

NEWS RELEASE

Wilfrid Laurier
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MBA service corps assists not for profits and raises awareness *Nearly 100 business students help solve business challenges of 20-plus social agencies*

For Immediate Release

July 09, 2002
65-02

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WATERLOO – Leaders in the local business and service communities will outline the benefits of philanthropy this Friday during a closing colloquium to celebrate the accomplishments of Laurier’s not-for-profit (NFP) MBA service corps. The event will mark the successes of MBA candidates who donated close to 3,600 person hours to solving real-world business challenges for more than 25 charitable organizations.

The keynote event for the celebration will bring together business and service leaders for a panel discussion on involving private enterprise in philanthropy. The panel will include Dennis Watson, vice-president of CKCO-TV, David Graham, former head of Leadership Waterloo, Simon Boag, president of CAMI Automotive Inc., Michael Brown, manager of service and community relations for TD Canada Trust, and Cathy Brothers, executive director of Catholic Family Counselling Centre.

“This event is designed to demonstrate how business professionals can contribute to their communities’ quality of life,” explained Douglas Dias, an MBA candidate on the service corps steering committee. “We have almost 90 MBA candidates working on projects at over 25 community agencies.”

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Organizations benefiting from the service corps this year include Send 'em Off Smiling and Project Read. Send 'em Off Smiling began seven years ago, outfitting 27 students with a new backpack, lunchbox and a back-to-school outfit. Last year, volunteers helped over 700 students from 50 schools in the Kitchener-Waterloo and Cambridge area. This year, the service corps developed a fundraising strategy, and raised funds through corporate sponsorship and a community event.

Project Read is a local literacy network that develops customized solutions to basic skills challenges. The organization provides referrals based on individual needs, facilitates the planning of literacy services, offers a literacy resource library, and presents information and workshops on family literacy and workplace education.

Both organizations will discuss the services they offer and explain the importance of having MBA candidates donate time and expertise to NFPs. MBA candidates will explain their role and outline the benefits of their involvement with more than 20 different agencies.

Manulife Financial is sponsoring the celebration, which occurs on Friday, July 12, in the Science Building atrium. The panel discussion begins at 11:30 a.m.