

SIFE UBC: Proposal to Commerce Undergraduate Society

An Overview of SIFE

Students In Free Enterprise (SIFE) is a student operated organization that is part of Advancing Canadian Entrepreneurship Canada (ACE). “ACE is a national charitable organization that is teaching and igniting young Canadians to create brighter futures for themselves and their communities. Working in partnership with business and higher education, ACE delivers experience-based programming that allows university and college students to move beyond the traditional path of post-secondary education. These students are challenged to address economic, social, and environmental issues in their own entrepreneurial ventures and communities. ACE currently operates on 50 Canadian University and College Campuses.”

ACE operates two programs (SIFE and Student Entrepreneur), and is the main operator of SIFE in Canada. SIFE is active in 40 countries worldwide and has 42,000 students involved in 1,500 campuses. SIFE’s mission is “to bring together the top leaders of today and tomorrow to create a better, more sustainable world through the positive power of business.” SIFE is also a non-profit organization that encourages university students to use their business skills to make a difference in their communities and become socially responsible business leaders. SIFE has Regional and National Competitions, and the strongest team advances from Nationals to compete in the SIFE World Cup. In the competitions, teams present their volunteer initiatives to a panel of prestigious business leaders. SIFE allows the strong, socially responsible leaders of tomorrow to connect with people in the industry while improving communities and benefitting the lives of people around them.

Our Proposal

SIFE UBC is currently a young, underrepresented (within UBC and the International SIFE community) team for such a large, well known, and established school. Until we can increase recognition of the SIFE brand, along with knowledge of our UBC team, we are at a disadvantage for recruiting new members, receiving funding for our three projects, and raising money for our goals of attending Regional and National competitions against fellow academic business institutions; attendance to regional and national competitions will improve recognition of our SIFE brand, but will also provide further recognition of UBC and the Sauder School of Business. Because we are not a highly established team at UBC, we are currently underfunded and under volunteered. We have experienced difficulty in expanding and developing our current ventures due to a lack in financing and manpower. Therefore, it is concluded that additional funding from the CUS, in conjunction with our own fundraising efforts, is required for SIFE UBC to succeed on a national level.

With an opportunity to go to the National Competition, our team would be able to showcase our passion and achievements in improving our surrounding communities by promoting education in business. SIFE UBC is currently operating three projects: Bizkit, BFF and SAGE. Each project focuses on a different need in our community to increase business knowledge and increase transitional success as they progress into the next stages of their lives. These three projects are summarized as follows:

1. **Bizkit:** is a project to educate elementary school students on business, ethics and sustainability initiatives to increase their knowledge and interest in these subjects. This project has developed into a 3-year lesson plan to increase the breadth of their knowledge by expanding and building upon each plan's material from the previous year. We will be educating grades five, six and seven at four different elementary schools in Vancouver. An additional benefit we provide to the older grade seven classes is aiding them in their transition into other schools by providing them with interviewing and resume skills to use when they apply for the programs in the next school.
2. **BFF:** is a project designed to help high school students and people who are intending to enroll in post secondary school by partnering them with a fellow SIFER. By doing so, we hope to provide these participants with basic financial knowledge, such as budgeting personal expenses and educational planning, which would entail helping them with school and scholarship applications and financing their tuition. In addition, we believe that the friendship bond between the participants and our SIFERS will provide a strong support system that will allow the participants to ease into their transition of university life.
3. **SAGE (Students for the Advancement of Global Entrepreneurship):** is a program similar to SIFE; SAGE is an international network where teams of secondary school students develop a community project and showcase their initiatives and success at progressively communal, national, and global levels. SIFE's role is to engage and guide these students in the development of their projects. As a partner, their role is to lead the students in their initiatives and aid them in making a profound impact on their community focusing on economical, social, and environmental issues.

Our presence at regional and national competitions will showcase our passion and efforts for these three projects and display the depth through which we have impacted each individual's life. Competing among business peers will allow our team to reevaluate and improve each year. By increasing the strength (in terms of size and attributed skill sets) of our team, we will be able to expand our contribution to the community through additional projects as well as develop our existing projects into more substantial ventures.

What's in it for the CUS?

If the CUS funded our SIFE team, we would include their name in all of our advertising, which would improve marketing efforts for them as well. SIFE is the largest business competition in Canada, and potentially the World, for University students. We are one of the largest Universities in Canada with one of the most well known Business programs. Yet, our team is highly underrepresented and recognized in the SIFE community. When we compete, we will be presenting in front of a panel of judges, which last year consisted of 50 top Canadian CEO's. Included in this panel were representatives from major companies such as TD Bank, RBC, HSBC, Sun Life Financial, Energizer, CTV and The Forzani Group, to name a few. This year, the panel will include a similar collection of CEO's and by competing, we will improve their knowledge of UBC, Sauder and the CUS. This will improve not only our SIFE team's relationship with these individuals, but also give the CUS the potential to create strong relationships with them. By improving relationships, it can benefit Sauder as we gain potential to develop connections with these individuals and hopefully use them as personal resources in the future.

In Conclusion

SIFE has the potential to be a major contributor to the CUS community of programs that can be offered to new Sauder entrants. With many volunteer opportunities for our members, as well as the opportunity to network with other schools and businesses during the different events throughout the year, such as the Leadership Forum, Regional Competition and National Competition. Also included are our individual volunteering projects we are able to initiate ourselves. SIFE allows us Sauder students an outlet to start volunteer projects that we truly believe in, which is a major driving force toward the effort we put in.

With the help of the CUS, we believe we can expand our team providing us with an increase in man-power to create more successful projects, not only for current team, but for future Sauder students.

Thank you for your time and consideration,

SIFE UBC Executive Team

