

Social Business Model Canvas

<p>Key Resources</p> <ul style="list-style-type: none"> • Youth Members • Backbone Staff • Fiscal Sponsor • Software (website, social, email, etc.) • Swag 	<p>Key Activities</p> <ul style="list-style-type: none"> • Advertising, Sales and Marketing for: <ul style="list-style-type: none"> ◦ New Members ◦ Partnerships ◦ Projects • Fundraising <ul style="list-style-type: none"> ◦ Grant writing and reporting • Research and Reporting • Event Planning <ul style="list-style-type: none"> ◦ Data Parties ◦ Focus groups ◦ Pride in the Park • Working Groups, for: <ul style="list-style-type: none"> ◦ Hackathons 	<p>Type of Intervention</p> <ul style="list-style-type: none"> • Youth-led Events <ul style="list-style-type: none"> ◦ Pride in the Park ◦ Clothing Drive • Facilitated Events <ul style="list-style-type: none"> ◦ Hackathons ◦ Data Parties • Conducting and publishing research about youth well-being in PEC 	<p>Segments</p> <ul style="list-style-type: none"> • Youth (15-30) in PEC, inclusive of: <ul style="list-style-type: none"> ◦ BIPOC youth ◦ Queer youth ◦ Youth with disabilities 	<p>Value Proposition</p> <p>Greater Than provides a platform for youth in PEC to inform, design, and advocate for solutions to the problems they care most about. Through surveys, focus groups and public events we can measure our impact on mental health, wellbeing, empowerment and academic success. Our learnings are shared so that everyone can benefit and anyone can take action. Youth are leading this work in partnership with community members so that youth are part of the solution, are building inclusive spaces, and increasing trust and raise awareness about youth needs.</p>
<p>Partners + Key Stakeholders</p> <ul style="list-style-type: none"> • Steering Committee • Leadership Table • Community (Friends, Artists, Allies, etc.) • Local agencies (e.g. ROC) • Extended Families • Schools • Government (council, employees, prov. and fed parties, OPP) 		<p>Channels</p> <ul style="list-style-type: none"> • Events <ul style="list-style-type: none"> ◦ Sign-up Table • Social Media • Email • Print and Outdoor <ul style="list-style-type: none"> ◦ Flyers, Posters ◦ Newspapers • Word-of-mouth <ul style="list-style-type: none"> ◦ Youth Ambassadors ◦ Adult Allies 	<p>Beneficiary</p> <hr style="border-top: 1px dashed #000;"/> <p>Customer</p> <ul style="list-style-type: none"> • Government, including <ul style="list-style-type: none"> ◦ Libraries ◦ Council and staff • Schools • Foundations • Local business <ul style="list-style-type: none"> ◦ Retail ◦ Development ◦ Transportation 	
<p>Cost Structure</p> <ul style="list-style-type: none"> • % for Backbone staff salaries • % for Operations (software, lease, internet/phone) • % for Youth Honourariums and Travel • % for Sales, Advertising and Marketing (swag, etc.) • % for Professional Services (consulting, etc.) 	<p>Surplus</p> <ul style="list-style-type: none"> • Recruit New Members • Provide Honorariums 	<p>Revenue</p> <ul style="list-style-type: none"> • % from Foundation Grant Funding • % from Community Donations and Sponsorships • % from Government Funding • % from Fee-for-Service Revenue 		