



Swabir Shariff

Executive Director of The Good Guides

Being an Executive Director is no easy feat, but Swabir Shariff makes it look easy with his non-profit organization "The Good Guides", Established in 2020, Shariff's vision is to bring together the youth of the GTA and reassure them with the fact that they are the front lines of their community, letting these kids know that their actions matter and that having positive outlets around you can be life changing in many ways.

With an extensive social work background, Shariff is very knowledgeable when it comes to community building and being empathetic, working with the Toronto Police Service and Kids Help Phone in the past, Shariff is a perfect role model and outlet for these children, and he hopes that his organization can leave a positive ripple effect not only on the communities he works in, but throughout the entire GTA as a whole.

