

# Bringing you a world-class workforce

ANNUAL REPORT 2020 – 2021



# Message from the Chairperson

In the spirit of cultivating strong relationships with Indigenous communities, I would like to begin by acknowledging that Manitoba Start is situated on ancestral lands, Treaty 1 territory, traditional territory of the Anishinabek, Cree, Oji-Cree, Dakota, and Dene Peoples, and on the homeland of the Métis Nation.

Manitoba Start is the leader in career development and job matching services for newcomers and employers in Manitoba. One on one assessments allow us to discover and recognize the value and skills of each client's professional experience. This facilitates employment outcomes that match local Manitoba organizations with ideal job candidates and expands diversity within the workplace. In 2020-2021, Manitoba Start served 1,412 newcomer clients, which is a significant decrease from years prior. This number illustrates the impact of the pandemic on the settlement landscape.

The pandemic has interrupted our lives and has shifted the reality for Manitoba Start as client numbers decrease and all services are performed virtually. The Covid-19 pandemic has disproportionately affected newcomers due to a range of vulnerabilities. It has exposed the lack of job security and overrepresentation of newcomers in sectors most affected by the pandemic. This inequity directed us to ensure that newcomers needs are met through innovation of career services, job matching, intake, communications, and IT.

Although met with challenges, Manitoba Start was able to successfully work with immigrants and businesses in Manitoba. We had a range of newcomers walk through our virtual doors, from internationally trained professionals to international students and

refugees. These clients came from over 80 different countries and were first welcomed by Intake Advisors who completed registration and provided referrals to language and settlement services when required. Once the clients were ready for employment, they would work with Career Coaches who would help them craft outstanding resumes focusing on recognizing credentials and realizing their full potential. From there they would work on interview skills, learn about Canadian workplace culture, and begin their job search. The Job Matching Unit stayed up to date with labour market trends and would connect with local businesses in the recruitment of internationally trained professionals. It takes a highly coordinated effort to ensure ultimate success for Manitoba Start clients!

Staff showed remarkable adaptability to tending to client's desires remotely and working hard towards outcomes all while coping with the impact of the pandemic on their own lives. With the increase in hosting online events, Manitoba Start staff were creative in designing specific workshops to fit the needs of clients in certain sectors.

This year has provided Manitoba Start with the ability to learn and focus on outreach to International Students. We piloted an online model to engage international students and launched the International Student Work Search program. The goal of this program is to aid students in navigating the Canadian job market and finding work that aligns with their goals.

This year has emphasized our commitment to growing a strong and diverse world-class workforce and community within Manitoba. We are more grateful than ever to Manitoba Start staff members, funders, and partners. I look forward to what the next year has in store and hope that Manitoba can once again accept more newcomers into the province. Thank you for your support!



**Alisha Miguez**  
BOARD OF DIRECTORS  
MANITOBA START

# Message from the Executive Director

To begin, we acknowledge that Manitoba Start is situated on ancestral lands, Treaty 1 territory, traditional territory of the Anishinabek, Cree, Oji-Cree, Dakota, and Dene Peoples, and on the homeland of the Métis Nation.

The year 2020-21 was a year of unprecedented challenges for all of us. The onset of the Covid-19 pandemic in March of last year impacted the clients we serve and the services we provide; it led to a significant decrease in client numbers; it made providing in-person services unsafe to staff and clients; it changed the way we lead our lives. However, it also led to innovation and new ways of providing service so that we could continue to serve our clients virtually and provide the same level of service satisfaction.

In 2020-21, with support from the funders and the Board of Directors, Manitoba Start was able to provide virtual intake, career coaching and job matching services to its newcomer clients. This was possible due to a strong IT team that was able to equip our staff with the tools and resources to work effectively from home.

Intake Services registered and referred 1,166 new clients, out of which 41% were Provincial Nominees. The clients came from over 80 different countries; the top source countries were India, Nigeria and Philippines. Intake Advisors provided newcomers to Manitoba with an overview and referrals to various settlement, language upgrading, and employment support services.

In 2020 - 2021, Career Services had 1,412 client registrations. A major theme throughout the organization this year was to utilize technology to improve service delivery. This year, Career Services worked on adapting the Career Development Curriculum used in the workshops to an e-learning curriculum that is hosted on an online platform called Canvas. In addition, Career Services developed and piloted a work search workshop for International Students.



**Judith Hayes**  
EXECUTIVE DIRECTOR  
MANITOBA START

The Job Matching Unit used this year to increase outreach to employers. This year, the Job Matching Unit actively engaged with 2,353 employer contacts. Out of these employer contacts, 42% were existing partners, whereas the remaining 58% of partnerships were new or re-established contacts. Manitoba Start supported 967 clients to enter the Manitoba labour market. This was a result of the Job Matching and Career Services supports that provided clients with the resources to navigate the work search process, and access direct employer leads and networking opportunities.

Manitoba Start provided Centralized Intake Services for Refugee Employment Development Initiative (REDI) 4.0. In order to select 150 candidates meeting the criteria, Manitoba Start conducted over 3,100 pre-screening assessment and was able to refer over 250 candidates to Stream Service Providers (RRC, OFE and MITT).

Manitoba Start continued to work with WorkStart clients. 69% of the work placements through this program resulted in employment for the immigrant youth participants.

In 2020, Manitoba Start also started two multi-year projects that are funded by Immigration, Refugees, and Citizenship Canada: the Manitoba Needs and Assets Assessment and Referral (MNAARS) Program, and the Labour Market Connections Program.

Under the MNAARS program, Manitoba Start facilitated the development of a centralized assessment and referral process tool for all service providing organizations in Manitoba. The Labour Market Connections Program is delivered in partnership with Pluri-Elles. This partnership program is designed to provide Winnipeg / rural Manitoba and Francophone International Educated Professionals with the skills, knowledge, and connections to prepare for the Canadian job market.

Manitoba Start has now served 52,282 new immigrants since October 2010. This does not include clients who have returned for additional consultations and employment supports.

Manitoba Start is pleased to recognize our Board of Directors and funders—core funder Province of Manitoba; Service Canada; and Immigration, Refugees and Citizenship Canada. Without your support, we would not be able to serve our clients the way we do.

# Strategic Framework

## Vision

A stronger Manitoba workforce built on cultural diversity and global talent.

## Mission

To welcome and empower newcomers as they build their careers in Manitoba by establishing and strengthening connections between skilled newcomers and businesses for mutual success and prosperity.

## Values

### Cultural Competence

Demonstrating an understanding and respect for different cultures

### Solution-Driven Approach

Finding innovative ways to deliver programs and services

### Partnerships

Collaborating with others

### Learning-Centered Philosophy

Supporting and encouraging ongoing continuous learning by all

### International Training and Expertise

Benefiting from and enhancing newcomers' skills

## 2020-2021 Board of Directors

ALISHA MIGUEZ  
CHAIRPERSON

PERRI (JOREK) SIEMENS  
VICE CHAIRPERSON

STEPHANIE OLSON  
SECRETARY

MANINDER SAINI  
TREASURER

CAROLINA FRIDMAN  
DIRECTOR

KENNY HAZELL  
DIRECTOR

MWANSA BWALYA  
DIRECTOR

TIMOTHY MCGORMAN  
DIRECTOR

KELLY HOUSE  
DIRECTOR

# Core Services

### Centralized Intake

Manitoba Start is the first step for all new immigrants, including successful Manitoba Provincial Nominee Program applicants. Each year, approximately 5,000 newcomers from over 11 countries visit Manitoba Start to connect to settlement, orientation, language, and employment services.

### Career Services

Manitoba Start is the leading provider of career development services to newcomers to the Province. Newcomers benefit from employment workshops, personalized career coaching, resume development, interview skill practice, job search assistance, and networking opportunities to achieve their professional goals.

### Job Matching

Manitoba Start addresses employers' hiring needs by connecting employers to highly skilled, job-ready newcomers. Thousands of internationally educated professionals and skilled workers immigrate to Manitoba each year. Manitoba Start matches qualified individuals with employers' specific job requirements through direct placements, employer cafés, and job fairs.

### Diversity Management Solutions and Business Supports

Diversity and Intercultural Training provides employers with customized tools and human resources supports to attract and retain a diverse workforce to create more inclusive workplaces.

### Cross-Cultural Coaching

Cross-Cultural coaching is a powerful tool for organizations that are committed to investing in the development of their diverse workforce and assists both managers and employees to better understand and adapt to new ways of interacting in the workplace.

# Intake Services

For most of 2020-21, due to the Covid-19 restrictions, Manitoba Start delivered its Intake services virtually by phone, email or video conferencing using Teams Meeting app. All clients were welcomed virtually (emails and phone), and, if eligible for Intake Services, permission was sought to collect their information in our database, Immigrant Registration, Assessment, and Employment Supports (IRAES).

Intake registered and referred **1,166 new clients** from over 80 countries. Intake Advisors provided newcomers to Manitoba with an overview/referral to various settlement, language upgrading, and employment support services.

Manitoba Start is part of the Manitoba Refuges Planning Response Committee to ensure effective co-ordination and support for refugees destined for Manitoba. Manitoba Start welcomed and **registered a total of 73 Refugees for this year**; 14 of these were under the Syrian Initiative.

Intake Services received **111 My Action Plans** (MAPS) from Planning for Canada (PfC) clients from the Philippines, Jamaica, UK, India, Nigeria, and others. These clients received a welcome email with information on our services. There were an additional 41 inquiries from clients.

Intake Services also hosted exploratory visits for clients who applied to the Manitoba Provincial Nominee program and/or are considering moving to Manitoba.





# Manitoba Needs and Assets Assessment and Referral Services (MNAARS)

Through collaboration and agreement with all Manitoba (Winnipeg & rural) IRCC funded settlement serving agencies, Manitoba Start was instrumental in the development of:

- Manitoba Needs and Assets Assessment and Referral Services (MNAARS), which is a centralized needs and assets assessment intake form.
- Winnipeg Introduction for Newcomers (WIN) package. This package includes a Settlement and Orientation Workbook that was developed considering the settlement needs of a newcomer.
- 30 Newcomers Fact Sheets, which are individual one pager documents created with more details and resources on each topic to help newcomers settle.
- PowerPoint group presentation for delivery to new clients.

### Next steps:

- Manitoba Start will pilot the MNAARS this year as the central registration hub for all IRCC funded agencies.
- The Winnipeg Introduction for Newcomers website will be launched.
- The Winnipeg Arrival Advisor will be rolled out in collaboration with 211 Manitoba. This app will provide newcomer-specific information.

# Welcome World



Intake Services used a client-focused approach where newcomers discuss their specific settlement needs with an Intake Advisor. The Intake Advisor and client work together to prepare a service pathway that reflects the newcomer's assessed needs and priorities. Intake Advisors bring consistency in delivering information that is both relevant and timely for newcomers; therefore, eliminating duplication of service and building a seamless referral pathway between partner agencies that enhances accessibility.

Average client age  
**36**  
years

Average years of education  
**15.7**



## Demographic Overview of New Clients at Intake 2020-2021

TOP 8 Immigration Categories	Clients	%
PV2 - Provincial Nominee	488	42%
Work Permit	166	14%
Study Permit	157	13%
FC1 – Spouse	119	10%
SW1 - Skilled Worker	71	6%
CR1 - Government Assistance Required	44	4%
PN Approved	35	3%
Work Permit - Post Graduate	19	2%

TOP 10 Countries of Origin	Clients	%
India	1110	23%
Nigeria	556	12%
Philippines	420	9%
China, People's Republic	352	7%
Eritrea	319	7%
Ethiopia	119	2%
Somalia	111	2%
Iran	104	2%
Brazil	103	2%
Ukraine	97	2%



# Career Services

Manitoba Start is the leading provider of career development services to newcomers to the Province. Newcomers benefitted from employment preparation workshops, personalized career coaching, qualifications recognition guidance, resume development, interview skills practice, job search assistance and networking opportunities to achieve their professional goals.

The Covid-19 pandemic drastically impacted client numbers in 2020/21. However, by offering workshops and one-on-one coaching virtually, we were successful in providing career planning and job search assistance to clients. The average wait time to access Employment Services after referral through Intake is 4.7 business days.

A total of 1,412 clients accessed Career Services in this fiscal year. 1,767 files were closed in this fiscal year. Out of these, **1,252 clients were employed and /or in education and training.**



Career Services curriculum is based on career development frameworks that support actively creating the life one wants to live, and the work one wants to do. Topics are linked to the immigrant experience and focus on developing Essential and Employability skills.

## TOP 10 Client Foreign Occupations

- Secondary School Teachers
- University Professors and Lecturers
- Financial Auditors and Accountants
- Administrative Assistants
- Registered Nurses and Registered Psychiatric Nurses
- Information Systems Analysts and Consultants
- Other Customer and Information Services Representatives
- College and other Vocational Instructors
- Advertising, Marketing, and Public Relations Managers
- Retail Salespersons

Client Resumes Created by Career Services in 2020/2021

3,150

Career Coach /Client One-on-One Meetings in 2020/2021

30%

1-week Employment Preparation Workshops Completed in 2020/2021

140



# Job Matching Unit

Manitoba Start offers a full spectrum of staffing solutions to connect Manitoba employers with internationally educated professionals and refugees who are ready to enter the workforce. The Job Matching Unit actively engaged with 2,353 employer contacts this fiscal year.

Tapping into the abilities and new perspectives of skilled immigrants helps business to expand market reach, maintain a competitive edge and build a forward thinking, productive and diverse workforce.

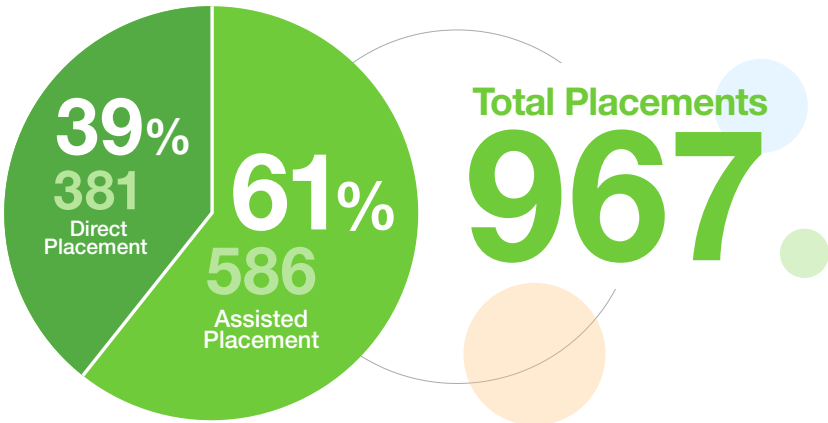
**Manitoba Start supported 937 clients to enter the labour market.**

### The Job Matching Unit Provides:

- Job Matching organizations hiring needs with job-ready, skilled immigrants who have the specific experience business require
- Pre-screening of selected candidates
- Post hiring follow-ups to facilitate a seamless workplace transition
- Advertising for job postings
- Coordination of work experience opportunities that fill employers HR needs and may lead to full-time employment
- Opportunities to meet and recruit skilled immigrants through information sessions and hiring events

## Total Placements

The Covid-19 pandemic had a drastic impact on client numbers. Despite the challenges, there were a total of 967 placements this year.



## Top Employers

based on placements

- Skip The Dishes
- Loblaws
- 24-7 Intouch
- PRYSM Manufacturing
- CBI Health Group
- FleetHunt Technologies
- Loveday Mushroom Farms Limited
- Maple Leaf Consumer Foods
- West End Radiators
- MDI Holdings Corp
- Partners for Home
- Blabbly
- Real Canadian Superstore Main File
- Magna Carta Consultants
- Epic Opportunities

## Total Placements

by Employment Type

- 48.5% recorded as Related to Pre-Arrival Career Path
- 18% recorded as Related to New Career Path
- 27.5% recorded as Temporary, Unrelated to Career Path
- 6% recorded as Employment Details not Provided

NEW PROGRAM

## E-learning Courses (Career Services)

Career Services launched new e-learning courses this year using Canvas as a platform. The main course which is the Career Development workshop that consists of three modules (career planning, work search and resume development) was piloted in the last quarter of this fiscal year.

Other modules are still in development and are planned for implementation in the first quarter of fiscal year 2021-22.

NEW PROGRAM

## International Students Workshop (Career Services)

A specific workshop geared towards international students was developed. This course is being delivered 3 hours per day for 5 days. It aims to address the challenges faced by international students, when looking for employment. The first session of this course was completed January 25-29.

The International Student workshop covers the following topics:

- Addressing cross-cultural barriers
- Understanding the Canadian labour market
- Learning and applying effective work search strategies
- Developing marketing tools: ATS friendly resumes and cover letters
- Using LinkedIn and other networking tools
- Preparing for virtual interviews

# WORKStart

## Work Experience Program

The WorkStart program provides immigrant youth with 8 weeks of paid experience in various roles that are a match with previous work and education background, skills, and interests. Work placements are supplemented with Friday employability skills sessions on Canadian workplace expectations, culture and communication, to assist with participants' transitions to current job opportunities with host organizations.

Twenty (20) WorkStart information sessions were held in the 2020/21 fiscal year and attended by 174 potential work experience participants.

For the fiscal year of 2020/21, a total of 41 immigrant youth was placed with various organizations, 36 of which completed their placements by year-end, and 25 (69%) resulted in employment.

## Key Stats

The average hourly wage for WorkStart employment outcomes is  
**\$15.65**

The average hours per week of work is  
**36.30**

Out of the 25 participants that were employed:

**21  
(84%)**  
are working in career-related fields

**13  
(52%)**  
are working for organizations that hosted their work placement



**NEW  
PROGRAM**

## Labour Market Connections

The Labour Market Connections Program is delivered in partnership with Pluri-Elles. This partnership program is designed to provide Winnipeg / rural Manitoba and Francophone International Educated Professionals with the skills, knowledge, and connections to prepare for the Canadian job market.

- **610 clients attended 30 webinars** from May 2020 until March 2021
- **19 Spotlight on Business sessions** including the Manitoba Government, Canada Life and City of Winnipeg
- **11 Qualification Recognition sessions** from CPA Manitoba to Manitoba Construction Sector Council
- Webinar recordings have been made available on the Manitoba Start website for anyone who could not attend the sessions
- **The average monthly reach** on social media (Facebook, Twitter, and LinkedIn) was **4,475**
- Both **Canada Life and Royal Bank of Canada have included Manitoba Start as a referral source** in their application processes
- **Pluri-Elles translated the webinar material** to be made available for French speakers in addition to providing ongoing translation services during the live events
- **The Manitoba Government and Royal Bank of Canada included vacancies** outside of Winnipeg in their presentations
- The **Manitoba Construction Sector Council** provided Manitoba Start clients who attend the webinar sessions with the opportunity to improve their understanding of the sector through **free to access workshops**

## Diversity AND Intercultural TRAINING PROGRAM

### Diversity Topics are:

Defining and Achieving Workplace Cultural Awareness

Workplace Communication: The Impact of Culture

Canadian Workplace Culture

Recognizing Cross Cultural Conflict in the Workplace

Engaging your Diverse Work Team (Supervisory)

Innovation and Respect for Diversity are Manitoba Start's core values which motivates us to continually seek ways to improve employment outcomes, inclusiveness for newcomer clients and to respond to the workplace needs of business partners. Manitoba Start's Diversity and Intercultural Training Program is a customized diversity training for management and frontline staff to meet workplace needs and supports organizations in building cultural competence.

Throughout this fiscal year, Manitoba Start delivered 18 workshops to Manitoba business partners, trained 377 employees and 6 workshops to 171 of our clients.

In addition, Manitoba Start hosted one-hour 'Lunch and Learn' presentations on the following topics:

- Strategies for a Successful Diverse Workforce
- Intercultural Communication at Work
- Strategies for Supporting Refugee Employees
- 2SLGBTQ+ Inclusive Communication at Work

## Information Technology

Manitoba Start has a learning centered philosophy and strongly believes in supporting continuous learning for both staff and newcomer clients.

The 2020-2021 fiscal year was a busy year for Manitoba Start's IT Department as the Covid-19 pandemic disrupted normal business processes and required the organization to shift to online delivery. All this needed to be done quickly, but effectively to minimize disruption in service delivery.



### As part of this move to virtual service delivery, The IT team:

- Equipped staff with laptops, printers, and headsets for working off-site.
- Arranged for secure, remote access to IRAES, as well as network files and folders.
- Provided training to all staff for Office 365 and Microsoft Teams for them to conduct internal meetings, client meetings as well as workshops.
- Provided training on Go-To-Webinar.
- Provided ongoing support for staff questions and queries as they transitioned into working from home, and as technology became an increased part of their work.



### Transition to Cloud-Based Platform

- A major project that was completed this year was the transition to a Cloud-based service via Microsoft 365. Through a cloud-based platform, staff can access Network files and folders directly from their computer. This mitigates the risk of losing data due to a server crash.
- The IT team migrated data to OneDrive and SharePoint Online and mirrored the set up that the staff was used to seeing on their office computers. Thus, there was minimal re-training required and staff transitioned smoothly into this new system.







# Bringing you a world-class workforce

**6**  
Diversity  
Workshops:  
Training  
171 clients

**120**  
newcomers  
were accepted for the  
REDI program

**967**  
clients received  
direct or indirect  
supports/matching  
from the JMU

**982**  
referrals  
were made to JMU for  
active job leads

**100%**  
of clients were satisfied  
with the service they  
received from  
the JMU

**35.9**  
years old  
Average age  
of client

**63%**  
of clients have  
**16 years**  
of education  
or more

**52,282**  
new immigrants  
served since  
October 2010

**18** Diversity  
Workshops:  
Training **377**  
Employees

**18**  
workshops  
were delivered to Manitoba  
business partners, training  
377 employees

**86**  
number of countries  
Clients who  
registered  
arrived from

**1,412**  
newcomers registered  
for Manitoba Start  
Career Services

**1,369**  
new employer  
relationships  
have been forged

**140**  
1-week workshops  
were completed

**99%**  
of clients said Career  
Services met their  
expectations

**28**  
employer events  
were held

**680**  
Clients attended  
Employer  
events

**2,353**  
employers  
were actively  
engaged  
with JMU

**98%**  
of clients said  
information  
received at Intake  
was helpful

# Social Media and Communications

Manitoba Start recognizes the importance of creating an online presence while working in a virtual environment. A consistent posting schedule on social media, monthly newsletter and website updates have been implemented to ensure effective communication with clients, partners, and staff. **Manitoba Start communications achieved the following:**



### Website

- Streamlined information for Newcomers and Employers
- Added webinar recordings and additional resources for career development
- Created a Land Acknowledgement statement to address that we are on Treaty 1 Territory



### Social media

- Gained over 2,000 new followers: approximately 1,180 on LinkedIn, 55 on Twitter, 765 on Facebook
- Posted over 470 social media posts, attracting over 56,350 visitors to Manitoba Start pages (3,890 on LinkedIn, 49,600 on Twitter, 2,880 on Facebook)

NEW  
followers

1,180  
LinkedIn

55  
Twitter

765  
Facebook



### Newsletter

- Sent out e-Newsletter to an average of 21,300 individuals each month
- Established an average open rate of 33.67% which is higher than the non-profit industry average of 26.4%

e-Newsletters  
SENT:  
21,300  
Individuals each month



### Social Media Follower Demographics

- 51% of Manitoba Start social media followers are female
- 70% of followers live in Canada
- The median age of Manitoba Start social media followers is 30
- Most Manitoba Start social media followers work in entry level positions

51%  
Female  
followers

70%  
Followers live  
in Canada

Median age  
30  
of Manitoba Start social  
media followers

## How can Manitoba Start help fill your hiring needs?



Manitoba Start is proud to create connections between employers and international – trained talent. Employers benefit from the opportunity to promote their workplaces and gain access to skilled, job-ready workers; and newcomers benefit from the opportunity to directly interact with employers and demonstrate their skills and expertise.



### Employer Hotline

(204) 942-JOBS (5627) for your hiring needs.



### Online Job Submissions

We can post your employment opportunity on your Job Board to have interested candidates apply directly.



### Onsite Hiring Events

Facilitated through Employer Cafés and Information Sessions. We can set-up your own hiring event and/or information sharing event, where you can hire the right candidates for your organization as well as increase your organization's visibility.



### Pre-Screening Services

We can pre-screen the most appropriate candidates based on your hiring needs and then send resumes for your review.



### Schedule Interviews On-/Off-Site

We can set-up interviews at your conveniences; whether they are at your workplace or at Manitoba Start.



### Contact us for more information:

Email: [jobs@manitobastart.com](mailto:jobs@manitobastart.com)



# Successful Clients in Stepping Stone Positions

## Power Engineering Program



At Red River College, the 5th class Power Engineering program teaches participants the skills to operate boiler plants with safety and efficiency. Through Manitoba Start, many clients were referred to this program as a mean of expanding their skills. Several clients used their newly learned abilities to gain successful employment. In November of 2020, 11 of out 13 candidates took their 5th class examination with the Office of the Fire Commissioner and passed. Three of the candidates have secured employment with River East Transcona School Division, one with Cronos Fermentation, and another with Fred Douglas Lodge. A few of the candidates are pursuing their 4th class certification and have even completed the exam. These success stories exemplify the role Manitoba Start has in connecting clients to the appropriate program at Red River College and our involvement in the employment process.

## Manager of Applications Development



K recently immigrated to Canada with a background in Information Technology and was having a difficult time finding a career. When he began to look for a job in Canada, he was challenged in creating a resume that properly reflect his skills and abilities. K sought help from Manitoba Start where a Career Coach guided him in boosting his resume and practicing interview skills. After many alterations to his resume, K received a lot of interest from various companies. K was offered multiple interview opportunities and with encouragement from his Career Coach he completed challenging interview processes. He succeeded one interview and was offered a job position as a Manager of Applications Development with a starting salary of \$84,000-100,000. K's story is an excellent example of how Manitoba Start can help clients improve their resume and find a prodigious career that aligns with their goals.

## Credit Union Program



Over 98 Manitoba Start clients applied to the Immigrant Integration Program (IIP); which is a collaborative effort working with four Credit Unions to identify, train and employ newcomers to our province. Career Coaches identify clients with a financial services employment history and the Job Matching unit provides an opportunity for interested clients to attend a virtual information session outlining the program. From there, prospective candidates create targeted resumes, cover letters, and complete an assigned batch of assessments. This year, 32 individuals passed their assessment benchmarks. These candidates were asked pre-screening questions by Manitoba Start Job Developers and based on their responses, were referred on to the Credit Unions. These clients would attend an Interview Preparation Workshop in anticipation of an interview opportunity. From this group, 16 candidates were selected for formal interviews and 7 candidates were chosen to join the paid training program in February 2021. This is a 3-month training program, so that by June each year the graduates are prepared to step into their new roles as Member Service Representatives. This success story showcases how Manitoba Start is instrumental in connecting our skilled newcomer clients to excellent opportunities, while fulfilling the hiring needs of our local businesses.

August 25, 2021

### INDEPENDENT AUDITOR'S REPORT

To the Board of Directors of  
Employment Solutions for Immigrants Inc.:

#### Opinion

We have audited the financial statements of Employment Solution for Immigrants Inc. (the Organization), which comprise the statement of financial position as at March 31, 2021, and the statement of operations, statement of changes in net assets and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies and other explanatory information.

In our opinion, the financial statements present fairly, in all material respects, the financial position of the Organization as at March 31, 2021, and its financial performance and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

#### Basis for Opinion

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's Responsibilities for the Audit of the Financial Statements* section of our report. We are independent of the Organization in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our opinion.

#### Responsibilities of Management and Those Charged with Governance for the Financial Statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standard for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing the Organization's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate the Organization or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing the Organization's financial reporting process.

#### Auditor's Responsibilities for the Audit of the Financial Statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on the Organization's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause the Organization to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Scarrow & Donald, LLP

Chartered Professional Accountants  
Winnipeg, Canada

For this communication, together with the work done to prepare this communication and for opinions we have formed, if any, we accept and assume responsibility only to the addressee of this communication, as specified in our letter of engagement.

SCARROW & DONALD, CHARTERED PROFESSIONAL ACCOUNTANTS, LLP  
100 - Five Donald Street • Winnipeg, Manitoba • R3L 2T4 • Business: (204) 982-9800 • Fax: (204) 474-2886 • www.scarrowdonald.mb.ca  
Scarrow & Donald, Chartered Professional Accountants, LLP is a Canadian owned Limited Liability Partnership established under the laws of Manitoba.

Manitoba Start
Financial Highlights for the Year Ended March 31, 2021

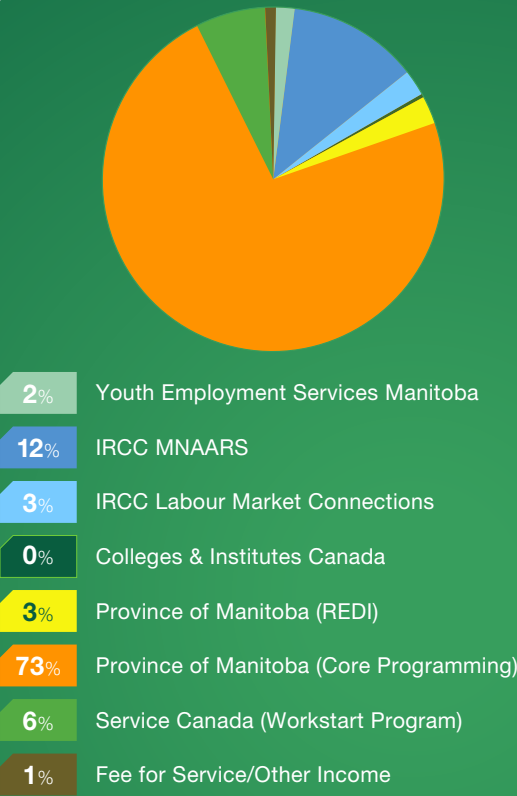
Statement of Financial Position

Table with 3 columns: Category, 2021, 2020. Rows include CURRENT ASSETS (Cash, Short term Investments, Accounts and Grants Receivable, GST Receivable, Prepaid Expenses), CURRENT LIABILITIES (Bank Indebtedness, Accounts Payable, Deferred Contributions - Grants), and UNRESTRICTED NET ASSETS.

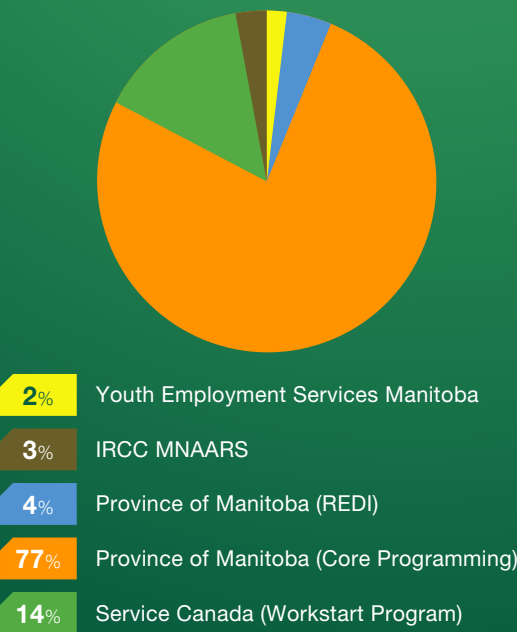
Statement of Revenue And Expenses

Table with 3 columns: Category, 2021, 2020. Rows include REVENUE (Grants, Fee for Service/ Other income, Interest, Donations) and EXPENSES (Difference between Revenue and Expenses).

Sources of Revenue 2021



Sources of Revenue 2020



Thank you to our Funders and Partners

We are deeply grateful to our funders:

- Government of Manitoba
- Government of Canada

Thanks to the support and goodwill of our funders and partners, we can provide career development resources to thousands of newcomers and offer staffing and diversity solutions to meet Manitoba labour market needs.







## ANNUAL REPORT 2020-2021

Manitoba Start  
271 Portage Avenue  
Winnipeg, MB R3B 2A8  
(204) 944-8833  
[manitobastart.com](http://manitobastart.com)