



Annual General Meeting

June 25, 2025

Message from Board Chair

Good evening, everyone,

As we gather at this year's Annual General Meeting, I'm filled with a deep sense of pride — not only for what we've accomplished over the past year, but for how we've done it. With courage. With clarity. And most of all, with heart.

True North has been growing — in reach, in responsibility, and in impact. And with that growth has come moments of challenge, uncertainty, and change. But I want to pause and honour something we don't often talk about in leadership: discomfort.

Recently, I was struck by a message delivered by Sandra Oh at Dartmouth's 2025 commencement.

She said:

"Nothing has taught me more than being with discomfort. It can be our greatest learning opportunity. And it is also inevitable."

That resonates deeply with where we are today. Growth, especially the kind that is meaningful and sustainable, rarely comes without friction. This year, we've faced hard questions and we've moved through transitions. We've asked ourselves what it means to lead with integrity, to stay grounded in our values — even when the path isn't clear.

And through that discomfort, something powerful has happened. We've sharpened our purpose. We've leaned into new ways of working. We've deepened our empathy and commitment to one another and to those that we serve. We've begun to see discomfort not as a threat, but as an invitation — to listen more closely, to reflect more honestly, and to act more boldly.

As Sandra Oh said:

"If you can train yourself not to turn away, but to learn to be with your discomfort — and trust that it might be telling you something you don't yet know... it can help you develop an inner strength that will enable you to face the challenges life presents you with, without losing your values or your sense of self along the way."

At True North, that's exactly what we're doing. Staying steady in who we are, even as we evolve. Holding space for growth *and* for grace.

Thank you to everyone — our board, our staff, our leadership team, our community partners — who has shown up, stayed curious, and chosen courage over comfort. It's not always easy. But it is worth it.



Here's to the work ahead — guided by discomfort, grounded in purpose, and shaped by the values that continue to define us.

Thank you,

Joyce Li, Board Chair
True North Society