

— **University of Toronto**
Human Biology
Students' Union



SPONSORSHIP PACKAGE

2023-2024

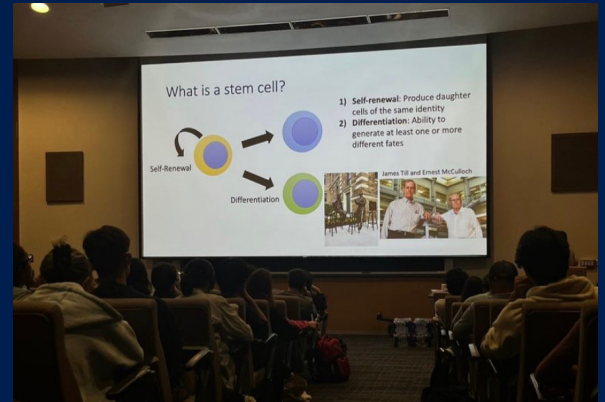
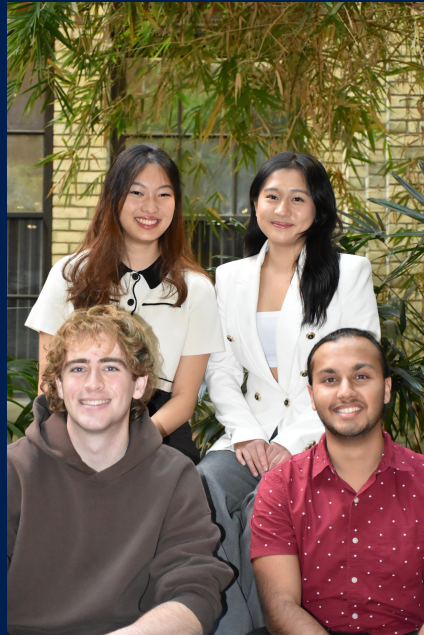
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ABOUT HBSU

The Human Biology Students' Union (HBSU) is a student union at the University of Toronto St. George Campus representing the Human Biology program and life science student body by running mentorship programs, academic seminars & socials.



WWW.UOFT-HBSU.COM

OUR TEAM

PVP TEAM



Michelle Wang
President



Natania Horace
President



Jayden Singh
Vice President



Amy Abid
Vice President

ACADEMIC TEAM



Lillia Wang
Academic &
Mentorship Director



Grace Liu
Academic &
Mentorship Director



Ryan Savoia Mulvey
Social &
Event Coordinator



Sung Park
Social &
Event Coordinator

OUTREACH TEAM



Dean Chen
Secretary



Kathy Wu
Outreach Director

OUR TEAM

GRAPHICS TEAM



Michelle Zhao
Web Administrator
& Graphics Designer



Cherry Lam
Web Administrator &
Graphics Designer



Michael Chen
Photographer

YEAR REPRESENTATIVES



Alexandra Koch-Liu
First Year Rep



Jiya Jakher
First Year Rep



Catherine Wang
Second Year Rep



Paul Lifotra
Second Year Rep



Kingsley Yong
Upper Year Rep



Christina Tao
Upper Year Rep



OUR MISSION

Our main aims are to foster community within the large life science student body, promote leadership and professional development, increase accessibility to resources, and help students find extracurricular opportunities.

UNIVERSITY MENTORSHIP PROGRAM

This program aims to guide first-year Life Science students through their university transition. First-year mentees are paired with upper-year mentors for 1-on-1 meetings throughout the year to learn about UofT's academic and mental health resources, research opportunities, POST, and much more!

HEADSTART MENTORSHIP PROGRAM

This program aims to guide high school students interested in the Life Sciences. Grade 11 and 12 mentees are paired with current UofT Life Science student mentors for 1-on-1 mentoring throughout the year.

SOCIAL EVENTS

From our Halloween Socials to Winter Formals, we organize several social events for the entire Life Science student to de-stress, have fun, and mingle with one another!

ACADEMIC EVENTS

From "Road to Research" and "HMB and Beyond" to our International and Ontario Medical School Symposiums - these academic events serve to share with students the research opportunities at UofT, inform them of Life Science careers, and provide networking opportunities!

2023-2024 GOALS

We represent 1000+ first year life science students and all the students in the Human Biology Department at the UofT.

This year, our mentorship programs have quadrupled in size from 100 to 400-500 students. In addition, beyond our traditional events, we aim to incorporate new large-scale events. Below are some of our main goals for this upcoming year:

1.

Organize a large-scale healthcare conference focused on transplant research and medicine

2.

Hold a research seminar dedicated to emerging hot topics including female reproductive health and femtech

3.

Invite international speakers and medical schools to our in-person events

4.

Further expand our digital reach on social media through paid promotional material

SPONSOR BENEFITS

DIGITAL ENGAGEMENT

- ✓ Name and logo on HBSU website
- ✓ Name and logo on promotional posters
- ✓ Logo and link to website of organization on the HBSU website
- ✓ Promotion on our biweekly newsletter and social media platforms (e.g., Instagram, Facebook, LinkedIn, LinkTree)
- ✓ Promotions on our mentorship Discord servers (300+ students)
- ✓ Logo on our first year and research opportunity resource booklets

EVENT ENGAGEMENT

- ✓ Logo on the posters for conference(s)
- ✓ Invitation to speak at our events and promote organization events/services
- ✓ Honourable mention during opening or closing remarks of all events

WAYS TO GET INVOLVED

Financial: Monetary contributions will go towards event programming, venue booking, food and refreshments, especially at conferences. Contributions may also go towards paid promotions on social media.

Gifts and Raffles: Will be used for prizes and any promotional contents.

Promotions: Any and all promotions are appreciated to help HBSU reach as many students as possible for our events

OUR IMPACT

— a rapidly growing student audience



250

average event
attendees



880+

newsletter
subscribers



250+

monthly site
visitors



82%

newsletter
engagement



INSTAGRAM



1800+ followers

8.3K+

accounts
reached since
January 2023

16.6K+

profile visits
since January
2023

142K+

impressions in
the last 90
days



FACEBOOK



1900+ followers



1.7K+

likes

1.8K+

accounts
reached since
January 2023

1.9K+

profile visits
since
January 2023

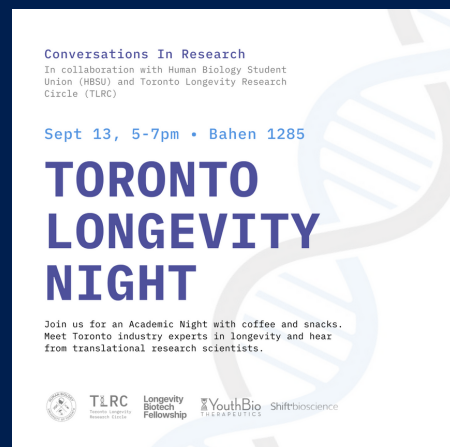


EVENTS AT A GLANCE

CONVERSATIONS IN RESEARCH: LONGEVITY NIGHT

Guest speakers included Nathan Cheng (Executive Co-Director, Longevity Biotech Fellowship), **Brendan Swain** (Chief Scientific Officer & Co-founder of Shift Bioscience), **Yuri Deigin** (Co-founder & Director, YouthBio Therapeutics Inc.), and **David He** (PhD Candidate in Molecular Genetics @ UofT)

Event turnout: 300+ registrations and 250+ attendees



ROAD TO RESEARCH

Guest speakers included Amgen Scholars, Laidlaw Scholars, NSERC students, Harvard Medical School interns and Massachusetts Institute of Technology interns

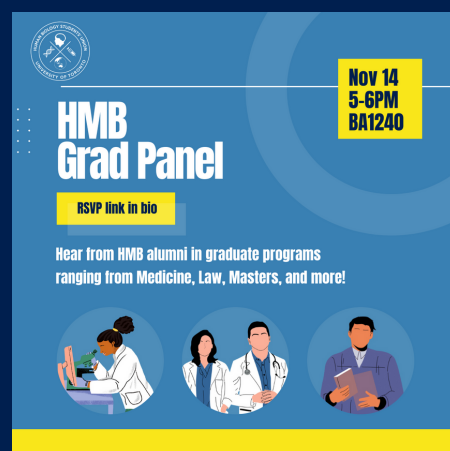
Event turnout: 550+ registrations and 250+ attendees



HMB GRAD PANEL

Guest speakers include: UofT medical student, UofT law student, UofT PharmD student, and UofT IMS master's student

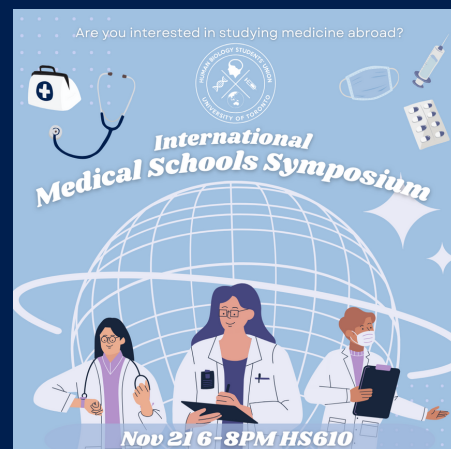
Event stats: 100+ registrations



EVENTS AT A GLANCE

INTERNATIONAL MEDICAL SCHOOL SYMPOSIUM

Schools in attendance: University of British Columbia, Columbia, UCLA, University of Washington St. Louis, University of Central Lancashire, University of Queensland, Medical University of Silesia, Medical University of Lodz, St. George's University, St. James School of Medicine, and University of Medicine and Health Sciences



Event stats: 250+ registrations

ROAD TO RESEARCH PART TWO

This event will be a 2-hour event covering topics such as UofT/Toronto research opportunities, tips on landing a research position, how to “cold” email, and the research application process from both the professor and the student perspectives. At the end, we'll be sharing a link to a 12-page document we've compiled on research opportunities in Toronto & abroad, research funding/grants, and research case competitions!

HMB AND BEYOND: ALUMNI PANEL

An event showcasing some HMB and Life Sciences Alumni speak on behalf of their experiences transitioning between graduation, research, working, or their graduate degree! They will be giving a short presentation of their journey following graduation and their own career development. This is a great opportunity to network and ask questions!



EVENTS AT A GLANCE

FEMALE REPRODUCTIVE HEALTH SEMINAR

We aim to invite guest speakers from academia, femtech companies, and pharmaceutical companies to focus on speak on female reproductive health. Topics will focus on novel technologies and research in female reproduction to improve overall health, tackle fertility issues, and much more.

TRANSLATIONAL RESEARCH AND MEDICINE: ORGAN TRANSPLANTATION CONFERENCE

This event aims to educate students on the field of translational research and demonstrate how the bench to bedside pipeline works. This year, there will be an emphasis on the importance of understanding cellular mechanisms in the body to devise novel approaches to organ transplant research and medicine. HBSU will also spotlight potential careers in organ transplant research from healthcare professionals to researchers and engage students in opportunities in this area of research. This event will feature an academic seminar on translational research and transplant research by MD/PhDs. The academic seminar will be followed by an opportunity for undergraduate career exploration and professional development in the life sciences and highlight healthcare-adjacent professions.

ONTARIO MEDICAL SCHOOL SYMPOSIUM

An event featuring admissions officers from Ontario medical schools. This event will serve as an opportunity for students to learn about the OMSAS application process, taking the MCAT, admission requirements, CanMEDS framework and much more!



EVENTS AT A GLANCE

CANADIAN MEDICAL STUDENT PANEL

A panel event featuring medical students from medical schools across Canada including UofT, McMaster, Western, UOttawa, Queen's, Calgary, Alberta, and much more!

HBSU UNIVERSITY MENTORSHIP PROGRAM

This life science mentorship program is aimed at helping first year students transition into university through 1-on-1 mentoring. We provide upper year students with an opportunity to develop leadership skills while first year students gain a valuable network to help them navigate school.

Events include Mentorship Kickoff, First Year Panel, and Exam De-Stress Socials

Stats: 400+ university students in the 2023-2024 academic year

HEADSTART HIGH SCHOOL MENTORSHIP PROGRAM

This is a high school mentorship program, with a focus on Life Sciences. This program is aimed at helping Grade 11 and 12 students learn more about university applications at the Life Science Program at UTSG.

Events include Mentorship Kickoff, University Student Panel, and UofT-wide Scavenger Hunt

Stats: 500+ students in the 2023-2024 academic year



COLLABORATIONS



Temerty
Medicine



UNIVERSITY OF TORONTO
FACULTY OF ARTS & SCIENCE

Human Biology

MOSEΛ

T₁RC

Toronto Longevity
Research Circle

YouthBio
THERAPEUTICS

Shiftbioscience

Longevity
Biotech
Fellowship

CONTACT INFORMATION



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MENTORSHIP

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INSTAGRAM

[@uofthbsu](https://www.instagram.com/uofthbsu)



FACEBOOK

[/UofT.HBSU](https://www.facebook.com/UofT.HBSU)