



STRUGGLE
IS YOUR
SUCCESS **SIYS**
UNEARTH YOUR POTENTIAL

2021-2024 Impact Evaluation:

Report to the Community

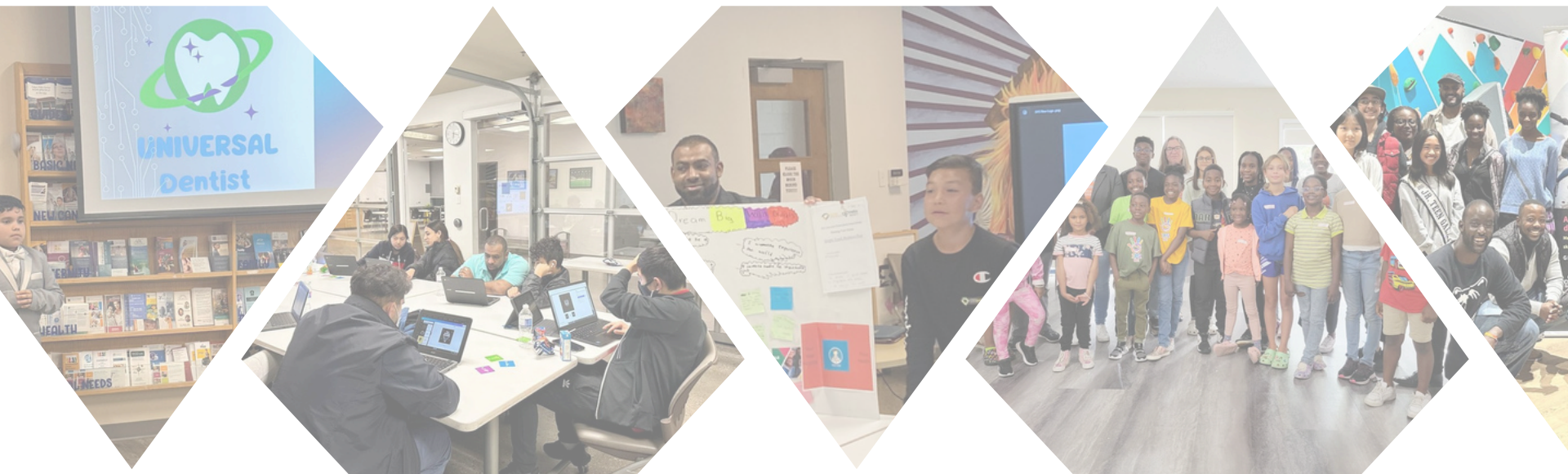


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Dear Esteemed Supporters,

Imagination, as Albert Einstein profoundly stated, surpasses the boundaries of knowledge. In our turbulent times, marked by unforeseen disruptions and economic uncertainties, this sentiment resonates more deeply than ever before. The past years have been a rollercoaster ride, filled with twists and turns that none of us could have predicted. Just when we thought we had a handle on things, the pandemic turned our lives upside down. Then came inflation, hitting us where it hurts the most—our wallets and our peace of mind.

But amidst the chaos, a spark of hope emerged. We realized that the key to overcoming these challenges lies in the untapped potential of our youth. That's why we launched SIYS—to empower young minds to dream big, think outside the box, and turn obstacles into stepping stones.

Entrepreneurship, as we see it, is not just about starting a business. It's about adopting a mindset of innovation and problem-solving that transcends traditional boundaries. It's about equipping our youth with the skills and confidence they need to thrive in an ever-changing world. The stories of those who have walked through our doors speak volumes. People like Lidiia Golianova, whose life was transformed by the SIYS program, are living proof that with the right support and guidance, anything is possible.

Yet, SIYS is not merely a program—it is a movement. It is a collective endeavour aimed at dismantling systemic barriers and fostering a more equitable society. Through partnerships, advocacy, and grassroots initiatives, we are effecting tangible change, one step at a time.

As we navigate the challenges of today, we remain steadfast in our commitment to building a better tomorrow. Together, we are rewriting the narrative of struggle into one of triumph, resilience, and empowerment. It's a movement. It's a rallying cry for change, a call to action for all those who believe in the power of youth and the promise of a brighter future. Together, we are rewriting the narrative of struggle and rewriting it into a story of triumph and success.

So to all our supporters, volunteers, and partners, I say this: thank you. Thank you for believing in our mission, for standing with us through thick and thin, and for helping us build a better tomorrow, one dream at a time.

With gratitude,

Musab (Moose) Abdel

President & CEO

Struggle is Your Success (SIYS)



587-500-5593



www.siys.ca





Mission

Our mission at Struggle is Your Success is to empower youth from diverse backgrounds in providing them with the skills, training, and guidance they need to overcome their challenges and pursue their passions in life. Through innovative and high-quality entrepreneurial and leadership-focused programs and workshops, we aim to inspire, guide, and motivate these young people, helping them become self-sustaining members of our community who can succeed in their personal and professional lives.



Vision

We believe that every young person has the potential to achieve great things, regardless of their background or circumstances. By giving them the tools they need to succeed, we hope to create a brighter future for our community, where everyone has the opportunity to reach their full potential. With Struggle is Your Success, we are committed to building a better tomorrow, one youth at a time.

The Program



Dream it

Plan it

Build it

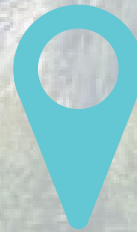
Dream it, Plan it, Build it is a transformative entrepreneurial mindset development program for youth aged 14-25. The program helps youth to discover, develop, and set goals to achieve their full potential by engaging them in a variety of activity-based entrepreneurship activities that promote them to problem solve, shift their mindset on possibility, build their self-confidence, find a sense of belonging with other entrepreneurs who have struggled, and shift their social and emotional competencies. We provide quality programming in entrepreneurship development to youth who commit to participating in community and experiential learning, and learning new skills for their future employment, education, and community-based giving projects.

Objective: To have youth ‘unearth their potential’ by turning their stories of struggles into lessons of success by strengthening their interpersonal skills of dreaming up a business idea (imagination), planning how to create it (problem-solving & goal setting), and building it into an actionable plan (solid foundation), and delivering the idea to the group (public speaking).

Our Journey



SIYS Expansion
Apr 2023 - Now



Incorporation
Apr 2021

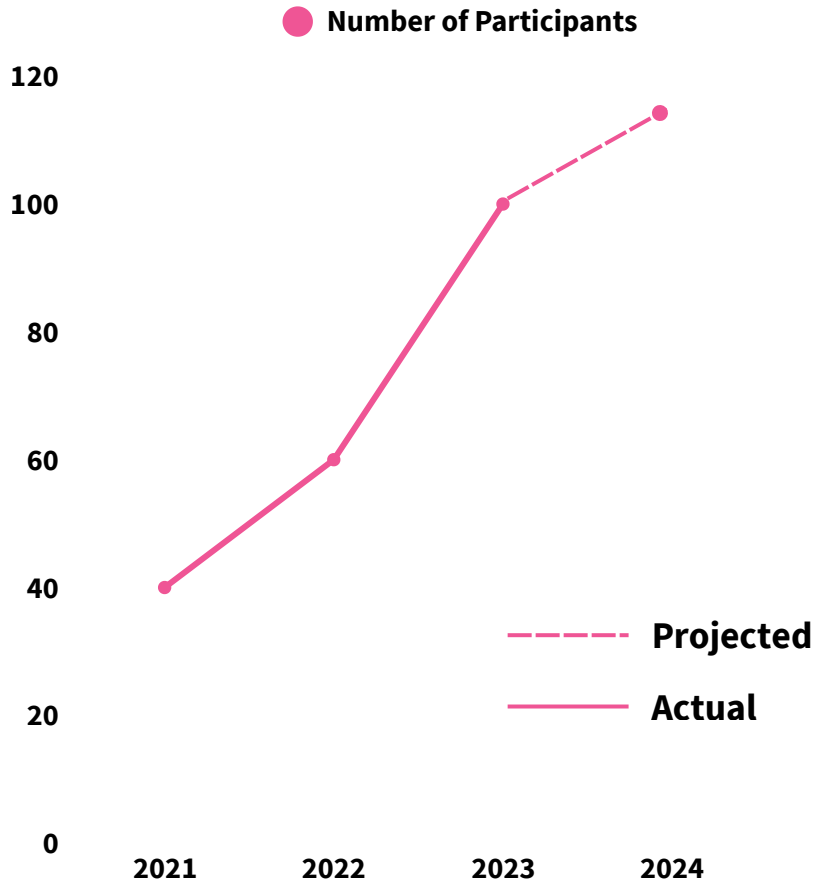


**Partnership with
Trellis**
Mar 2022 - Apr 2023

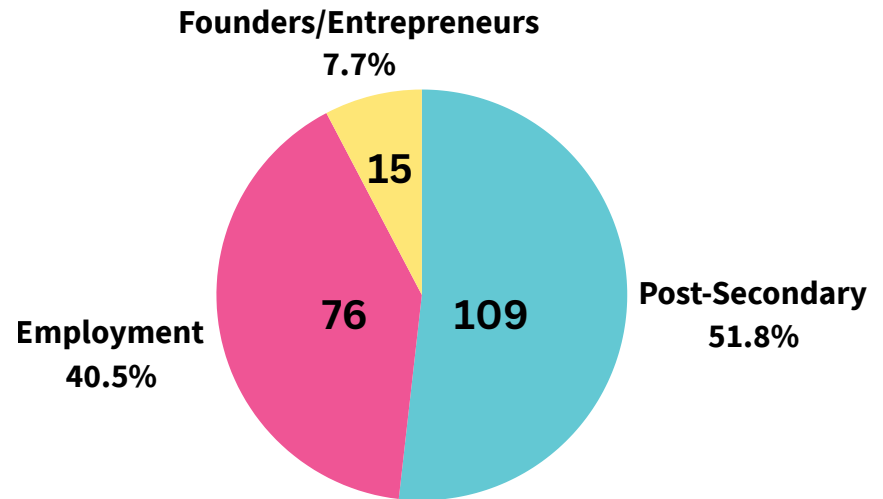


Quantitative Impact Data

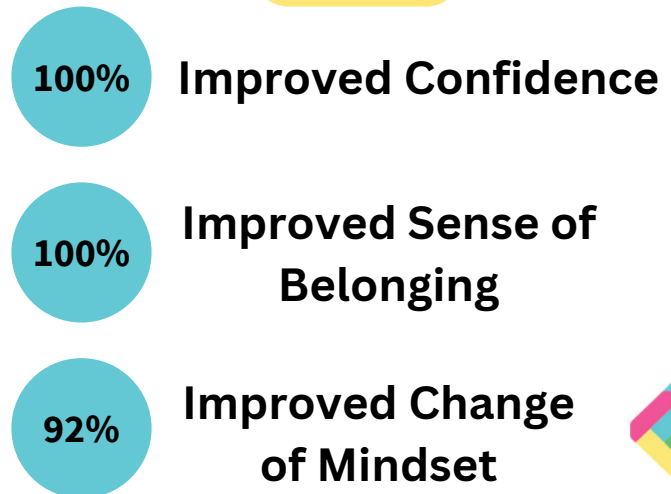
Number of Youth Impacted By Year



Post-Program Youth Impact



Surveys



Qualitative Impact Data



“In this experience I learned a lot about business and what my values, goals and dreams are. Now, it is more clear what I want to do in the future and I have people who I market with who can help me achieve my dream and teach me things to create my business”

Huzaifa Hafeez



“This was one the greatest things I have learned this year about business and how I want to move on to build my dream and make it come true. The staff are really amazing and respectful they will help most things you need. 10/10 I would recommend.”

Shahin Veisi



“This program was what made me take my first step into achieving my dream. Thankfully to this program, I was able to turn my dream into a goal rather than just a fantasy. I recommend this program to anyone who wishes to execute their idea, but isn't sure how to.”

Lidiia Golianova



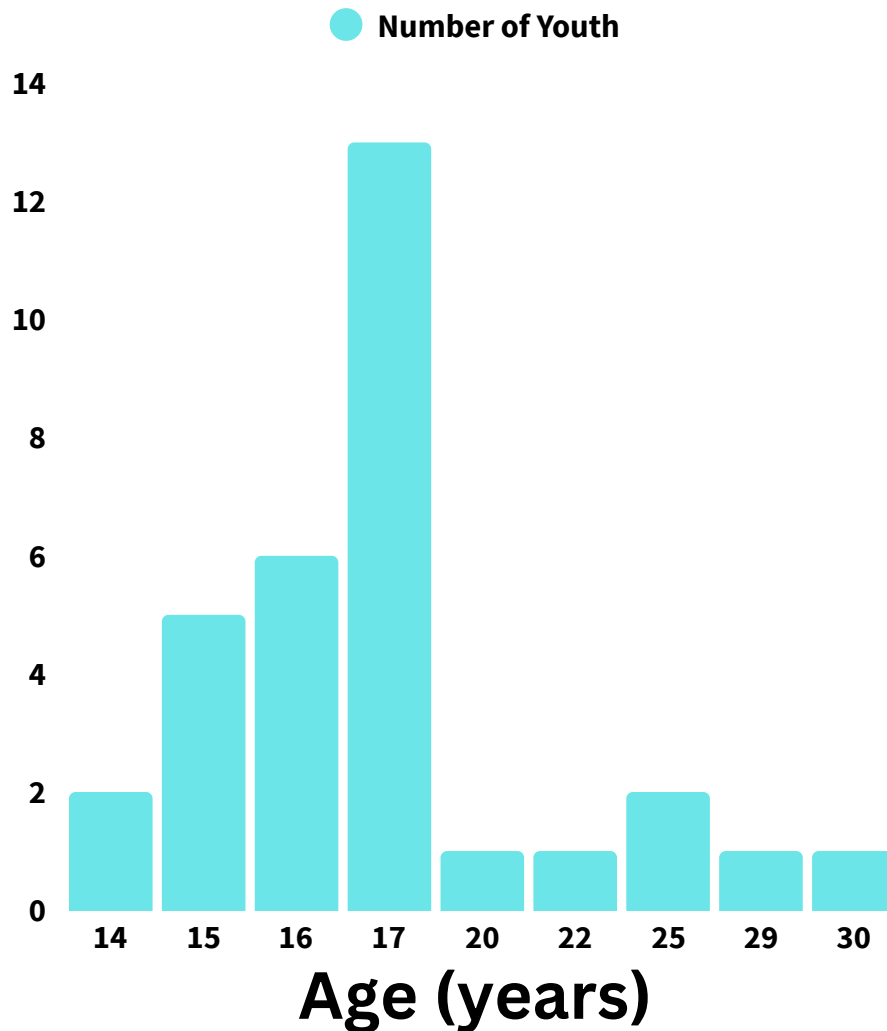
“During this experience I have learned a lot about business and what my goals, values and dreams are. It's more clear what I want to do in the future and less than an hour after I completed the program I got many messages and clients from the judges guests who came and my fellow classmates. I would totally do it again and recomend this to everyone! Thank you.”

Aya Elferro

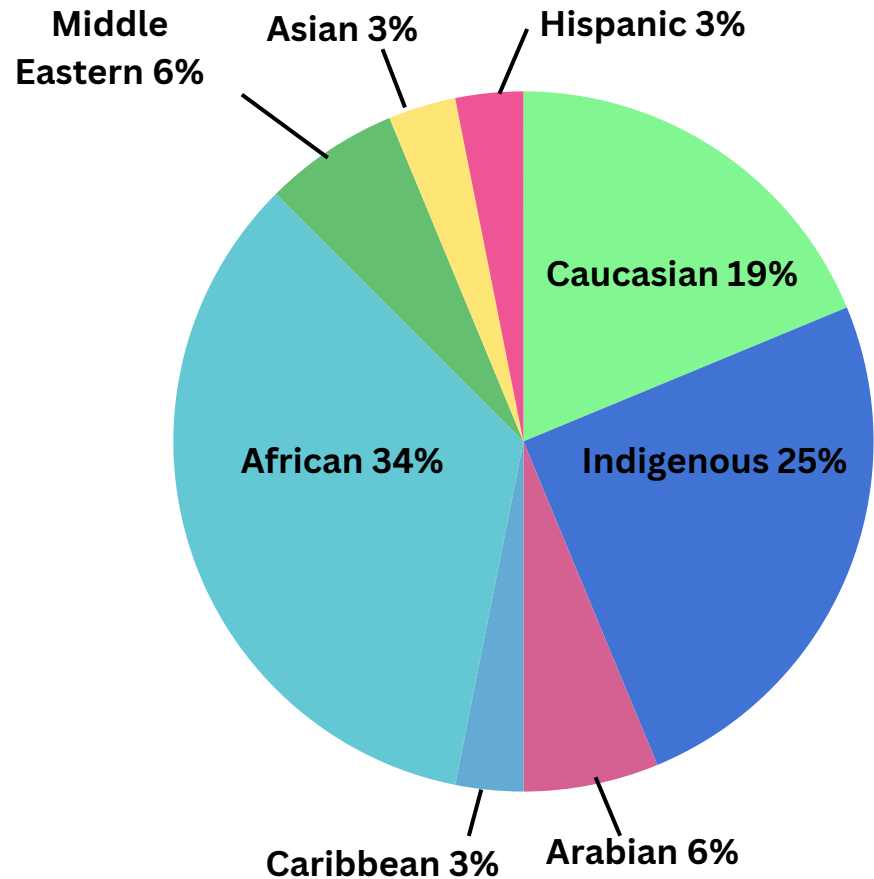
Calgary Young Offender Centre and Adult Female Annex

32 Youth (< 30 yrs)

Number of Youth Impacted by Age



Youth Demographic



14

Adults

*Pilot test

08

SIYS – Trusted Partnerships for Community Impact



SIYS: Our Valued Donors and Funding Partners



Future Impact - SIYS Vision 2030



- **Digitization of program to enhance accessibility and impact delivery**
- **Creative and inclusive space to innovate and share ideas**
- **Expansion of program to surrounding areas and other cities**



SUDANESE SOCIAL CLUB

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THIS MONTH...
**STRUGGLE
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**Interested in
volunteering?**



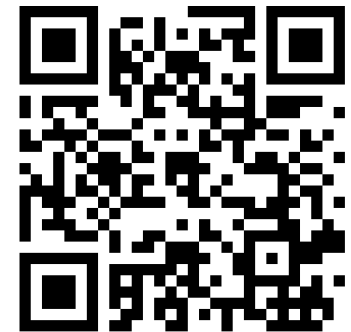
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