



2016
2017 | Annual
Report

With funding from | Avec un financement du

Canada

COMPUTERS FOR
SUCCESS CANADA
ORDINATEURS POUR
L'EXCELLENCE CANADA

Computers for Success – Canada Inc. | Ordinateurs pour l'excellence – Canada Inc. (CFSC-OPEC) is a pan Canadian non-profit organization established in 2005, supporting Innovation, Science and Economic Development Canada's Computers for Schools (CFS) and its impacts of digital inclusion and economic development.

CFSC-OPEC's services to the CFS program stand in four pillars - marketing and communications, partnership development, project management, and strategic planning.

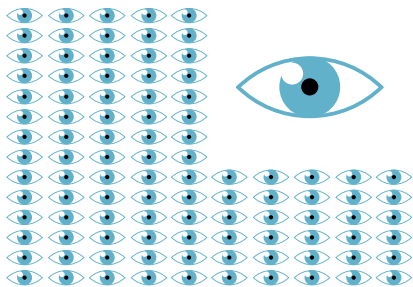
2016-17 MILESTONES AND ACHIEVEMENTS

This report highlights achievements in each of the organization's four areas of service in the 2016-17 fiscal year (April 1, 2016 – March 31, 2017).

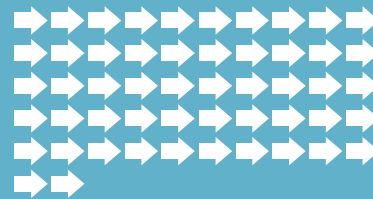
Communications

August 12, 2016: cfsc-opec.org goes live! By the end of the year we had:

OVER 100,000 PAGE VIEWS



5,200 VISITORS REDIRECTED TO PROVINCIAL & TERRITORIAL CFS AFFILIATES' WEBSITES



➡ 12 Social media interns helped eight affiliates receive Google AdWords Grants and increase their social media presence.

➡ The majority of these interns have since found permanent employment as a result of their internships.

I had the huge responsibility of keeping our social media platforms up to date and got to use program that I had not used before. Overall the internship helped give me real world experience, and helped me get a job after the internship was completed.

-Raven Lannon, social media intern, CFS NL

- ➔ A physical mail out to 10,000 non-profits doubled traffic on CFSC-OPEC's website.
- ➔ Brand guidelines were developed to ensure consistency in the way CFSC-OPEC is presented both internally and publicly.
- ➔ Three animated videos were produced to promote the CFS program, solicit technology donations, and celebrate the delivery of 1.5 million computers.

Project Management

#WelcomeRefugees

Over 7,500 computers were distributed for Syrian refugee families as part of the Government of Canada's **#WelcomeRefugees** initiative. They helped newcomers like Zoe and her sister, in Winnipeg, learn English and do their schoolwork.



The families to whom we are able to distribute the computers are families with children who have used them for school work while adults have used them to find employment, housing or education opportunities.

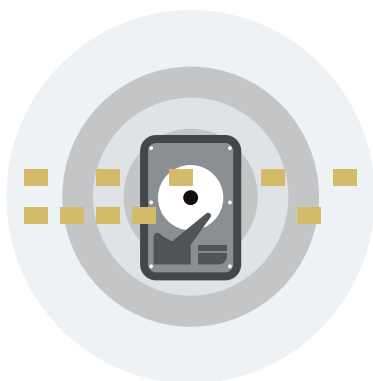
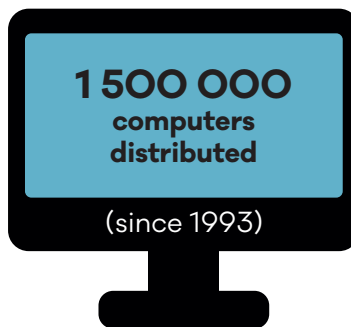
-Kemi Akapo, New Canadians Centre, Peterborough



Strategic planning

Several reflective projects were conducted in 2016-17 to further account for and communicate CFSC-OPEC and the CFS program's contributions to the Government of Canada's "Inclusive Innovation Agenda".

➔ *A comprehensive review of the CFS program's operational supply chain and the contributions of the National Technology Centre (NTC) function to achieving the program's intended impacts.*



➔ *A data security review, addressing the capacity, quality and consistency to demonstrate CFS data security to technology donors.*

➔ *An assessment of CFS' three intended areas of impact – environmental, skills, and economic development - through the life of the program was initiated. Once completed, the assessment will combine an analysis of longitudinal data reported by CFS operational partners and primary research with #WelcomeRefugees end-beneficiaries.*

CFSC-OPEC BOARD OF DIRECTORS

CFSC-OPEC welcomed Mr. Rick Murray and Mrs. Katie Desrochers as new Board members. They respectively bring competencies in Communications and Finance, helping to balance our representation of stakeholders external to the CFS program.



Darrell Liebrecht
Chair, Saskatchewan



Mary-Em Waddington
Secretary, B.C.



Katie Desrochers
Treasurer, Quebec



Rick Murray
Director, Ontario



Shauna McCaffrey
Director, Ontario



Maryse Lavoie
Director, Quebec

Partenariats

Dans le cadre des efforts visant à augmenter la visibilité du programme OPE et à réduire certains des coûts associés à ses opérations, nous sommes reconnaissants envers nos partenaires **nationaux** et de projets pour leur précieux soutien. Ensemble, ces partenaires nous permettent de fournir une offre plus complète aux bénéficiaires du programme.

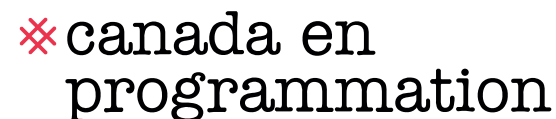
Grâce à des partenaires tels que le CN, un supporteur de longue date du programme, ou encore Skills Compétences Canada, une organisation faisant la promotion des métiers et des technologies auprès des jeunes, le programme OPE bénéficie d'une panoplie de services allant du transport à la visibilité bilatérale.

The logo for Canada, featuring the word "Canada" in a black serif font with a small Canadian flag icon above the letter "a".The logo for Microsoft Authorized Refurbisher, with "Microsoft" in a large bold sans-serif font, "AUTHORIZED" in a smaller bold sans-serif font below it, and "Refurbisher" in a regular sans-serif font at the bottom.The logo for Pionniers canadiens, featuring the text "pionniers canadiens" in a blue sans-serif font with a blue starburst icon to the right, and "un réseau de bénévoles" in a smaller blue font below.

Partnership

As we work to provide increased visibility to the CFS program and to reduce some of the costs associated with its operations, we are very grateful for the support of valuable **national** and project-based partners. Together, these partners help us provide a more comprehensive offering to CFS program beneficiaries.

With partners such as CN, a long-standing supporter of the program, or Skills Canada, an organization promoting skilled trades and technologies to youth, the CFS program benefits from a variety of services ranging from transportation to shared visibility.

The logo for CN, consisting of the letters "CN" in a bold, red, stylized sans-serif font.The logo for Skills Compétences Canada, featuring a colorful graphic of five curved lines in blue, green, yellow, red, and black above the text "Skills Compétences Canada" in a black sans-serif font.The logo for Canada en programmation, featuring a red asterisk icon followed by the text "canada en programmation" in a black sans-serif font.



PARTENAIRES DE PROJETS / PROJECT PARTNERS

