

LEADER PROJECT

LEADING EDUCATION AND DEVELOPMENT IN EMERGING REGIONS



In transitioning economies, job growth is often fuelled by local entrepreneurs. For 17 years, student volunteers who are part of the LEADER Project at the Richard Ivey School of Business have been impacting the economies of emerging regions by helping to educate students and entrepreneurs to spark economic improvement in their lives.

WHAT IS THE LEADER PROJECT?

The LEADER Project is a non-profit organization founded and operated entirely by students from the Richard Ivey School of Business. The group, Leading Education and Development in Emerging Regions, has a mission to drive economic development and build sustainable social institutions in emerging and transitioning economies around the world.



The LEADER Project provides Ivey students with a unique opportunity to help drive economic development in specific areas of the world that need it. The project has a 17 year track record of success, and for many alumni is the defining moment of their Ivey experience. It allows HBA, MBA and PhD students to assist in building entrepreneurial skills of business students in developing economies.

Since 1991, over 6,500 students have been taught by over 700 LEADER Project instructors across Eastern Europe in countries including Russia, Ukraine, Moldova, and most recently Macedonia.

HOW DOES THE LEADER PROJECT WORK?

Each year, typically in May, the LEADER Project sends between 30 and 40 HBA, MBA and PhD students in teams of four to teach business and entrepreneurial classes in select regions. These Ivey volunteers spend approximately two weeks at their designated site, teaching using the case-study method, and working with local students and entrepreneurs one-on-one to transform their ideas into real businesses. Each day consists of four hours of classroom teaching for the full ten days of the project. Nights and weekends are spent socializing with the students and for cultural exchanges (such as tours of the city and surrounding areas). Class sizes vary from 15 to 30 students per class.



A RICH HISTORY

In 1991, Scott Helloffs and Paul Fitzgerald, two graduating MBA students, recognized that the new market economy emerging under Gorbachev's Perestroika in the former USSR would require fresh managerial talent. These two graduates responded by organizing a group of 27 volunteers from the MBA program, creating Project USSR. These volunteer instructors, paying their own way, taught the basic skills of finance, accounting, marketing, and general management to selected Soviet officials and hopeful entrepreneurs at various institutions in Moscow and Leningrad.

LEADER PROJECT TODAY

While much has changed at Ivey and around the world in the past 17 years, the students' long-standing commitment to the economic development of emerging regions is unwavering. In 2006, with the MBA program moving to a 12-month format, the LEADER Project expanded to include HBA students, which has proved to be a resounding success. While the LEADER Project continues to teach the basic fundamentals of business in a case-study format, in 2007, the entire curriculum was overhauled and new teaching plans were developed. The revamped curriculum continues to focus on teaching business decision-making skills and entrepreneurship, while better meeting the needs of the developing economies in which they teach.



"LEADER was the best part of my MBA. Not only did it challenge me to apply what I had learned in the classroom from the perspective of managing the Project, but I was fortunate enough to meet some of the most altruistic and 'involved' people in Ivey as we worked to make LEADER an amazing experience each year. I have left the Project knowing I was part of something unique, special, a truly 'once-in-a-lifetime' opportunity."

Sara Kirzinger, MBA '04

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“Creating an endowment for future LEADER participants will ensure the continuity of the Project, and allow teachers to focus on what’s most important - delivering a quality program”

Rob Davis, HBA '08,
former Executive
Director, LEADER

For information
on how you can
support the LEADER,
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IVEY

Richard Ivey School of Business
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LEADER PROJECT NEEDS YOUR SUPPORT

Each year, the LEADER Project costs approximately \$50,000, with \$45,000 for travel and accommodation expenses, and \$5,000 for general administration. In addition, teachers (Ivey students) are expected to make their own travel arrangements to Toronto and often cover the cost of all meals while at their site. Traditionally, teachers pay \$500 each to participate as fundraising does not support the entire cost of the program, and support from the Pierre L. Morrisette Institute for Entrepreneurship, the Cross-Enterprise Leadership Research Centre, external donors and proceeds from various student led fundraising events/ activities made up most of the difference.

As government funding has dwindled and travel costs have increased, the need for permanent funding has never been greater. During the school-year, students have had to spend an increasing amount of time and energy in fundraising activities - time that could be better spent on building teaching skills, developing lesson plans and enhancing the LEADER Project curriculum. Therefore, the LEADER Project has established an endowment fund to give future participants a secure source of funding for this long-standing and unique initiative.

The following opportunities are available to build the endowment fund or sponsor the fundraising event held in Toronto each year for Ivey alumni.

OPPORTUNITY	FUNDING REQUIRED	IMPACT
Project Naming (one available)	\$250,000 (endowed)	• \$11,250 annually for the Project in perpetuity.
Site Sponsorship/Naming (up to seven available)	\$25,000 per site (endowed)	• \$1,125 annually directed to support the four teachers at one site.
Event Sponsorship	\$5,000	• Sponsorship of Annual Alumni Event in Toronto

BENEFITS AND RECOGNITION

Ivey will provide the following benefits to recognize donor investment in the LEADER Project:

- Gifts will be **publicly recognized** in LEADER promotional materials such as the alumni newsletter as well as on the LEADER Project website. Donor’s names will also be added to Ivey’s annual donor report.
- Donors of \$25,000 or more will have the opportunity to **sponsor a teaching site or name the project**, such as in their family name or in honour or memory of a loved one.
- Event sponsors will be featured in event materials such as invitations, signage, website and other advertising.
- LEADER will extend an invitation to donors to come to campus to **visit and meet with the LEADER participants**.
- Donors will receive **annual stewardship reports** describing the impact of their gifts on LEADER participants and students. Donors of \$10,000 or more to the endowed fund will receive an update on the Fund’s performance from Foundation Western.
- Donors who give gifts of over \$25,000 will be **appointed to Western’s 1878 Societies** and receive benefits commensurate to those at the appropriate society level.

