

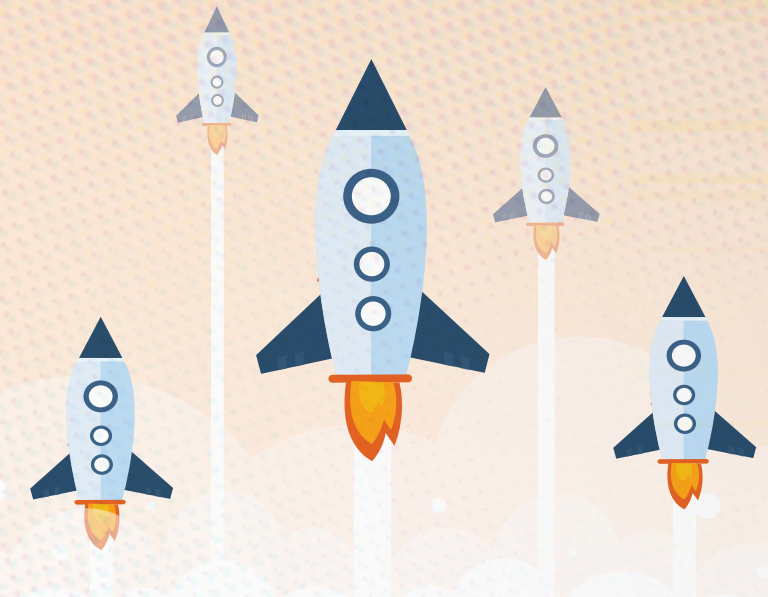
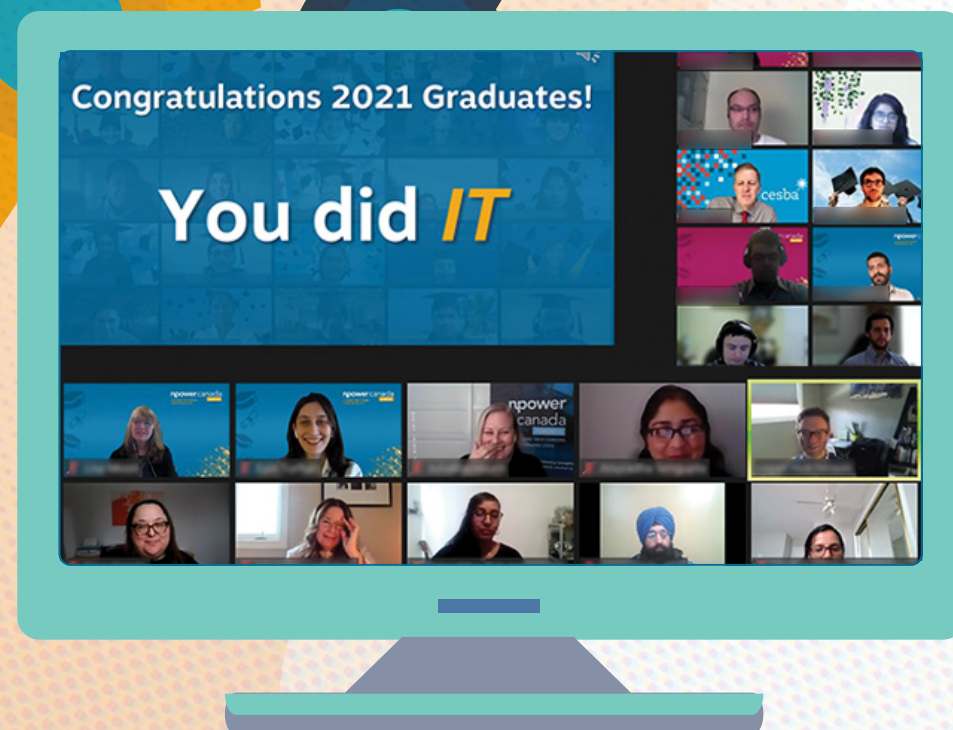
npower canada

LAUNCHING TECH CAREERS. TRANSFORMING LIVES.

A NEW REALITY

IMPACT REPORT 2021

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MISSION

NPower Canada reduces poverty in Canada by addressing youth unemployment, launching underserved young adults into meaningful and sustainable digital careers.

VISION

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

VALUES

IMPACT: We work together to transform lives & strengthen communities.

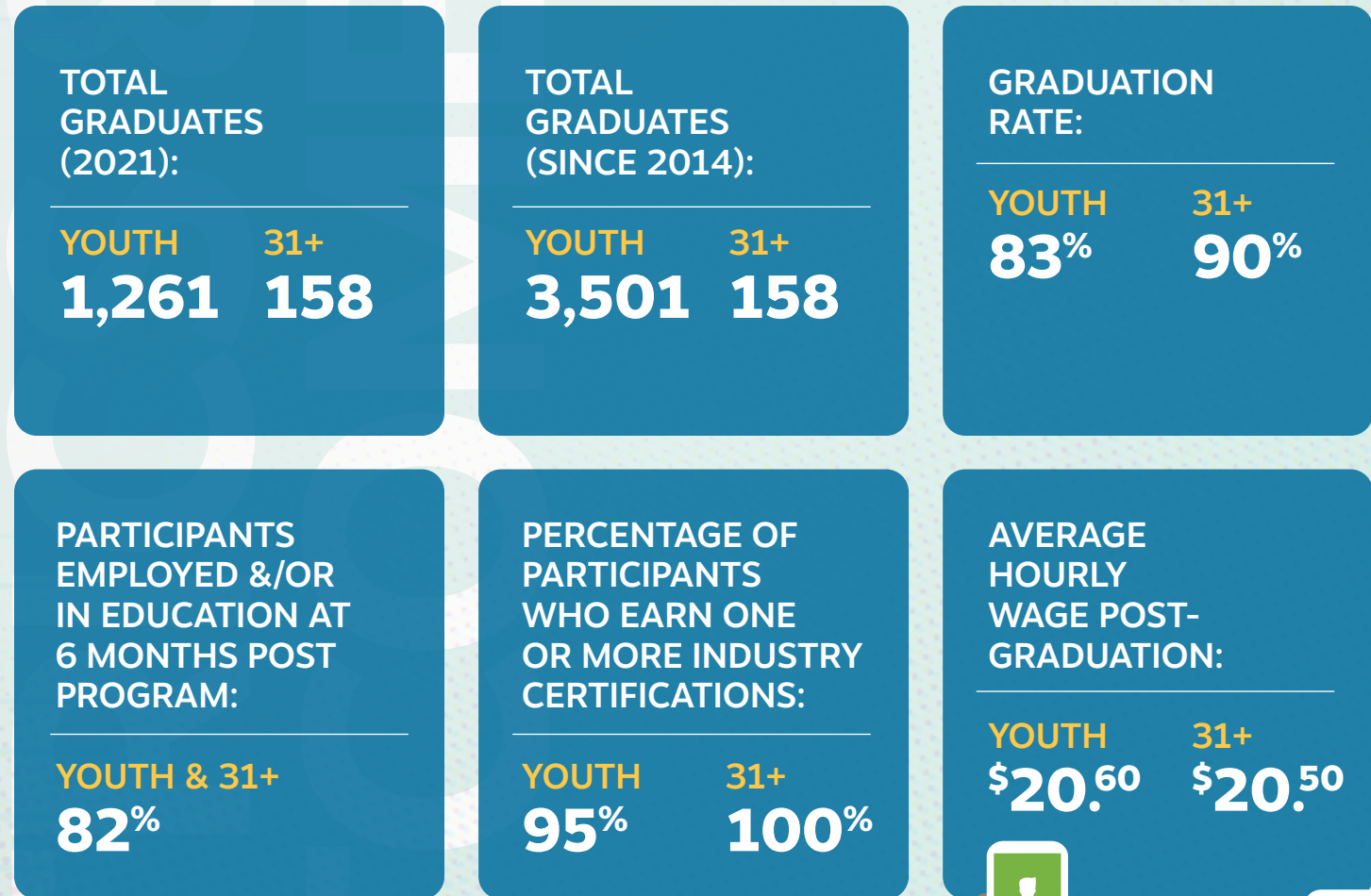
COMMITMENT: We're dedicated to the success of our participants, team and stakeholders.

INTEGRITY: We're transparent, honest and ethical in all interactions.

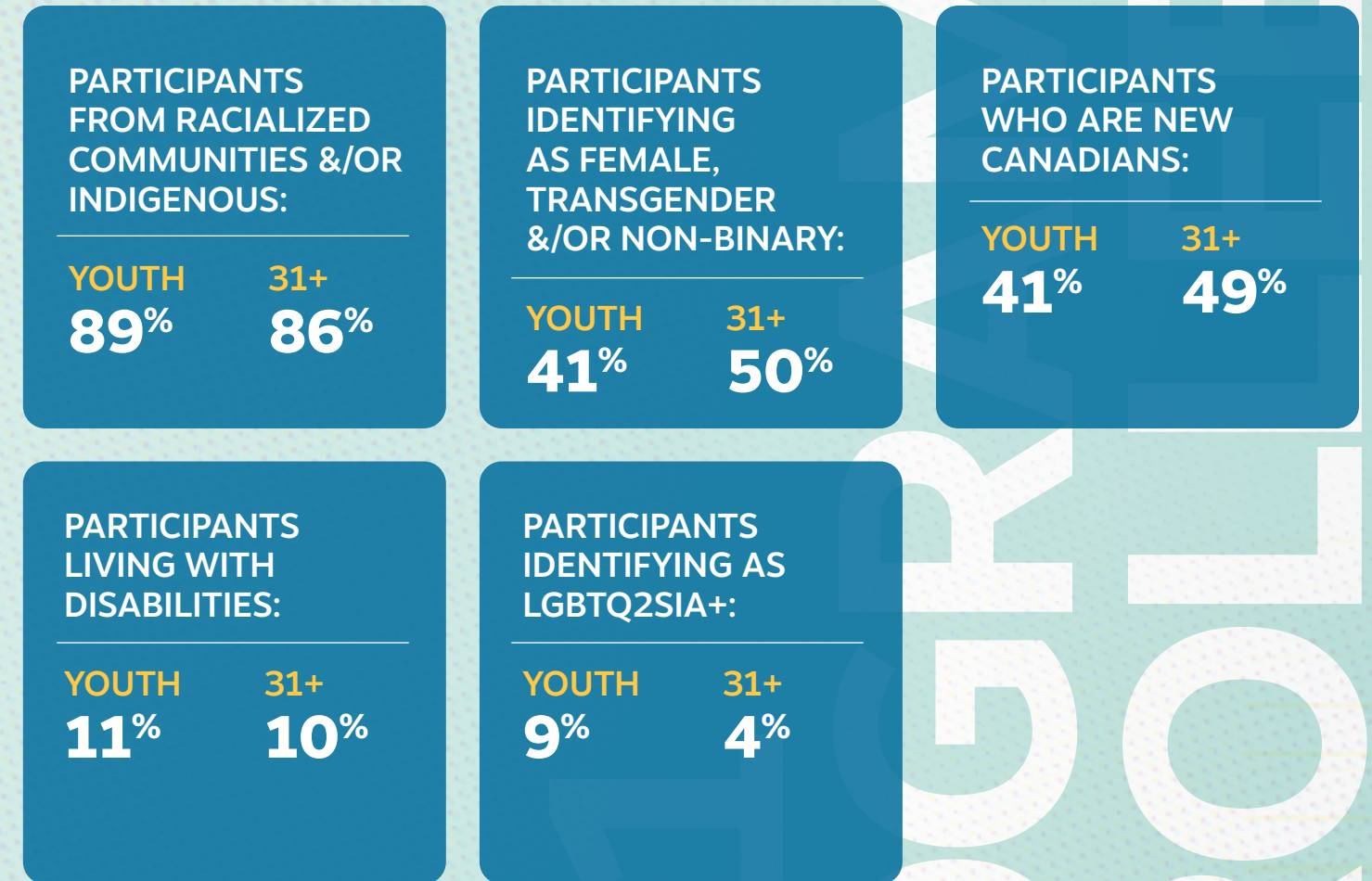
DIVERSITY: We're committed to efforts that build respect, dignity, fairness, equity and self-esteem.

HUMILITY: We learn from mistakes and successes in equal measure.

METRICS & OUTCOMES

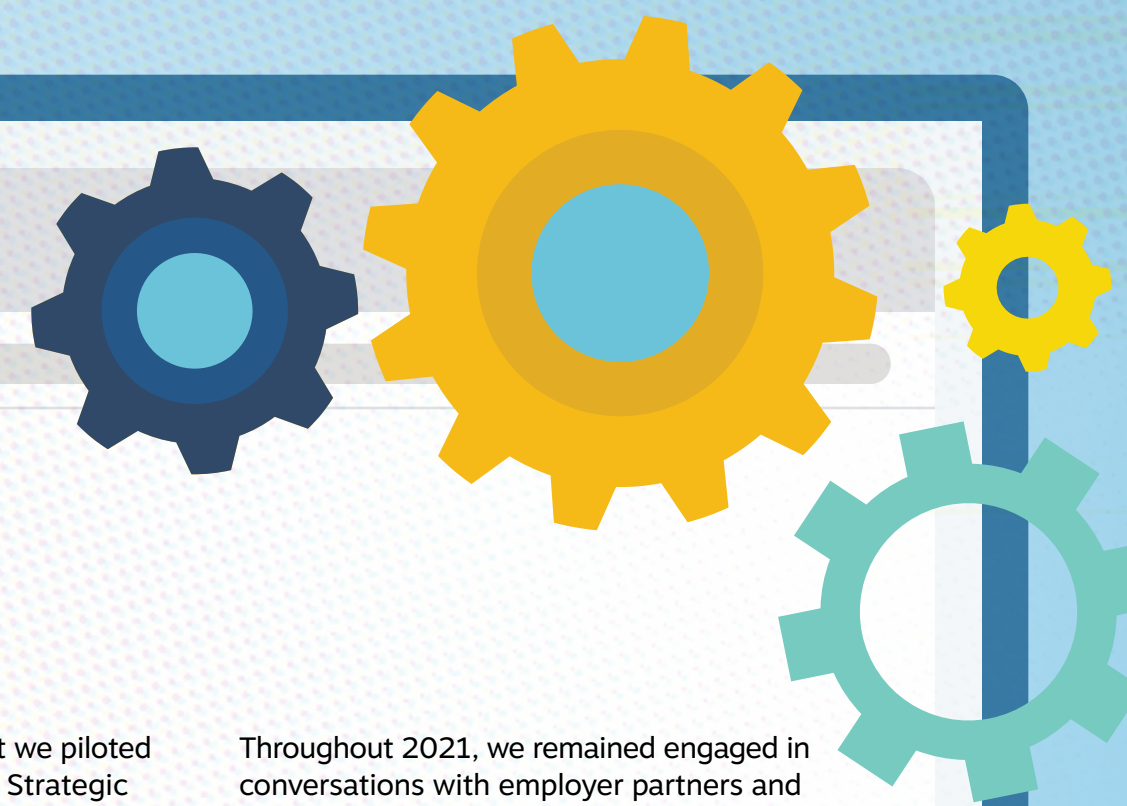


2021 PROGRAM ENROLLEES



CEO & CHAIR'S MESSAGE

JULIA BLACKBURN • CEO
STEPHEN GARDINER • CHAIR



WHILE 2020 WAS ALL ABOUT QUICK PIVOTS AND ADAPTING TO UNCERTAIN TIMES, IN 2021, WE TRANSITIONED FROM COPING WITH THE CHANGES BROUGHT ON BY COVID-19, TO LEARNING FROM THE OPPORTUNITIES IT PRESENTED TO LAUNCH THE NEXT PHASE OF OUR STRATEGIC GROWTH. WE LEARNED THAT THE CHANGES TO THE JOB LANDSCAPE ARE NOT TEMPORARY AND WE MUST NOW PREPARE CANADIAN JOBSEEKERS FOR OUR NEW REALITY.

In January 2021, we kicked off the year by launching our first cohort in Nova Scotia, thanks to investment from the Government of Nova Scotia, Employment and Social Development Canada, the Future Skills Centre, Google and the RBC Foundation. As our first location in Atlantic Canada, it enabled us to serve individuals from a diverse array of communities, including job seekers from smaller, more remote communities like Cape Breton and Truro.

Another exciting expansion happened in March 2021. After assessing that the COVID-19 pandemic had led to higher demand for tech training programs for mid-career adults due to increased automation and digitization, NPower Canada piloted a program for individuals over 30 years of age (31+). Thanks to a generous donation from the Government of Ontario's Ministry of Labour, Training and Skills Development through their Skills Advance Ontario program, we launched ReNEW, a reskilling program for jobseekers 31+. The ReNEW pilot program allowed us to make a meaningful difference in the lives of adult jobseekers displaced from employment

due to the pandemic or whose jobs were at risk due to AI and automation. While youth remain a focal point of our program, based on the tremendous success of the initial cohort, in 2022, we look forward to supporting jobseekers of all ages as we continue to grow.

September 2021 saw NPower Canada launch in another new province, British Columbia. We enrolled 70 individuals from across the province into our inaugural cohort, solidifying our reach from coast to coast. Similarly to our approach in Nova Scotia, we tested a hub-and-spoke model in British Columbia, launching our office in Vancouver and accepting individuals from smaller communities such as Prince George, Kelowna, and Kamloops. Thanks to a \$8.89 million investment from the Government of British Columbia, the Digital Technology Supercluster, and Microsoft, we are able to expand our reach in the province over the coming years.

The hub-and-spoke model that we piloted this year is part of our revised Strategic Plan that supports our growth through 2024. The model helps us to maximize current investments by growing our core hubs in the GTA, Calgary, Halifax, and Vancouver, and our forthcoming site in 2022 in Montréal, while leveraging our virtual model to deliver programs province-wide, reaching jobseekers in Indigenous, rural and remote communities.

What we've learned through the pandemic is that one of NPower Canada's greatest strengths is our resilience and adaptability. Our virtual delivery model enabled us to be more flexible and open our programs to a greater number of jobseekers across Canada. We have broken down barriers caused by commutes, allowing individuals from more remote locations to join our programs, providing easier access to individuals with disabilities, and creating opportunities for jobseekers with caregiving responsibilities at home.

The increased ease and access brought by our virtual program delivery model was reflected in higher certification and graduation outcomes. Our graduation rate was 95% of youth and 100% of adults who earned industry-recognized certifications. Of our 2021 alumni, 83% are employed and were either employed or enrolled in higher education within six months of completing our program, modestly exceeding our 80% target.

Throughout 2021, we remained engaged in conversations with employer partners and Industry Council members, who provided key insights into changing market demands and industry expectations catalyzed by the pandemic. We have seen that tech roles continue to be in high demand in virtually every sector as the COVID-19 pandemic forced companies to provide services and support online, with staff working and collaborating virtually. We have thus broadened our scope of employment partners and diversified job opportunities we seek for our graduates. As we place our graduates into growing numbers of hybrid or remote work opportunities, we continue to adapt our programming to ensure they are equipped with the necessary skills to be successful in this new reality.

What we've learned in 2021 is that the COVID-19 pandemic accelerated the transition into a digitally-enabled society. The changes to the world of work persist as we adapt to the new normal. Our revised 2021-2024 strategy reflects necessary programmatic shifts that incorporate our learnings from 2020.

Thank you to our staff, Board of Directors, Industry Council, funders, and partners, whose hard work, continued commitment, and willingness to adapt have made 2021 another successful year for NPower Canada. ■

BOARD OF DIRECTORS



STEPHEN GARDINER
Chair

*Senior Managing Director,
Strategy and Digital
Transformation -
Accenture Canada*



DR. WENDY CUKIER
Treasurer

*Diversity Institute Founder, Academic
Director of the Women Entrepreneurship
Knowledge Hub and Research Lead
of the Future Skills Centre -
Toronto Metropolitan University*



LAURA HOPKINS
Strategic Plan Chair

*Head & VP, Canadian
Operations - I&TS -
RBC
(Term ended in Sept. 2021)*



CHARLES MONGEON

*Executive -
Google Cloud*



JEFFERY MADDOX

*President -
NOKIA Canada, Inc.*



SALIM JIVRAJ

*SVP Transformation
& Shared Services -
TD Insurance*



VIK NAIK

*VP North American
Sales Development
& Sales Programs -
Salesforce*



HRATCH PANOSSIAN

*Senior Executive
Vice President & CFO -
CIBC
(Term ended in Sept. 2021)*



FILSAN KULANE
(Board term ended Sept. 2021)
*Project Control Officer -
RBC*



GLADYS OKINE
(Board term ended Feb. 2021)
*Executive Lead -
Canadian Council
for Youth Prosperity*



EMMA DA SILVA
(Board term started Dec. 2021)
*Vice President,
Marketing & Operations -
Microsoft*



SHANNON PESTUN
(Board term started Dec. 2021)
*CEO - Pestun Consulting
Inc. Co-Founder -
The Finance Cafe*

SEASONAL HIGHLIGHTS

SUPERCLUSTER + MICROSOFT

NPower Canada launched its Canadian Tech Talent Accelerator (CTTA) project in collaboration with the Digital Technology Supercluster, Microsoft and the Government of British Columbia.

The CTTA project will invest \$8,89 million over four years to support NPower Canada's national skilling program. This project supports expansion of NPower Canada's proven workforce development program, enriched by Microsoft's innovative curriculum and online skills offerings, and sourcing job opportunities for program alumni among Microsoft's industry partners. ■

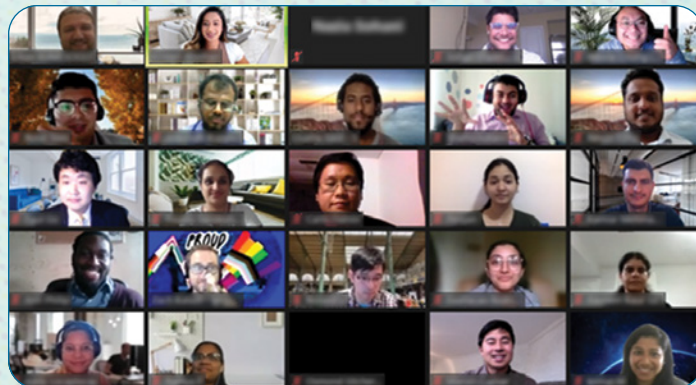


JUNIOR DATA ANALYST PROGRAM WITH MICROSOFT

In February 2021, NPower Canada partnered again with Microsoft to launch a new Junior Data Analyst (JDA) training stream in its core workforce development program. Leveraging Microsoft's industry expertise and skills offerings, the JDA program was developed in consultation with NPower Canada's employer partners and Industry Council, who reported a growing need for data literate, technologically adept employees.

JDA graduates learn highly marketable skills such as machine learning, data visualization, and regression and projection modeling, that will enable participants to secure in-demand roles such as Business Analyst, Junior Data Analyst, and Junior Database Administrator upon program completion.

Since launching its JDA program, NPower Canada has enrolled 446 underserved youth and adults, 87% of whom have graduated with industry certifications. ■



REGIONAL EXPANSION IN NOVA SCOTIA

NPower Canada launched a new program delivery site in Halifax, Nova Scotia. Halifax has a thriving tech sector that has seen explosive growth in the past few years, with a growing need for local digitally skilled talent. The continued growth of Nova Scotia's technology sector offers new hope and opportunity for un/under-employed, barriered Nova Scotian youth and adults and NPower Canada is proud to be part of an ecosystem of employers, community organizations, government and allies to narrow the province's digital divide.

NPower Canada Halifax marks the organization's first location in Atlantic Canada, allowing it to serve un/underemployed job-seekers from a broad array of communities, including Sydney, Truro, and Cape Breton. ■

MLTSD AND RENEW 31+ PROGRAM



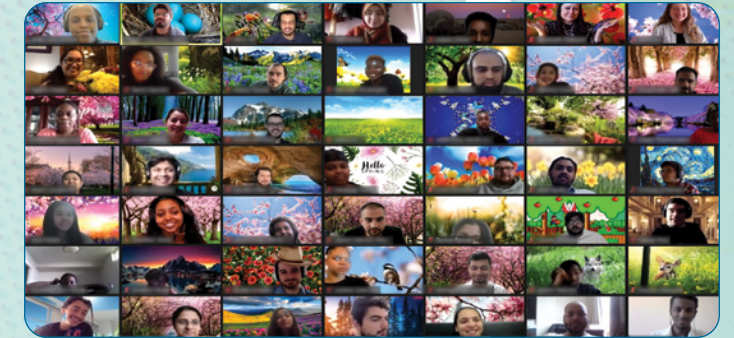
In March, NPower Canada was generously awarded \$1,300,000 by the Government of Ontario's Ministry of Labour, Training and Skills Development's SkillsAdvance Ontario program to pilot an innovative new reskilling program for mid-career job-seekers and incumbent workers ages 31+. The ReNEW Tech Reskilling program empowered NPower Canada to meet the growing need for rapid reskilling and job placement support amongst low-income adults, including those previously employed in the sectors hit hardest by the pandemic.

At the same time, the accelerated pace of digital transformation across industries and sectors has heightened demand for technical talent and exacerbated existing labour market shortages. Thanks to MLTSD's support, NPower Canada's new ReNEW Tech Reskilling program allowed the organization to make a meaningful difference in the lives of those displaced from work due to the pandemic and other disruptive labour market forces, such as automation, while supporting the economic recovery of employers across Ontario. ■

DIGITAL DIVIDE PUBLICATION

With support from Employment and Social Development Canada, NPower Canada partnered with seven other youth-focused organizations to publish a series of white papers analyzing the digital divide that prevents low-income youth from accessing in-demand digital services and careers. Collaborating with the Canadian Council for Youth Prosperity, Indspire, MENTOR Canada, National Association of Friendship Centres, Opportunity for All Youth, Pathways to Education and Tamarack Institute, NPower Canada convened a focus group of recent program graduates to understand the barriers they encounter and how their experiences have been shaped by the COVID-19 pandemic.

BLACKROCK



NPower Canada welcomed BlackRock as a new Visionary Funder supporting the organization's core youth workforce development program and its Alumni Upskilling programs designed with Google. BlackRock's transformative investment of US\$250,000 supported NPower Canada's national expansion into new labour markets and allowed the organization to diversify its Alumni Upskilling offerings.

BlackRock's staff also generously volunteered their time and expertise to mentor NPower Canada's youth participants via the Youth in Tech Mentorship program, which pairs ambitious participants with experienced tech professionals for one-on-one career mentorships. In 2021, BlackRock volunteers donated more than 150 hours to provide underserved youth with career guidance, professional development, and valuable insight into the world of work. ■

Together, this group put forth recommendations for systems change to address the growing digital divide, which has accelerated the wealth gap between high and low-income Canadians. The expanded strategic collaborators' group presented its whitepapers at the Future of Good conference held by the Tamarack Institute on May 7, 2021. NPower Canada participants recommended a combined effort to closing the digital divide that would address financial barriers to accessing technology and higher education, along with providing inclusive IT/STEM mentorship to underserved communities and strengthening the capacity of educational institutions to deliver industry-informed digital skills training. ■



GOOGLE PROJECT MANAGEMENT

Google.org generously renewed its commitment to NPower Canada, donating **\$1.5 million** to scale the organization's Google-powered training streams into Vancouver and expanding its Alumni Upskilling program to launch a new Project Management stream. Google's Project Management training stream provides NPower Canada alumni with continued upskilling for job placement, retention and career laddering in the information technology field. Graduates earn Google's Project Management certification, empowering them with the advanced skills needed to continue growing in their careers. ■



HEAD START

NPower Canada piloted a new Head Start initiative in August to give incoming participants advanced access to the organization's technical skills training curricula. NPower Canada developed the Head Start initiative based on feedback from applicants, many of whom were eager to jump into the program and launch their careers.

As part of the Head Start initiative, participants receive access to NPower Canada's e-learning platforms including Coursera and Cisco, allowing them to familiarize themselves with the tools and platforms used in the technical skills training. Accessing the learning modules in advance gives participants more time with the training materials and more opportunities to practice and apply core concepts and skills.

Head Start participants also had the opportunity to meet their future Instructors, Career Coordinators, Program Coordinators, and Account Management staff members. Participants were able to ask questions, request more information, and establish stronger relationships with key staff members who play an integral part in their skills training journey. ■

REGIONAL EXPANSION IN BRITISH COLUMBIA

In September 2021, NPower Canada established its first Vancouver site, welcoming 70 un/underemployed youth from diverse communities around British Columbia into its inaugural cohort. With the launch of its Vancouver site, NPower Canada is now able to bring its employed-led skills training and career opportunities to youth and adults from coast to coast.

NPower Canada British Columbia participants can enroll in either the organization's Junior IT Analyst or Junior Data Analyst training streams. ■



HUB-AND-SPOKE

NPower Canada's successful pivot to virtual learning and the widespread embrace of remote work empowered the organization to expand its geographic catchment areas to serve jobseekers outside of urban areas. In September 2021, NPower Canada piloted a new "hub-and-spoke" strategic scaling model, enabling program staff based in urban "hubs" to deliver all aspects of its program online, from outreach to job placement to alumni services, to surrounding "spoke" communities.

NPower Canada's hub-and-spoke pilot program enrolled 114 low-income youth and adults living in communities such as Lethbridge, Kitchener, Windsor, and Cape Breton into its virtual skills training program. Enrollees received a comprehensive array of skills training, professional development, and wraparound support, including laptops and hardware accessories, mental health counseling, career coaching, and warm referrals to local service providers. Graduates have obtained digital careers in a diverse range of sectors, from not-for-profit organizations to small and medium-sized enterprises to innovative tech start-ups. ■



PALLAVI GARG

Province: British Columbia

Program: Junior IT Analyst

Graduation Date: December 2021

Role/Company: IT Support Analyst – Tier 1,
VanCity Credit Union

I feel that NPower Canada's Junior IT Analyst program let me grow my confidence to join the workforce with my newly acquired IT knowledge and training. While I was previously hesitant, I am now employment ready.



Pallavi came to Canada with the hopes of kick-starting her career. She scoured job boards and found many tech roles available, but none for which she had the qualifications or work experience.

When she saw a Google advertisement for NPower Canada, Pallavi applied immediately. She felt like she had found the answer to help her get the skills and experience necessary to succeed in the growing Canadian tech market. Pallavi found the technical training challenging, but with support from NPower Canada staff and peers, she was confident she could complete the program and earn the Google IT Support Professional Certificate.

While Pallavi had expected to gain critical tech skills, she was pleasantly surprised by the value of the personal and professional development sessions. The "all encompassing approach ensures that upon completion of the program, I have equipped myself with lifelong skills to find and land a job and continue to grow my career."

Pallavi graduated in December 2021 as part of our inaugural British Columbia cohort. What's next heading into 2022? Her first tech role with Vancity Credit Union, and our Google Data Analytics alumni program. ■

HUNTER CUNNINGHAM-PYE

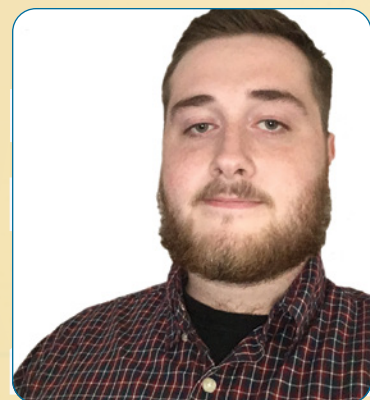
Province: Nova Scotia

Program: Junior IT Analyst

Graduation Date: December 2021

Role/Company: Financial Services Representative – Telephone Banking, CIBC

NPower Canada has not only helped me develop as a person, but also gave me the skills to greatly improve my employability. The staff is always there for you and wants to see you succeed. I am proud to have been a part of this program, and it has given me what I need to start a career and strive for the things that are important to me.



Hunter never felt confident in himself or his future. Not believing he would amount to anything, he didn't put the necessary effort into his future. "I never truly applied myself because I doubted my abilities, and a lot of the time, I didn't even bother trying to go out of my comfort zone."

He was working at a local grocery store when his Mom told him about NPower Canada's Junior IT Analyst program. At that moment, Hunter realized he wanted to try something new that could help advance his career. "I can confidently say that it was a life changing decision."

Hunter was an active participant and submitted assignments on time, a stark contrast to his habits in high school. He began to have hope in his future career options and was excited by the possibility of a career in tech. Hunter continued to grow personally and professionally, and secured employment with CIBC just before graduating. With help from NPower Canada, Hunter was able to get his life and career in the right direction. ■

MARVIN VINZON

Province: Ontario

Program: Junior Security and Quality Assurance

Graduation Date: September 2021

Role/Company: Technical Support Analyst, BDO Canada

We all have it within us to be the best that we can be. Sometimes we just need someone to show us. In my case, it was NPower Canada.



Marvin was working in the events industry when the pandemic began. He lost his job in January of 2020. With a wife and son to support, and another child on the way, Marvin needed to find employment quickly, and in a more stable field.

"I ended up exploring different career paths, but a lot of the programs that existed were a year long and cost thousands of dollars. All these potential career paths involved both time and money that I didn't have, considering I have my own family," Marvin shared.

His wife read about NPower Canada in a Financial Post article. He enrolled in our Junior Security and Quality Assurance program in May 2021. What drew him to our program? "A lot of employers look to see if you are educating yourself aside from professional career experience. I think the CompTIA+ certification is very significant and valuable in the IT world. It shows that you are open to learning new things."

Marvin's confidence had been restored and he knew he had the skills and certifications necessary to launch his career in tech. Immediately post training, Marvin was placed directly into employment at BDO Canada. ■

MONICA PARASCHIV

Province: Alberta

Program: Junior Data Analyst and Google Project Management

Graduation Date: September 2021

Role/Company: Bilingual Service Desk Analyst, Long View Systems

Your journey does not end once the program is finished. NPower Canada gives you support for 5 years, which gives you confidence that you have a professional team helping to contribute to your future success.



Monica struggled to find a job when she arrived in Canada. She held an electric engineering degree from Romania, but lacked Canadian education and work experience. She was finding it difficult to adjust to the cultural differences and understand the Canadian job market.

That's when Monica heard about NPower Canada. She was eager to learn more about data analysis and programming, and knew she could benefit from the professional development. She enrolled in our Junior Data Analyst program in May 2021. Thanks to her background in engineering and her hard work, she learned new concepts quickly and succeeded in the program.

Just prior to graduating, Monica landed a role at Long View Systems, one of our long-standing employment partners. Wanting to continue to push herself and upskill, she enrolled in our Google Project Management program for alumni. "I feel that the NPower Canada programs helped me to communicate my ideas better, to be more organized, and allowed me to get to know amazing people from the NPower Canada community. When we are in the right community, we excel together," she shared. ■

RUCHITA DESAI

Province: Ontario

Program: ReNEW & Google Project Management

Graduation Date: February 2021

Role/Company: CSR, Pharmacy Enhanced Support, Loblaw

NPower Canada has all the resources that will help you land your first role in the tech sector and the support you will get post getting the first role is also tremendous. They don't leave you on your own. NPower Canada does help you move up the ladder in your career.



Ruchita was working in an administrative role in a construction company when the COVID-19 pandemic hit. Her company started laying people off, and Ruchita feared for her future. Even obtaining that role, a survival job, had been tough even with a Masters degree from back home, due to her lack of Canadian experience.

The only sector that was largely untouched by mass layoffs during the pandemic was tech, a field that always interested Ruchita but that she never had time to pursue. She wondered if now, in her thirties, it was too late. Ruchita considered enrolling in another Masters program in Canada, but the financial barriers were an obstacle.

That's when Ruchita's friend told her about NPower Canada, which had recently expanded its age eligibility criteria. She applied to our pilot ReNEW program for individuals 31+. She was "extremely fearful of exploring a new career, especially IT, because learning everything from the basics seemed like a humongous task." However, with NPower Canada's help, she took on the challenge and soon after, secured her first IT role at Loblaws. ■

VISIONARIES

\$150K+



BlackRock.



CARTHY FOUNDATION



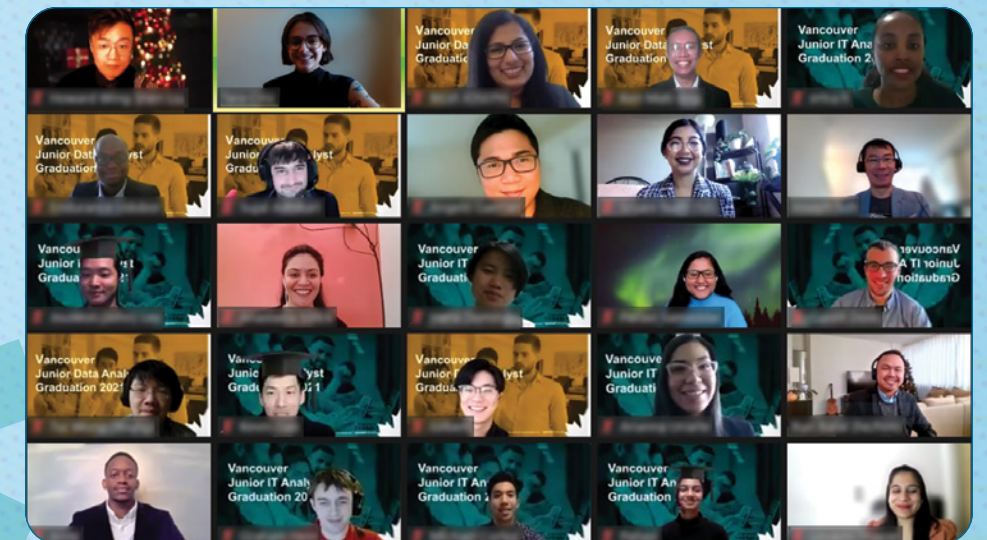
Funded by the Government of
Canada under the Youth
Employment and Skills Strategy



Ministry of Labour,
Training and Skills
Development



United Way
Greater Toronto



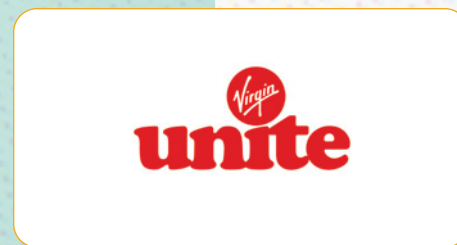
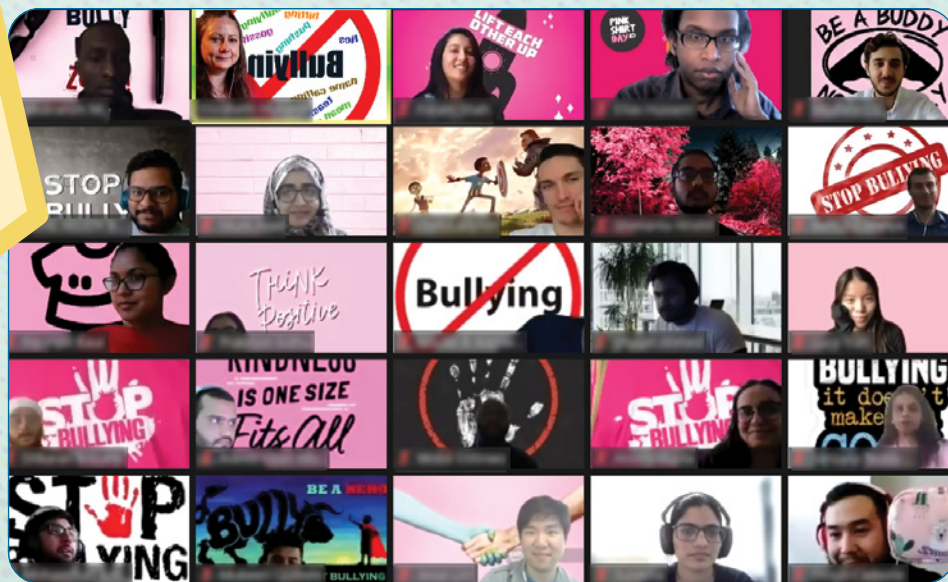
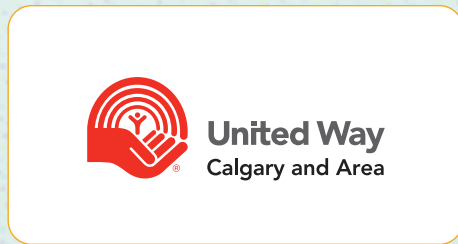
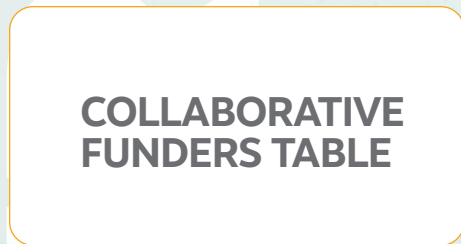
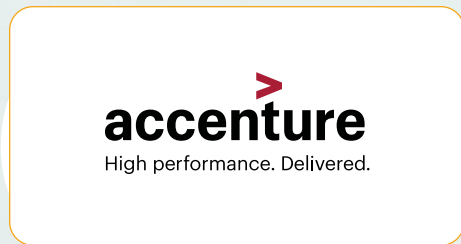
INNOVATORS

\$50K - \$150K



BUILDERS

UP TO \$50K



STATEMENT OF FINANCIAL POSITION

Year ended December 31	2021	2020
Assets		
Current Assets		
Cash	\$ 3,501,797	\$ 3,987,499
Grants Receivable	954,316	86,068
HST rebate recoverable	107,283	113,891
Pre-paid expenses	107,623	422,751
	4,671,019	4,610,209
Capital Assets	183,778	174,808
	4,671,019	4,610,209
Liabilities		
Current Liabilities		
Accounts payable and accrued liabilities	445,809	353,860
Deferred contributions	3,896,350	3,969,230
	4,342,159	4,323,090
Net Assets		
Unrestricted	512,638	461,927
	4,854,797	4,785,017

STATEMENT OF OPERATIONS AND CHANGES IN NET ASSETS

Year ended December 31	2021	2020
Revenue		
Grants	\$ 12,380,078	\$ 6,528,134
Other	12,599	10,183
	12,392,677	6,538,317
Expenditures:		
Salaries and benefits	8,714,783	4,499,367
Program	864,385	396,797
Office and general	724,786	271,707
Professional fees	689,238	395,874
Classroom rentals	653,750	482,862
Gifts to Qualified Donees	425,000	-
Computer equipment and software	154,777	325,826
Amortization	80,690	59,102
Supplies	34,557	16,816
	12,341,966	6,448,351
Excess of revenue over expenditures for the year	50,711	89,966
Net assets, beginning of the year	461,927	371,961
Net assets, end of year	\$ 512,638	\$ 461,927





IMPACT REPORT 2021

npower canada

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