In the wake of the COVID-19 pandemic, global poverty and inequality are on the rise. Given these challenges, it would be easy to say that we don’t have what it takes to reach the Sustainable Development Goals. But what this last year has shown us is that the imperative to reach hard-to-reach populations has never been greater. Now more than ever, we see the opportunity for audacious leadership. The Reach Alliance is determined to be part of the solution.

“Society’s biggest challenges are messy and complex. Yet, we typically solve for them in silos. That’s why we got involved with Reach. Because academia can be a boat that carries insight from industry, to sector to leader.”
Chenny Xia – CEO, Gotcare
Publicly funded home care is often insufficient and leaves older adults and people living with chronic disabilities having to seek out additional privately funded care. Reach research investigated how a Canadian home care company, Gotcare, provides supplementary home care delivery to Ontarians that are the hardest to reach, in a way that is consistent, transparent, and sustainable. Reach research aimed to inform policy markers, especially in light of the COVID-19 pandemic.

**REACH EQUITY, DIVERSITY & INCLUSION CHARTER**

The imperatives of equity and inclusion, illuminated by the COVID-19 pandemic and the Black Lives Matter movement sharpened the need to demonstrate our commitment to Equity, Diversity and Inclusion (ED&I) across the Reach initiative. The launch of the Reach Alliance ED&I Charter represents a consolidation and a commitment to our fundamental principles – Diversity, Belonging, Equity Deserving, Solidarity, Accountability, and Excellence. The charter emerged from the realities experienced by the Reach community and will act as a guide for our actions to foster equity, diversity, and inclusion, locally and globally.

“Having the opportunity to co-create this ED&I charter and play a small role in reframing how we approach this work is really important to me and I’m glad to be part of it.”

Sydney Piggott, Reach Alumni

**PERFORMANCE COACHING**

Collaboration and teamwork are at the heart of the work of the Reach Alliance. Our new performance coaching program builds the skill sets needed to support team environments that feel safe, that welcome disruptive ideas, and that value diversity, equity and inclusion. Reach pairs student teams with a professional performance coach, with whom they meet throughout their Reach experience. Team performance and culture is then meaningfully tracked using innerlogic, a unique digital platform designed to optimize team leadership.

“Coaching and support helped me realize and reflect upon both the skills I brought to my team and that I was developing while working on my Reach case study.”

Sana Najafi, Reach Researcher