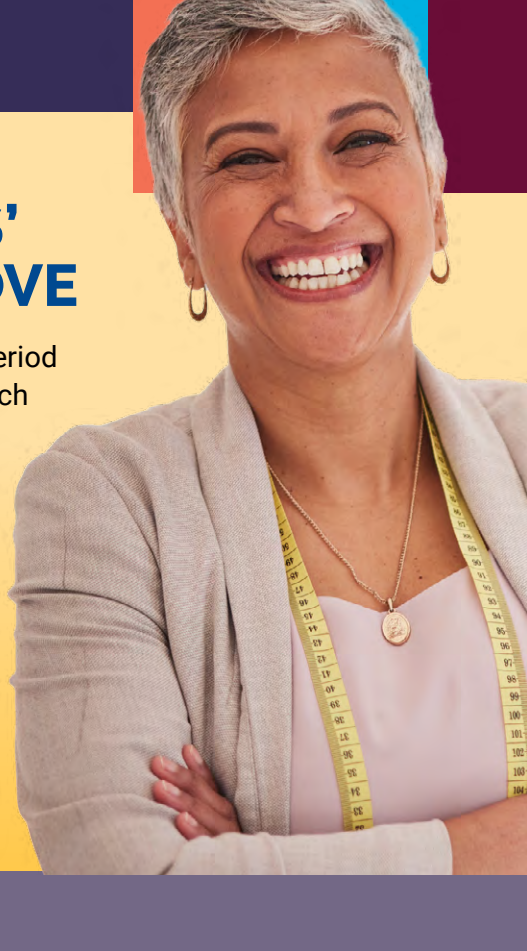


IN UNCERTAIN TIMES, RISE CLIENTS' WELL-BEING CONTINUES TO IMPROVE

In spring 2024, we completed a three-year strategic plan that proved to be a period of remarkable growth for Rise. Among the milestones, we expanded client reach by 111%, increased the number of loans disbursed annually by 75%, and grew training program participation by 49%. While we are immensely proud of these achievements, what is most important is how our work impacts individual lives.

Since 2018, we've conducted our Social Inclusion Survey to better understand Rise clients' personal, professional and financial well-being. Despite enduring countless economic, social and environmental challenges in recent years, the 2024 data* tells a story of confident, resilient and skilled entrepreneurs ready to thrive.



Our clients are increasingly optimistic

In 2023, clients told us they felt more optimistic about their prospects for personal, professional and financial growth than before the pandemic (2019). This year, they are expressing their optimism in even greater numbers.

	Personal Growth	Professional Growth	Financial Growth
2023	70%	70%	56%
2024	87%	81%	64%



3 in 4 clients now feel a greater sense of purpose in their life's direction.



77% of clients feel more prepared to navigate the wider-world challenges that might impact their business or employment.



PERSONAL WELL-BEING: Continuing to learn and grow

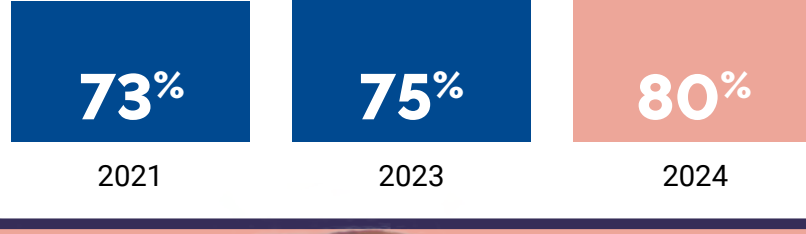
Most of our clients (79%) say their personal well-being has improved. They are more confident, proactive, and keen to take on new challenges.

"When I started my business, I was so scared. But a year later, here I am... I have so much more confidence and support thanks to Rise."
- Youth Small Business Program & Rise Business Booster client

84%

of clients say they take steps to learn from every experience, regardless of success or failure.

% of clients more confident taking on new challenges:



"Rise made us walk through our business plan from beginning to end... It was so helpful because with a strong foundation, you save yourself from a lot of mistakes."

-Peer Supported Startup Program client

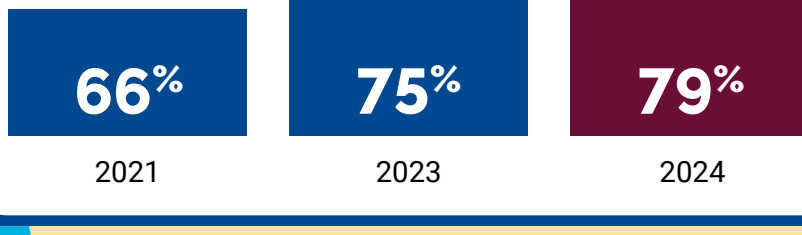
PROFESSIONAL WELL-BEING: Building skills and confidence

Clients say Rise has helped them to grow their knowledge, particularly in general business and financial management, sales, and business development. Learning such critical skills has empowered them to take greater ownership and accountability as entrepreneurs.

77%

of clients say they are more comfortable interacting in professional situations.

% of clients more confident making business decisions:



Human support matters

Rise's human-first model has a meaningful impact—80% of clients say the personal support they receive from our team (Business Advisors, facilitators and volunteers) significantly impacts their professional well-being.

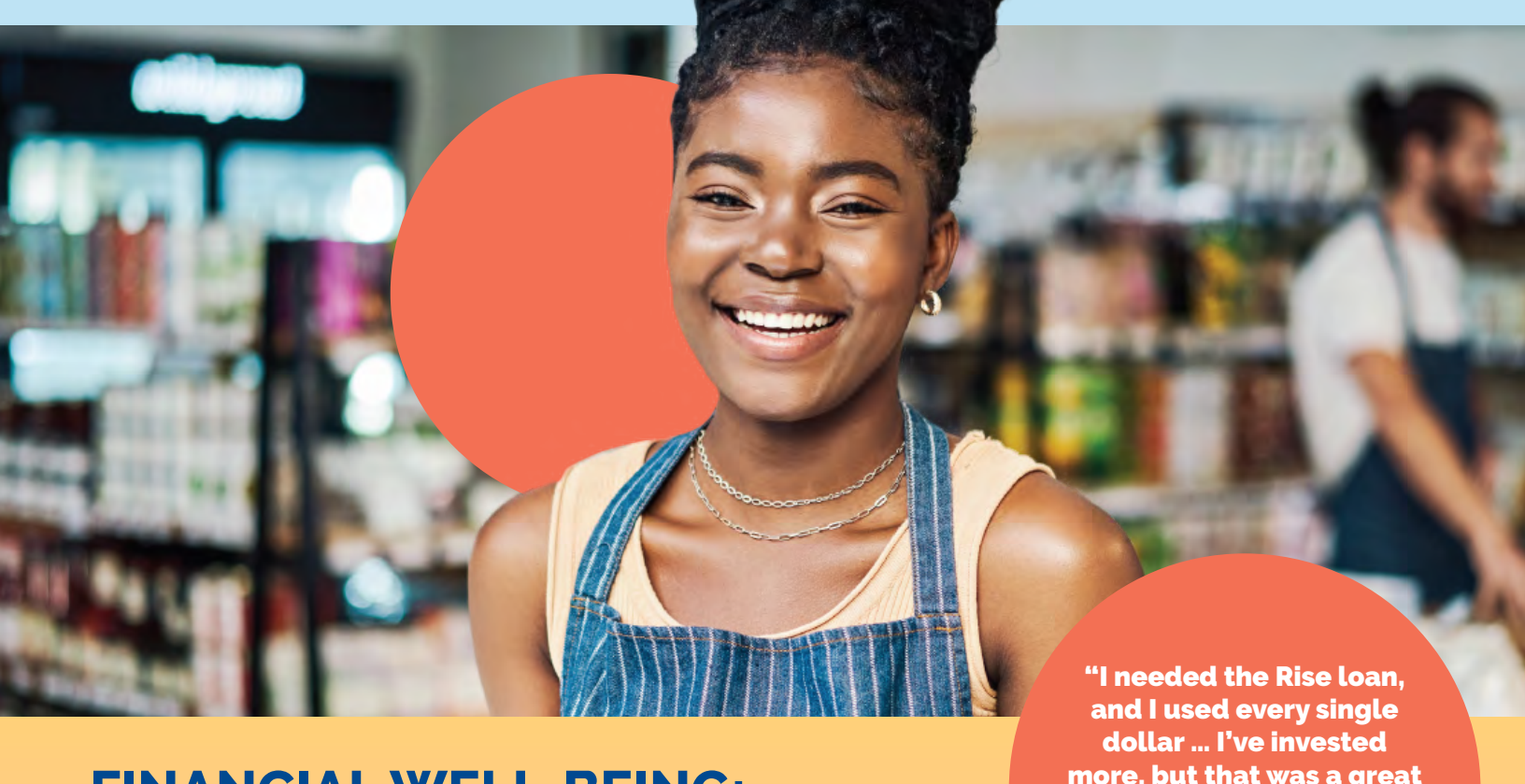
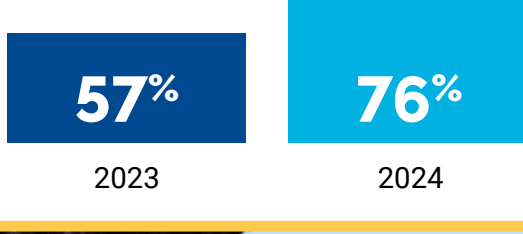
"My mentor is always willing to go the extra mile to ensure [my business and I] receive the guidance and support we need."

- Small Business Lending Program client

88%

of volunteers report a high level of satisfaction in their work with Rise.

% of clients whose volunteer mentor helped them develop resilience in the face of business challenges:



FINANCIAL WELL-BEING: Earning income and covering costs

The majority of Rise clients are low-income; 61% earn less than \$30,000 a year. Despite a cost-of-living crisis, nearly 20% report decreased income support from federal or provincial sources over the past 12 months.

"I needed the Rise loan, and I used every single dollar ... I've invested more, but that was a great contribution to get me started ... and I feel like my hard work is paying off."

- Small Business Lending Program client



3 in 4

clients say their personal income has either increased or stayed the same.*

% of clients who have enough money to cover necessary expenses every month or most months:*



Success building businesses

We support individuals in the earliest stages of entrepreneurship. We're proud that the majority of our clients have launched and are growing their businesses.

"I'm so grateful to have found Rise so I could develop my idea and take small steps towards launching my business."

- Youth Small Business Program client



4 in 5

Rise clients are currently operating a business.



83%

of clients reported business growth.*

*2024 Social Inclusion Survey results are based on the data of 122 respondents. For comparison, the results of the 2021 and 2023 Social Inclusion Surveys are based on the data of 131 and 92 respondents, respectively.

*The survey, distributed March 4-25, 2024, asked clients to report on their business and financial well-being "over the past 12 months."