



April 20, 2020

Hello Everyone,

First and foremost, I hope that you and all your staff are healthy, safe and are able to stay that way!

We know that the COVID-19 crisis has had significant negative consequences on a sizeable proportion of your members and that you are doing everything possible to provide them with timely information and resources while also advocating for their needs to government.

York's Schulich School of Business and the Schulich Executive Education Centre (SEEC) have launched two webinar series that may be of help to your members at this time.

Schulich's faculty will present their reflections and insights on the pandemic and draw lessons for what it means for us as individuals, organizations and societies going forward. <https://schulich.yorku.ca/covid-19-webinar/>

Similarly, SEEC will be offering free 30-minute speaker sessions that will feature thought leaders and influencers from top organizations in the public, private and not-for-profit sectors. To register for these virtual fireside chats, or learn more about these events, visit <https://www.eventbrite.ca/e/leadership-lessons-from-covid-19-tickets-102092092196>.

In addition, the Schulich School of Business at York University and Pycap Venture Partners has established the COVID-19 Small Business Support Centre designed to help small businesses and entrepreneurs access financial support programs.

The Centre will help business owners and entrepreneurs with the following:

- assess their grant eligibility and learn about additional financial support programs that range from government subsidies to loan programs;
- assist with preparing their funding applications, which can be complex and time-consuming; and
- provide additional business and financial strategies to help them during the pandemic.

To learn more about the Centre, please visit: [www.pycap.ca/c-19-support](http://www.pycap.ca/c-19-support)

Please feel free to distribute this information to your members as well as let me know if there are other ways that you think we can be of help during this difficult and uncertain time.

Sincerely,

A handwritten signature in blue ink, appearing to read "Ijade Maxwell Rodrigues". The signature is stylized and somewhat abstract, with a large loop at the beginning and a long, sweeping tail.

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