



CMSF

The Canadian Merit Scholarship Foundation

The Canadian Merit Scholarship Foundation invests in the future and well-being of our communities by investing in the incredible potential of Canada's young people – one student at a time. The Foundation identifies, supports, and develops talented students who show the promise of leadership and a strong commitment to community service.

The Foundation works in partnership with 25 Canadian universities, whose generous donation of tuition for our selected scholars helps support them as they study on Canadian campuses. By selecting unconventional young people and encouraging them to put their talents to work, the Canadian Merit Scholarship Foundation challenges them to be socially responsible, entrepreneurial, and community-focused leaders – each positively impacting tomorrow's Canada.

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Canadian Merit Scholarship Foundation

Newsletter – Spring 2005



Ashley Tufts is the first CMSF National Scholar from Nunavut

2005 CMSF National Awards recipients shine

As the first CMSF National Award recipient from Nunavut, Ashley Tufts has discovered that with her scholarship comes a certain amount of celebrity. "It is overwhelming and exciting, being the first recipient from Nunavut," says Ashley. "It is amazing how fast the word gets around town; people I don't even know come up to me and congratulate me." Ashley Tufts is a 2005 CMSF Weston National Scholar.

Given Ashley's outstanding commitment to improving the lives of those in need, it is clear why she is a national scholar. She volunteers as a youth representative with the Department of Justice and the Canadian Association for Suicide Prevention in Nunavut. She is a youth counselor and Board member of Kamatsiaqtut Baffin Crisis Line. At Inuksuk High School, Ashley is president of her student council, active in her school's arts community, and the graduate editor of the yearbook. She represented Nunavut at the Arctic Winter Games and Canada Games in speed skating and now coaches the sport in her local community. This summer, Ashley will be traveling to Tanzania with Cross Cultural Solutions to work with orphans who lost their parents to HIV/AIDS. Ashley perhaps speaks for many of our national finalists when she says, "It was so fantastic to meet other people from across Canada who want to contribute just as much as you do. It is an experience I will always remember!"

Ashley Tufts is only one of the 2005 award recipients who has demonstrated tremendous innovation in

community service work already. Others include Vijitha Mahalingam, who provides equity rights support to inner-city women; David Vlemmix, who ran a successful food vending service; Jamie Thomas-Pavanel, who created a school mural with the multicultural council committee; and Graham Smith, who founded his school's respect club, promoting acceptance for all. Our incoming class is making significant impacts in the development of communities, as demonstrated by Natalie Gerum, who collected thousands of books for a literacy project in India; Rajiev Krishnakhanthan, who coaches several sports and represents youth in sports; environmentalist and preservationist Azim Panju; and Matt Reid, student trustee in London, Ontario.

CMSF received 3,900 applications this year, including 2,060 sponsored applications and 1,840 from the direct pool. Our 26 volunteer committees spread across the country in 21 cities assessed and selected 70 finalists to attend National Selections.

CMSF National Selections were hosted once again by the Bank of Montreal's Institute for Learning in Toronto on February 4th and 5th, 2005. We are proud that this year the number of Quebec finalists doubled, and four Quebecers, – Éric Beaudoin from St. Tite-des-Caps; François Cadieux from Boucherville; Alexandra Rouillard from Rouyn-Noranda; and Marie-Claire Lussier Desbiens from St-Édouard – were

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A message from the Executive Director

Dear friends,

When I graduated from university, Bob Cluett told me this: that every job he ever had gave him the skills and knowledge that eventually led to his "ideal" job. Now I know exactly what he meant. After accepting my new position at CMSF, I feel as if all that has come before has brought me here – to my ideal job. My re-introduction to CMSF began by taking me across Canada to meet with our committees, scholars, alumni, and donors. It was a joy to get re-acquainted with old friends and meet new members of the family. Thank you for welcoming me so warmly.

Our work

Among the important developments of the last few months is the re-launch of our mentorship program, providing our first-year scholars with one-on-one support to help them plan their summer activities. Our 30 new mentors include alumni and members of the CMSF family such as Doug Holtby (chair of our Vancouver committee), as well as new friends like George Roter (co-founder of Engineers Without Borders) and Jaymie Matthews (astrophysicist and principal investigator of the MOST project). We also recently held "BreakThrough," a one-day conference for both first- and final-year scholars. The conference introduced our scholars to some remarkable individuals who have taken risks, reached beyond their comfort zones, and created new opportunities – each one demonstrating a continued commitment to making their communities better.

Our supporters

This year, there are some new additions to our CMSF supporters, and the welcome return of a few friends. Our newest Major Supporter is RBC Financial Group, which has made a multi-year commitment totalling \$240K. CIBC has also joined us this year as a Supporter, contributing \$75K. Finally, we have two new Principal Benefactors: HSBC Bank of Canada and TELUS. This past fall, the Alumni Association launched its first fundraising campaign, which raised over \$17K, a testament to the strong loyalty and appreciation the alumni feel for CMSF. Warm thanks to all our donors!

Our Board and Staff

The CMSF family has been changing in the last six months. Three new members have joined the staff. Natasha Sawh, our program co-ordinator, brings a comprehensive knowledge of the country's post-secondary systems, educational stakeholders, and policy expertise. Nadira Ramharry, our program officer, has extensive experience working with youth, recruiting



CMSF staff (L to R): Franca Gucciardi, Jessica Tudos, Nadira Ramharry, Natasha Sawh, Peter-Patrick Baumgartner.

and organizing volunteers, and leading community initiatives. Our newest addition is Peter-Patrick Baumgartner, director of development, who co-founded an organization called Fabula. All three are fully bilingual and already great supporters of the cause! A warm thank you to members of our team who are now pursuing other paths: Jane Rowland, Leana Kruning, Kathryn Hanford, and especially Lynn Petruzzella and Anne Williams, who were dedicated members of the CMSF family for many years.

Peter George, President of McMaster University and a Member of the Order of Canada, left the Board last fall after many years of good counsel. We are indebted to Peter for the commitment he has always shown to CMSF; we are likewise indebted to McMaster University, which was one of the first five universities to join the CMSF consortium. Our volunteer treasurer for over 12 years, Val MacDonald has resigned from the position. In this role, Val contributed countless hours of good work to the cause and although we will miss her around the Board table, we are happy that her friendship with CMSF will continue as the chair of our Kingston committee.

We have also welcomed four talented additions to our Board. A lawyer, academic and Q.C., Peter MacKinnon is president of the University of Saskatchewan, chairman of the Association of Universities and Colleges of Canada and was a bencher of the Law Society of Saskatchewan for 10 years. Ray Ivany is president of Nova Scotia Community College (NSCC). Recognized recently by Maclean's as "one to watch," he is widely admired for his insight into the nature of college education and his innovative management of NSCC. Johan van't Hof is president of Tonbridge Corporation, a Toronto-based infrastructure fund manager, and the former COO of a North American electronics auto parts manufacturer. Sally Flintoft is a fundraiser with the University Health Network and was formerly a fundraising consultant with Ketchum Canada.

I am looking forward to working with the Board, alumni and extended CMSF family in the next few years to continue to strengthen the organization and support the many generations of scholars to come.

– Franca Gucciardi (CMSF '90)

Finding new value in non-profits

By LAUREN PHILLIPS (CMSF '99)

Warren Tranquada, a CMSF National Scholar from the Class of 1992, has a unique view of non-profit fundraising. As an accomplished young professional, then pursuing his Harvard MBA, Warren had an important realization: he didn't have to wait until he retired to give back to his community as a wealthy philanthropist or aged board member. Instead, his budding career and commitment to community service could be combined through innovative ideas to create something new. The result was Pepin, Tranquada, Baker and Associates, a consulting company that he co-founded to help non-profits discover the commercial value of their work and reshape their funding model.

To the non-profit sector, Warren's ideas represent a dramatic shift from the traditional non-profit funding model – his company works closely with non-profits to identify opportunities and develop plans for generating new and sustained revenue that will make them less reliant upon outside funding. His consulting group helps non-profits apply this fee-for-serv-

ice model to create sustained and independent revenue sources.

In addition to his success in non-profit consulting, Warren has had an exciting career. After completing a Bachelor of Commerce degree at McGill, supported by his CMSF National Award, Warren was hired by Bain and Company's Toronto office and spent two years consulting with a variety of clients – including an insurance company, a lumber mill and an aircraft modification company. After Bain, he joined Chase Manhattan Bank and became the youngest vice-president in their small business group. Warren eventually left to begin his MBA at the Harvard Business School, where he would have the idea to create Pepin, Tranquada, Baker and Associates. He has volunteered as a guest teacher in New York City and Boston public schools through Junior Achievement and Citizen Schools and now serves on the Board of Friends of Canadian Education and Building Blocks International.

Warren speaks passionately about the role that the National Award has played in his development, citing the extra little push that CMSF provided him in his desire to involve himself in



Warren Tranquada (CMSF '92)

his community. "The selection process of CMSF is rigorous and transparent," he says. "Every scholar understands the level of trust that the selection committee has placed in them. Combining that with the stories that you hear from other scholars certainly creates pressure, and a genuine desire to live up to the expectations set forth."

Warren says he has been inspired by the contributions and personal qualities of other scholars and considers CMSF's recognition and support a defining factor in his life and his success.

Lauren Phillips is graduating from UBC Forestry this year, after studying in South America for a year.

About this newsletter

Welcome to the Spring 2005 CMSF newsletter. We're excited to bring you the most recent news about our scholars, alumni, and volunteers, presented with a fresh new design.

Our goal is to share the unique personal stories of our scholars, alumni, donors, and volunteers and to celebrate the breadth and depth of our extended CMSF family and its commitment to supporting Canada's future leaders – today.

With each year, the CMSF's network continues to extend across the country and around the world. In the pages of this newsletter alone, you'll read about scholars in many Canadian cities and towns, from Iqaluit to Toronto. It is our hope that by sharing these success stories, we can all become informed, inspired, and further committed to the CMSF's vision.

Recognizing outstanding college students

In 1998, The W. Garfield Weston Foundation came to the CMSF with a desire to create a unique scholarship program for the Canadian college system. The result was the Garfield Weston Merit Scholarships for Colleges (GWMSC), a program that was quickly established as the premiere award recognizing outstanding college students who are committed to their field of study, passionately concerned about their community, willing to try new activities, and truly seeking to make a difference.

We have recently completed a five-year review of the GWMSC, where we identified some important opportunities and changes. These changes will help us to further achieve our mission: to reward young leaders who are choosing technical and trades programs in the colleges.

As of this year, the university transfer, post-graduate and pre-university diploma programs are no longer eligible. More importantly, in order to deal with certain biases in the current education system – such as the limited channels for connecting with adult learners and the difficulty for college-bound students in accessing



scholarship support in their high schools – an additional program has been established. The GWMSC Upper Year Awards were launched in January of this year and will be distributed for the first time in the 2005-06 academic year. These awards will support the many talented students already enrolled in colleges across Canada who

demonstrate the qualities that define future leaders in our country – curiosity, commitment, and a desire to contribute to the community.

Applicants for the GWMSC Upper Year Program must be nominated by the college where they are currently enrolled. Already, 45 institutions have signed on as partners, many of whom already work with us on the Entrance Awards Program. Several new institutions have joined the program, showing that there is interest and demand for funding of students already enrolled in colleges across the country. All public and accredited colleges in Canada are eligible to participate in the GWMSC program and may nominate up to three candidates per institution. Please visit our new GWMSC website at www.gwmisc.ca for more information.

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National Awards

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awarded national scholarships. Of the 21 direct pool finalists that attended national selections, six became National Scholars. Their outstanding records show how important it is to have a secondary process that captures students who may not have been sponsored by their school. Our 2005 direct pool winners are: Dilzayn Panjwani from Toronto; Lindsey Lenters from West Vancouver; Evan Hesketh from Victoria; Ashley Tufts; Éric Beaudoin; and François Cadieux.

And there's more: good friends Jesse Robson and Maggie Jones came to us through the St. John's committee, while Samuel Breau, who is committed to promoting Acadian culture among fellow youth, came from our Moncton committee. Our other "Easterner" is Michael Currie from Charlottetown, whose passion is improving and preserving our natural environment. Many of our scholars commit to service and active leadership in their communities through creativity and the arts. Keelan

Cumming combines music and physics to teach elderly people in his community; Ying Yang Zhang makes films about international suffering from AIDS; Lindsey Massar is a music teacher and the principal cellist with the fine arts school orchestra; Maren Beeston initiated a summer rock music school; and Debjani Poddar founded her school's first film festival.

Giving back to the community, one of the guiding principles of CMSF, is apparent in the commitments of Sharon Kennedy, founder of a teen after-school program; Girl Guide and Brownie leader Sheryl Johnson; Andrea Figueroa, who educates rural Albertan youth; and Meaghan McAneeley, organizer of a Street Kids International fundraising event. Hayes Zirnhelt, from Williams Lake, BC, speaks out on youth access and preservation of outdoor activities, while Lindsey Lenters is the co-founder of her school's Right-to-Play, a group that rehabilitates child soldiers.

We wish all of our 2005 National Scholars an enriching university career.



One day of trading for a lifetime of opportunity

On May 11, BMO Nesbitt Burns, one of North America's leading full-service investment firms, will donate all of its North American institutional equity trading commissions to charity. CMSF has been selected as one of four charities working in the area of education to benefit from this exciting new program.

BMO Nesbitt Burns created "Equity through Education" to fill a growing gap in educational funding, as many people have the ability but lack the support to pursue opportunities which can only be achieved through education. CMSF will apply Nesbitt Burns' donations to support women who display leadership potential and a strong commitment to service in the community.

The Foundation is joining BMO Nesbitt Burns in an effort to encourage institutional equity traders to choose May 11 as a day for particularly intensive trading. The other charities that are part of this program include The Foundation for the Advancement of Aboriginal Youth, The National Educational Association of Disabled Students, and the Pathways to Education Program. All four organizations offer support at various levels and stages of education, and together with Nesbitt Burns will contribute to the future of individuals who "just need a chance" – or, as the literature states, "It's one day of trading for a lifetime of opportunity!"