

# I SEE ME Project

Young BIPOC Canadians are among the most: educated, connected and diverse generation this country has ever seen. They are changing our communities, challenging the status quo, and taking the lead on building a better, fairer, and more sustainable future.

Brothers Who Care believes in the strength of young people and their power to create positive change, and our mandate is to: inspire, empower, expose, and teach our BIPOC community to capitalize on their potential.

Now more than ever, our youth need positive role models. Why? Because it's 2023 and one thing you can be sure of, is that young people will spend their free time using digital technology that can impact everything from their mental health to their physical health. Without positive role models, young people can fall off track and lose motivation, whereas with positive role models they can flourish.

It is important for our youth to see BIPOC role models who aren't mega-celebrities, but who occupy leadership positions across the full spectrum of mainstream opportunities.

We want BIPOC youth to know that they are capable of achieving anything that they put their minds to; yes, it is possible to achieve the notoriety of: Masai Ujiri, Oprah Winfrey, and Michael Lee-Chin.

We need and deserve Black business people who think as big as any other businessperson, with a far-reaching vision that's scalable.

WE ARE EXCITED ABOUT THIS PROGRAM. IT IS AN AMAZING WAY TO ENCOURAGE AND EMPOWER OUR YOUNG MEN AND WOMEN. THE EARLIER WE CAN HAVE OUR YOUTH INVESTING INTO THEIR FUTURES, THE MORE LIKELY THEY ARE TO DEVELOP BETTER: PROFESSIONAL, SUSTAINABLE, FINANCIAL HABITS AND BUILD WEALTH OVER TIME."



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BROTHERS  
WHO CARE

# I SEE ME

[www.iseemeclub.com](http://www.iseemeclub.com)



## CAREERS

I SEE ME supports the United Nations Sustainable Development Goal (SDG) #4 to Ensure Inclusive and Quality Education for all, and create the generational linkage between those who dream and those who are living the dream.

Strategic partnerships, and community support has assisted with the development of Canada's first-ever empowerment project that gives young people a voice in matters that are important to them, and aids them in "SEEING" all they can be.

With a focus on S(cience) T(echnology) E(ngineering) A(rts) M(athematics), "I SEE ME Careers" is a Campaign & Documentary aimed at helping young BIPOC girls and boys see themselves in careers not commonly thought of in their communities (examples: Engineers, Video Game Developers, Wealth Advisors, Actresses, Lawyers, Doctors, Architects and Teachers).



## INVESTMENTS

In partnership with: YAAACE, The Stock Market Game, CIBC Wood Gundy, and CIBC Bank, Brothers Who Care has created the I SEE ME Investment Competition.

This program helps to build a fundamental understanding of investing while providing students with real-world skills and practice in math, English language arts, economics, social studies, and other subjects.

The Stock Market Game provides an online stimulation of the global capital markets that engages students grades 4 - 12 in the world of economics, investing and personal finance. The game has prepared nearly 20 million students for financial independent futures.



## LEADERS



Do you struggle to teach your child(ren) how to appreciate money? Would you like your children to learn how to make good decisions with their allowance or birthday money? Would you or your child welcome the opportunity to win \$1,000 to invest in RESP and receive advisory services to support the investment?

Brothers Who Care (BwC) has partnered with One Voice One Team (OVOT) and CIBC Wood Gundy to deliver the I SEE ME "S.W.O.L.E."™ Summer Camp. This empowering virtual camp will be filled with fun, high energy, engaging activities designed to teach children in grades 4-6 how to: understand, appreciate and manage money at their age.

Participating girls and boys will have the opportunity to: increase their financial literacy, learn about investing at an early age and promote dialogue about money between youth and parents at home. The program is designed around the SWOLE leadership principles and supported by financial literacy proving key money management principles.



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