



# 2023 Impact REPORT

## Thank you for supporting changemaking at 10C!

2023 was an EPIC year of changemaking at 10C, marked by membership growth, an increase in onsite events and bookings and delivery of programs related to food systems, social finance and the Sustainable Development Goals (SDGs). We are beyond grateful for a community of partners, supporters and investors who make this work possible.

## 10C turns 15!



### Member Community

**314** active members

**160**  
new members  
in 2023

**140**  
community  
investors

**35**  
host desk  
volunteers

**1,200**  
host desk volunteer  
hours contributed

**64%**  
bond renewal rate

**\$2.5 million**  
in community bonds issued

**1**  
EPIC birthday  
celebration

**250+**  
visitors

**33**  
community  
vendors

**In October 2023, 10C celebrated 15 years of changemaking.** A two day 15th birthday celebration welcomed 10C members and community to experience what makes 10C so special - and it was EPIC! 15 years in, 10C delivers multiple programs and activates 40,000 square feet of social purpose real estate - making space for community collaboration through coworking, commercial kitchen use, and event space at 42 Carden Street and the Guelph Farmers' Market.

# Events and Community Use

In person events and celebrations returned in 2023 with the number of community space users doubling from 2022. 10C continues to offer affordable and accessible gathering space for a variety of uses - **with 2,000+ bookings this year - 10C loves to host!**

# Coworking & Office Tenants



- 6** full-time coworkers
- 22** part-time coworkers
- 9** office co-tenants

**“Working from home has its perks, but I couldn’t be happier with my decision to rent a full-time desk at 10C. I am way more productive here and it is great to be surrounded by good energy, light and plants.”**

- **David Hartman, Hayfire Media, Full-time Coworker**



**219** community space users

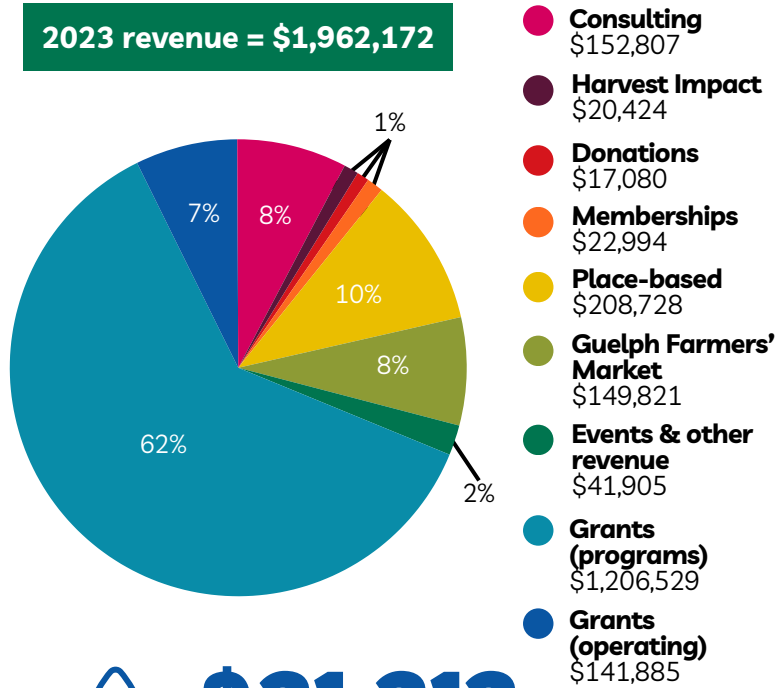
**7,800** hours booked

**“I set out to volunteer at 10C to cultivate new connections and expand my professional network. I make the most of hot desking and engaging in 10C events to fill my social cup, strengthen my connection to the community, and create valuable networking opportunities.”**

- **Hana K, 10C volunteer and new member**

# Revenue Model

**2023 revenue = \$1,962,172**



**\$21,212**

**in Community BOOST discounts** made available to support emerging activities and organizations.





# Nourish Kitchen by 10C

“We simply wouldn’t have kitchen space without 10C and the Nourish Kitchen. It’s allowed the operation to achieve success quickly compared to starting in our own kitchen.”

- **Clement Kuria & Stephanie Handy, Tempeh Goodness,** Nourish Kitchen Member and Saturday Market Vendor



**29**

Nourish Kitchen members

**5,165**

Nourish Kitchen hours booked

## Guelph Farmers’ Market

**The theme at the Market for 2023 was activation** - with the team creating more opportunities for community use and local food! 10C has secured new funding for a building capital project that will improve accessibility as well as vendor and visitor experiences. Moving forward, 10C will focus on completing the shared commercial kitchen, creating opportunities for product development, programs and special events helping to ensure the longevity and success of the market.

In 2024, 10C is working to secure additional capital improvements funding for the Market, including grants, community donations and sponsorships.



**110**  
vendors

**2,500**  
visitors weekly



“Our vision when we started Olive Haven was to introduce Canadians to Palestinian culture through authentic and healthy food. After being a part of the market for over a year now, we can definitely say that our vision is coming to life...**The Guelph Farmers’ Market is a backbone for our beautiful community.**”

**Zaid Shamsi and Hiba Sadi,** Olive-Haven, Saturday Market Vendor



# 10C's 2023 Program Highlights



**Super Foodies is a 6-week course designed to empower kids in the kitchen.** Kids and parents both agreed, the program sparked curiosity about food - the perfect blend of learning and fun! Super Foodies will be back this September!



Super Foodies participants with instructors Ryan and Hong Hughes from Grassroots and Chef Luke Philips

## Harvest Impact

Plant-based  
raiding  
Extension

ADABLE

**57**  
loans approved

**49**  
enterprises funded

**14**  
COIL STEP social enterprise participants

Seyi Oluwaseyi Adaghe, Founder of ROUN Beauty and Harvest Impact loan client.

Harvest Impact by 10C designed a lending program to support the needs of equity-deserving entrepreneurs. **Waste reduction and food waste capture are key areas of investment.** In 2023, Harvest Impact launched COIL STEP, offering training and funding to **14 social enterprises** across Southern Ontario in early growth stages.



**\$561,000**  
social finance lending to date



**f.u.n. (Food Uniting Neighbours) is a community led project that aims to improve nutritious food access** in Guelph's Onward Willow neighbourhood. f.u.n., led by 13 Community Advisors, is taking action hosting Community Cafes, where over 750 meals were served, food workshops and more.



f.u.n. community advisors, staff and project partners.



SDG Cities **engaged 700+ people and produced 100+ stories** local action for the Sustainable Development Goals (SDGs). Learn more at [www.sdgcities.ca](http://www.sdgcities.ca).