

# ANNUAL REPORT

THE CAREER FOUNDATION

Developing Human Potential

## 2019-2020



# ABOUT THE CAREER FOUNDATION

As a charitable organization, **The Career Foundation** has been designing and delivering skills innovation training and employment projects on behalf of government and the private sector since 1988.

We exist to create fair and equitable labour market access for marginalized and underrepresented groups. We currently support a wide range of employers and industries to help them meet their workforce needs, which benefits our diverse community of job seekers.

Operating primarily in low-income communities, our 7 ser-

vice sites and 5 Resource & Information Centres are designed to deliver services that are based on the needs of each local community and their unique demographics.

We work closely with local industry partners as economic drivers of the labour market and create talent pipelines that give residents access to sustainable employment.

Leveraging technology, we see a new world open up for job seekers and we aim to usher in those opportunities and create even greater access for those who need it most.



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## Board of Directors

The Career Foundation would like to extend a special thank-you to our Board of Directors for their continued guidance and profound impact on the community over the past 32 years!



### Current Board Members:

- Chair, Peter Thomas
- Treasurer, Lyell Farquharson
- Director, Robert McAlpine
- Director, Chris Hatch
- Director, Tanya Hunte



# STATEMENT FROM THE CHIEF EXECUTIVE OFFICER

After 26 years in the employment services industry, I am honoured to be writing this message for The Career Foundation's 2019-2020 Annual Report as its new Chief Executive Officer. I am proud of the work The Career Foundation has been doing over the last 32 years, humbled by the positive impact it has made, and I am excited to advance its purpose in the years ahead.



**Resilience, Persistence, Inspiration, Optimism, and Innovation:** These were the themes that emerged over the past year and they are evident in the stories told in this annual report. As an organization, we strongly resonate with these themes and are proud to say that we saw them reflected in the way our people rallied to support the community during one of the worst global crises of the century. Our leadership and service delivery team members demonstrated a heightened sense of compassion for our clients, job seekers and employers alike. They were resourceful and created or sourced much-needed solutions for those in need. Our people led a campaign of connection, collaboration and innovation and the successes highlighted in this report demonstrate their hard work and commitment to the communities we serve.

## Connection

The Career Foundation's work is deeply rooted in the community. We seek to create opportunities for those who have traditionally lived on the margins and experienced barriers to economic prosperity. Steeped in this principle, we are continuously developing community partnerships to support our job seekers. Over the past year, we were pleased to have strengthened partnerships with numerous community organizations and were grateful to have their assistance to shore up the wraparound supports needed by many job seekers.

With the urgency for support brought on by the COVID-19 pandemic, The Career Foundation quickly created a rapid response strategy and connected with our partners to tighten the circle of care in the community. We partnered with local food banks, shelters, drop-in centres, constituency offices and specialized services for people with disabilities, newcomers, at-risk youth, among others, to ensure that they were able to access support as quickly as possible. We set up a hotline to assist people to apply for the Canada Emergency Response Benefit (CERB) and Employment Insurance and income support over the phone and online.

We ensured that clients were served safely in-person as needed. We connected with our current and past clients as well as our employers to understand their immediate needs and created strategic initiatives to address their challenges.

## Collaboration

Leaning on industry experts and professionals, we were able to coordinate mental health support, financial management and remote work resources for job seekers. We engaged financial institutions to help businesses understand the Canada Emergency Wage Subsidy (CEWS) and furlough programs that the government implemented to help them retain employees during the pandemic. We brought legal experts to share human resources and employment law information, so employers understood their responsibilities and available options. Health and safety experts also shared the requirements that would facilitate a safe return to work as well as best practices to keep employees safe and healthy while remaining employed. To support businesses that were deemed essential, The Career Foundation implemented virtual hiring platforms, video interviews, phone meetings and safe in-person hiring sessions to ensure that those who needed to work still had fair, safe and equitable access to employment.

## Innovation

The events of 2020 not only disrupted the labour market, but also accelerated initiatives slated for the future. The Career Foundation's plans around digital strategies were accelerated and served as the enabler of continued service delivery throughout the pandemic. With benefits experienced from these digital innovations, The Career Foundation intends to continue scaling our digital strategies across all areas of the organization, seeking to increase efficiency while creating more time for our people to do what they love: serving clients.

Our communication strategy has also benefited from digital updates which led to the launch of two new podcasts: Future@Work and Youth Job Talk. Frequent communication continues to go out to our employer and job seeker clients with updated resources to help them move towards economic recovery. Webinars are conducted with industry leaders across various sectors and our social media presence is strong, engaging and impactful.

The Career Foundation launched its Workforce Development Centre this past year, with a special focus on high-growth sectors that offer sustainable opportunities and flexible employment pathways for traditionally disadvantaged job seekers. Industry information is constantly updated, sector-based initiatives are designed, and new and exciting labour market trends are shared to keep people informed of the emerging developments and shifts in the economy.

Although there have been significant challenges this year, many people came together and we can feel good about what we, our clients, partners, and stakeholders achieved despite the circumstances. There were important learnings, and as we look forward, it energizes us to think about new opportunities to support our diverse communities and ensure an inclusive and accessible service for all. We will aim to strengthen our service delivery model, deepen our collaborations with stakeholders and scale up our leading-edge strategies.

We are grateful to our generous funders, our board, our partners, our clients, and our team members who champion the work The Career Foundation does and facilitate our success through their commitment. We are grateful for the opportunity to serve the community and make a difference.

Sincerely,

A handwritten signature in blue ink, appearing to read 'Kristin Morrison', written over a white background.

Kristin Morrison, Chief Executive Officer, The Career Foundation

# MORE ABOUT OUR MISSION & VISION



As a **Service Excellence Organization**, we are committed to providing the highest quality service possible to ensure that our job seeker clients and our employer partners reach their goals.



## OUR MISSION

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

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



The Career Foundation is a **Disability Confident Employer**. We have been recognized by the Canadian Council on Rehabilitation and Work for our inclusive interview processes, coordination of accommodations in the workplace, and capacity to create a healthy workplace and workforce.

# 2019-2020 INNOVATIONS



This year was all about innovation for The Career Foundation! For instance, we launched our first-ever podcast channel, **Youth Job Talk**. Our weekly episodes provide career tips and resources for young workers just starting out in their careers. To further diversify our selection of resources, we introduced an additional podcast called **Future@Work**, which offers valuable insight and ideas from guests that are shaping the future of work.

We also transitioned all of our workshops and hiring events online. The response was overwhelmingly positive, as all programs were able to continue serving their existing clients while additionally gaining the opportunity to take on new clients that typically would not have been able to commute to our service sites.



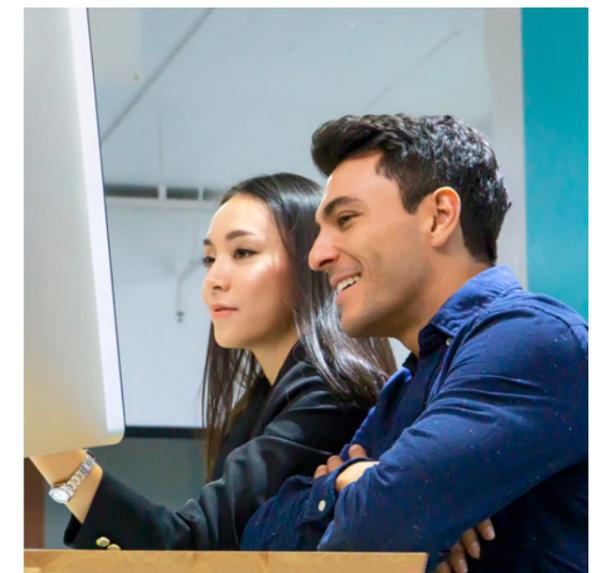
As much as our job seeker clients were a priority during the COVID-19 pandemic, we also enhanced our supports for local businesses and organizations. For example, we researched and prepared a list of resources, funding opportunities, and other financial supports for employers impacted by COVID-19. We curated a group of business experts to guide companies through the pandemic and also launched a hotline for businesses seeking support with government wage subsidy applications.

## Workforce Development Centre

With a successful history of operating and delivering sector-focused workforce development projects, The Career Foundation announced a new innovation to its service model in June 2020 with the launch of the online Workforce Development Centre.

The Workforce Development Centre is needed now, more than ever, to help make sense of our disrupted labour market. It will help to explore, design, and test agile workforce strategies to meet the quickly evolving needs of employers. Finally, the centre will create opportunities for all job seekers.

Learn more: [CareerFoundation.com/Workforce](https://www.careerfoundation.com/workforce)



# YEAR IN REVIEW HIGHLIGHTS: ALL PROGRAMS & SERVICES



**142,196**

Number of visits for in-person and online services



**85%**

Average percentage of registered clients that achieved employment or returned to school / in training across all programs



**93%**

Percentage of youth clients that achieved employment or returned to school / in training



**95%**

Percentage of Indigenous clients that achieved employment or returned to school / in training



**89%**

Percentage of newcomer clients that achieved employment or returned to school / in training



**75%**

Percentage of persons with a disability that achieved employment or returned to school / in training



**92%**

Percentage of specialized program participants that obtained at least one formal training certificate



**13%**

Percentage of registered clients with a self-identified disability (+3 per cent from 2018-2019)

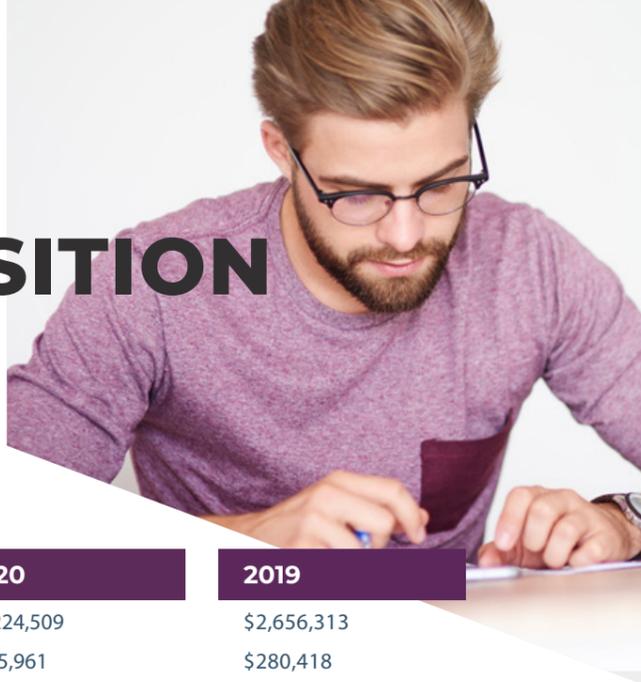


**22%**

Percentage of registered clients that were dependent on ODSP or OW income supports prior to registering for services

\*Note: Some data reflects government funding cycles (April 2019 to March 2020).

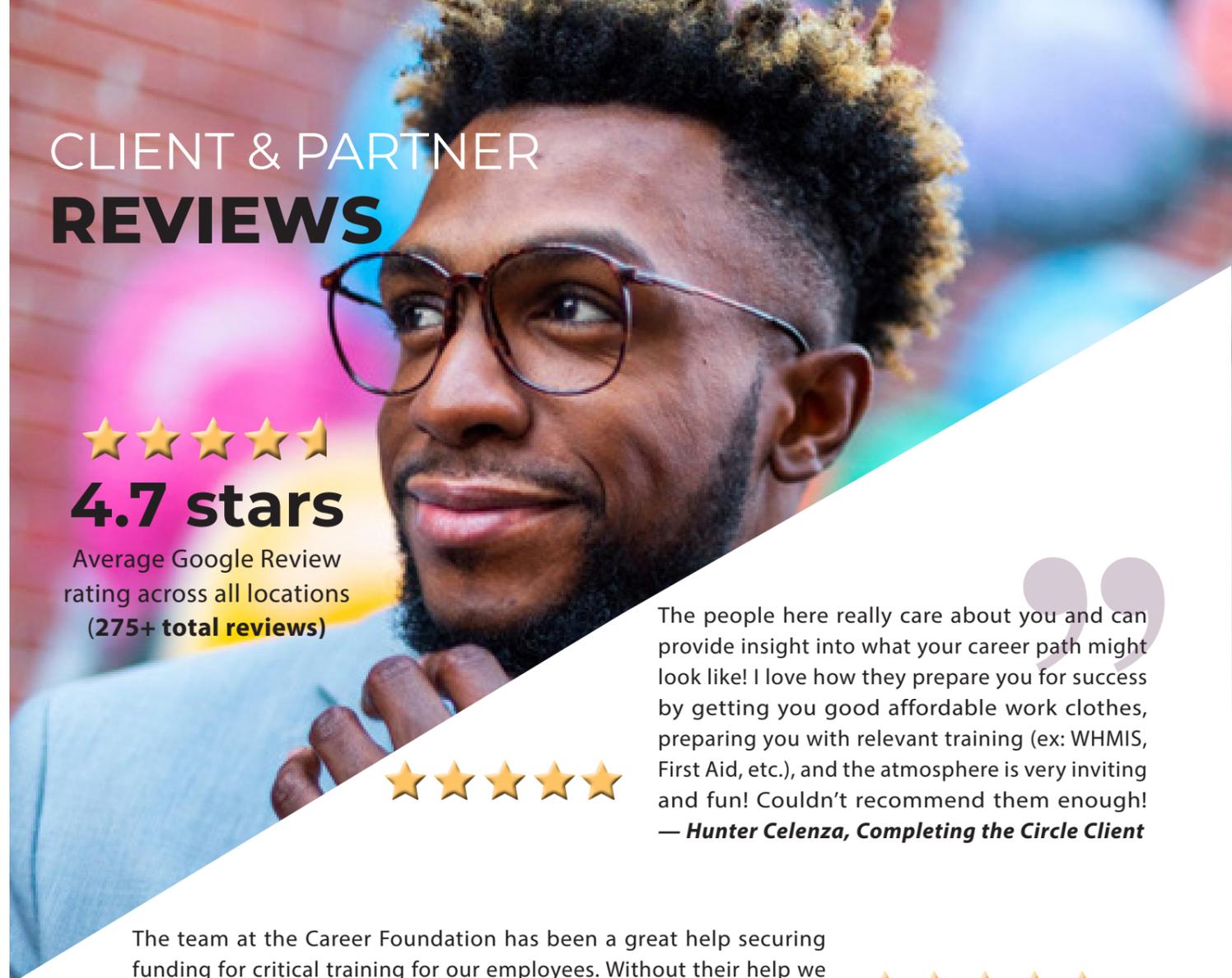
# STATEMENT OF FINANCIAL POSITION



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

Years	2020	2019
Current Asset	\$3,224,509	\$2,656,313
Investment	\$285,961	\$280,418
Long Term Asset	\$89,467	\$115,850
<b>Total</b>	<b>\$3,599,937</b>	<b>\$3,052,581</b>
Current Liabilities	\$464,869	\$275,639
Deferred Contribution	\$1,232,279	\$894,422
Net Asset	\$1,902,788	\$1,882,520
<b>Total</b>	<b>\$3,599,936</b>	<b>\$3,052,581</b>
<b>Revenue</b>		
Government Grants	\$8,554,977	\$8,613,258
Interest Income	\$11,027	\$14,991
Miscellaneous Income	\$105,177	\$26,502
Government Grants (Flow Through)	\$4,408,038	\$4,895,343
<b>Total Revenue + Government Grants</b>	<b>\$13,079,219</b>	<b>\$13,550,094</b>
<b>Expenses</b>		
Salary	\$6,097,594	\$5,917,869
Occupancy	\$1,169,650	\$1,078,073
Office Expenses & Supplies	\$696,745	\$611,000
Independent Contractors & Professional Services	\$628,234	\$537,000
Amortization	\$56,239	\$57,905
Employer & Client Expenses (Flow Through)	\$4,410,488	\$4,895,343
<b>Total Expenses</b>	<b>\$13,058,950</b>	<b>\$13,097,190</b>
<b>Excess</b>	<b>\$20,269</b>	<b>\$453,416</b>
<b>Net Assets, Beginning of Year</b>	<b>\$1,766,670</b>	<b>\$1,334,736</b>
<b>Net Assets, End of Year</b>	<b>\$1,813,322</b>	<b>\$1,766,670</b>

# CLIENT & PARTNER REVIEWS



**4.7 stars**

Average Google Review rating across all locations (275+ total reviews)



The people here really care about you and can provide insight into what your career path might look like! I love how they prepare you for success by getting you good affordable work clothes, preparing you with relevant training (ex: WHMIS, First Aid, etc.), and the atmosphere is very inviting and fun! Couldn't recommend them enough!  
— **Hunter Celenza, Completing the Circle Client**

The team at the Career Foundation has been a great help securing funding for critical training for our employees. Without their 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, Employer Partner**



The Career Foundation has assisted in hiring employees for our small business for almost 2 years. They have been an invaluable resource and more than half of our team members now come through The Career Foundation.  
— **Albert Chow, Employer Partner**

The Career Foundation is an extremely helpful and interactive organization that sticks with you every step of the way ... After a 2-week workshop from them, I gained confidence from the job hunting and résumé building skills they were able to effectively teach. A week later, I found a job. I couldn't ask for a better organization to assist me in as I start my life in Canada. Cheers!  
— **Christopher Mckevin Barros, Youth Job Connection Client**



# YEAR IN REVIEW: OUR FULL-SUITE EMPLOYMENT CENTRES



Our five full-suite Employment Centres offer employment services for people of all ages, as well as recruitment and HR solutions for employers. We have included a sampling of success stories and key highlights from the past year that demonstrate the direct impact we have had on the local community.

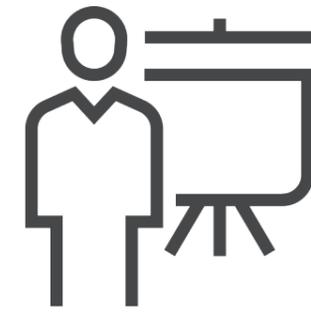
## Client Success Story:

M.R. moved to Canada from Sri Lanka in 2015. Beyond being a newcomer, M.R. was also a mature job seeker over the age of 50. Since moving to Canada, he faced difficulties finding full-time, sustainable employment. In the summer of 2020, M.R. approached The Career Foundation for support with his job search.

M.R. learned about us after coming across a Virtual Hiring Event for bus drivers The Career Foundation was hosting with TBM Service Group. He had previous experience as a

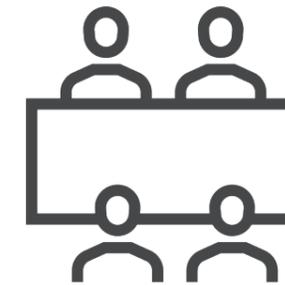
driver/heavy equipment operator in Sri Lanka, and had some experience as a part-time school bus driver in Canada. The bus driver position caught his interest, as it was full-time and offered a competitive wage within a “busy garage environment” that involved driving buses to service stations and conducting quality checks on equipment. He knew he would feel more “at home” and productive in this type of setting.

M.R. worked with his Employment Specialist and the Employer Services Consultant to update his résumé. His new, tailored résumé and cover letter effectively showcased his relevant skills and work history to the employer. Mock interviews were also arranged with a job coach to help improve M.R.’s confidence and interviewing skills prior to the Virtual Interview Event. As a result of all interventions and his positive attitude during the Interview Event, M.R. secured a full-time position as a Bus Driver with TBM Service Group!



# 402

Total number of workshops delivered (both on-site and virtual)



# 5,795

Total number of participants that attended our workshops (both on-site and virtual)



# 91

Total number of hiring events organized and hosted by The Career Foundation (both on-site and virtual)



*Thank you to The Career Foundation! I had a nice experience with a dedicated team of people that is committed to helping others achieve their goals. All of you helped me find a job at this difficult moment, and I must say that you were very helpful, dedicated, and did everything possible from your end to make it a success. — M.R.*



# 3,348

Total number of attendees at The Career Foundation’s hiring events (both on-site and virtual)

# SUPPORT FOR NEWCOMERS, MATURE WORKERS & MORE



H.A. was a newcomer to Canada who accessed job search services at the Central Toronto office of The Career Foundation. She came from a teaching background as she had taught in public schools as a Primary Teacher for more than 10 years.

Upon arriving in Canada along with her family, H.A. realized that going back to a teaching job in a public school was not an easy path and she would have to be licensed to teach in the school system. As a result, she moved her attention to finding work in administrative and clerical work.

As she was new to the Canadian job market and making a significant career change, H.A. found it difficult to make this transition. She faced multiple barriers to employment including academic training outside of Canada, no Canadian work experience and no related work experience in her new career goal.

H.A. was supported by her Employment Specialist to

**23%** Percentage of mature job seekers assisted in 2019-2020 (those aged 45+)

develop an effective résumé and to help build her confidence when attending job interviews. In addition, a volunteer opportunity was arranged for her with The Career Foundation so she could gain work experience and build her administrative and customer service skills. She also worked with a job coach and attended several workshops that built her confidence tremendously.

A job opportunity came through one of our Employer Services Consultants, and after presenting H.A. to the employer and participating in an interview, she was offered the position!

H.A. continues to work as a Customer Service Representative with a telecommunications company in Toronto. She is doing very well in her new position and is happy that she has achieved her employment goal.



## CLIENT TESTIMONIAL

*“Being new to the city, The Career Foundation turned out to be a blessing for me. They not only helped in building my résumé and preparing me for interviews, but they gave me a chance to work as a volunteer. The workshops helped me to effectively job search, improve my LinkedIn profile, and to prepare well for interviews.”*

— H.A.



**“You help people more than you may know.”**

R.D. was a 46-year-old female who was out of work for 13 years due to a medical condition. She had been reliant on ODSP since leaving the workforce.

In early 2020, R.D. contacted The Career Foundation to discuss the possibility of re-entering the workforce and/or getting re-trained in a new career. After meeting with an Employment Specialist and going through a career assessment, R.D. was informed about an employer who was hiring that met her specific needs.

R.D. was offered and accepted a position with her new employer.

***“I was officially offered the job earlier this week! Thank you so much. I wouldn’t have even heard about it if it weren’t for you. Again, THANK YOU SO MUCH! So, you got a middle-aged woman who hasn’t worked in 13 years a job. You are good!”***

— R.D.



## SPECIALIZED PROGRAMS

# Youth Job Connection (YJC) and YJC Summer

If there was one word to describe the Youth Job Connection and Youth Job Connection Summer teams over the past year, “innovative” immediately springs to mind. According to Cheryl-Lyn Holder, coordinator of both programs, her teams responded to the COVID-19 pandemic by “working smart, rather than just working hard.”

The Youth Job Connection (YJC) Summer program, aimed at providing youth between 15 and 18 years old with summer employment, was a particular concern for Holder in 2019-2020. “The pandemic hit hard and fast, so we expected students to be averse to working right in the midst of it,” she said. “But so many of them wanted to go to work!” Despite many participants having little to no work experience, the YJC Summer team was able to place 100% of participants into summer employment.

Similarly, the Youth Job Connection program assists youth aged 15 to 29 who experience multiple and/or complex barriers to employment. According to Holder, the team worked diligently during the pandemic to digitize all

workshops for YJC participants. They introduced new training options, including financial literacy training, computer training, and business management courses. In the end, 100% of participants gained new skills and formal training, which resulted in 80% of them achieving employment.

### Employer Profile: Popeye’s Chicken

The YJC team supported a local Popeye’s franchise with their hiring needs by promoting available opportunities via social media and hosting a number of virtual hiring events. Knowing some of the YJC Summer students were having a hard time finding employment during COVID-19, the team reached out to the franchise owner to see if he would be open to hiring. Despite having no vacancies available, the owner invented short-term, paid positions for several students. This allowed the students to gain valuable work experience during a time when employment opportunities for youth were scarce.

**Theme of the year:**  
**Innovation**



## SPECIALIZED PROGRAMS

# Completing the Circle



The Completing the Circle (CTC) program is funded by Canada’s Youth Employment and Skills Strategy (YESS). It provides individualized support to youth between the ages of 15 and 30 with multiple barriers to employment.

**Theme of the year: Resilience**



In 2019-2020, the Completing the Circle programs in Hamilton and Mississauga progressed in their efforts to serve more diverse youth not in employment, education or training. This included serving more Indigenous youth and persons with disabilities.

Notably, the CTC Hamilton team strengthened their partnership with **NPAAMB Indigenous Youth Employment & Training**, which provides skills development and training opportunities for urban Indigenous youth in Southern Ontario. The team helped employ Indigenous youth referred from NPAAMB in 2020, and selected one participant to complete a six-month placement with The Career Foundation as a Job Developer.

Recently, The Career Foundation was awarded a new three-year contract to continue running the CTC program out of Hamilton, Mississauga, and a new location in West Toronto.

CTC Mississauga Program Coordinator, Whitney Pyper, attributes this success to the commitment the team has shown to all program participants, employers, community partners, and our funders over the years. “Both the youth and employers say we’re unlike any other program,” she said. “They really feel cared for and that we’re committed to their success. We don’t just place the youth in any job—we always try our best to match them with quality employment opportunities.”

According to Conrad Cole, Job Developer for the CTC Hamilton team, there was a marked increase in the number of youth participants experiencing high levels of stress in 2019-2020. “COVID-19 certainly intensified the situation,” said Cole. However, he said the program helped turn this around for many youth participants. “It was so inspiring to see how confident they became through our interventions!”

### Success Story:

*When Scott Sackaney was just 17 years old, a seemingly innocent night out with his friends led to a tragic and life-altering accident. He awoke in hospital to learn he was struck by a train. His right arm and right leg were amputated as a result. This shocking fate steered Sackaney into a deep depression for several years.*

*At the age of 21, he reached out to NPAAMB to share his story. He was referred by NPAAMB to The Career Foundation for support with his job search, and soon after he was delivering motivational speeches to youth! He continues to do so today.*

**“The Career Foundation has helped me with developing a plan for my future. It’s reassuring to know someone is always in my corner to help me stay on the right path.”**

— Scott Sackaney



# SPECIALIZED PROGRAMS Empowering Abilities

The **Empowering Abilities** program provides specialized employment services and additional supports to job seekers with disabilities in the Greater Toronto and Hamilton Area.

**Theme of the year:**  
Optimism

# 91%

Percentage of EAP clients that became employed through our intervention

In 2019-2020, the Empowering Abilities Program (EAP) partnered with Ontario Chamber of Commerce's Discover Ability Network to provide education to employers and job seekers about workplace accommodations, accessibility and inclusion, and their rights and responsibilities in the workplace. The EAP team in Hamilton also coordinated a webinar titled, "Post COVID-19: Coping with the New Normal," which many clients found useful as they transitioned into work-from-home environments and learned about their rights and responsibilities.

"A lot of clients were feeling more isolated during the pandemic or paranoid about the government shutdowns, which exasperated their mental health conditions," said Nicole Tieze, Disabilities and Inclusion Manager with The Career Foundation. "Facilitating webinars like this was a way to share the program as a much-needed resource, while also providing support with isolation. It solves a lot of problems if you can find creative ways to keep people connected."

*The partnership with The Career Foundation has been wonderful! Their Empowering Abilities Program has provided us with fantastic prospective employees, and we've hired three of them in the past year. I would definitely recommend The Career Foundation and their Empowering Abilities Program to other businesses looking for skilled talent.*  
— Alex Crick, Operations Supervisor of Rainbow's End



*"It's time to celebrate!"*

*I have been working as an Essential Worker at FreshCo for the past several months. I am happy to report that my boss says that I have surpassed expectations and so I passed my 3-month probation period. This means I am now a permanent part-time employee!*

*Can you see the expression on my face? (You should see the expression on my mom and dad's faces). We are all proud of this accomplishment and the FreshCo produce department! Thanks for being my cheerleaders, The Career Foundation!"*

— Evan MacDonald, EAP Client



# 72%

Percentage of EAP participants on OW/ODSP that secured employment.



# SPECIALIZED PROGRAMS Pilot Program to Prepare for Practical Training (P4T)

As a Local Contact for the Pilot Program to Prepare for Practical Training (P4T) in 2019-2020, The Career Foundation was honoured to assist several international pharmacy graduates (IPGs) preparing for licensure in Canada. With funding from the Government of Canada's Foreign Credential Recognition Program, the program was led by the National Association of Pharmacy Regulatory Authorities (NAPRA) and had a substantial impact on the lives of international pharmacy graduates and their supporters.



# 90%

Percentage of IPGs supported by The Career Foundation that completed the mentorship component of the P4T program.



## Participant Success Story:

*F.A.B. worked as a pharmacist in her previous country of residence and was employed as an assistant at a Pharmasave when she entered her placement through P4T. Through this placement, she gained valuable experience preparing prescriptions, speaking with patients and physicians, and shadowing her mentor during patient counselling.*

*F.A.B. became increasingly comfortable in the practice setting. She learned how to compound creams and ointments and gained confidence in speaking with patients over the phone and at the counter. She regularly spoke with the physicians in the attached clinic and became comfortable with interactions. At the end of her placement, she felt ready to challenge the practice-based assessment to enter the pharmacy field in Ontario. F.A.B. said she would recommend the program to all international pharmacy graduates. From her perspective, getting experience in a Canadian pharmacy is highly valuable for IPGs.*

**Theme of the year: Inspiring**



National Association of Pharmacy Regulatory Authorities  
Association nationale des organismes de réglementation de la pharmacie

# SPECIALIZED Sector-Specific Programs

## Arborist Ground Worker Training Program

In 2019-2020, The Career Foundation ran its second year of the Arborist Ground Worker Training Program, made possible through the SkillsAdvance Ontario (SAO) pilot project funding from the Government of Ontario, Ministry of Labour, Training and Skills Development. The 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).

In total, **92% of participants successfully completed training and transitioned into paid work experiences!**

## General Carpenter Pre-Apprenticeship Program

The General Carpenter Pre-Apprenticeship Program started its sixth consecutive year of operation in April 2020. However, due to the COVID-19 pandemic, there was a temporary pause until late 2020/early 2021.

The Career Foundation prioritized post-program retention for graduates of the previous cohort, which ran from 2019-2020. Most program graduates had lost employment due to the pandemic. Nevertheless, the General Carpenter Pre-Apprenticeship team worked diligently to help secure alternative employment for those impacted. Through resilient persistence, 90 per cent of students from the 2019-2020 cohort were able to find and retain employment (**70% of whom continued employment in the carpentry field**).

## Cannabis Production Worker Training & Recruitment Program

The Career Foundation's Cannabis Production Worker Training & Recruitment Program, a SkillsAdvance Ontario project funded in part by the Government of Canada and the Government of Ontario, **celebrated a graduation success rate of 92% in 2019-2020.**

The program was developed in response to increased demand for trained workers in the cannabis sector. Students completed soft skills training, where they learned what employers look for in ideal candidates. They also completed Health & Safety training and hands-on technical training, where they learned about plant anatomy, trimming, packaging, sanitation practices, quality assurance, and more.

Despite the cannabis market experiencing some growing pains of its own, nearly 1,300 job seekers applied for the program!

Near 100% of graduates have since completed their paid work experiences. Many have gone on to work in packaging, harvesting and trimming, cultivation, and extraction in the Hamilton, Simcoe and London areas. "The employers have absolutely loved the participants of this program," said Project Coordinator, Nora Burns. "They all said they want to work with us again!"

**We know we've accomplished something when we receive emails and phone calls from participants saying this program has been life-changing.**

— Nora Burns, Program Coordinator, Cannabis Program

## Representation from Equity-Seeking Groups:

65%

Percentage of underrepresented groups (e.g. LGBTQ+ individuals, females, visible minorities, and persons with disabilities) that participated in The Career Foundation's specialized sector-specific programs.

”

**Theme of the year: Persistence**



# WORKFORCE DEVELOPMENT PLANNING



## Finance

Finance is a fast-growing sector with strong prospects for job seekers. In 2019-2020, The Career Foundation held several finance-related hiring events and partnered closely with **TD Bank and CIBC**. Not only did these partners offer job opportunities to our clients, but they also supported employers with information on how to apply for COVID-19 relief funds. With many other financial partners joining our sector-based initiatives, we are optimistic about the opportunities ahead for our stakeholders and job seeker clients alike.

## Advanced Manufacturing

During the height of the COVID-19 pandemic, everyone saw how important manufacturing capacity was for Canada. The manufacturing sector was very responsive in re-purposing their production lines to develop life-saving ventilators and other equipment for Canadians. This sector will continue to grow and we have been fortunate to work with our manufacturing partners **Unilever, Irving Tissue and Pro-Trans** to offer employment and training for candidates looking to grow in the sector.

## Healthcare

Furthermore, The Career Foundation partnered with Work Based Learning Consortium (WBLC) to assist in developing career pathways for mid-career workers interested in the Mold Maintenance Technician field.



Healthcare has never been more in-demand. Our partners in healthcare—including **ConnexHealth, CBI, VHA, VON, Core Health** and others—have been instrumental in recruiting Personal Support Workers for community and long-term care facilities. Many of these partners serve as members of The Career Foundation's Workforce Development Centre and are actively contributing towards the co-design of training initiatives that will help develop and integrate talent in the health sector.

## Skilled Trades

The Career Foundation is passionate about the Skilled Trades! In 2019-2020, we continued to advance our partnerships with businesses in this area. We have strong employer advisory groups for our Carpentry and Arboriculture programs. Additionally, we have been fortunate to have **Harvey Homes, Kenaidan Contracting Ltd. and SMARTCO** recently join our Trades Sector Working Group.

## Information & Technology

Technology cuts across all sectors, which is why there has been massive partnership development efforts in this area. The Career Foundation has been a long-time partner of **Accenture** and has been working more closely with **CGI, Tata Consulting Services, Vretta, Databread** and others to lead training and skills development initiatives in the technology sector. Job seekers have had to opportunity to hear from many of these employers as they explore the excellent career prospects available to them.

## Sales & Services

In November 2019, The Career Foundation partnered with **T.O. Tech Gives Back and Accenture** to host networking events and mentorship panel discussions for job seekers in the IT/technology sector. Participants enjoyed the opportunity to speak with industry leaders representing a range of businesses—from local startups to Fortune Global 500 corporations!

The COVID-19 pandemic helped us recognize the critical role sales and service workers play in keeping the economy going. Our partnership with various service-based companies offered job seekers the opportunity to continue working during the pandemic, while keeping themselves and their families safe. Employers such as **Amazon, Shoppers Drug Mart, Longos, Cash Money, Eggspectation, Paragon Security** and so many others helped to deliver essential services while maintaining safe and stable employment for workers across the Greater Toronto & Hamilton Area.

# 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. 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.

## These are some of the community partners we collaborated with in 2019-2020:

- |                                             |                                         |                                                            |
|---------------------------------------------|-----------------------------------------|------------------------------------------------------------|
| Ability Learning Network                    | Downsview Community Legal Services      | NPAAMB                                                     |
| Academy of learning                         | Dress for Success                       | NPower                                                     |
| Accenture                                   | Dress Your Best                         | OTEC                                                       |
| Access Alliance                             | Enterprise Toronto                      | PACT Urban Peace Program                                   |
| ACCES Employment                            | Epilepsy Toronto                        | Partners for Planning                                      |
| Adecco                                      | Eva's Phoenix                           | Pathways to Education                                      |
| Albion Neighbourhood Services               | Family Social Services                  | PAYE                                                       |
| Anderson College                            | Feed Ontario                            | PCPI                                                       |
| Aptus Treatment Centre                      | First Response                          | Peel Halton Workforce Hub                                  |
| B.O.L.T                                     | Fred Victor                             | Polycultural                                               |
| Barbar Frum Library                         | Frontier College                        | Professional Engineers of Ontario                          |
| Baycrest                                    | George Brown College                    | Project Work                                               |
| Big Brothers Big Sisters of Peel            | Global Experience Ontario               | PTP                                                        |
| Brands for Canada                           | Goodwill Industries Employment Services | Q.I. Systems                                               |
| Brown Bag                                   | Hamilton JD Network                     | Randstad                                                   |
| Building Up                                 | Hammer Heads                            | Red Academy                                                |
| Burnhamthorpe Adult Learning Centre         | Hospitality Action Training Center 75   | Region of Peel Family Shelter                              |
| CAMH                                        | Hospitality Workers Training Program    | Rexdale Community Health Centre                            |
| Canadian College                            | Humber College                          | Rexdale Women's Centre                                     |
| Canadian Council on Rehabilitation and Work | Independent Learning Centre             | Richview Library                                           |
| Canadian Hearing Society                    | Jane Alliance Neighbourhood Services    | Salvation Army                                             |
| Canadian Sales Association                  | Jane Street Hub                         | Scarborough Centre for Alternative Studies                 |
| Canadian Training Institute                 | Job Skills                              | Scarborough Community Legal Services                       |
| Career Dynamics Network                     | Job Start                               | Scarborough Housing Help Centre                            |
| Career Edge                                 | JobTalks                                | Seneca College                                             |
| CDI                                         | John Howard Society                     | Service Canada                                             |
| Centennial College                          | JVS                                     | Sheridan College                                           |
| Centre Francophone du Grand Toronto         | LAMP Community Health Centre            | Skills for Change                                          |
| Children Services                           | Learning Enrichment Foundation          | Smart Serve Ontario                                        |
| City of Toronto, Parks & Recreation         | Legal Aid                               | Somali Canadian Association of Canada                      |
| CMHA                                        | Let's Get Together                      | Spinal Cord Injury Ontario                                 |
| CNIB                                        | Lighthouse Labs                         | SpringBoard                                                |
| Collège Boréal                              | Local Union 75                          | St. Stephen's Community House                              |
| Community Healing Project                   | Manpower                                | Syme Woolner Neighbourhood and Family Services             |
| Community Living                            | March of Dimes                          | TalentX                                                    |
| Community Youth Programs Inc                | MaRS                                    | The Canadian Training Institute                            |
| Conestoga College                           | Medex College                           | The Centre for Education & Training (TCET)                 |
| Construction Connections                    | Mennonite New Life Centre               | The Coalition for Persons with Disabilities in Mississauga |
| Corbrook                                    | Meta Centre                             | The Neighbourhood Organization                             |
| Correctional Service Canada                 | Midaynta Community Services             | Times Change                                               |
| COSTI                                       | Mohawk College                          | TopNotch Employment Services                               |
| Crosslinx                                   | Native Women's Resource Centre LBS      | Toronto Business Development Centre                        |
| CultureLink Settlement & Community Services | Newcomer Centre of Peel                 | Toronto Catholic District School Board                     |
| Delta Family Resource Centre                | Next Steps Employment Centre            | Toronto Community Benefits Network                         |
| Disability Access                           | North York Community House              | Toronto Community Employment Services                      |
| Dixon Community Services                    | North York Harvest                      |                                                            |
| Dixon Hall Employment Services              | Nova Staffing                           |                                                            |



- |                                             |                                         |                                 |
|---------------------------------------------|-----------------------------------------|---------------------------------|
| Toronto Community Housing                   | Toronto Public Library                  | Workforce Planning Hamilton     |
| Toronto Council Fire Native Cultural Centre | Toronto Youth Partnerships & Employment | YMCA                            |
| Employment                                  | triOS College                           | Yonge Street Mission            |
| Toronto District School Board               | Unison                                  | York Youth Coalition            |
| Toronto Employment and Social Services      | VPI Inc.                                | Youth Employment Services (YES) |
| Toronto Enterprise Foundation               | WBLC, Work Based Learning Consortium    | YWCA                            |
| Toronto North Support Services              | WomanACT                                |                                 |
| Toronto Public Health                       | Woodgreen                               |                                 |

## Memberships on Committees & Special Groups:

- |                                                                                                                                                                                                                         |                                                              |
|-------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------|
| Arboriculture SAO Advisory Committee                                                                                                                                                                                    | North Etobicoke Resident Council (NERC)                      |
| Cannabis SAO Advisory Committee                                                                                                                                                                                         | Partnership to Advance Youth Employment (PAYE)               |
| ELMA Community Steering Committee, Woodbine Community Benefit Agreement                                                                                                                                                 | Scarborough E-Team                                           |
| ELMA Working Group: Partners Implementation Sub-Group for Woodbine Casino Project                                                                                                                                       | Service Provider Network: Construction (City of Toronto)     |
| Employment Resource Connections Action Group (ERCA)                                                                                                                                                                     | Peel Regional Diversity Roundtable                           |
| Etobicoke Service Delivery Network (ESDN)                                                                                                                                                                               | SEA                                                          |
| Finch LRT Community Benefits Advisory Group                                                                                                                                                                             | RDR                                                          |
| First Work                                                                                                                                                                                                              | ODEN                                                         |
| George Brown College Program Advisory Committee, Career & Work Counselling Program                                                                                                                                      | Scarborough Economic Opportunities Team (SEOPT)              |
| Hamilton Skills Development Flagship (Adult Basic Education Association)                                                                                                                                                | Toronto Centre Service Delivery Network (TCSDN)              |
| Kingsview Village the Westway Neighbourhood Action Partnership (NAP)                                                                                                                                                    | Toronto Community Benefits Network (TCBN)                    |
| KVW Youth Engagement Action Group                                                                                                                                                                                       | Toronto East Quadrant Local Immigration Partnership (TEQLIP) |
| Lawrence Heights Inter-Organizational Network (LHION)                                                                                                                                                                   | Toronto North Local Immigration Partnership (TN-LIP)         |
| <ul style="list-style-type: none"> <li>Lawrence Heights SDP Revitalization Grant Application Committee</li> <li>LHION Steering Committee</li> <li>LHION – Economic Opportunities and Employment Action Group</li> </ul> | Toronto West Local Immigration Partnership (TW-LIP)          |
| Mississauga Board of Trade                                                                                                                                                                                              | Toronto West Partners (TWP)                                  |
| Mold Maintenance Technician Community Partner & Manpower Collaboration, in association with Work-Based Learning Consortium (WBLC)                                                                                       | Youth Employment Opportunity Federal Pilot Project (YEO)     |
|                                                                                                                                                                                                                         | Youth Employment Partnership (YEP)                           |



*Everyone here was very professional. The services they offer are really personalized; I was actually able to get a job within 2 months from the date they started assessing my case! Very happy with all their workshops, 1-on-1 advice and the organization.*

— **M.C., Job Seeker Client**

## A MILESTONE MOMENT



**After founding The Career Foundation and serving as its Executive Director since 1988, Colin Morrison announced his retirement as of August 31st, 2020.**

Morrison founded The Career Foundation in response to the soaring rates of youth unemployment at the time. Together with business, education, and government partners, Morrison designed workforce development strategies that equipped job seekers with occupational competencies and life skills that prepared them for success in the workplace. Today, under Morrison's leadership, The Career Foundation has grown to seven locations serving youth, newcomers, women, Indigenous people, persons with disabilities, income support recipients, as well as all individuals who are unemployed or underemployed.

Morrison has also made significant contributions to the advancement of the employment service sector as a whole by providing trusteeship and leadership support to other community organizations, networks, and collaboratives. His strong commitment and support for the community is reflected in how he consistently contributed to the discourse and practice of local workforce and economic development in order to create positive and sustainable impact on vulnerable and disadvantaged communities.

As recognition for his distinctions of service, Morrison was awarded Canada's 125 Year Commemorative Medal for Outstanding Canadians, as well as the Howard R. Beattie Professional Contribution Award and the Russ Seltzer Counsellor Education Award.

We wish Mr. Morrison all the best in his retirement and in this exciting new chapter!

## AMAZON Hiring Event



In early July, The Career Foundation partnered with Amazon Canada to recruit and hire hundreds of full-time Warehouse Associates. The multi-day hiring event was held at our Scarborough Employment Centre from July 2nd - July 10th.

The Career Foundation welcomed a steady stream of job seekers daily for on-site interviews. Health and safety guidelines were also implemented in compliance with Toronto Public Health requirements, ensuring the safety and well-being of candidates, our employees, and our guests from Amazon.

Successful candidates started work in July/August 2020. Event organizer, Idil Osman-Jama, said she was proud of the team that supported her through this ambitious endeavour. "This made me think that our team is truly capable of accomplishing anything," she said. "Without a doubt, we delivered exceptional services to our new

clients and new employer partner. Everyone took the meaning of teamwork and safety to a whole new level!"

According to Amazon Staffing Coordinator, Deirdre-Ann Montague, Amazon was impressed with the turnout and quality of service. "On behalf of Amazon, I would like to say a big thank you to The Career Foundation," said Montague. "Without the team's help and support, we would not have been able to execute the hiring event successfully."

Candidates also reported a positive experience with the event. "It was very well organized with all the safety procedures in place, and social distancing was rigorously followed," said one client who was offered a position. "The staff were very cooperative and made me feel at ease. I would recommend The Career Foundation to anyone looking for employment right now!"

# FUNDER ACKNOWLEDGMENTS

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



# FOLLOW US ON SOCIAL MEDIA



Over the past year, The Career Foundation's social media following increased organically by **24 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!**



@thecareerfnd  
2,100+ followers\*



@thecareerfnd  
1,900+ followers\*  
@thecareerfnd.youth  
500+ followers\*



Facebook.com/**TheCareerFoundation**  
4,600+ followers\*



Linkedin.com/Company/**The-Career-Foundation**  
3,480+ followers\*

\*Current social media followers at time of publication (December 2020).

# BOOK AN APPOINTMENT AND GET EMPLOYED TODAY!



## 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 Program
- 8 — Cannabis Production Worker Training Program

**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	HubLawrence@careerfoundation.org	(416) 789-4862
Central Toronto Employment Centre	21 St. Clair Ave. E., Suite 1200	Central@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	Preapprenticeships@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	Trees@careerfoundation.org	(416) 642-2406
Cannabis Production Worker Training and Recruitment Program	100 James St. South	Cannabis@careerfoundation.org	(905) 667-0321



## Contact Us

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**THE CAREER FOUNDATION**

Developing Human Potential