

THE CAREER FOUNDATION

Developing Human Potential

# ANNUAL REPORT



2018

2019

**DATE CREATED**  
02.05.2020

**DATE ISSUED**  
02.14.2020

*30 Years of Success*

*Developing Individuals, Companies & Communities*



# TABLE OF CONTENTS

Our Organization	4
A Message From The Executive Director	5
By the Numbers: Key Results from 2018-19	6-8
Statement of Financial Position	9
Priority Areas of Focus	10-17
A Blooming Relationship: Indigenous Communities	18
Employer Partnerships	19-21
Responding to the 'Tech Boom'	22-23
Developing Youth Skills for the Future of Work	24-26
Other Events & Milestones	27
Acknowledgements & Staying Connected	28-29
Contact Us	30-32

## MILESTONE ANNIVERSARY

In September 2018, **The Career Foundation** celebrated 30 years of developing individuals, companies and communities!

The Career Foundation was born from a workforce development need that the private sector had identified over 30 years ago. Recognizing prevalent industry challenges and the need to prepare for future talent shortages, these forward-thinking businesses invested in an innovative workforce development model that brought job seekers and employers together. This, matched with funding from the government, resulted in the launch of The Career Foundation in 1988!



# OUR ORGANIZATION

The **Career Foundation** is an innovative non-profit organization and registered charity (Charity Number: 12265 9048RR 0001) that first opened its doors in 1988. Since then, we have successfully delivered a wide range of programs and services to job seekers and employers.

Our 7 locations across the Greater Toronto and Hamilton Area assist job seekers of all ages to determine their needs, explore career options and find employment. These centres also offer job seekers assistance with obtaining training incentives, information about apprenticeships, skilled trades, and the Second Career program, as well as access to computers, printers, other office equipment, and more.

**Each year, we help thousands of people successfully accomplish their employment goals. Over 2,000 businesses ranging in size and industry utilize our services.**



**Our mission** is to link the resources of private sector companies, education and government to help all members of the community make the transition into employment.



**Our vision** is to be a world class leader in human workforce development.



The Career Foundation is a certified **Service Excellence** organization.

## Board of Directors

The Career Foundation would like to extend a special thank-you to our Board of Directors for their guidance and profound impact on the community over the past 30 years!

### Current Board Members:

- Chair, Peter Thomas
- Treasurer, Lyell Farquharson
- Director, Bob McAlpine
- Director, Haroon Salamat
- Director, Chris Hatch
- Director, Tanya Hunte



# A MESSAGE FROM THE FOUNDER & EXECUTIVE DIRECTOR



**COLIN MORRISON**  
FOUNDER & EXECUTIVE DIRECTOR

From its inception over 30 years ago, The Career Foundation was founded as a partnership between government, education, private sector companies, and labour. Our mission emerged to link these sectors to help all members of the community make the transition from education to employment. Funding for the first few years came from the four sectors. An external evaluator hired by the government gave us rave reviews and funding was extended. **For the past 30 years, we have maintained a stellar record of always meeting or exceeding employment goals.**

The employment services sector is poised for imminent disruption. While planning for the future of The Career Foundation, we took a moment to step back and reflect on our early beginnings. This allowed us to consider our founding principles and guiding values. As we looked

back on our origin story, we realized that we have stayed true to our higher purpose of fulfilling human potential. We have been proactively responding to the needs of the job seekers and employer partners that we serve, and are well aligned and equipped to address the emerging priorities of our sector. Safe in that knowledge, we are prepared to embrace the changes ahead. While guided by our founding principles, **The Career Foundation is ready for the future!**

Not only is The Career Foundation rooted in workforce development, but we are also intrinsically connected to community. We are proud of our history in supporting other community organizations to grow and strengthen the social safety net for community members. Throughout our past and even today, we have provided advisory support, guidance on governance, and served as Trustee to help several organizations increase their scale, scope, and growth. Over the years, The Career Foundation has been a true partner to many community organizations and we are proud to continue in that tradition of capacity building, comradery, and collaboration.

With a strong appreciation for our roots in workforce development and cross-sector collaboration, we are re-energized and ready for the future of employment services and the future of work. With over 2,000 industry partners and over 200 community partners, The

Career Foundation continues to be intentional about building community and workforce development collaborations for our job seekers. Over the past year, we have focused on four critical priorities: **sector-specific workforce development, expanding services to persons with disabilities, creating wraparound services for NEET Youth, and increasing support to Indigenous communities.**

To support the employment and retention of candidates from equity seeking groups, we have strategically invested in professional development for our frontline staff, ensuring that they are equipped to support job seekers with increasingly complex barriers to employment. We have also expanded our network of community partners to enhance wraparound support. The following report will outline our activities which delivered on these priorities; it will highlight our achievements to date and share noteworthy stories of our past year.

As we look to the future, The Career Foundation is optimistic about the possibilities ahead. We will continue to innovate, collaborate, and advance our work in community and workforce development. We thank our valued team members, our community and employer partners, and our generous funders—without whom we could not have achieved such success. Thank you for all of your support and we look forward to our ongoing collaboration.

In partnership,



**COLIN MORRISON, EXECUTIVE DIRECTOR**

# BY THE NUMBERS: KEY RESULTS FROM 2018-19



**13,138**  
Number of clients served\*

**5,040**  
Number of clients accessing formal job search programs\*

Percentage of clients that **achieved employment or returned to school / in training** (across all program contracts) in fiscal year April 1, 2018 - March 31, 2019.

**91%**

**61,414**



Total number of unique visitors to The Career Foundation website

Number of users that accessed The Career Foundation's **online job board**

**59,454**

**10%**

Percentage of assisted clients with a self-identified disability

Average Google Review rating across all 7 locations (200+ total reviews)

**4.7 stars**



*\*Clients served vs. clients accessing formal job search programs:*

A client accessing job search programs is any individual who receives employment services and/or wraparound supports and becomes employed and/or returns to school as a result of the intervention. Clients are considered 'served' if they access any of The Career Foundation's available resources, such as the Research & Information Lab, workshops, hiring events, or information sessions.



**25%**

Percentage of clients accessing essential supports (e.g. transportation, clothing, etc.)



**775**

Number of newcomer clients assisted



**52%**

Percentage of clients that reported having no income upon intake



**158**

Number of assisted clients specializing in the skilled trades



**857**

Number of placements secured using hiring incentives



**3,160**

Number of hiring event attendees (out of 154 hiring events)



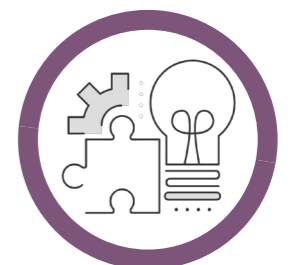
**925**

Number of on-site workshops delivered



**156**

Number of online workshops delivered



**6,836**

Number of workshop participants, both on-site and online

# KEY RESULTS FROM 2018-19

# 50

Number of assisted clients who identified as **Indigenous**

# 18%



Percentage of assisted clients that possessed international training

Percentage of assisted clients **under age 30**

# 55%

Percentage of assisted clients **aged 30 - 55**

# 36%

Percentage of assisted clients **aged 55+**

# 9%

## OUR CORE VALUES:

- 1 **Exceptional Customer Service**
- 2 **Always Exceeding Goals**
- 3 **Operating Like a Business**
- 4 **Transparency**
- 5 **Being Purpose Centred**
- 6 **Being Professional**

# STATEMENT OF FINANCIAL POSITION



\*The complete audited financial statements from which this summary is extracted are available upon request.

	2019	2018
<b>Assets</b>		
Current Asset	\$2,656,313	\$2,757,515
Investment	\$280,418	\$275,274
Long Term Asset	\$115,850	\$94,368
<b>Total</b>	<b>\$3,052,581</b>	<b>\$3,127,157</b>
<b>Liabilities</b>		
Current Liabilities	\$275,639	\$683,343
Deferred Contribution	\$894,422	\$1,014,710
Net Asset	\$1,882,520	\$1,429,104
	\$3,052,581	\$3,127,157
<b>Revenue</b>		
Government Grants	\$8,613,258	\$8,182,023
Donations & Fundraising	\$19,103	\$42,178
Interest Income	\$14,991	\$11,851
Miscellaneous Income	\$7,399	\$100,130
	\$8,654,751	\$8,336,182
Government Grants (Flow Through)	\$4,895,343	\$6,771,839
<b>Total</b>	<b>\$13,550,094</b>	<b>\$15,108,021</b>
<b>Expenses</b>		
Salary	\$5,917,869	\$5,840,890
Occupancy	\$1,078,073	\$1,155,712
Office Expenses & Supplies	\$611,000	\$534,000
Independent Contractor & Professional Services	\$537,000	\$386,000
Amortization	\$57,905	\$36,100
Employer & Client Expenses (Flow Through)	\$4,895,343	\$6,777,869
	\$13,097,190	\$14,730,561
<b>Excess</b>	<b>\$453,416</b>	<b>\$377,728</b>
<b>Net Assets, Beginning of Year</b>	<b>\$1,334,736</b>	<b>\$945,919</b>
<b>Net Assets, End of Year</b>	<b>\$1,766,670</b>	<b>\$1,334,736</b>

# PRIORITY FOCUS: WORKFORCE DEVELOPMENT

Addressing skills mismatch and shortages has been a key priority over the past several years and will continue into the coming years. The Career Foundation has been intentional about collaborating with employers to co-design programs and offer sector-specific training that meets the needs of both employers and job seekers. We have successfully partnered with employers to co-create employment initiatives for marginalized groups of job seekers, including youth, newcomers to Canada, persons with disabilities, and low-income residents, among others.

As a result of this work, The Career Foundation was able to identify talent needs and design projects in the following areas: skilled trades, green economy, information technology, advanced manufacturing, and health care. Moving forward, we will continue to increase our efforts in workforce development because we know that outcomes for employers means outcomes for job seekers—and the results speak for themselves!

## ARBORIST GROUND WORKER TRAINING PROGRAM

In 2018, The Career Foundation received SkillsAdvance Ontario (SAO) funding to work with The International Society of Arboriculture, Ontario Chapter and the Ontario Commercial Arborists Association to create and establish an entry-level workforce development training program. With assistance from our two partners as well as an Advisory Committee comprised of some of the industry's top employers, municipal representatives, and trainers, The Career Foundation hired leading curriculum developers and industry trainers to create and deliver the entry-level training program.

The **Arborist Ground Worker Training Program** was rolled out in November 2018 with 24 participants. Participants varied in age, gender identity, ethnicity, and educational experience. Our target participants were those with barriers to employment and those who were traditionally under-represented in arboriculture.

**With excellent success rates and positive feedback from employers, participants, and the general arboriculture community, The Career Foundation is happy to be embarking on a second year of programming in 2019-2020!**



92%

Percentage of participants that completed the program and secured employment within the field.

75%

Percentage of participants who remained employed in the field seven months post-training.



*The Arborist Ground Worker Training Program is an industry-driven partnership initiative delivered between The Career Foundation, the International Society of Arboriculture, Ontario Chapter (ISAO), and the Ontario Commercial Arborists Association (OCAA).*



From left: Mike Watson, Kelly Tree Care; Kristin Morrison, Director of Operations, The Career Foundation; Rebecca Lord, Executive Director, International Society of Arboriculture, Ontario Chapter.

## AWARDS & MERITS

The Career Foundation received the Arboriculture Award of Merit from the International Society of Arboriculture, Ontario Chapter in 2019. We were awarded for showing innovation, leadership, and commitment to arboriculture and urban forestry within Ontario.

In 2018, The Career Foundation was also the recipient of an Honourary Membership Award for promoting and advancing the ideas of arboriculture and urban forestry within Ontario.



# SUCCESS STORY

When A.C. first contacted The Career Foundation, he was working less than 19 hours per week and was frustrated by working precarious jobs. Financially assisting a brother and unable to secure sustainable employment, A.C. hoped that a career in a skilled trade might turn things around.

A.C. was unaware of the arborist trade until he came across a Facebook advertisement about the SAO Arborist Ground Worker Training program. He participated in an information session and met with the coordinator, who suggested that he explore some other trade options to ensure that he was choosing the best trade for his skills and interests.

After discovering more about the demand for entry-level workers and the growing arboriculture industry, A.C. decided upon the arborist trade and was selected for the SAO Arborist Ground Worker Training Program. A.C., a transgender youth, began the program without any industry experience or experience operating machinery and equipment such as chainsaws and chippers. Working with the team of teachers and 23 other students, A.C. worked his way through pre-employment workshops, health and

safety training, and technical training. He adapted to the new experience of working outdoors. Due to tight finances, A.C. received participant support funds to help with transportation costs and the costs of thermal layer clothing for when temperatures dipped to -25 degrees.

With excellent drive and determination, A.C. was able to develop the competencies required and graduated from the program. He was presented with the "Most Improved Student" award—donated by industry employers that included gift cards to an arborist equipment supplier. The Career Foundation secured a paid work placement for A.C. with a highly successful local company and developed a plan to support him and the employer through the year of transition to the field.

The employer has since offered him permanent full-time, year-round employment that includes benefits and apprenticeship training. A.C. is working over 40 hours per week and is looking forward to registering as an apprentice and advancing his career in the wonderful industry of arboriculture!

## PRIORITY FOCUS: SERVING PERSONS WITH DISABILITIES

This year, we expanded our **Empowering Abilities Program (EAP)**—serving persons with disabilities—across the GTHA. Due to its overwhelming success in the Weston neighbourhood, The Career Foundation was pleased to be supported by the Government of Canada's Opportunities Fund to now deliver this service in the East Scarborough and Hamilton communities. Through this expansion, we supported job seekers who have traditionally been left out of the labour market, including those on the Ontario Works (OW) and Ontario Disability Support Programs (ODSP).

Additionally, we have supported our employer partners with diversity hiring. Soon after engaging with us, employers have reported a marked improvement in their company culture and a sense of inclusion for all. Through our strength-based approach, both our job seekers and employers have achieved outstanding success.

### SUCCESS STORY

C.W. was diagnosed with autism and encountered many obstacles in securing employment due to English being his second language, his unique learning style, lack of work experience, and difficulty thriving in social situations. In addition, C.W. expressed feelings of anxiety, which the team helped him overcome throughout the program.

C.W. attended pre-employment workshops and received extensive one-on-one coaching and training in the following areas: strategies to support social skills development, networking, customer service skills, workplace etiquette and communication, interview preparation, WHMIS and Health and Safety, and job retention. The program helped C.W. secure his first position as a software developer—a position that aligns perfectly with his education and long-term goals.

# 94%

Percentage of our Empowering Abilities Program clients who have retained employment after successfully completing a work experience placement.



*"I am extremely grateful for all the services offered through the Empowering Abilities Program (EAP) and the support I received by the staff. The staff were professional, friendly, and they all made me feel very much at ease. I had initially signed up with another program and was appropriately referred to EAP to pursue employment. While participating in EAP I was able to brush up on my skills and acquired additional training and support. I also received résumé and cover letter training, job search counselling, clothing support, transportation support, and the opportunity to complete online training to further my learning. I was successful in finding employment in my comfort zone. I would highly recommend the program and the services available to those with disabilities."*

— P.M., EAP Client

The Empowering Abilities Program also helped participant P.M. enhance her ability to obtain employment and overcome obstacles. P.M. entered the program with extensive barriers, predominantly caused by severe mental health issues and depression. She was professionally trained as a teacher; however, she had resigned from teaching in 2007 due to severe depression. P.M. was receiving ODSP income support and resided in a priority neighbourhood.

The program helped P.M. get her life back on track through individualized support and job coaching. Through this program, she successfully secured employment with a learning centre as an administrative assistant. The employer accommodates her disability through flexible shifts and is extremely supportive of her and the limitations caused by her disability. P.M. also received training in the following areas: CPR and First Aid, Workers Health and Safety, job search, interview skills, and résumé writing.

# PRIORITY FOCUS:

## WRAPAROUND SUPPORTS FOR NEET YOUTH

Youth across Ontario continue to experience increasing barriers and obstacles to success. In a tight labour market with a general unemployment rate of 5.5%, youth unemployment continues to hover around 12%, with significantly higher rates among marginalized and equity-seeking youth groups. Over the past several years, The Career Foundation has been working with community partners to strengthen a youth-centred wraparound model that assists youth who are not in employment, education or training (NEET) to address personal life challenges. This wraparound approach not only aims to support youth with their personal lives, but also to increase their readiness for employment and career growth.



Our wraparound support strategy has had a powerful impact on the success of The Career Foundation's NEET youth in our Completing the Circle, Youth Job Connection, and Career Focus programs—85% of which secured long-term employment (6+ months) in 2018-19!

### ADDRESSING BARRIERS

Since launching the Completing the Circle program several years ago, there has been an increase in program participants experiencing mental health issues—most notably anxiety and depression. NEET youth experiencing mental health-related matters often require one-on-one support when completing tasks, preparing for the workplace, and attending a job. Our team is trained and prepared to deliver additional supports as needed.

In the past year, our CTC program worked with a youth who identified as gender non-binary. During our initial conversations with the youth, we clarified their pronouns and whether or not they wanted to speak openly about this with the group. Once we were clear on how the youth preferred to proceed, we discussed the best course of action and worked with the participant to ensure they felt safe and comfortable when attending group sessions.

This participant chose to share their gender non-binary identity with the group. They requested that staff and participants refer to them as “they” and “them”. They asked us to speak one-to-one with all of the participants and share on their behalf. Then, the youth openly shared their story with the group. In the end, staff witnessed that the participant felt relieved to be themselves. They went from being quiet and reserved to a very vocal advocate for their beliefs.



## SUCCESS STORY

**1,395**

Number of NEET youth clients served across all five Employment Centres and specialized programs for youth (e.g. Completing the Circle, Career Focus & Youth Job Connection).

**442**

Number of training workshops delivered to NEET youth in 2018-19 (e.g., résumé writing, networking, and career coaching).

M.O. presented as a 20-year-old resident of Hamilton who found that her introversion and lack of confidence made approaching employers difficult. She identified other barriers to employment, including having no post-secondary education, having no income, needing to support herself, lack of family/community supports, and her Indigenous origin. With support of staff, M.O. completed Myers-Briggs assessment to solidify her job goals. She decided that her short-term employment goal was to work as a sales associate and her long-term goal was to become an animal trainer.

Staff worked with M.O. to create a new résumé and cover letter and to prepare her references. Staff then focused their attention on building M.O.'s interview skills. With time, she moved from providing quiet, one-word responses to using elaborate power stories. M.O.'s body language shifted; she began smiling more and increased her speaking volume. Before long, she was ready to approach employers. M.O. completed several cold walk-ins, with nudging from staff, before arriving at a pet store close to her home. She used her '30-second-commercial' and passion for animals to request an interview with the employer, and she made a wonderful first impression. The owner contacted staff the following day to offer M.O. a sales associate position. M.O. continues to work for the employer, building her résumé and saving money as she expects her first child.



# PRIORITY FOCUS: FOSTERING COMMUNITY PARTNERSHIPS

Community partnerships are vital to the success of our organization and the well-being of local communities. The Career Foundation is represented on various community planning initiatives, advisory committees, and workforce development projects. We collaborate with **over 200** organizations and other service providers across the province to plan and deliver a robust range of services to all members of the community.



**Youth Summer  
Employment Planning**



**Casino Woodbine  
Expansion Planning**



**Future Workforce  
Planning**

The Career Foundation has helped plan a series of youth-focused pre-employment workshops, skills training, employer info sessions, and job fairs in the community to help youth find work for the summer. This initiative was coordinated by the Kingsview Village Neighbourhood Action Partnership (NAP) planning table, in collaboration with the City of Toronto, Parks and Recreation, Toronto Library, Humber Employment Service, and Toronto Employment & Social Services.

We have also been collaborating with the City of Toronto, YMCA, and Humber Employment Service on creating information sessions, specialized pre-employment workshops, job fairs, and skill-upgrading opportunities to help clients access approx. 4,000 new employment opportunities offered through the **Casino Woodbine Expansion Project** in Etobicoke.

Through the Toronto West Local Immigration Partnership (LIP), The Career Foundation has been working collectively with other community partners on improving employment outcomes for newcomers. The goal is to help employers understand the benefits of hiring newcomers and to dispel myths / perceived risks of hiring workers with minimal Canadian experience. The Career Foundation also helped organize an event with LIP called **Future Workforce**, which focused on community partner collaboration and networking.

## Memberships on Committees & Special Groups:

Canadian Apprenticeship Forum  
CPA Canada  
Employment Connections Toronto  
Employment Labour Market Advisory Group for Woodbine Casino Project (ELMA)  
Employment Resource Connections Action Group (ERCAG)  
Etobicoke Service Delivery Network (ESDN)  
Federal Youth Employment Opportunity Initiative  
First Work  
George Brown College Program Advisory Committee  
Human Resources Professionals Association (HRPA)  
International Society of Arboriculture, Ontario Chapter (ISAO)  
Kingsview Village the Westway Neighbourhood Action Partnership (NAP)  
Lawrence Heights Inter-Organizational Network (LHION)  
Lift & Co.  
Mississauga Board of Trade (MBOT)  
Mold Maintenance Technician Community Partner & Manpower Collaboration  
Niagara Peninsula Aboriginal Area Management Board (NPAAMB)

North Etobicoke Resident Council (NERC)  
ONESTEP  
Ontario Council of Agencies Serving Immigrants (OCASI)  
Ontario Nonprofit Network  
Partners Implementation Sub-Group for Woodbine Casino Project  
Partnership to Advance Youth Employment (PAYE)  
SkillsAdvance Ontario Arboriculture Advisory Committee  
SkillsAdvance Ontario Cannabis Advisory Committee  
Talent X  
Toronto Centre Service Delivery Network  
Toronto Community Benefits Network  
Toronto Region Board of Trade  
Toronto West Local Immigration Partnership (TWILP)  
Toronto West Partners (TWP)  
Vaughan Chamber of Commerce  
Volunteer Toronto  
Youth Employment Network (YEN)  
Youth Employment Partnership (YEP)

# KEY COMMUNITY PARTNERSHIPS

The Career Foundation is fully integrated in the service delivery network in the Greater Toronto and Hamilton Area. Accordingly, we have developed numerous referral relationships over the years. **These are some of the community partners we work most closely with:**

- |   |                                      |  |
|---|--------------------------------------|--|
| Accenture                                   | Family Social Services               | NPower                                     |
| Adecco                                      | First Response                       | Pathways to Education                      |
| Anderson College                            | First Work                           | PAYE                                       |
| B.O.L.T                                     | Frontier College                     | Randstad                                   |
| Building Up                                 | George Brown College                 | Red Academy                                |
| CAMH  | Global Experience Ontario            | Rexdale Community Health Centre            |
| Canadian College                            | Hamilton JD Network                  | Seneca College                             |
| Career Edge                                 | Hammer Heads                         | Service Canada                             |
| CDI   | Jane Alliance Neighbourhood Services | Sheridan College                           |
| Centennial College                          | JVS Toronto                          | The Centre for Education & Training (TCET) |
| CMHA  | Legal Aid                            | Toronto Catholic District School Board     |
| Conestoga College                           | Manpower                             | Toronto Community Housing                  |
| Construction Connections                    | March of Dimes                       | Toronto District School Board              |
| CultureLink Settlement & Community Services | Medex College                        | Toronto Employment and Social Services     |
| Delta Family Resource Centre                | Mohawk College                       | Toronto Public Health                      |
| Dixon Community Services                    | Midaynta Community Services          | triOS College                              |
| Dress for Success                           | Newcomer Centre of Peel              | Unison                                     |
| Dress Your Best                             | Nova Staffing                        |  |

The Career Foundation is also very active in several community/partner planning tables. These committees allow Toronto Employment and Social Services, the City of Toronto, Local Immigration Partners, EO Service providers, and other community agencies to come together to discuss service offerings, referrals, gaps in community support and ways to collaborate or partner. **Some members at these tables include:**

- |   |   |
|---|---|
| ACCES Employment                                | Project Work                            |
| Albion Neighbourhood Services                   | PTP                                     |
| Burnhamthorpe Adult Learning Centre             | Rexdale Women's Centre                  |
| Brown Bag                                       | Richview Library                        |
| Care Centre for Internationally Educated Nurses | Skills for Change                       |
| Children Services                               | Somali Canadian Association of Canada   |
| City of Toronto, Parks & Recreation             | Toronto Community Benefits Network      |
| Community Healing Project                       | Toronto North Support Services          |
| COSTI   | Toronto Youth Partnerships & Employment |
| Disability Access                               | VPI Inc.                                |
| Goodwill Industries Employment Services         | Woodgreen                               |
| Humber College                                  | Workforce Planning Hamilton             |
| Jane Street Hub                                 | York Youth Coalition                    |
| Job Start                                       | YMCA                                    |
| LAMP Community Health Centre                    | YWCA                                    |
| Learning Enrichment Foundation                  |   |
| Let's Get Together                              |   |
| Mennonite New Life Centre                       |   |
| Next Steps Employment Centre                    |   |
| North York Community House                      |   |
| Ontario Tourism Education Cooperation (OTEC)    |   |
| Partners for Planning                           |   |
| Polycultural Immigrant and Community Services   |   |



# A BLOOMING RELATIONSHIP: INDIGENOUS COMMUNITIES

In 2018-19, The Career Foundation's **Completing the Circle (CTC) Program** intentionally committed to the principles of diversity and inclusion by building relationships with local Indigenous populations and organizations. This has enhanced our ability to serve diverse individuals, families, and communities.



In addition to an increase in Indigenous youth participating in the CTC program, staff are now members of the **NPAAMB (Niagara Peninsula Aboriginal Area Management Board) Youth Navigation Collaborative Partnership.**

This partnership uses the wraparound process to serve multi-barriered, urban Indigenous youth to effectively develop community resources and address barriers to succeed in employment and training goals.

Completing the Circle staff now work closely with NPAAMB's Youth Navigation Service to provide job search support to Indigenous youth seeking employment. Indigenous youth who attend the CTC Program also now have access to Indigenous Youth Navigation Services, which provides assistance with housing, mental health counselling, financial support, and more. This is a fantastic resource as it is specifically for Indigenous youth.

Through a broad offering of career development and cultural learning opportunities, our clients better understand differences in people's value systems and how they communicate. These efforts, combined, help us to better serve the local community.

All of this work ultimately helps us develop tailored solutions to deliver on our first priority: to meet the unique needs of multi-barriered individuals, while simultaneously building the capacity to drive future growth and sustainability.



# EMPLOYER PARTNERSHIPS

Developing and maintaining relationships with employers has been one of the keys to our success over the years. Some of the benefits to employers include: having our experienced staff identify candidates with the right fit for their employment and retention success; connecting employers with job seekers of diverse backgrounds and skills, including youth, professionals and tradespeople; utilization of our offices for on-site interviews and hiring events; assistance with accessing financial incentives that offset costs of training new employees, as well as other services to support employers' hiring needs.

Over **2,000** employers across the GTHA ranging in size and industry utilize our services to fulfil their HR needs. Below are a select few highlights from 2018-19:



This year, The Career Foundation hosted four hiring events on behalf of Air Canada, garnering 160 candidates. Of that, 25 job seekers were hired on as full-time, bilingual call centre agents. Air Canada has expressed satisfaction with our process and expertise, and is happy with the calibre of candidates we've sent their way. They look forward to a continued partnership in 2019-2020.



Accenture's online learning portal has supported several unemployed clients within our *Employment Ontario* programs. The training is a valuable asset to our youth programs, and staff frequently refer clients to the portal for skill development. Eighty-eight per cent of youth participating in the Youth Job Connection program found employment after taking the training.



The Career Foundation helped Northern Transformer access **Canada-Ontario Job Grant** funding to a full suite of CAD design software training for a team of mechanical designers, allowing them to harness more capability from the software.

***"Without The Career Foundation's help, we would not have been able to provide that training to our people. Our team is more knowledgeable and efficient now. It was a clear win-win for all involved."***

— Russell Anderson, Northern Transformer

## A Sample of Employer Partners

Here is a mere snapshot of the employers we've served and partnered with over the past year:

- Bayshore Home Health
- Bell Canada
- Boss Insights
- Braised Restaurant & Bar
- Canadian Tire
- Capitol Electric
- Chartwell
- ClickInsight
- Condor Security
- Dapasoft
- DSD Management
- Emerge Commerce
- G4S Security
- Geomedia
- Healthmax Clinic
- Hot House Restaurant
- Hyre
- IRAS Pharmacy
- Kingsdown Mattress
- Knights on Guard
- Knightsbridge Foreign Exchange
- Link Mental Health
- MedicAlert
- Paragon Security
- Popeye's, Wendy's
- Rogers
- S.R.T. Med-Staff
- Vretta, Inc.

# EMPLOYER SUCCESS STORIES

## PLANET-LEGAL



Planet-Legal is a curated marketplace connecting clients and lawyers, providing access to legal information and help. Individuals and organizations can build strong legal health through informed access to a smart marketplace for legal help. Lawyers can access clients and other legal firms to get and give referral work.

Anita Lerek, founder and president of Planet-Legal, contacted The Career Foundation after learning about the **Career Focus** program in 2018. The program offered private sector wage subsidies to eligible employers to offset their training costs. Soon after, Planet-Legal signed on as an employer partner to fill a front-end developer vacancy at their growing organization. The Career Foundation introduced Jasjeet Kaur Gill—a newcomer to Canada—to Planet-Legal. They were thrilled to take on a qualified candidate with robust, international training.

“The whole concept behind Planet-Legal is connecting people,” said Lerek. “We have put the pieces in place for clients to find lawyers, and vice versa. It’s not about who has the deepest pockets. Whichever lawyer is most qualified or motivated to respond to a client’s question can choose to do so. Then the client decides which lawyer they’d like to go with.”

For Jasjeet, her biggest obstacle was learning the English language. After enrolling in ESL courses, she gained the confidence to attend networking events and eventually came across The Career Foundation’s Career Focus program. According to Lerek, if it weren’t for The Career Foundation, she wouldn’t have hired Jasjeet. “Truthfully speaking, there were cultural language barriers and I wasn’t convinced that hiring Jasjeet would lead to positive results,” admitted Lerek. “But as soon as I started to exercise a little empathy and embraced our cultural ‘otherness,’ I learned just how valuable she truly was.”



*“I am so appreciative of The Career Foundation and Anita, who gave me the opportunity to step into the IT sector and start a new life in Canada. Each day, I gain new skills and experiences that allow me to work productively in a team-based setting. Now, I feel confident in my field of work and know that my career will only grow from here!”*

**Jasjeet Kaur Gill,**  
Front-End Developer

Photos c/o Planet-Legal



**Anita Lerek (LL.B, M.A.)**  
Founder, President



## SMARCO BUILDING SOLUTIONS INC.

The Career Foundation helped Smarco Building Solutions, a medium-sized HVAC company, onboard their first Refrigeration & Air Conditioning Systems Mechanic and Sheet Metal Worker in 2019. Our team helped both apprentices complete the apprenticeship application on the Ministry of Labour, Training & Skills Development’s website, and communicated with the ministry rep, the employer, and the apprentices to complete all relevant paperwork.

The Career Foundation identified a training provider that offered block release training, which allowed both apprentices to take time away from the job to acquire

additional certifications. The program offered translation services to accommodate their language preferences.

Additionally, the team consulted with journeymen at Smarco Building Solutions to ensure they were signing off on the training standards as both apprentices went through the learning process.

Both apprentices remain employed with Smarco, and are working towards their Level II apprenticeship.



## EMPLOYER TESTIMONIAL

*“Reliance Home Comfort is extremely grateful for the recruitment support provided by Natalia and The Career Foundation. Natalia took the time to understand the roles we were looking to hire for and the individuals best suited to fill them. She was able to organize a hiring event that brought us face-to-face with strong candidates that made hiring easy and efficient. Natalia and The Career Foundation are such a pleasure to work with! The support we received was integral to us finding the perfect candidates.”*

# RESPONDING TO THE 'TECH BOOM'

A consistent trend as we head into the new decade is the promotion of Science, Technology, Engineering, and Mathematics (STEM) in education and employment sectors. In 2018-19, The Career Foundation led several initiatives to ensure this learning remained at the forefront—particularly for women in STEM industries.

## PARTNERING WITH CUTTING-EDGE I.T. COMPANIES

According to a July 2019 Globe & Mail article, Toronto “is in the midst of a spectacular tech boom. Big firms such as Microsoft, Twitter, Uber, Google and Netflix are setting up shop or expanding here. Thousands of workers are coming to live and work in the city. Thousands of startup companies are revving their engines.”

The Career Foundation has been fortunate to have the opportunity to work with some of the cutting-edge tech companies that helped bring Toronto towards this boom. BioRender, a company that boasts being “the world’s first tool to help scientists create and share beautiful, professional scientific figures,” took on 4 participants over the most recent **Career Focus** project, including two female science communication specialists. Another employer partner, RateHub (Canada’s leading financial comparison platform), took on a female participant through Career Focus to work as a community engagement manager to start a new arm of the company: financial literacy.



# 95%

**Percentage of Career Focus participants who were either employed or in education as a result of the program (2018-19).**

The most recent federal **Career Focus** program, which ran from 2017 – 2019, had a mandated emphasis on STEM sectors. The Career Focus team worked diligently in making connections and maintaining long-standing relationships with STEM companies throughout the GTHA.

One of the 140 outstanding placements made throughout the Career Focus project included a 24-year-old woman who was struggling financially due to being unemployed for a year. She had graduated in 2017 with a Bachelor of Engineering, Biomedical degree and had not been able to obtain relevant employment.

Staff worked closely with her on job search and helped prepare her résumé and other job search documents. Her résumé was sent to various companies in her field and interviews with employers were arranged, including one with a radiology company called Canaray. She was successful in obtaining a position as a radiologist assistant through a Career Focus work experience, where she worked on different software and conducted anatomy reviews, image analyses, overviews, and annotations. She remains employed beyond the work experience and is grateful to be able to utilize the knowledge and skills learned during her education.

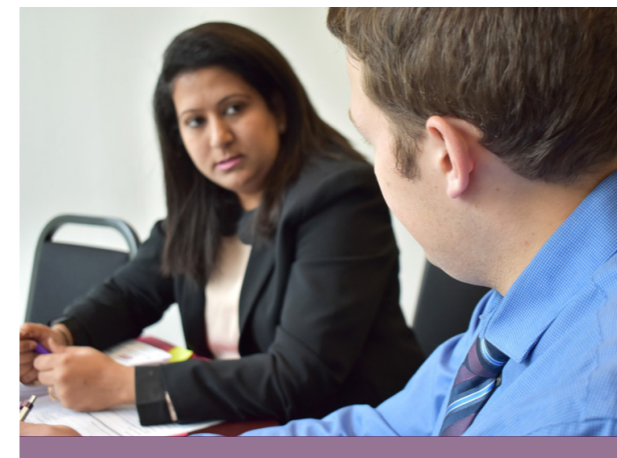


# CONNECTING COMMUNITIES

## 2019 STEM HIRING EVENT



Our **STEM Hiring Event** in June 2019 resulted in significant exposure in the community. Through this event, job seekers had the opportunity to be interviewed by their company of choice, and in some cases, multiple companies. With dozens of attendees and several companies represented in finance, healthcare, IT, and geographic technology, The Career Foundation further developed its STEM-based area of expertise.



# DEVELOPING YOUTH SKILLS FOR THE FUTURE OF WORK

In Summer 2019, The Career Foundation participated in the **Canada Summer Jobs Program**, funded by the Government of Canada. The program helps young people between the ages of 15 and 30—particularly those facing barriers to employment—gain valuable skills through a quality summer work experience that will enable them to transition successfully into the labour market.

This year, The Career Foundation put in five applications to hire a total of six youth for the Canada Summer Jobs program. All six youth were hired. Positions included: Participant Services Representative, Administrative/Data Entry Assistant, Administrative Assistant, and Job Developer Assistant. The youth worked at five of our employment and youth program centres, spanning the GTHA (Mississauga, Eglinton-Lawrence, Hamilton Centre, Toronto – St. Paul, and York – South Weston).



## YOUTH EXPERIENCE GAINED THROUGH CANADA SUMMER JOB PROGRAM:

1

Employability and life skills development approaches; valuable insight on the social services and human resources sectors.

2

Building networks in the community; client services, teamwork & administrative office skills.

3

Working with job seekers (including those with barriers to employment) and employer partners.

# PARTICIPANT TESTIMONIAL CANADA SUMMER JOB PROGRAM



Heading into the Summer of 2019, I had high expectations for the kind of summer job I wanted. At this point, I had already worked in customer service, retail, and food. I was ready for something more challenging; something more in line with my aspirations. As a post-secondary student just finishing the second year of his undergrad degree, I was worried about finding such a placement, especially given the competitive labour market we live in. That's where the Canada Summer Jobs (CSJ) program came in.

Through the CSJ program, I was able to successfully apply for a summer placement as a "Participant Services Representative" with The Career Foundation, a non-profit that offers a variety of employment services to both employers and employees. More specifically, I worked with the Completing the Circle (CTC) program at the Mississauga branch, where we helped at-risk youth become job-ready and connected them with suitable employers.

Not only did this job give me a real feel for a professional office environment, but I also gained some unique insight into the employment market as well as the social services sector. I worked with some truly remarkable individuals, all of whom mentored and supported my growth within the CTC team. Most of all, I had the pleasure of getting to know some amazing youth who gave me the opportunity to network on their behalf, with the goal of securing them with a stable and fitting work placement. These youth made



waking up every morning worth it. I wanted to give a hundred per cent of myself if it meant that they had a shot at a good, self-sustaining job.

This experience taught me valuable skills, knowledge, and resilience that I can bring into every aspect of my life, both professional and personal. So for that, I thank the Canada Summer Jobs program as well as The Career Foundation.

— A.A., Canada Summer Job Participant

# DEVELOPING YOUTH SKILLS THROUGH VOLUNTEER INITIATIVES

Volunteers are the heart and soul of our organization and they are an integral part of our success. Without their dedication, The Career Foundation would not be able to provide the exceptional level of service and professionalism we are known for. **Here is just one example of the valuable insight and energy our volunteers offer:**

*Blythe Hunter*



Photo by Rachel Cellupica



I first heard about The Career Foundation when applying for a summer student position in 2018. That summer, I worked as a Participant Services Representative with The Career Foundation's Completing the Circle program in Mississauga. Everyone there was super nice, and at the end of my placement the Program Manager referred me to the agency's volunteer program to gain more experience in the field of media communications.

When I first started volunteering, I visited Head Office once weekly for about four hours at a time. My mentor, Kyle, taught me how to manage social media campaigns and promote special events using Hootsuite. He also showed me how to edit and upload job vacancies, as well as how to use Canva to design promotional materials. Eventually, I switched to working remotely, which was a bonus since I was living downtown and attending university full-time.

Through my volunteering experience, one of the most valuable skillsets I've gained is social media and digital marketing. In fact, I was hired for an internship with FLARE magazine during the summer of 2019, which was partly due to my knowledge of Hootsuite, editing, and writing persuasive web copy. While I don't see a career for myself in social media, this volunteer experience certainly helped get my foot in the door to similar fields of interest. I also learned that I really enjoy channelling and showcasing my creativity through large poster designs.

Based on the people I've met and worked with at The Career Foundation, I can tell they are a very caring and kind organization. Kyle is super flexible and understanding when school's getting heavier. Working at the Mississauga office was also a great experience (Whitney and Nora were amazing!) It is clear that people care about what they're doing. I'd definitely recommend working with The Career Foundation, especially if you're looking to get into the not-for-profit and/or social work sector.



***Our volunteers work directly with select staff members for a minimum of one day per week. They gain valuable skills in customer service, human resources, social media, event planning, business development, and more!***



## OTHER EVENTS & MILESTONES



### TRADES DISCOVERY DAY

The Career Foundation arranged for a large group of diverse job seekers to visit the Interior Finishing Systems Training Centre (IFSTC), a 130,000 square-foot training facility located in Woodbridge, Ontario, in January 2019. IFSTC showcased the day-to-day responsibilities, equipment, and materials used in their four apprenticeship-training and journey person upgrading programs: Exterior Insulating Finishing (Stucco) Mechanic, Hazardous Materials (HAZMAT) Worker, Drywall Acoustic Mechanic & Latherer, and Drywall Finisher and Plasterer. Participants learned about the specific skills required to work in each trade.

The Trades Division would like to give a very special thank you to IFSTC for hosting us this year, and Hazmasters Inc. for donating Personal Protective Equipment (PPE) for the day! The Career Foundation looks forward to many more trades-specific events to come.



### 30<sup>TH</sup> ANNIVERSARY EVENT

On Nov. 28, 2018, The Career Foundation celebrated its 30th anniversary. Sponsored in part by EATERTAINMENT Events & Catering and Vretta Inc., the event welcomed over 100 guests—comprised of employers, community partners, board members, Ministry representatives, and staff—to The One Eighty restaurant.

The idea to plan and celebrate such a momentous occasion was inspired by our own employees, who wanted to acknowledge the local community for their continued support. A committee was formed and everything came together swiftly and marvellously! Of note, an incredible (and highly emotional!) client testimonial video was produced by the committee, which showcased the many ways in which our clients' lives have been positively impacted over the years. A special thanks goes to our founder and executive director, Colin Morrison, for starting The Career Foundation over 30 years ago and giving us all a chance to serve the community and work with such a special group of people at this organization!

# ACKNOWLEDGEMENTS

The Career Foundation gratefully receives funding from the Provincial and Federal Governments, allowing us to deliver employment and training solutions at no cost to job seekers and employers.

## Government of Canada Funders

### Employment and Social Development Canada

- Canada Summer Jobs
- Career Focus, Regional Project
- Opportunities Fund for Persons with Disabilities (Empowering Abilities Program)
- Youth Employment Strategy Skills Link (Completing the Circle Program)



## Government of Ontario Funders

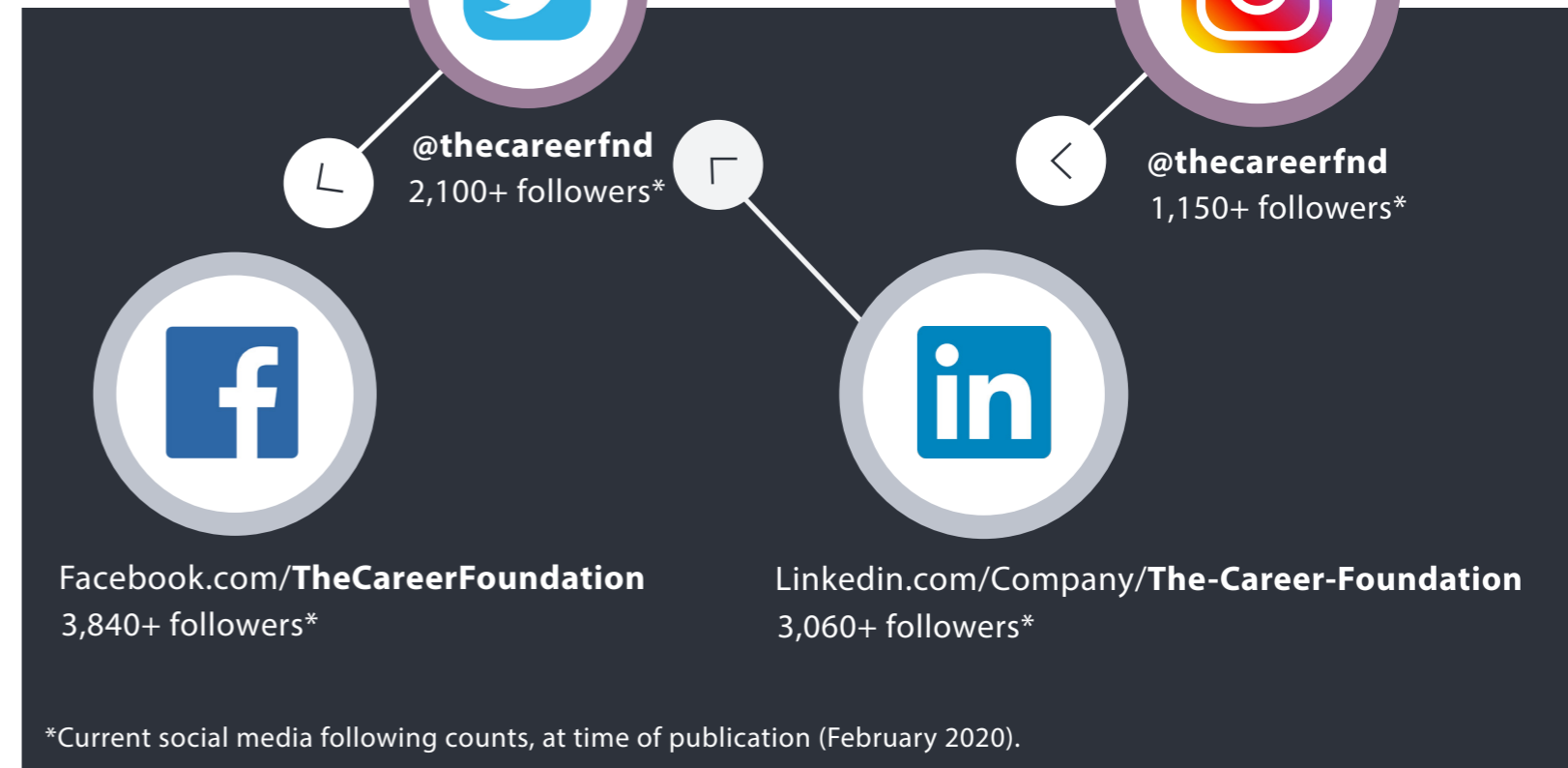
### Ministry of Labour, Training & Skills Development

- Canada-Ontario Job Grant
- Employment Services
- General Carpenter Pre-Apprenticeship Program for Youth
- Second Career
- SkillsAdvance Ontario (Arborist Ground Worker Training Program)
- Youth Job Connection
- Youth Job Connection Summer
- Youth Job Link



# STAYING CONNECTED

Over the past year, The Career Foundation's social media following increased organically by **21 per cent!** Whether it's keeping up-to-date on our latest hiring events & networking engagements, or pausing to reflect on a motivational quote, we thank our followers for supporting our quest to **#DevelopHumanPotential!**



# OUR EMPLOYMENT CENTRES



## Program Offerings:

- 1 — Employment Centres
- 2 — Employer Services
- 3 — Youth Job Connection
- 4 — Completing the Circle (Youth)
- 5 — General Carpenter Pre-Apprenticeship
- 6 — Empowering Abilities (Persons with Disabilities)
- 7 — Arborist Ground Worker Training

**Call us at 1-855-223-8231**  
**TTY: 1-877-688-5504**

## CONTACT US

PROGRAM	ADDRESS	E-MAIL	PHONE
Etobicoke Employment Centre	2150 Islington Ave., Suite 210	Etobicoke@careerfoundation.org	(416) 235-1091
Weston Employment Centre	2100 Lawrence Ave. W., Suite 103	Weston@careerfoundation.org	(416) 243-0066
Lawrence Allen Centre Employment Centre	700 Lawrence Ave. W., Suite 435	LawrenceSquare@careerfoundation.org	(416) 789-4862
Central Toronto Employment Centre	21 St. Clair Ave. E., Suite 1200	CentralToronto@careerfoundation.org	(416) 920-5144
Scarborough Employment Centre	2437 Kingston Rd., Suite 102	Scarborough@careerfoundation.org	(416) 264-2100
Mississauga Completing the Circle	55 City Centre Dr., Suite 501	CTCMississauga@careerfoundation.org	(905) 361-1134
Hamilton Completing the Circle	110 James St. South	CTCHamilton@careerfoundation.org	(905) 667-0321
General Carpenter Pre-Apprenticeship for Youth	100 James St. South	Carpenter@careerfoundation.org	(416) 731-1737
Youth Job Connection	2150 Islington Ave., Suite 210	YJC@careerfoundation.org	(416) 235-1091
Empowering Abilities Program	2100 Lawrence Ave. W., Suite 102 2437 Kingston Rd., Suite 102 110 James St. South	EAP@careerfoundation.org	(416) 243-0066 (416) 264-2100 (905) 667-0321
Arborist Ground Worker Training	700 Lawrence Ave. West, Suite 430	Arboriculture@careerfoundation.org	(416) 642-2406





## Contact Us — Head Office



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**THE CAREER FOUNDATION**

Developing Human Potential