



# A NEW BIG PICTURE

IMPACT REPORT 2019 | **npower** canada

# MISSION

Reduce poverty in Canada by addressing youth unemployment, and launch underserved young adults into meaningful, sustainable digital careers.

# VISION

We envision a diverse technology workforce, where people from any cultural ethnicity, gender or socio-economic background can succeed in our digital economy.

## IMPACT

We work together to transform lives and strengthen communities.

## COMMITMENT

We are dedicated to the success of our participants, team and stakeholders.

## INTEGRITY

We are transparent, honest and ethical in all interactions.

## DIVERSITY

We are committed to efforts that build respect, dignity, fairness, equity and self-esteem.

## HUMILITY

We learn from mistakes & successes in equal measure.

*The development of technical skills is only a part of the program. I learned how to hone other critical skills that would eventually help me secure meaningful employment. Soft skills development, financial literacy, networking and interview skills were additional aspects of the program that are essential assets to have in today's shifting job-seeker environment.*

*NPower Canada has helped me break out of my shell and become more confident in myself and my abilities to succeed. I am excited to start a new chapter in my life, in IT."*

**IDIL ABDI**

Graduate 2019

Customer Support Help Desk Consultant

# BOARD OF

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Managing Director, Digital  
**ACCENTURE CANADA**

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Technology Management  
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Youth Advisory Council Chair  
Project Control Officer  
**RBC**



# CEO & CHAIRS MESSAGE: 'A NEW BIG PICTURE'

**Fiscal year 2019 marked the 5<sup>th</sup> Anniversary of NPower Canada's founding and was a transformational year for the organization. We embarked on a successful expansion to Calgary, Alberta – our first location outside of the Greater Toronto Area (GTA) – and began laying the foundation for our future expansion across Canada.**

When we founded NPower Canada 5 years ago, together with Chief Development Officer Andrew Reddin, we could only dream of the growth and expansion of our programs that we are now experiencing. While our program was originally designed to serve 100 youth per year, we're happy to report that at the end of 2019 over 1,399 youth have graduated from our programs.

The bedrock of FY2019 was our revised Strategic Plan for 2019-2021. During FY2018 the board developed its second 3-year strategic plan that was finalized in late 2018. The planning process included a review of the mission statement, goals, strategies, assumptions, and financial projections:

- 1. Become Canada's leading workforce development brand***
- 2. Scale the NPower Canada program in the GTA & nationally***
- 3. Scale effectively and in alignment with core values***

To support these goals, 2019 saw NPower Canada continue to diversify our funding and we received our first federal grants including \$300k to support Visible Minority Newcomer Women from Immigration Refugees & Citizenship Canada (IRCC) & \$3.45 million from Employment and Social Development Canada (ESDC) as part of the Government of Canada's Youth

Employment Skills Strategy to strategically grow our programs in the GTA and Calgary, while expanding to at least two additional regions across the country.

Two years after our initial meeting with a group from Calgary who were researching models to address youth unemployment, we launched our Calgary program in May 2019.

The NPower Canada Calgary team did an extraordinary job connecting with the community and establishing the program and in August 2019 we celebrated our first Calgary graduation with 32 young adults receiving their certificates in a ceremony at Calgary's new Central Library.

The board also established a Youth Advisory Council consisting of NPower Canada alumni. The Council is committed to providing representation or a "voice" for past, present and future youth participants and provides insight and solutions to important topics, while ensuring transparency and collaboration with the Board of Directors.

In September we opened a new purpose-designed program space in Mississauga and began the process of establishing a new flagship home base in Toronto which opens in 2020.

The success of our program participants and alumni is a testament to the hard work, commitment and innovation of our staff and the vision and guidance from our Board of Directors and Industry Council who all played an instrumental role in our achievements in 2019 and helped us build a solid foundation for our continued growth in 2020 and beyond.

**JULIA BLACKBURN, CEO**  
**STEPHEN GARDINER, Board Chair**

# GOALS:

## OUR STRATEGIC PLAN:

### 1: BECOME CANADA'S LEADING WORKFORCE DEVELOPMENT BRAND

- ▶ Become better recognized as employers' talent channel of choice
- ▶ Achieve high SROI – improve socioeconomic profile of diverse youth
- ▶ Strengthen brand recognition among stakeholders and the public

### 2: SCALE THE NPOWER CANADA PROGRAM IN THE GTA & NATIONALLY

- ▶ Serve at least 1,130 diverse youth in the GTA per year by 2022
- ▶ Serve 750 Calgary youth by end of 2022
- ▶ Place over 2,400 GTA alumni into jobs by the end of 2022
- ▶ Launch third national site in Jan. 2021 and fourth national site in Sept. 2021

### 3: SCALE EFFECTIVELY AND IN ALIGNMENT WITH CORE VALUES

- ▶ Model diversity and inclusion throughout the Board and staff
- ▶ Remain focused on digital skills
- ▶ Continue to be employer-driven and responsive to market demands

## DELIVERING ON OUR STRATEGIC PLAN:

- ▶ A new GTA Central site launched in January 2020 with two classrooms and central administrative offices.
- ▶ Two new national sites in distinct provinces will be launched in January 2021 (Halifax) and September 2021 (Vancouver).
- ▶ GTA West will double its capacity as of May 2020 by piloting an A/B cohort delivery model; Calgary will also pilot this model as of Jan. 2021.
- ▶ Diversity and inclusion among the board and staff continues to be a priority to ensure the organization reflects the communities we serve. The board has increased from 15% - 50% people from racialized communities over the last 3 years, with over 70% of staff and management representing visible minority, Indigenous or LGBTQ2S+ communities.
- ▶ Established the Youth Advisory Council comprised of NPower Canada Alumni, to provide a youth voice for the organization through their chair who sits on the Board of Directors.
- ▶ New Director of Marketing & Communications was hired & new Marketing-Communications Plan and Social Media Strategy established to strengthen brand recognition to drive continued growth.

# NPOWER CANADA 2019 CALGARY GRADUATE



**ALIZA ADATIA**  
LONG VIEW SYSTEMS  
SYSTEMS CONSULTANT

**Passionate about learning, Aliza wanted to pursue higher education, however being a newcomer and her financial situation did not allow her to follow this dream. She struggled to find work and was referred to NPower Canada by a partner agency.**

When she started in NPower Canada's program in Calgary, she knew how to use a computer, but had no other tech experience.

"When I envisioned people in the IT industry I would see a guy in a hoodie in a dark room, typing away," says Aliza. "Bootcamp was an eyeopener, I hadn't realized that the IT sector was so diverse and essentially I could be in any field I want as an IT professional."

Aliza was excited to learn about Canadian workplace culture and develop her skills. She was determined to not only complete the program but to excel in it, prioritizing the work of the program over the summer.

**NPower Canada Calgary has helped me identify and enhance my strengths, as well as providing me with the essential skills and the industry-recognized knowledge to succeed in any workplace.**

"As the weeks went by, I went from wondering if I'll understand the material to geeking out over motherboards, towers, all the hardware upgrades that could be done," says Aliza.

"Looking back and comparing me today, to me when I started the program, I notice tremendous growth. I have found a field that challenges me, sparks my creativity and inspires me to keep learning. NPower Canada Calgary has helped me identify and enhance my strengths, as well as providing me with the essential skills and the industry-recognized knowledge to succeed in any workplace."

"The NPower Canada Calgary staff's support and motivation was paramount in our success. Their door was always open for us, and none of our concerns, problems or challenges we were facing were considered too small. They provided us with a safe space to open up and helped us in any way they could, including connecting us with awesome external resources."

After successfully earning her CompTIA A+ and Cisco IT Essentials certifications, Aliza started her career with Long View Systems in September 2019.

# GTA WEST GRADUATE



**IAN MIRANDA-MORALES**  
ROYAL COLLEGE OF DENTAL  
SURGEONS OF ONTARIO  
**SERVICE DESK TECHNICIAN**

**Born and raised in Panama, Ian knew from a young age that he was gay and experienced homophobia while growing up, facing particular difficulty with his family. In his early 20s, Ian participated in a transitional education program with a Toronto University, meant to support people from marginalized communities. Unfortunately, due to unresolved issues and ongoing mental health challenges he was unable to cope, and burned out, he dropped out of the program. Around the same time he broke his leg in four places and returned to stay with his family in Panama to recover mentally and physically.**

When he returned to Toronto, Ian began applying for work, but without education, certifications, or Canadian experience, he was unsuccessful. “I had a few interviews, but someone else would always get the job,” Ian recalls. “After a few more attempts I knew I needed to do something differently,” says Ian, “and that is when I decided to apply and get enrolled in NPower Canada.”

**NPower Canada delivered on what they promised, and made me hopeful for the future.**

When Ian enrolled in the NPower Canada program in September 2019, he was in receipt of income support from Ontario Works, was actively receiving support for his mental health and implementing self-care strategies in a more effective manner than he had in the past. He came into the program eager, energetic and with an aptitude for tech.

He knew what he needed to do to pass his certifications and was committed and willing to do whatever it took to be successful. For Ian, the personal and professional development training he received was transformational. Ian credits his success in the program with shifting his mindset and learning the importance of being himself.

“They helped me figure out who I was, which helped me to easily show who I was. [That] ended up being what ultimately got me the job, says Ian”

Ian obtained his CompTIA A+ and MTI certifications and received multiple job offers. He secured a rewarding full-time IT job as a Service Desk Technician with the Royal College of Dental Surgeons of Ontario and currently supports 150 employees with their IT needs.

“I acknowledge that there are still many forces that prevent others from reaching where I got today, but NPower Canada is filling the gap and breaking ceilings.”

# GTA EAST GRADUATE



**OMER CALISKAN**  
STREAMLINE IT  
TECHNICAL ADVISOR

Omer graduated from the Turkish Naval High School in 2016 and moved to the United States to pursue his Bachelor's degree in Economics in the University of Missouri-Kansas City. He was unable to complete his degree and was forced to come to Canada as a refugee in 2019 due to security and safety concerns in his home country of Turkey. With no Canadian work experience and partial college completion, including working as an Uber driver.

**Throughout the program, and aside from building the foundation of my technical knowledge, I have developed much more confidence.**

Omer hoped to secure meaningful employment in the IT sector as a data scientist or cloud computing expert but did not have the resources or network to find a job on his own. Omar joined NPower Canada with a drive and desire to develop his professional and personal skills, to enter the job market and be successful in the IT sector.

“Despite all the personal challenges I was facing, the NPower Canada program was manageable because of the support I received from the great staff and my fellow participants,” says Omer. “Throughout the program, aside from building the foundation of my technical knowledge, I have developed more confidence.”

Omer performed very well during the program and successfully achieved the CompTIA A+ certification. Within two months of completing the program, he secured a role at Streamline IT. His role as a Technical Advisor is to assist clients and share expertise with technicians.

“To the staff, thank you for being here for us and pushing us even further when we didn't want to push ourselves.”

# 2019

# IMPACT

## IMPACT

82%



Employed within 12 months post-program

93%



Evaluated by managers as meeting or exceeding expectations

95%



Have earned at least one industry certification

472



Graduates in 2019

1,399



Graduates since 2015

## POPULATION

46%



Identifying as female

87%



From racialized communities

6%



Self-identify as LGBTQ+

43%



New Canadians

13%



Self-identify as persons with disabilities (PwD)

## YOUTH ADVISORY COUNCIL

Early 2019 saw the Youth Advisory Council established. The council is comprised of NPower Canada alumni and their chair, Filsan Kulane, joined the board of directors in March. The council's role is to represent a "voice" for past, present and future participants. The 10-12 members of the council provide insight and direction into NPower Canada's program design, development and evaluation. The council also organizes social events for alumni to create a stronger sense of community and help to inform NPower Canada's youth engagement strategy.

## NYAC COMMITMENTS

- ▶ Provide insights to enhance the student experience (past, present & future)
- ▶ Relay points of contention/concern to the NPower Canada & board, while providing possible solutions
- ▶ Review existing support streams to determine areas of improvement and development
- ▶ To assist with removing barriers that hinder employment and success of participants

## JANUARY

CEO Julia Blackburn was the keynote speaker at the All in for Youth Annual Conference in Calgary.

## FEBRUARY

NPower Canada's Andrew Reddin was a co-presenter for the Ontario Centre for Workforce Innovation and Durham Workforce Authority's Systems Change Summit, sharing information about sector-focused workforce development as a promising practice to improve employment opportunities for workers while supporting business competitiveness.

## MARCH

NPower Canada was featured as best practice for connecting employers with diverse talent in the European Cluster Collaboration Platform interview with Zabeen Hirji, Global Advisor, Future of Work at Deloitte.

On March 6<sup>th</sup> Rola Dagher, president of Cisco Canada, alongside federal Minister of Innovation, Science and Industry, Navdeep Bains, announced their support for NPower Canada's expansion in Calgary.



## NEW CALGARY LOCATION - FIRST SITE OUTSIDE THE GREATER TORONTO AREA

In May 2019, with funding from the Opportunity Calgary Investment Fund, the Calgary Foundation, United Way Calgary and others including Virgin Unite, Cisco and RBC, NPower Canada opened its Calgary Centre.

“The NPower Canada model is based on an ‘It takes a village’ approach. We know that good workforce development requires partnerships, consideration and commitment,” said CEO Julia Blackburn, at the first Calgary graduation in August. “We chose Calgary as our first site outside the Greater Toronto Area because this is a town that understands how to work together.”

Lisa Moon and her team did an exceptional job setting up the program in Calgary, making connections with community partners & supporting the first cohort to successfully complete the program. More than half the 36 graduates from the first Calgary cohort were women and 40% were new Canadians.

“We believe in NPower Canada’s vision to create career opportunities for deserving Calgarians and see it as an investment in our people and in our city,” said Deana Haley, Vice President of Client Services for Calgary Economic Development.

“The tech sector is growing fast in Calgary and these graduates have the chance to get a foot in the door and build a rewarding career.”

The first Calgary cohort graduated from the Junior IT Analyst Program in August. The graduation ceremony was held at the Calgary Central Library just four months after opening the new location. Thirty-two young people completed the program with a third of them receiving employment offers before program completion.



## JUNE

### **Ahmed Hussen, Minister of Immigration, Refugees & Citizenship announced \$7.5 million in funding to support Visible Minority Newcomer Women.**

Minister Hussen highlighted NPower Canada's programs and alumni supports as one of the innovative services helping newcomer women find and retain work, to advance their careers. Julia Blackburn joined the Minister, Rola Dagher, President, Cisco Canada and Willa Black,

Vice President, Corporate Affairs, Cisco Canada at the press conference at Cisco.

NPower Canada was also highlighted as a best practice for workforce development in the report *Help Wanted: Modernizing Employment & Skills Training Services in Ontario*. Andrew Reddin was a panelist at the report release co-hosted by the Toronto Board of Trade, United Way of Greater Toronto, Metcalf Foundation and JP Morgan.



## SEPTEMBER

In September 2019 NPower Canada, announced it had secured \$3.45 million in funding from the Government of Canada's Youth Employment Skills Strategy. The new funding from Employment and Social Development Canada (ESDC) allows NPower Canada to grow its current programs in the Greater Toronto Area and Calgary, while expanding to at least two additional regions across the country, becoming a pan-Canadian youth workforce development organization.

NPower Canada also announced that Toronto Pearson International Airport, through the Propeller Project, also committed \$150,000 in funding over three years for NPower Canada to support increased access to the programs for young adults in the Peel Region.

A new home in GTA West - These funding announcements were made at NPower Canada's new GTA West centre in the heart of Mississauga. This new facility was designed to meet the training needs of NPower Canada's training programs, providing dedicated classroom, meeting and office spaces.



## NOVEMBER

Toronto Pearson and Deloitte hosted a panel discussion to coincide with the release of their report on underemployment and the need for action. NPower Canada alumni Glory Ogor and CEO Julia Blackburn joined panel moderator Peter MacLeod, Deloitte's Economic Advisory Senior Manager Anita Shinde, Magnet's Executive Director Mark Patterson, and Hillary Marshall GTAA's Stakeholder Relations and Communications Vice President, to discuss the impact of underemployment — people working in jobs that don't maximize their skills and training.



# 2019 VISIONARIES



Funded by the Government of  
Canada under the Youth  
Employment and Skills Strategy



United Way  
Greater Toronto

# INNOVATORS



# BUILDERS



# FINANCIALS

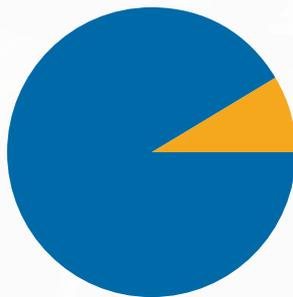
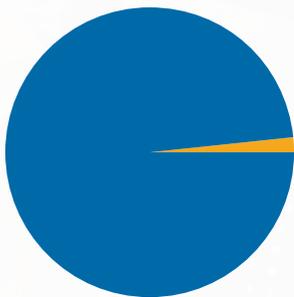
## STATEMENT OF REVENUE & EXPENSES YEAR ENDED DECEMBER 31, 2019

Year ended December 31	2019	2018
<b>Revenue</b>		
Grants (Note 6)	\$ 3,223,957	\$ 2,226,757
Other	2,120	2,607
	<u>3,226,077</u>	<u>2,229,364</u>
<b>Expenses</b>		
Saleries & Benefits	2,233,100	1,738,382
Office & General (Note 7)	233,706	102,643
Classroom Rentals	216,141	139,640
Program	191,630	163,346
Computer Equipment & Software	126,219	32,087
Professional Fees	72,979	21,144
Supplies	41,503	12,446
Amortitization	5,393	-
	<u>3,120,671</u>	<u>2,209,688</u>
Excess of Revenue over Expenditures for the Year	105,406	19,676
Net Assets, Beginning of the Year	<u>266,555</u>	<u>246,879</u>
Net Assets, End of Year	<u>\$ 371,961</u>	<u>\$ 266,555</u>

### REVENUE

2019

2018



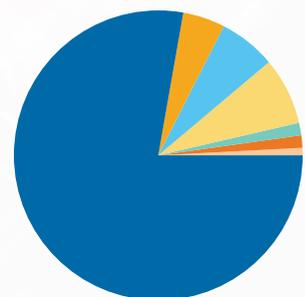
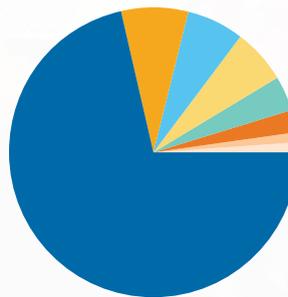
■ Grants (Note 6)

■ Other

### EXPENSES

2019

2018



■ Saleries & Benefits

■ Classroom Rentals

■ Computer Equipment and Software

■ Office & General (Note 7)

■ Program

■ Professional Fees

■ Supplies

■ Amortitization

A NEW

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PICTURE

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