaw</b> - VP, Business Solutions and Operational Excellence, <i>TD</i>  <b>Ricardo Stanford</b> - VP, Strategy, Transformation, Enablement and Customer Experience, <i>TD</i>  <b>Diana Ruzage</b> - VP, Finance, Specialized Reporting and Solutions Management, <i>TD</i>  <b>Alicia Rose</b> - AVP, Social Impact, <i>TD</i></p>
<p>December 05, 2024</p>	<p>Financial Wellness for Black Professionals - Beyond the Numbers (Western Chapter In-Person Event)</p> <p><b>Natasha Knox</b> – Principal, <b>Alaphia</b> <i>Financial Wellness</i></p>

## **2025 Strategic Priorities: Driving Empowerment Through Impactful Events and Programs**

**Vision:** To expand CAUFP's reach, deepen community engagement, implement robust governance practices, and deliver high-quality events that empower Black professionals through financial literacy, professional development, talent growth, and networking opportunities.

### **1. Expand Program Offerings**

- Increase the number of programs from 23 to 27 to meet growing demand and member needs.
- Scale initiatives in underserved regions, including Western Canada.

### **2. Deepen Member Engagement**

- Prioritize interactive and inclusive events early career, mid-career, and experienced members.
- Strengthen feedback loops with event attendees to improve satisfaction and engagement.

### **3. Leverage Partnerships**

- Collaborate with current corporate sponsors and academic institutions to deliver targeted events.
- Launch programs that position CAUFP as a bridge between corporate partners and top-tier talent.

### **4. Governance and Grant Enhancement**

- Strengthen controls for grant compliance, finalize key policies with legal advisors, and ensure transparent reporting and effective program execution.
- Implement processes to manage annual funding, track outcomes, and embed continuous improvement through vendor assessments.

### **5. Operational Excellence**

- Continue rolling out the GivePlus volunteer management platform to enhance scheduling, participation tracking, and overall event management. Refine the Talent Referral Program Pilot with focused resume and skill profile submissions to improve outcomes.
- Implement proactive planning by socializing program details with stakeholders at least one month prior to event dates, ensuring alignment and maximizing participation.



## 2025 CAUFP Sponsored Professional Development Programs and Impact Goals

### CAUFP Sponsored 2025 Events

**Networking Events:** Host quarterly in-person and hybrid events in key hubs like Toronto, Vancouver, and Calgary, leveraging partnerships with corporate sponsors such as RBC, TD, and MLSE to foster professional connections.

**Financial Literacy Series:** Deliver impactful sessions like "Building Generational Wealth" and "Decoding Investment Strategies for Every Stage," while launching a Financial Literacy Podcast to provide ongoing education.

**Professional Development Bootcamps:** Focus on tech and finance skill-building and partner with educational institutions for career accelerator programs. Launch mentorship program.

**Talent Development Initiatives:** Expand the Pilot Talent Referral Program to place 50 members in corporate roles and launch a Career Marketplace to connect top-tier talent with hiring partners.

**Community Leadership Events:** Introduce the Leadership in Action program to prepare mid-level professionals for board roles, scale EmpowerHER RISE to include 30 participants to advance women's leadership and 50 ICD program participant slots focusing on onboard readiness programs for experienced professionals.

### Impact Goals for 2025

**Increased Membership:** Target 100 new student and professional members through outreach and engagement.

**Expanded Volunteer Retention:** Achieve an 85% volunteer satisfaction rate and a 50% retention rate.

**Scholarship Growth:** Double funding is available for scholarships, aiming to award \$40,000 to eight recipients.

**Program Reach:** Engage 2,500 attendees across all events and programs.

**Funding Growth:** Increase corporate sponsorship and government grants by a minimum of \$100K

**Talent Referral:** Refer 200+ high-quality candidates to corporate partners; 10% were interviewed, and 5% landed a job