



# **2018 Young Insurance Professionals of Toronto Annual Report**

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## **Section A: About YIPT**

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## About YIPT

YIPT is a non-profit organization with over 1000 members in the Greater Toronto Region. Our members are a diverse group consisting entirely of insurance industry professionals at varied stages in their career, from entry level to seasoned.

YIPT is Toronto's platform for insurance industry professionals to engage, grow and give back to their community. Events are held throughout the year giving members access to peer-to-peer networking, mentorship programs, and relationship building opportunities.

We encourage all influential industry professionals at senior levels to join as a member of the YIPT community. We are committed to promoting the growth of the organization's diverse membership and connecting members and industry leaders.

## Our Mission

*To build, connect and inform Toronto's insurance community by providing a platform for individuals to enhance their leadership skills through YIPT's three organizational pillars: community enhancement, professional networking, and educational outreach. We aim to become the catalyst for individuals to stand out within the insurance industry and build their networks.*

### Community



### Charity



### Development



## Our Values (C.A.R.E)

In fulfilling our mission, YIPT believes in the following values:

- **Collaboration**: Working together with our stakeholders, we challenge each other, thrive on our diversity, and work to leverage our strength in making a difference.
- **Accountability**: We take responsibility for using our resources efficiently, achieving measurable results, and being accountable to our supporters, members & partners.
- **Respect**: We are always respectful of others, and their opinions and ideas.
- **Excellence**: We maintain high standards of quality and professionalism in all that we do.



## **Section B: A Message from our Founders and Chair**

## Message from our Founders and Chair



**Chris Hirte**  
YIPT President &  
Co-Founder

2018 was another year of strong growth. At the five-year mark YIPT now has upwards of 1,200+ members, an executive team of individuals from a diverse spectrum of companies and disciplines, and an equally diverse roster of 13 corporate sponsors.



**Jessica Coburn**  
Chair of the  
Board of  
Directors

While previous years had marked rapid growth in areas such as membership and our suite of event offerings, YIPT's focus for 2018 was on growing our initiatives outside of events, and providing members with new and unique career development resources. The two main successes in this regard have been the launch of YIPT's *Mentoring Program* and the YIPT *Ambassador Committee*. Both initiatives have been a resounding success so far, with more than 20 successful mentor/mentee pairings, as well as an ambassador committee with representation from over 20 different companies.



**Andrei Belik**  
Co-Founder &  
Director

YIPT has continued to enjoy success in its principal networking events, as the organization continues to set new attendance records, while finding new and unique ways to keep its annual slate of events fresh and interesting. Traditionally, YIPT has hosted a schedule of 10 annual events, however with continued growth come the challenges of keeping pace and resourcing. As a volunteer-run not-for-profit organization, YIPT is aiming to align its focus towards "quality over quantity" – taking the resources we have available, and making sure they are put towards maximizing our signature (most popular/unique) events, to ensure that they continue to add value for our members and are sustainable and consistent year-over-year.

At YIPT's fifth anniversary, our focus continues to be on the growth of our membership, while refining/maintaining our offerings of events and other initiatives. YIPT is well positioned to be a thought leader amongst the young insurance community, not just in Toronto but also across the country. Although in very preliminary stages, YIPT is currently exploring the possibility of incorporating other "YIP-satellite" chapters of young insurance professional communities in other parts of Ontario. This a significant opportunity for our organization, but must be balanced by several important factors, including: available resources, feasibility, and most importantly a strong level of engagement from YIPs in other markets.

After five years, YIPT can proudly say it has fulfilled its founding vision of establishing itself as Toronto's primary networking hub for young insurance professionals. A big "thank you" should be extended to all who have made this success possible, including our invaluable corporate partners, our tireless and dynamic executive team volunteers, and our thousands of members. Exciting times lie ahead, as YIPT continues to cement itself within the insurance community as a positive force for young professionals in Toronto.

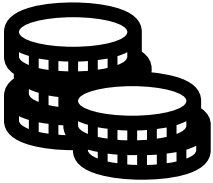
Sincerely,

Chris Hirte

Jessica Coburn

Andrei Belik

## YEAR IN REVIEW



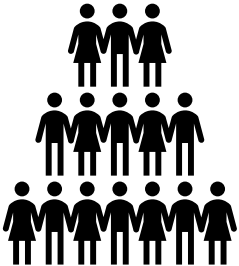
**2018 BUDGET**  
**\$55,712**



**5**  
**Year**  
**Anniversary**



**\$3,890 raised for**  
**Cancer Society**



**1250+ YIPT**  
**Members**



- **1500+ LinkedIn Followers**
- **700+ Twitter Followers**



**8 Industry**  
**Events**



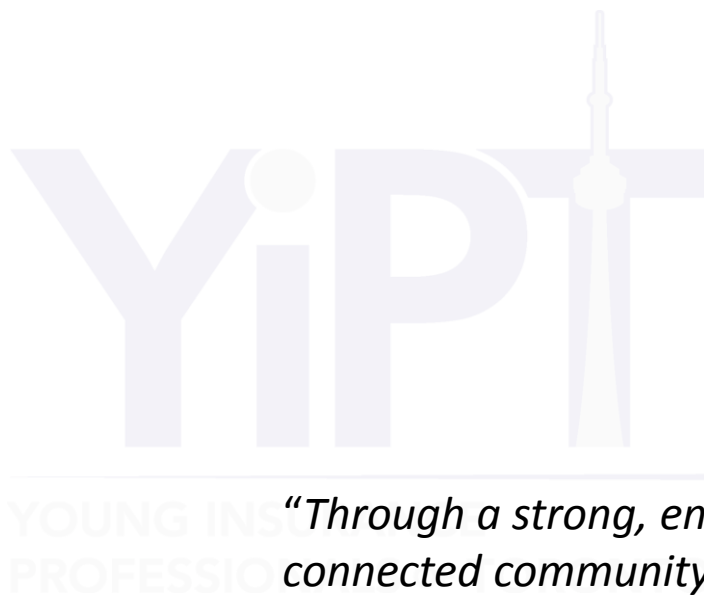
- **21 Mentorship Pairs**
- **9 Ambassadors**



**550 Attendees at YIPT**  
**Boat Cruise**



**4<sup>th</sup> Annual YIP of**  
**the Year Award**



*“Through a strong, engaged and connected community, our vision is to continue to grow and evolve as Toronto’s leading networking and career-development hub for insurance professionals.”*

## Section C: Committee Updates

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# Member Engagement Report



**Tisha Hamid**  
Member Engagement  
Committee Chair



**Kaitlin Libett**  
Member Engagement

## YIPT Mentorship Program

In 2018 YIPT conceptualized and developed a Mentorship Program to help individuals new to the insurance industry have an outlet to discover and learn more about the industry outside of their natural professional environment.

Our idea stemmed from the notion that as young insurance professionals ourselves (the volunteers at YIPT), we understand the potential difficulties individuals new to our industry face.

Whether individuals are looking to gain a broader understanding of the industry or looking for support to better prepare for the responsibilities of their current role, YIPT was proud to introduce the Mentorship program to help young people navigate our industry.

Our objective for the first year of the program was to pair individuals new to our industry, with more experienced industry members. We were successful in pairing 42 individuals grouped according to their experience and skillsets.

The YIPT team's role was to facilitate the initial introduction, followed with periodical check-ins to gauge progress, gather feedback and mitigate any potential challenges.

This mentorship program was an initiative we at YIPT have been considering for some time. We knew if done properly, it had the potential to add tremendous value to our members and also help engage more experience industry leaders with YIPT as an organization on the whole.

The program launched in April 2018 for an 8 month period, wrapping up in November 2018. We look forward to the program continuing to grow and adding value to the industry in 2019.

# Member Engagement Report



**Tisha Hamid**  
Member Engagement  
Committee Chair



**Thomas Wright**  
Member Engagement

## YIPT Ambassadorship Program

YIPT is proud to be a non-profit initiative that is dedicated to the betterment of the insurance community and making our industry an even more fun and rewarding industry to be a part of.

We understand the responsibility our organization has to our members and those new to the insurance industry. Our commitment to newcomers to the industry is best exemplified through our Ambassadorship Program.

The program's objective is to provide an outlet for individuals to build their network, increase their industry recognition and standout within their company.

YIPT Ambassador duties include:

**Spreading awareness of YIPT** to new and existing colleagues across the individual's organization (via email, word of mouth and bulletins);

**Generating hype** and sending out calendar invites for YIPT events to their colleagues;

**Offering a voice** within YIPT to their colleagues and peers by serving as a conduit for event and program feedback, and ideas for new YIPT initiatives; and

**Organizing company teams for YIPT events/competitions** (e.g. clothing drives, bocce ball tournament, etc.) and becoming their company contact for everything YIPT.

We also invite those who participate in the program to participate in quarterly meetings and encourage an open forum for discussion and collaboration.

YIPT needs input and guidance of our members. The Ambassadorship program has provided another opportunity for us to gain feedback and continue to develop as an organization – while at the same time helping to develop the next generation of insurance professionals in our community.

## Member Engagement Report



**Tisha Hamid**  
Member Engagement  
Committee Chair



**Kaitlin Libett**  
Member Engagement

### Young Insurance Professional of the Year Award

Over the past four years, the **YIP of the Year Award** has gained prominence as a signature recognition presented by YIPT to a rising star within Toronto's insurance community.

Using feedback received from prior years, we revised our selection process in 2018 to increase independence and accountability.

- All nominations are reviewed by our Member Engagement Committee and a short list is established.
- The short list is then reviewed and evaluated by an independent Selection Panel consisting of past year's winners, 2 senior representatives from the industry and 2 YIPT Member Engagement Committee members.
- Each member of the selection panel individually ranks finalists based on a point system. The winner is determined based on the total number of points.

In 2018 – we are proud to name Ally Lawlor of Zurich Insurance as the winner of this year's YIP of the Year Award.

Ally Lawlor was chosen because she demonstrated a high level of commitment to our industry not only through investing in her own education but also through spreading that passion to others by being dedicated to helping individuals with their careers. Having accomplished all of this at a young age relative to her peers.



**Ally Lawlor**  
*Underwriter at Zurich*

## Events Committee Report



**Pablo Hernandez**  
Outgoing Events  
Committee Chair



**Thomas Wright**  
Incoming Events  
Committee Chair

**2018 was another year of unforgettable events.** As YIPT reached its five year anniversary, the groups experience translated to our events as we saw them continue to grow and take shape.

Providing an environment to network and grow careers is at the core of YIPT and we are truly honored to have welcomed so many insurance professionals to our events throughout the year.

From trying new things like co-hosting a workshop for aspiring leaders with the Insurance Institute, to increasing the size and scope of our existing events, we continued to improve and grow our roster of events.

The most notable change to our existing repertoire was the massive increase to the size of our annual boat cruise. From 200 attendees in 2017, to the largest ship available in Toronto Harbor at 550 people, the growth of not only this event, but also YIPT, was clearly evident. This massive change tested both our Events Committee and YIPT as a whole. Such a large financial commitment was not undertaken lightly, but after heavy rumination, the benefits for our members and sponsors made this the right decision to have taken. With beautiful weather and a sold-out event we were thrilled with how the night turned out and were left full of enthusiasm for how this event can continue to improve in the years to come.

The success of the Boat Cruise led our group to look introspectively and ask ourselves; how can we add to our other events to provide more value for our members and sponsors alike? This question brought us to our goal for 2019 – quality over quantity.

At the end of 2018 we analyzed our roster of events and asked ourselves honestly, what does this event give to the community? What value will our sponsors and attendees gain from attending? How do we continue to demonstrate YIPT's commitment to Community, Charity, and Development within our industry? And of course, how can we make sure that each event is fun and enjoyable? With these, and other questions in mind, we are extremely excited to showcase all our revamped event's in 2019 and look forward to seeing and engaging as we continue to grow and develop.

## Events Committee Report



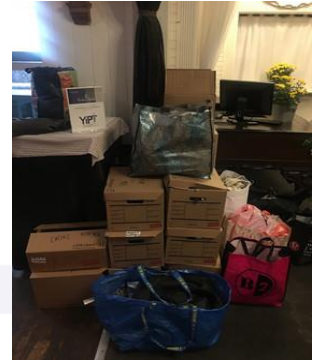
**Pablo Hernandez**  
Outgoing Events  
Committee Chair

### Giving Back to Our Community

Fundraising for charity and Toronto's community at large is one of three core pillars at YIPT.

#### Professionals Helping Professionals Clothing Drive

In partnership with Broker Bash Toronto, YIPT held its 3<sup>rd</sup> annual clothing drive to support Dress For Success and Dress Your Best; two Toronto charities that empower individuals to achieve economic independence by providing a network of support, professional attire and the development tools to help thrive in work and in life.



**1,285 total items donated**



**Yves Eleoside**  
Events Coordinator



**Xavier Burgos**  
Events Coordinator

#### Balling Against Cancer: Indoor Bocce Ball Tournament

March 2018 marked YIPT's third annual Balling Against Cancer charity bocce ball tournament. 24 teams competed to take home the Championship title, while raising \$3,890 for the Canadian Cancer Society.



**William Trougakos**  
Events Coordinator



## Media Committee Report



**Anna-Lisa Sippola**  
Incoming Media  
Committee Chair



**Stephanie Wharton**  
Media and Website  
Administrator



**Jay Feniak**  
Media & Director

The YIPT Media team worked diligently this year in an effort to add value to our members and sponsors.

In previous years the Media team positioned itself more as an extension of the events committee – put together to help advertise events and promote our sponsors via our various social media platforms. In this light, the media team was predominantly active before and after YIPT events and quarterly, when we released our newsletter.

This year – spurred on by an exponential increase in social media followers – our team saw an opportunity and shifted away from a reactive to a proactive approach.

We set a schedule of when and how we wanted to reach out to our members and all-together became more conscious of what YIPT is as a brand and what its place is in our industry. Moving into 2019 we are looking to continue to evolve how we communicate with our followers, and indeed, the industry as a whole.

2019 objectives include finishing and operationalizing a significant redesign of the YIPT website, updating and adding to our quarterly newsletter offering, and exploring new, fun ways of communicating with our followers.

We hope that as YIPT evolves so too does our ability to add value to our members and sponsors.



[@YIPToronto](https://twitter.com/YIPToronto)



[Young Insurance Professionals of Toronto](https://www.linkedin.com/company/young-insurance-professionals-of-toronto/)



[yiptoronto](https://www.instagram.com/yiptoronto)



## Finance Committee Report



**Daniel Italiano**  
Finance Committee  
Chair

Our organization is proud to govern itself responsibly with a team dedicated solely to ensuring that financial and regulatory responsibilities of operating a non-profit are properly adhered to.



**David Olevson**  
Finance -  
Sponsorships

We are conscious of the support we receive from our sponsors and strive to make every dollar valuable to our partners, members and YIPT as a growing entity.

Part of being responsible means consistently revising our sponsorship offerings to meet organizational growth plans, while ensuring consistency of quality of our events.



**Trevor McIntosh**  
Finance

Your feedback is important to us. At the end of each year we conduct a sponsorship satisfaction survey which helps us identify ways that we can continue to improve the sponsor experience.

### FINANCIAL STATISTICS FOR 2018

#### REVENUE

- SPONSORSHIP INCOME COLLECTED: \$18,305.50
- EVENT INCOME COLLECTED: \$32,956.25
- TOTAL RECEIPTS: \$51,261.55
- CARRY-OVER FROM 2017: \$3,580.47

#### EXPENDITURES

- MISCELLANEOUS RECEIPTS (REFUNDS): \$1,058.55
- TOTAL EVENT EXPENSES: \$41,838.18
- TOTAL MISC EXPENSES: \$4,972.20
- TOTAL DISBURSEMENTS: \$46,811.71

BALANCE REMAINING AT YEAR END:  
\$8,889



## **Section D: 2018 Sponsors and Partners**

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## Our 2018 Sponsors and Partners

YIPT could not be possible without our sponsors. We have been able to grow and mature as an organization thanks to their generous contributions. Since our inception we have worked hard as an organization to ensure the relationship between us and our sponsors remains a symbiotic one. As we have grown so has the need for sponsorship involvement. As is evidenced in our strong Financial Report our goal is always to use the contributions of our sponsors in a sustainable, principled manner providing value both to our organization and to the contributing partners.

In 2018 we would like to thank the following Sponsors and Gold Level Partners:



**On behalf of the YIPT executive team  
we thank you all and look forward to  
making more memories in 2019!**



YOUNG INSURANCE  
PROFESSIONALS OF TORONTO