

Wilfrid Laurier University Students' Union

END OF YEAR ANNUAL REPORT

2025-2026



S U D O E S T H A T ' 2 6

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A LETTER FROM THE PRESIDENT,

Dear Golden Hawks,

What a year it has been, and wow, how quickly it has gone by - they always say the year goes by in the blink of an eye, but it took living it through to realize how doing something you love makes time go by so fast.

The year was truly special and filled with so many amazing moments, looking back it's really hard to pin point one singular favourite! From Orientation, to Homecoming, to the first Brando's night, and all the fun events, initiatives and student successes in between - the year was packed from beginning to end.

Though beyond all, one thing remains as the true foundation and highlight of all that happens here - and that's the people. Laurier is home to truly the most amazing, unique and diverse group of people one has the privilege to encounter, and its what makes this place so different. Whether you are returning to school next year, or your path is taking you elsewhere, know you are cemented in family that will continue to support you beyond your years at this institution.

On a personal note, this job was a dream of mine since first year, and something I worked tirelessly to achieve. I am so beyond grateful to have had the opportunity to serve as your Students' Union President this year, and eternally grateful for all the opportunities and people that came before it. This school has given me everything, and it was a pleasure to get the opportunity to give it back in what is the best job in the world.

I am incredibly proud of all that my team and I were able to achieve this year, and look forward to watching the seeds planted this year blossom in the years to come. On behalf of all in our organization, thank you for another incredible year.

To my peers, former classmates, colleagues, intramural teammates, and all other Golden Hawks, thank you for the most unforgettable year.

Stay Golden,



Ryan Jobby
President & CEO - 2025/2026
Wilfrid Laurier University Students' Union

ORIENTATION '25 WATERLOO



ORIENTATION '25



**35+ ORIENTATION
EVENTS**



**6000
ORIENTATION KITS**



**4 SEPARATE
MOVE IN DAYS**

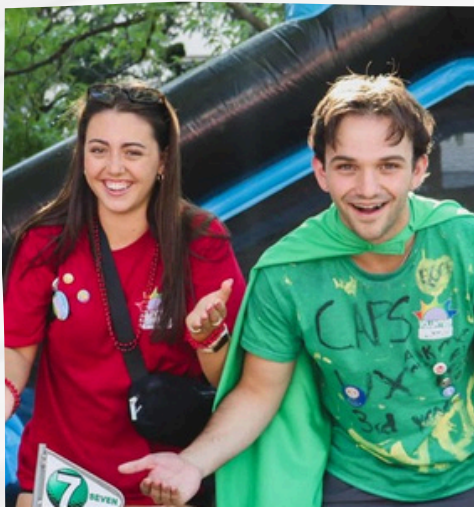


**304 GET INVOLVED
FAIR OPPORTUNITIES**



**250 ORIENTATION
VOLUNTEERS**

ORIENTATION '25 BRANTFORD





CLUBS & ASSOCIATIONS

CLUBS & ASSOCIATIONS

A MESSAGE FROM THE VP,

To our Clubs & Associations,

Thank you for the care you gave to the Laurier community and your commitment to the overall student experience. Your attention to detail when we moved from one platform to the next, or showing up to new sessions and trainings, demonstrates why the clubs and associations department is so strong year after year.

Thank you to the staff behind the scenes for your diligence, communication and hard work, this department continues to thrive because of you. Whether it is a small booth in the concourse or a large case competition, every club showed up intentionally for the betterment of the students!

I am forever grateful to have been a part of your club journey, and we are excited for the next chapter and all the small and large achievements along the way

Best and take care,



A handwritten signature of Katrina Brady in white ink, written in a cursive style.

Katrina Brady
VP: Clubs & Associations

CLUBS & ASSOCIATIONS

CLUBS GET INVOLVED FAIR:

Booths filled the Quad and One Market as students met new people, discovered clubs, and found ways to get involved. Clubs also connected with each other — building a stronger student community.

Students Asked. We Delivered:

In February, we launched Rubric - a new club platform requested by students to simplify processes and reduce administrative work.

In just 3 months:

- 570+ events submitted
- 2,000 expense requests processed



271 ACTIVE CLUBS



53 NEW CLUBS LAUNCHED

GET INVOLVED FAIR 2026

1,900+ STUDENTS AT GET INVOLVED FAIRS
1,200 FALL | 700 WINTER

Get Involved Fair

How to make sure you have

THE BEST BOOTH!!

January 9th - 12-2pm

In the Turret

Infographic

(Clear info: what club does, how to join, who to contact, etc.)

2-3 People

running the (max)

SEE MORE



CLUBS GALA: UNDER THE SEA

160+ Students in Waterloo

A themed night of celebration with mocktails, a candy bar, games, a scavenger hunt, prizes, and a photobooth. Students celebrated the year and the impact of club involvement together.

Clubs Appreciation Gala

Dive beneath the surface and celebrate the amazing clubs that make waves across Laurier

March **24** 2026

Hosted in The Turret | 7:30 - 10:30 P.M.

Please RSVP using the link in our bio



SU BRANTFORD APPRECIATION GALA

JOIN US FOR AN EVENING OF EXCELLENCE
CELEBRATE THE INCREDIBLE VOLUNTEER
MEMBERS THAT MAKE THE LAURIER COMMUNITY

03.25.2026 | 7-11 P.M.

HOSTED @ THE ROPE
FACTORY

BRANTFORD SU APPRECIATION GALA

150+ Students | 14 Awards presented

In partnership with Internal Operations, this event recognized volunteers and club leaders for their contributions and gave students a night to feel appreciated and celebrated

SUPPORTING CLUBS TO SUCCEED:

5 Training Townhalls - Up to 300 students per session

- Finance 101
- Events
- New Clubs
- Rubric
- Transition

These sessions helped clubs run smoother events, manage funding confidently, and adapt quickly to new systems



LAURIER



**INTERNAL
OPERATIONS**

INTERNAL OPERATIONS

A MESSAGE FROM THE VP,

The Internal Operations department wants to extend a heartfelt thanks to the cornerstone of this department: our volunteers. Your steadfast commitment and passionate engagement with volunteer opportunities have shown us what can be accomplished when great minds are given platforms to thrive. We have witnessed tremendous growth across members of all levels and are excited to continue supporting the development of the student volunteers involved in our programs.

This year, we pursued many goals, with a focus on three pillars: engage, appreciate, and retain. To those who were new this year or are returning, we hope that you felt our appreciation, created strong core memories, and will continue to make lasting impacts on your Committees and Orientation programming. For those who are graduating and following new paths, we have no doubt that you will carry the skills and experiences you've gained with the Students' Union into your new adventures. Internal Operations is proud of each and every one of you.

Stay Super!



Danielle Dobbs

Danielle Dobbs

VP: Internal Operations

INTERNAL OPERATIONS

ALUMNI SPEAKER PANEL & NETWORKING EVENTS

In celebration of the Students' Union's 50th anniversary, the Hiring & Recruitment Committee held an inaugural Alumni Speaker Panel & Networking Event across both the Waterloo and Brantford campuses. These events showcased the lasting impact of volunteerism by connecting current students with alumni who previously held leadership roles within the Students' Union. Speakers reflected on how their volunteer experiences contributed to their professional growth and highlighted the transferable skills they continue to apply in their careers. Attendees were given the opportunity to engage in meaningful networking, gain insight into post-graduate pathways, and feel inspired to pursue their own volunteer opportunities.



SUPER Stars

The Internal Operations department launched a new way for peers to recognize each other for exceptional dedication and commitment to their volunteer roles. The Students' Union Program for Engagement & Recognition – SUPER Stars – is an online forum that allows volunteers to appreciate each other in real time. By submitting a SUPER Stars form, they are able to give fellow volunteers a small token of recognition, along with a personalized message printed onto a keepsake card. This system highlights meaningful acts of support, diligence, and outstanding initiative that may have otherwise gone unseen.



375

**Volunteers
Waterloo Campus**



141

**Volunteers
Brantford Campus**



33

**Peer Recognitions
through the newly
launched SUPER
Stars Program**



5

**New events and
initiatives hosted
through the Hiring
& Recruitment
Committee**

NEW EVENTS

50th Anniversary Alumni Speaker Panels • Headshots Sessions • Trivia Night (Waterloo) • Bingo Night (Brantford) • "How to Apply & Interview" Workshops (Waterloo)

**Students' Union Alumni
Speaker Panel &
Networking**



January 13th



7:30-9:30pm



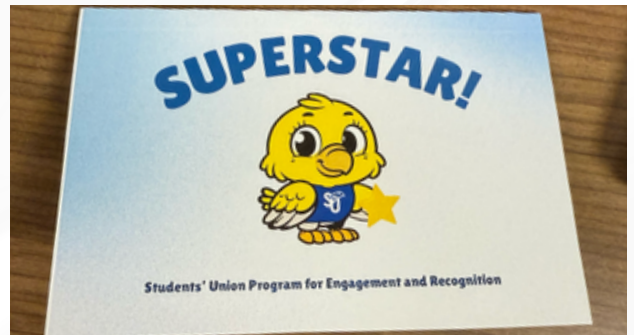
Hawk's Nest

Sign up at the link in our bio!

Join us to hear SU alumni share how volunteering and extracurriculars have shaped their careers. Learn how getting involved on campus builds your skills, prepares you for the workplace, and creates meaningful connections!



Swipe to see what you get for attending!



SEE MORE

LAURIER



**PROGRAMMING
& SERVICES**

A MESSAGE FROM THE VP,

I wanted to take a moment to thank every single volunteer who helped make the Department of Programming and Services what it was this year. Your hard work, creativity, and commitment did not go unnoticed, and I'm incredibly proud of all of you. It isn't always easy, but you showed up and made it happen.

From the high energy events we ran this year like Talent shows, Campus cleanups, Pilates, and so much more to the care and support offered through our services, every contribution mattered. Whether you were driving, walking, wrapping arms, or packing parcels, you helped bring the Laurier community closer together and support students in meaningful ways.

Thank you as well to all of the students who attended events, stopped by our booths, or used our services. We are here for you, and I hope we helped make your year shine a little brighter.

Thank you for an amazing year full of adventures and magic. As we turn the page to the next chapter, take your memories with you and remember that the difference you make is bigger than you think.



Maria Gonzalez
VP: Programming & Services
Waterloo

WATERLOO PROGRAMMING & SERVICES



800+ HOURS SHIFTED from September-April!



200+ ATTENDEES to their very popular events like; Puppy Yoga!



20+ BOOTHS featuring innovative campaigns, initiatives and meaningful sustainability work led across campus this year!



111 WALKS | 467 VAN RIDES taken this year!



608 PARCELS PROVIDED to students this year!



12+ EVENTS put on
Ex: Movie Nights, Karaoke, Catch Me If You Can, Drag Show, and much more!



60+ EVENTS & BOOTHS

SEE MORE

A MESSAGE FROM THE VP,

As we come to the end of this year, I want to share my warmest gratitude towards every individual who was able to ensure that the Programming and Services (Brantford) department was able to run this year. From Orientation Week, to Snow Week, Sexy Week and now the end of the year, students within the Brantford campus were able to be a part of a year that was monumental to increased programming and service use amongst the student body.

It is with great pride and sincerity that I highlight that this department was able to host around 75 individual programs within this year. With the aim of using these programs for promoting committee services and initiatives, representing different Laurier communities, and branching out to all types of students. With the help of volunteers from different backgrounds and stories, the vision that was consistent throughout this year was to build community for the Students on the Brantford Campus. In hopes of supporting them throughout their time as an undergraduate student.

Whether it is requesting a parcel, seeking a walk or drive home, or attending an event, students were able to support other students with making a meaningful year even more exciting. For all the passion, support and perseverance with supporting, thank you for making it all possible! And thank you for being a part of why the Brantford campus grows and finds new ways to succeed every year :)

With Love,



A handwritten signature in black ink that reads "Sachpreet Karda".

Sachpreet Karda
VP: Programming & Services
Brantford

BRANTFORD PROGRAMMING & SERVICES



50+ EVENTS put on, like Trivia and Bingo Nights, Smoothie Bars, DJ Nights, Sexy Bingo, and much more!



450+ PARCELS PROVIDED to students this year!



400+ WALKS & VAN RIDES taken this year!



APPROX \$3500 funds raised for Cystic Fibrosis research!




75+ PROGRAMS & EVENTS

OVERALL INCREASED PROGRAMMING AND SERVICES USE FROM PAST YEARS!

[SEE MORE](#)





A large, stylized graphic of two hands shaking, rendered in a dark blue color against a lighter blue background. The hands are simplified, with fingers and thumbs clearly defined. The background has a subtle, grainy texture.

GOVERNMENT & STAKEHOLDER RELATIONS

GOVERNMENT & STAKEHOLDER RELATIONS

A MESSAGE FROM THE VP,

This year, the Government & Stakeholder Relations department focused on strengthening student voices — whether at Queen’s Park, institutional decision-making tables, or within the broader community. A key priority was centring civic engagement by helping students better understand the different levels of government, and how they can make their voices heard. We also worked to break down our department’s role within the Students’ Union.

The department collaborated closely with local government representatives and stakeholders in Waterloo, Brantford, and Milton, while also advancing provincial advocacy efforts, both by ourself, and alongside other student unions through the Ontario Undergraduate Student Alliance (OUSA).

Our initiatives ranged from hosting outreach booths in Waterloo’s Concourse and Brantford’s One Market Student Commons, to running campaigns on OSAP changes and other priority issues identified by the Student Rights Advisory Committee, to lobbying elected officials at Queen’s Park and Parliament Hill.

It has been an honour and pleasure being Vice-President: Government & Stakeholder Relations, and representing students across the institution and externally to government. Thank you everyone for your engagement over the past year!



Sayak Sneddon-Ghosal

VP: Government & Stakeholder Relations

GOVERNMENT & STAKEHOLDER RELATIONS



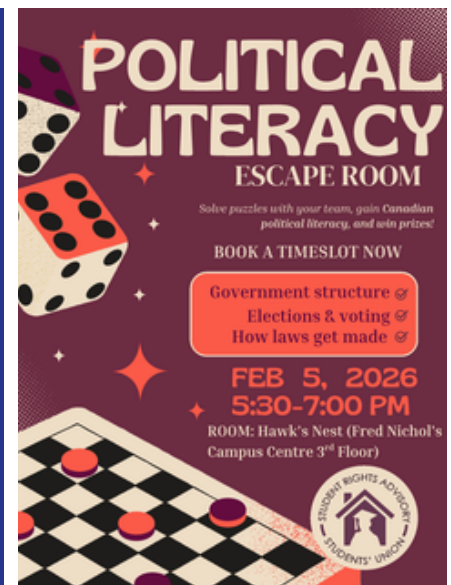
25+ LOBBY MEETINGS WITH POLITICIANS

GOVERNMENT & STAKEHOLDS RELATIONS (GSR) ADVOCACY PRIORITIES

- Investing in community supports to help support food affordability
- Mental health funding that addresses gaps in the current system
- Safe, affordable housing that students can rely on
- Environmental sustainability to help meet climate targets
- Inter-regional transit to connect Brantford with Cambridge and Kitchener-Waterloo

STUDENT RIGHTS ADVISORY COMMITTEE (SRAC) ADVOCACY PRIORITY HIGHLIGHTS

- SRAC's Advocacy Priority Highlights:
 - Civic Engagement
 - Use of Generative AI
 - Anti-Racism & Decolonization
 - Environmental Sustainability
 - Academic Wellness + Supports



GOVERNMENT & STAKEHOLDER RELATIONS



CONGRATULATIONS TO LAURIER'S TEACHING EXCELLENCE AWARD RECIPIENT: DR. LISA KURON

OUSA 2025-26 ADVOCACY PRIORITIES

- Student and Community Safety
 - Gender-based and sexual violence prevention
 - Improving inspections in student housing
- Strengthening Ontario's Workforce
 - Increasing work-integrated learning opportunities for students
- Meeting Post-Secondary Demand
 - Building more market and non-market student housing
 - Increasing post-secondary sector funding

[LEARN MORE](#)



A large, semi-transparent blue graphic in the background depicts a hand holding a pen, poised to sign a document. The graphic is composed of several overlapping shapes: a hand at the top right, a pen in the center, and a document with a signature line at the bottom. The entire graphic is rendered in a lighter shade of blue against the dark blue background.

LAURIER VOTES

LAURIER VOTES

10.68% VOTER TURNOUT



MESSAGE FROM THE PRESIDENT

I am so excited to start this new chapter with the Students' Union! Over my undergraduate years, I've had the opportunity to see the organization from many different perspectives: as a committee coordinator, club member, SU Desk staff, and most recently as AVP of volunteer operations. These experiences have shaped my understanding of the impact the Students' Union has on the Laurier community and the people who make it so special.

— Jessica Le
President & CEO 2026/27



2,646 STUDENT VOTERS



[LEARN MORE](#)

SU 50TH ANNIVERSARY



CELEBRATING 50 YEARS

2025 marks a major milestone as the Students' Union at Wilfrid Laurier University celebrates 50 years of championing student voices, supporting leadership, and investing more than \$34 million into student life, academics, and campus development.

Formally incorporated in 1975, with roots dating back even earlier, the Students' Union has remained committed to empowering students and creating meaningful opportunities that foster leadership and belonging across campus. From student awards to major projects like the Laurier Brantford YMCA, Alumni Field, and the Turret renovation, this impact can be seen across the Laurier community.

To celebrate this milestone, the Students' Union is proud to give back with a \$1.25 million investment into student spaces, services, and opportunities, supporting a more connected, accessible, and supportive campus for current and future Golden Hawks.

This gift will support:

- \$250,000 for the 50th Anniversary Volunteer Bursary Fund
- \$250,000 for the Leanne Holland Brown Student Emergency Fund
- \$250,000 for the Milton Campus Student Experience
- \$250,000 for the Brantford Campus Student Experience
- \$250,000 for the Waterloo Campus Student Experience

Celebrating 50 years isn't just about where we've been. It's about what we're building next.







HOSPITALITY SERVICES

Wilf's

Laurier Lives Here

MOST ITEMS SOLD:

- Over 5200 Spin Dips
- Over 4800 Burgers
- Over 3400 Diet Cokes



YOU BROUGHT TO YOU BY
YOUR STUDENTS' UNION

DOBB-SMACKER

Wilf's
Laurier Lives Here

**VP
BEST DISH
WINNER**

HELLO
MY NAME IS

Danielle Dobbs
VP: Internal Operations

The Belmont

RESTAURANT

MOST ITEMS SOLD:

Iced Lattes - 1610

Iced Coffee - 1572

Chai Latte (hot & cold) - 1218

Chicken Caesar Wrap - 771

Bacon Egg Wrap - 704

Grilled Cheese - 578



MOST ITEMS SOLD:

Turkey Cheddar Sandwich

Chocolate Chip Muffin

Iced Coffee

Yogurt & Berries

Coffee House



As we wrap up the academic year, we extend our sincere thanks to the volunteers, Executive Leadership Team, staff, Board Members, and everyone who supports the Students' Union. Your time and energy power the programs, services, and connections students rely on every day.

We're equally grateful to our student body. Your involvement and enthusiasm shape a campus experience that is welcoming, vibrant, and uniquely yours.

At its core, the Students' Union exists to help students lead, connect, and feel a true sense of belonging. This comes to life through services like Hawk Walk and the Food Bank, student committees, and a wide range of clubs where students can explore their interests and build lasting friendships. These experiences define the Laurier student experience and create lifelong connections to our community.

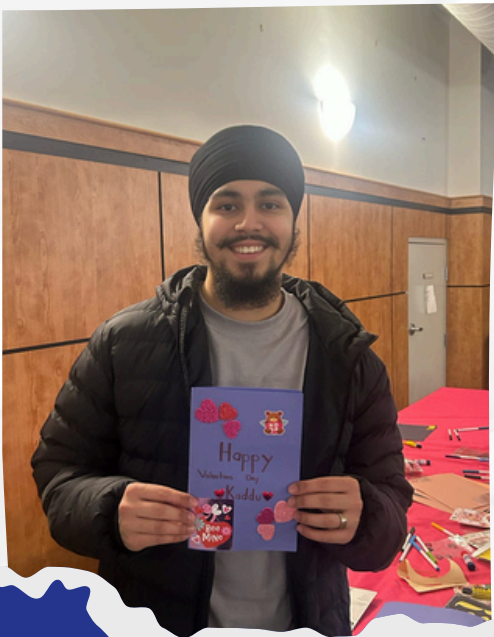
Looking ahead, we remain focused on creating and enhancing spaces for students to gather and collaborate, strengthening support and recognition for our dedicated volunteers, and ensuring every student across our campuses has access to the same opportunities and sense of belonging.

Thank you for helping make this year a success. Together, we continue to build a Students' Union experience filled with meaningful moments, lasting memories, and a strong sense of community.

— YOUR STUDENTS' UNION



SUDOESTHAT



#SUDOESTHAT



#SUDOESTHAT



#SUDOESTHAT



2025 2026



SUDOESTHAT'26