



MAKE LUCK HISTORY Consulting

Services Overview

August 2018



Our Story

7 years ago, Mitch Kurylowicz started a non-profit that subsequently taught him a lot about business, and how companies spend their money. He was raising funds, so he spent a lot of his time asking companies for donations. After successfully fundraising over \$1MM, he realized that there was a void in the market.



Organizations would either support his project financially because they wanted to help a young kid, or because they thought it was the right thing to do. Very few companies supported his project because it was part of their **business plan**.

Mitch founded MLH to show these businesses why being a part of the solution can create the **positive impact** they care about, and the **positive returns** they desire. This is called Corporate Social Responsibility or CSR, but the positive returns are **not limited to the business world**.



Our Name

The name MAKE LUCK HISTORY takes a seemingly positive word, **luck**, and redefines it. We believe that *luck* is the biggest divider of the human species.

This is not the luck to find a quarter on the street, what happens in Vegas, or what happens every now and then in business. That's **chance**. It *is* the luck that allows some people to pursue **purpose** and holds others back to only pursue **survival**. It consists of three very simple things: **health**, **safety** and **access to opportunity**.

Our goal is to take this luck out of the equation so that no mother has to hope that their child is born into a place where they have to be lucky. This problem will take a lot of resources, people, and money to solve. That is why we have chosen to tackle this challenge through **incentives** for businesses and people to be a part of the solution.

Sustainable and lasting progress cannot be expected, it must be motivated.



Why CSR Matters

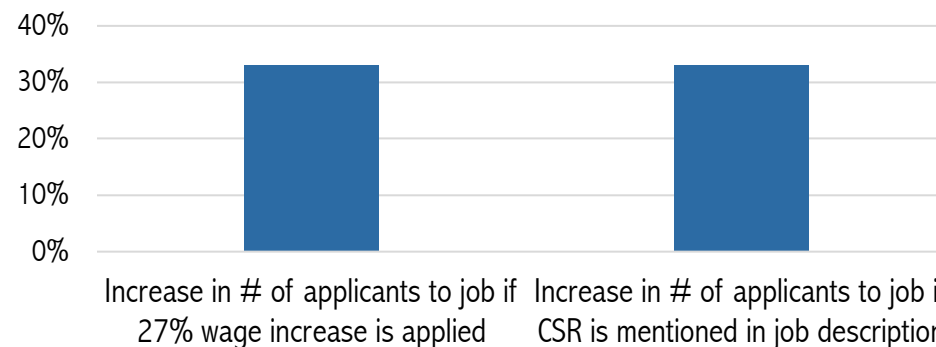
Impact Investing

Industry Size

\$1 USD Trillion¹

(by 2020)

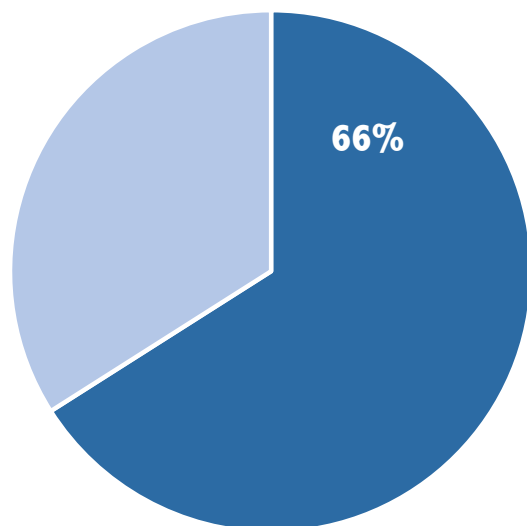
Employee Preferences to Wage & CSR*



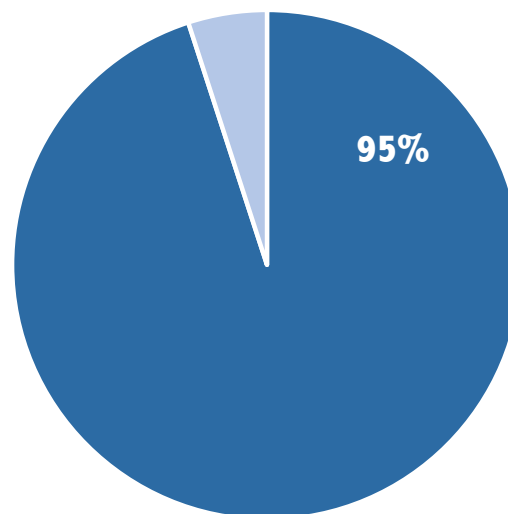
**Working for a CSR company is worth a \$4 USD/hour pay-cut to employees. These CSR favorable workers are 10-25% more efficient than their peers.⁴*



Consumer Preferences to CSR² Number of G250 Firms using CSR³



■ Consumers willing to pay more for a company that executes CSR ■ Not willing



■ With CSR ■ Without CSR

Reduction in employee turnover when employees are engaged with CSR
50%⁵

Average Annual Contribution to CSR by Fortune 250 firms
\$60MM⁶

- ¹ – Standard Life Investments
- ² – Neilson Holdings
- ³ – KPMG
- ⁴ – University of Chicago
- ⁵ – Lewis Institute for Social Innovation
- ⁶ – SkyTop Strategies

Our Corporate Social Responsibility Strategy



MAKE LUCK HISTORY can work with your business to develop a strategy of CSR at any step along the way. It does not matter if you have never used CSR before or you have an annual responsibility report, **MLH's insights can support you at any stage in your development.** No matter if you are a small business or an industry leader, we have supported an organization like yours and can show you why corporate giving can have an **impact on your demand and supply side.**

We look at CSR as tool. It is a **tool of impact** in which you, your employees, and your consumers can express their altruistic passions in the most effective way. It is also a tool of marketing & branding that can **add to your bottom line.**

Depending on the scope of your business, MAKE LUCK HISTORY will tailor our strategy, plan or workshop, around what you hope to accomplish. If you are a B2C organization that wants to grow your consumer base, our focus may be on tapping into **conscious consumerism.** If you are an investment group, we may tap into our vast and profitable portfolio of **impact investments** for your review. If you are a B2B organization, we may use your **responsibility strategy** as a way to encourage organizations to use your service. We can also support you with any in-kind donations your company seeks to make, through our partner logistics organization.



CSR is more than just giving your money to charity. It can boost your organization's morale, **improve the efficiency and commitment** of your employees, and **improve the quality and quantity of business** you receive.



Responsibility is not *just* Corporate.

NON-PROFITS



Fundraising is a constant challenge for any non-profit. We can work with your organization to develop and implement new strategies to leverage your desired market. Through workshops and meetings with your team, Mitch will work with you to find the right incentive to tap into your network with. Fundraising has to be more than just an expectation that someone will give. This service can bring your fundraising ask from 'you should give' to 'it is in your best interest to give'.

GOVERNMENT AGENCIES



Not only does civic responsibility win votes at the polls, it improves the internal structure of the organization by instilling confidence with employees that their agency is committed to being a part of the solution. We have worked with Canadian agencies from Infrastructure to Employment Services, and have measured excellent results for their employees and culture. We want taxpayer dollars to be spent effectively, efficiently, and with great impact, so we will draw on our experience to show you how.

“The first 50 years of a person's life is a quest for success. The second 50 years is a quest for significance. What if we could marry success and significance and live towards them both at the same time?”

Martin Luther King III,
at one of our charity
events in 2014.



Preparing the next generation.

FAMILIES



When a family does good together, they stay together. We work directly with each member of your family, together and separately, to show you the incentives of being a part of the solution. Mitch and his family have benefit greatly from their civic engagement, and so can yours. If you want your next generation to be civically minded and passionate, this is an important step. It is easy to get lost in seemingly massive priorities, but family altruism can take shape in many different ways, and inspire everyone to be better, and get happy!

SCHOOLS



It is so important for young people to get engaged with creating positive impact as soon as they can. We can help frame the attitudes of students in school so that they know that the coolest people in the room are always the kindest. Usually through an assembly presentation to the school, we can take students through an interactive and dynamic session where they will learn about different types of challenges at home and abroad. By the end of it, they will be excited to exercise whatever passion that best guides their purpose.

“[The youth of today] are the generation I have been waiting for all my life.”

Mia Farrow,
at one of our charity
events in 2015.



Our Founder



Mitch Kurylowicz is the founder of MAKE LUCK HISTORY and **Project Jenga, a non-profit organization working with the WE Movement to bring secondary education to Kenya.** Project Jenga has successfully funded and constructed a boarding high school in Kenya, and hosted corporate events across Canada for 6 years.

Mitch has been recognized by the **Mandela Legacy Award** and the **Sovereign's Medal** in Canada for his philanthropic efforts. He is a board member of The Ottawa Hospital Foundation, in the city where he was born and raised. He has been a contributor on CTV, and has appeared in the Globe & Mail, Huffington Post, & on CBC.

Mitch is also an insightful and passionate speaker who has shared the stage with world leaders, spiritual teachers and A-list celebrities, to groups as large as 20,000 people. He has given two TEDx talks, is a listed bureau speaker, and gives keynotes internationally via MLH and other requests.



Testimonials



“His message is a particularly compelling one for organizations that are increasingly focused on engagement and relevance. Mitch puts real meaning in sharing how giving really creates wealth.”

Louisa Greco, former President, Johnson & Johnson

“Mitch’s insight and experience as a global change-maker has, and continues to positively impact the next generation of leaders. He has demonstrated a steadfast dedication to corporate responsibility.”

Hartley Richardson, CEO, James Richardson & Sons Ltd.

“The most impressive aspect of Mitch is his capacity to transform an idea into reality. Mitch combines an extraordinary drive with an authentic humility. He is someone to watch.”

Don Morrison, former COO, BlackBerry/RIM



“Mitch finds himself in the position of mentor to so many, with the opportunity to help a new generation of people discover their passions.”

Craig Kielburger, Co- Founder, WE



email: myimpact@makeluckistory.com (we will get back to you within 24 hours!)

 [@makeluckhistory](https://twitter.com/makeluckhistory) (we follow back!)

location: **Toronto, Canada.**

We have done work in North America, South America, Africa and Europe.

We practice what we preach.

5% of everything we earn is given to our sister charity organization, Project Jenga www.projectjenga.ca, so that young students in Kenya have the education that they need in order to pursue purpose instead of survival. Our clients decide what part of Project Jenga they want to support; infrastructure, education, employment etc.

Join us today!