



IGNITING THE SPARK

HALL

SCHOOL OF BUSINESS
& ENTREPRENEURSHIP **OC**

OC OKANAGAN
COLLEGE
FOUNDATION

Entrepreneur

/ˈɛntrəprəˈnɔːr, ˈɛntrəprəˈnɜːr/

A person who identifies opportunities, organizes resources, and creates a new business or venture, usually accepting significant risk in pursuit of profit or impact.

About Okanagan College

Learners are at the heart of everything we do at Okanagan College. Across our campuses, we provide flexible, hands-on learning led by industry-experienced instructors. Our programs span the arts, business and entrepreneurship, health, science and tech and skilled trades, preparing learners for meaningful careers and lifelong learning. Guided by our mission to transform lives and communities, we work with regional partners to address local needs, support innovation, and help build a resilient future for the Okanagan and beyond.

Okanagan College respectfully acknowledges that the Penticton, Kelowna and Vernon campuses are located on the lands of the Syilx Okanagan People, and the Salmon Arm campus is located on the lands of the Secwépemc People. We honour our relations and hold up their knowledge, welcoming all to our house of learning.

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Entrepreneurship drives innovation, resilience, and prosperity.

At the heart of every successful entrepreneur is a unique set of skills: problem-solving, creativity, adaptability, drive, leadership. Entrepreneurs take risks and learn from failure. Their skills drive bold solutions. They spark scalable new ventures. They fuel prosperity and growth.

Now, thanks to a game-changing **\$10 million** investment by the **Hall Family Foundation**, Okanagan College is poised to take entrepreneurship education to the next level and unlock the entrepreneurial potential of the Okanagan.



OC School of Business students, winners at the Inter-Collegiate Business Competition (ICBC), January 2026.

UNLEASHING ENTREPRENEURIAL POTENTIAL

The Okanagan is one of Canada's fastest-growing regional hubs, fueled by key sectors, including technology, agriculture, tourism, manufacturing, construction, and aerospace.

Entrepreneurship is in our DNA:

- Of **30,649** registered businesses in the Central Okanagan, the majority are small businesses
- Self-employment stands at **19.2%** of businesses (vs 17.3% BC / 14.1% Canada) (COEDC 2023)

And yet, our support for entrepreneurs remains fragmented. Strong programs exist, but they are not enough, and they are not connected. From equipping youth with entrepreneurial skills, to embedding entrepreneurship across post-secondary education and workplaces, to expanding access to incubation, prototyping, and early-stage capital – the gaps are clear. The opportunity before us is not incremental: it is transformative.

The Hall family's transformational gift to Okanagan College creates a rare opportunity to accelerate the growth of a world-class entrepreneurship ecosystem, both in our region and across British Columbia. Their generosity allows us to build on OC's strong track record in applied business education, unite partners and experienced entrepreneurs, leverage the power of AI, and learn from leading international models.

Together, we can create an integrated system that builds skills, drives collaboration, nurtures scalable ideas, and empowers the next generation of entrepreneurs to innovate, compete and lead.



Enactus OC team members celebrate at Canadian Nationals, 2023.

A VISION BUILT ON STRONG FOUNDATIONS

The Okanagan College School of Business has built an impressive reputation over several decades. Respected for a hands-on, career-focused approach to educating students, and for its dedicated faculty with deep roots in the business community, OC students consistently achieve podium places at national and international business and case competitions. Ranked among the best business programs in British Columbia, the school has a 10-year accreditation from the Accreditation Council for Business Schools and Programs (ACBSP).

Just like the Okanagan, entrepreneurship is in OC's blood. Youth entrepreneurship challenges and teen-entrepreneur camps provide a gateway to the flagship Bachelor of Business Administration program, which now includes an Entrepreneurship specialty. Enactus OC continues to influence and inspire student entrepreneurs to make positive change, while the Student Investment Fund provides impactful experience to tomorrow's investors. With **over 14%** of OC graduates starting up their own businesses (BC Outcomes Data, 2022-2024), our alumni are leaders and changemakers.

And we know we can do more – our vision to strengthen and grow entrepreneurship education is big. But without investment, bringing that vision to life is just not possible.



"OC's Business Program has played a fundamental role in my endeavour, by giving me tools and foundational concepts to plan, analyze, and practice, and giving me confidence to try it in my own business, in the real world.

It's been so important and valuable to me to have a supportive circle at OC, whether that's other entrepreneurs or business-focused, like-minded people."

— **Summer Martens**
OC School of Business Student & Entrepreneur,
Summer Martens Art Studio Owner



"We are deeply indebted to the Hall family for their remarkable generosity and for placing their trust in us. This gift opens the door to exciting possibilities and allows Okanagan College to take the next steps in delivering outstanding applied business education.

The Hall Family Foundation's donation will strengthen our community, support local economic growth, and give the next generation of entrepreneurs the tools and confidence they need to create extraordinary ventures and drive change."

— Dr. Neil Fassina
President, Okanagan College

THE POWER OF A NAME

The Hall Family Foundation's gift is the largest in Okanagan College's history and the largest ever to a public college in British Columbia. Yet it is more than a financial investment. It signals trust and confidence. It establishes the Hall School of Business and Entrepreneurship at Okanagan College.

A named business school, right here in one of Canada's most entrepreneurial regions, is prestigious recognition: it places Okanagan College among only a handful of named business schools in Canada. It will attract talent, create new partnership opportunities, and help OC leverage additional resources.



The Hall family: Ed, Terri, Fraser, Reagan.

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“The Hall Family Foundation is proud to make this significant financial contribution to Okanagan College to enable the already successful business program to soar to new heights.

Our family has a long and fruitful history of entrepreneurship in British Columbia. It is our goal to light that spark in many more young people today so that they too may enjoy the fruits of their entrepreneurial and business endeavors.”

— Ed Hall
President, Hall Family Foundation

INVESTING IN AN ENTREPRENEURSHIP ECOSYSTEM

Trends that inspire

- The pace of change and rise of artificial intelligence demand extensive digital literacy: OC programs combine this learning with soft skills such as creativity, communication, resilience, and problem-solving.
- Our entrepreneurship education is increasingly focused on experiential and problem-based methods - simulations, competitions, incubators, and real-world projects. This prepares students to confront tough challenges and lead through change.
- OC programs are interdisciplinary and global in scope, drawing from diverse fields to foster well-rounded thinking and collaboration.

Hall Family Foundation \$10M Investment

1. EXPERIENTIAL

Hands-on learning for youth and OC students - from arts and science to health, skilled trades and technologies – and short courses for budding entrepreneurs. Challenge-based programming, bootcamps, innovation labs, and student-led projects will hone entrepreneurial competencies.

\$2M in curriculum and program development

2. EXPERTISE

Access to world-class Entrepreneurs-in-Residence, mentors, industry experts, combined with talented academic faculty. A dedicated Director of Entrepreneurship, leading Incubator operations, establishing the seed fund, and nurturing powerful partnerships.

\$5M in talent and expertise

3. ENVIRONMENTS

The Hall Entrepreneurship Incubator will provide dedicated space to collaborate and ideate. Maker Spaces will provide access to facilities, shops, tools, and technologies for prototyping products and ideas.

\$2M to establish the Incubator and Maker Spaces

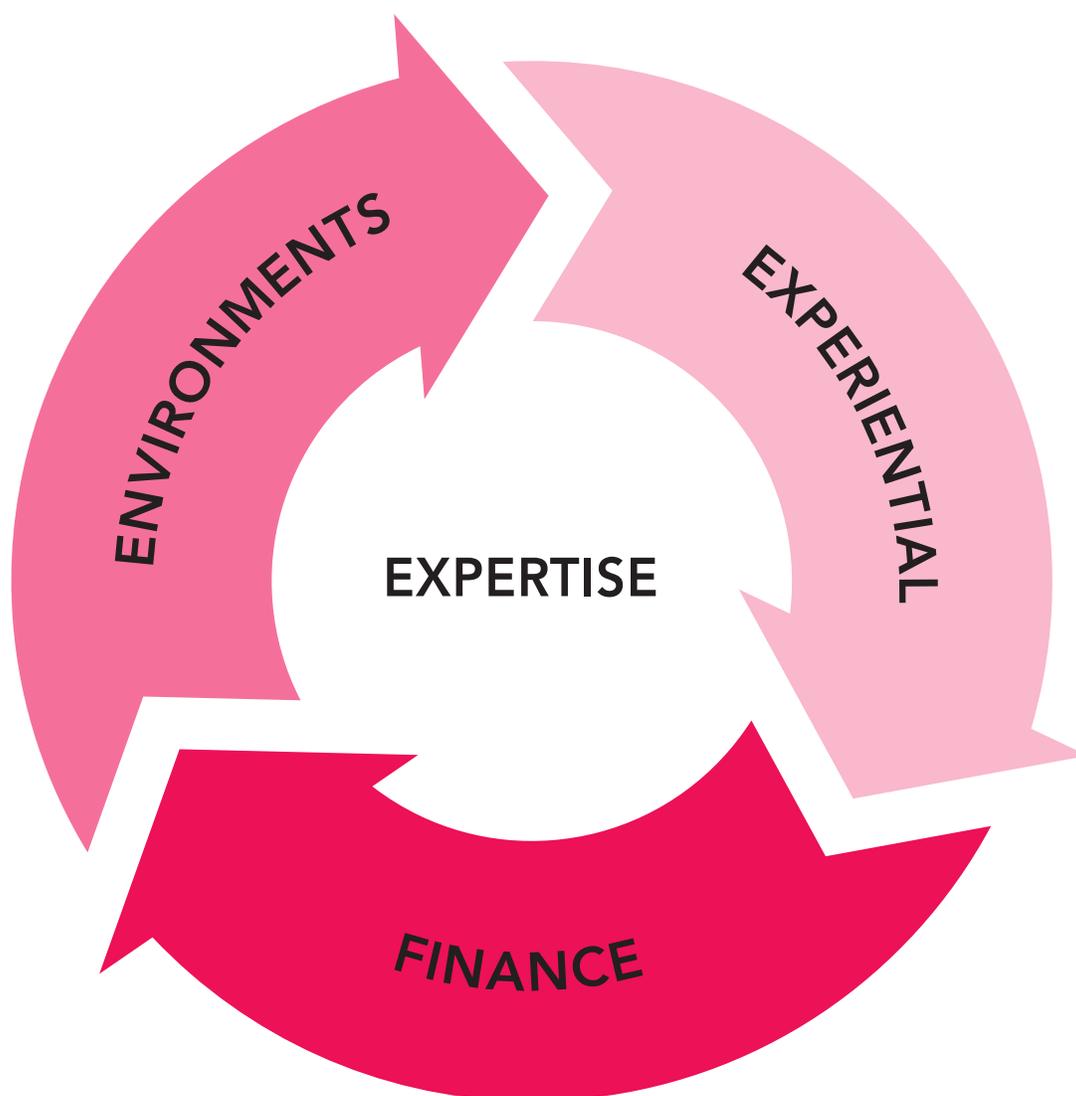
4. FINANCE

Micro funds and venture-ready seed capital, enable students and community entrepreneurs to test concepts, validate markets, and launch and scale promising start-ups.

\$1M initial investment to kick-start the seed fund

INVESTING IN AN ENTREPRENEURSHIP ECOSYSTEM

- Flexible and personalized delivery models cater to the demands of a diverse range of learners.
- Social entrepreneurship is fuelling a wave of purpose-driven entrepreneurs, driven to blend profit with societal and environmental impact to create lasting value.
- Inspired by innovative post-secondary models – such as Block71 at National University of Singapore – OC is seeking to combine student-led experiential learning, campus facilities, labs and co-working space with research capabilities, industry and business expertise, mentorship, and access to finance.



VISION, PASSION, LEGACY

An entrepreneur turns ideas into action and possibility into change. The Hall family embodies that spirit.

Thanks to their vision and generosity, aspiring entrepreneurs in our region will receive the support, mentorship, and resources needed to dream big, build skills and bring their ideas to life.



“My time at Okanagan College was collaborative, hands-on, and foundational to my entrepreneurial journey. As a lifelong Kelowna resident, OC introduced me to local businesses and experiences I hadn’t seen before. Access to expert professors, collaboration with peers, and real-world learning gave me confidence and an understanding — from marketing and accounting to human resources — skills I rely on daily. OC also set me on a path of continued learning I still follow.

This gift is transformational for future entrepreneurs. New programs, mentorship, incubation space, and access to seed funding will strengthen the Okanagan’s startup ecosystem, retain talent, and fuel lasting economic impact. It’s an investment that ensures the next generation of business leaders can learn, launch, and succeed here at home with confidence.”

— **Shannon Stone**

Founder/Associate Broker at RE/MAX Kelowna Stone Sisters,
Bachelor of Business Administration, 2004.



Together, our goals

- Empower youth with confidence, creativity, and real-world experience
- Equip students with skills, mentorship, and hands-on opportunities
- Support local entrepreneurs through incubation, mentorship, and programming
- Provide innovators with Maker Spaces access to prototype and refine ideas
- Enable venture growth through seed funding and expert guidance

Together, our impact

- Increased participation in entrepreneurship education
- Increases in entrepreneurial attitudes, abilities and aspirations
- Improved start-up, survival and business growth rates

JOIN US

The Hall Family Foundation's gift allows OC to accelerate long-held ambitions over the next 10 years.

By joining us, we can go even further. Additional support would allow us to:

- Partner with businesses and community organizations to solve challenges through **practical research** and evaluate what works to adapt and scale.
- Mobilize OC's expertise in **arts education** to nurture the capabilities essential in a technology and AI-driven world: judgement, reasoning, problem solving, communication, persuasion.
- Expand and continue to upgrade **maker spaces and a maker campus model** in response to technological advances.
- Establish an **advanced materials and manufacturing lab**.
- Grow the **seed fund** to invest in more scalable ventures.

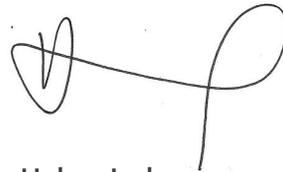
We invite you to connect, learn more and join us to build the future and maximize the impact of this investment.

Together, we will foster creativity, spark innovation, and empower the next generation of changemakers to lead with confidence and transform our communities.



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