

WELCOMING THE WORLD

AGM NEWSLETTER

APRIL 1, 2013 – MARCH 31, 2014



Employment Solutions
FOR IMMIGRANTS INC.

HOST OF >



Manitoba
Start
Where Futures Begin

FROM THE BOARD OF DIRECTORS

The 2013–14 fiscal year was a period of growth for Employment Solutions for Immigrants Inc. Nearly 7,000 newcomers benefitted from an array of settlement and employment services designed to give newly arrived immigrants the best possible opportunity to make informed career decisions, gain sustainable employment, and achieve their professional goals in Manitoba. It has also been a year of significant change. With mixed emotions, we saw Fatima Soares announce her retirement as Executive Director of Employment Solutions at the close of the fiscal year.

Fatima independently created the parent company that evolved into Employment Solutions for Immigrants Inc. in 2010 and has helmed the Manitoba Start program since its launch the same year. Under Fatima's leadership, Employment Solutions expanded its service programming from an initial 120-person capacity to provide critical information and career development services to over 6,500 newcomers annually. Fatima's vision also positioned Manitoba Start as the emerging go-to staffing solutions provider for Winnipeg employers looking to hire skilled and job-ready workers; 1,000 employers benefit from Manitoba Start's services each year.

Throughout nearly 40 years in the human services sector, Fatima demonstrated passion and commitment to improving the immigration and integration experience of newcomers to Manitoba. She used her personal experience as an immigrant, drive, and visionary leadership skills to create service supports and programs that are targeted to the immigrant experience and enable newcomers to recognize and utilize their skills and potential within a Canadian context. Her efforts have resulted in countless successful employment and educational opportunities for both immigrants and Canadians in Manitoba.

The Employment Solutions board of directors is deeply grateful to Fatima for her many years of community service and leadership. She has given us and the community at large a living legacy. Employment Solutions board and staff are committed to carrying forward that same passion and advocacy for recognizing the talent and value that internationally-trained professionals bring to Manitoba and facilitating their integration into our workplaces and communities.



Beverlie Stuart

A/Chairperson, Board of Directors

Employment Solutions
for Immigrants Inc.

BOARD OF DIRECTORS 2013 ▶ 2014

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Employment Solutions for Immigrants Inc. operates the Manitoba Start program and is the leading provider of career development and job matching services to immigrants and employers in Manitoba. Each year, over 6,500 newcomers from more than 120 countries visit Manitoba Start for information and employment supports to reach their professional goals and integrate into the Canadian workplace. At Manitoba Start, we recognize the value of each individual's life and professional experiences and facilitate employment outcomes that both match newcomers' interests and skills and meet local hiring needs.

THANK YOU TO FUNDERS AND PARTNERS

A sincere thank you to Citizenship and Immigration, Government of Canada; Service Canada, Employment and Social Development, Government of Canada; Labour and Immigration, Government of Manitoba; MB4Youth, Child and Youth Opportunities, Government of Manitoba, for supporting Employment Solutions for Immigrants Inc. and the Manitoba Start program with core funding. We are also grateful for the community support and donations received from Investors Group, Scotiabank, Western Union, and Youth in Philanthropy (a program of The Winnipeg Foundation). Our work would not be possible without your generosity and confidence in the services we offer newcomers, employers, and the community.

MISSION

To facilitate newcomers' successful settlement through labour market integration.

THANK YOU



to our staff, board of directors, clients, practicum students, volunteers, and partners for your integral support and belief in the work that we do.



Intake services to **6,965** newcomers from **120 countries.**

WELCOME, WORLD!

In 2013–14, Manitoba Start's Intake Services provided centralized intake, settlement information, and referral services to 6,965 newcomers from 120 countries. Of the total number of clients served by intake, 5,330 (77%) were new clients, while a further 1,635 clients (23%) returned for additional supports and referrals related to successful settlement or workplace integration.

At Intake, newcomers discuss their specific settlement needs with an Intake Advisor and work together to prepare a service pathway that reflects the newcomer's assessed needs and priorities. Newcomers also receive information and referrals to settlement supports available to them, including through partner agencies such as the Entry Program and WELARC. A total of 3,828 clients registered for Manitoba Start career development and employment services.

Since 2010, Manitoba Start has partnered with the Canadian Immigrant Integration Program (CIIP) to provide pre-arrival supports that prepare newcomers for economic integration in Manitoba. In 2013–14, Manitoba Start received 1,126 My Action Plans (MAPS) from CIIP clients from the Philippines, China, and India. Intake advisors also hosted 127 exploratory visits from Provincial Nominee Program applicants, or individuals considering relocating to Manitoba.



.....
Le, from Vietnam, has been in Winnipeg for one week and is at Manitoba Start to register for settlement and employment services. Manitoba Start is the first step for new immigrants in connecting to settlement, orientation, language, and employment services.
.....

ENHANCED CAPACITY

To better respond to client needs, the following capacities were added throughout the year:

Mentorship Coordinator

Outreach and Public Relations Coordinator

Researcher and Program Analyst

Subject Matter Experts (pilot) in Engineering, Nursing, Trades, and ICT

GRATITUDE FOR VOLUNTEERS

Volunteers contributed approximately 2,000 hours of service during 2013–14.

In addition to providing critical support to the organization, the volunteer program allows participating clients to develop Canadian workplace administrative and customer service skills and gain experience. Manitoba Start volunteers initially do not have other employment, yet a majority go on to find employment in customer service or administrative roles.

Manitoba Start's Career Development and Employment Services team met the employment preparation needs of 3,828 clients, an 8% increase from the previous fiscal year.

Nearly 190 employability skills workshops were held, attended by 2,574 clients. Clients also have the option of receiving one-on-one career coaching for primary or supplementary employment preparation supports.



CHARTING SUCCESS

Facilitated group workshops cover topics such as career development and goal-setting; preparing a resumé and other self-marketing tools; exploring Canadian workplace culture; interview techniques and applied practice; understanding the hidden job market; finding careers relevant to their experience; opportunities to network and meet employers, and more.

Through workshops and individual coaching, Manitoba Start's focus is to not only provide clients with information to successfully enter the Canadian workplace but also boost their confidence in the expertise and value they have to offer, and ultimately empower clients to be self-sufficient in their career growth.

To date, 2,811 clients (73%) who accessed career services in 2013–14 are employed and/or enrolled in a training program (EAL, bridging programs, post-secondary upgrading, etc.). Some clients are still in the process of job searching; while others, for various reasons, including family needs and personal circumstances, may no longer be seeking entry into the labour market. Employed and job-seeking clients are encouraged to stay connected with Manitoba Start for further supports and networking opportunities.

Lina's STORY



Lina, from Belarus, registered for services at Manitoba Start the day after arriving in Winnipeg. Lina's professional background is in international law. In discussing her short- and long-term career plans with her career coach, Lina realized the value of her transferable skills and prepared her resumé accordingly.*

With support and information from Manitoba Start staff, she applied for several jobs and received a callback from a consulting firm. To prepare for the interview, Lina and her career coach met for mock interview sessions. The outcome? Lina was hired by the consulting firm, beginning her new career path in Winnipeg just two-and-a-half months after arrival.



Perpetua, a teacher from Nigeria, meets with a career coach to develop her career plan. Career coaches offer information, encouragement, and positive supports that empower clients to accomplish their goals.

Manitoba Start uses a stream-based service approach in its employment preparation programming. The four main streams serve the following client groups:

Mature entrants (31 years and over)

1,342 clients

Clients with regulated professions background

1,032 clients

Youth (18–30 years)

833 clients

Clients with lower-level English skills or multiple barriers

612 clients



CAREER DEVELOPMENT PROGRAMS

Manitoba Start offered a number of career development programs throughout 2013–14 that supplemented employment workshops and career coaching. Clients can access a range of opportunities to gain targeted

training or refresh skills for a specific career, including office administration, accounting, customer service, drafting, assessments to demonstrate aptitude, public speaking, etc.



▶ **Prove It!** (*skills testing and pre-employment assessments*): **1,182** clients

▶ **TechStart/TechBasic** (*MS Office refresher and keyboarding skills*): **273** clients

▶ **QuickStart/Simply Start** (*QuickBooks/Simply Accounting software refresher*): **123** clients

▶ **CADStart** (*AutoCAD software refresher*): **26** clients

▶ **StartCommunicating** (*Toastmasters club*): approximately **400** clients

80 LUNCH 'N' LEARNS

Lunch 'n' Learns provide clients with the opportunity to personally interact with and get firsthand information from the experts

– employers and representatives from educational institutions, regulatory bodies, and other service organizations. Manitoba Start ran approximately 80 Lunch 'n' Learns in 2013–14 with guest speakers from organizations such as Manitoba Early Learning and Child Care, APEGM Filipino Chapter, Apprenticeship Manitoba, Chartered Professional Accountants, Certified General Accountants, the College of Licensed Practical Nurses of Manitoba, SEED Micro Loans, Toastmasters International, Employment Standards, Winnipeg Public Library, Entrepreneurship Manitoba, and New Journey Housing.

“Attending a Manitoba Start workshop is an investment that I will treasure for the rest of my life.” – Client

ADDITIONAL SUPPORT FOR PROFESSIONS

Internationally-educated clients from specific professional backgrounds benefitted from access to Subject Matter Experts (SMEs) who held information sessions as well as small group and one-on-one meetings on relevant licensing information and career pathways. **SMEs also facilitated connections with employers and regulatory bodies.** ▼

200 **Internationally Educated Nurses:** clients completed information sessions

153 **Internationally Educated Engineers:** clients completed information sessions

147 **Information and Communications Technology:** clients completed information sessions

Manitoba Start collaborated with the Office of the Manitoba Fairness Commissioner to pilot a series of Professional Practice Seminars that provide support and information to newcomers regarding accessing the regulatory bodies.

Samer's STORY



Samer*, an outgoing young man from Pakistan, arrived in Manitoba with six years' experience in hydraulic engineering. He joined a Manitoba Start career services workshop in May 2013, which provided him with the information he needed regarding licensing in Manitoba. Samer also learned about networking and how to contact employers in the Canadian workplace.

Samer put this information into practice right away, and his efforts were rewarded. After completing several days' worth of assessments, he landed a full-time position as an Engineer in Training with the water department of a surveying company.

Richard Elendu, a Manitoba Start client in 2012, published his first major novel, *Cowboys of the Delta*, a story of resource exploitation in Nigeria (available at McNally Robinson). Richard completed the manuscript before coming to Canada, but publishing was part of his long-term career plan after becoming established in Winnipeg. He visited his Manitoba Start career coach to share the good news and credit for his success. It was through his participation in a Manitoba Start Employer Café and the efforts of the Job Matching Unit that he obtained his current position with Bell Canada, where he was also recently recognized as Performer of the Month.



“ I want to thank you sincerely for the meeting. It helped me a lot in many ways to increase self-confidence and find revealing answers on the tough questions. I now work as a software developer.” – Client



STAFFING SOLUTIONS

Manitoba Start offers a full spectrum of staffing solutions to connect Manitoba employers with internationally-trained newcomers who are ready to enter the workforce. All occupations, sectors, and skill levels are represented.

In 2013–14, the Job Matching Unit engaged with employers and newcomers to support 470 direct employment outcomes for Manitoba Start newcomer clients. **Manufacturing (95 clients), Retail (88), Health (65), Hospitality (36), IT (29), and Food Services (28)** are the top sectors in which employment gains were made.

Newcomer youth work on their resumés during a career skills workshop. Manitoba Start is a hub through which newcomers can access information, grow professionally, and achieve success.

**470
DIRECT**

**employment
outcomes**





Mara's STORY



Mara*, from the Philippines, began accessing Manitoba Start services in September 2013. Her long-term goal was to work in Canada in her field of professional experience: production and logistics. Her short-term goal was to gain a transitional job to make an income and build experience in the Canadian workplace. Within a month, she had secured two term jobs, but one came to a close at the end of the holiday season. Feeling discouraged and wanting to try something new, Mara successfully applied for a service position at a hospital.

Mara stayed in touch with her career coach about her various part-time jobs. She began to realize that although she was employed and keeping busy, she had not put enough emphasis on reaching her long-term goal and needed to re-evaluate her priorities. Mara decided to focus on searching for production positions. Soon, she got a referral to a production position at a fashion company. Mara decided to apply and contacted her career coach at Manitoba Start for support. Together, they practiced questions and answers for her job interview.

After completing the interview process, Mara was hired full-time as a Product Manager Trainee. "The duties and responsibilities are almost the same as my previous job as a New Product Planner," said Mara. "Thank you so much for your help in reaching my long-term goal!"

“ My deepest appreciation for the support, assistance, and encouragement that Manitoba Start shares with newcomers. The information, referrals, and other workshops you provided truly helped us understand and adjust gradually to our new life here in Winnipeg. ” – Client

“ Manitoba Start provides services that are valuable and necessary for every newcomer for successful settlement in Manitoba. ...I appreciate the efforts you have made to help me and other newcomers succeed in finding a job and settling in Manitoba.. ” – Client



EMPLOYER EVENTS

A key service Manitoba Start offers the community is creating connections between employers and internationally-trained talent. Employers benefit from the opportunity to promote their workplaces and gain access to skilled, job-ready workers. Newcomers benefit from the opportunity to directly interact with employers and demonstrate their skills and experience.

Employer Information Sessions

Organizations looking to hire a diverse workforce with specific skill sets host information sessions at Manitoba Start to provide training and insights to newcomers interested in that particular line of work. Scotiabank partnered with Manitoba Start to run a series of workshops on a quarterly basis. Other sessions were provided by Manitoba Public Insurance and the Manitoba Department of Justice.

Employer Cafés

These events give employers the opportunity to talk about their workplace, hiring needs, company values, and desired competencies to job-ready individuals eager to join the workforce. Clients interested in the company's industry sector register to attend and are prepared with questions and information to further their economic integration. Over 20 employer cafés were held this year.

Job Fairs

In partnership with other companies, Manitoba Start Job Developers set up hiring events for specific recruitment needs. Clients were pre-screened for these events and came prepared to demonstrate their skills via resumés and interviews. Job Developers also promoted external job fairs and facilitated clients' participation.

Job Developers held 89 Monday Morning/Afternoon Motivators with clients actively seeking employment. In these sessions, staff engage with clients to explore options and resources, discuss highs and lows of the job search process, and offer support and motivation.

Small- to medium-sized enterprises continue to be the leading employer type for many of Manitoba Start's newcomer clients. Large organizations also approach Manitoba Start to fill their hiring needs. In fall 2013, Target hired 37 clients for a variety of

retail positions and commended Manitoba Start for referring suitable candidates at a 55% success rate, a significant improvement over their own hire rate of approximately 11%. **Overall, Manitoba Start cultivated 58 new employer partners in 2013-14.**

Based on hiring opportunities and requests from employers, Job Matching Unit staff created 908 Job Orders that were posted on the Manitoba Start website for direct client access and promoted by staff to identify suitable hiring matches.

“ I have been taking steps towards getting a Canadian degree, which I would not have been able to do without the job that the team at Manitoba Start helped me to find. Although, my job is part-time, it lets me cover vital expenses such as food and rent, and the flexible shift allowed me to attend the Language Training Centre, where I have enhanced my English skills. The result of my study is that my language benchmark is enough to get into college and take a desired program. ” – Client



Dee's STORY



Dee arrived in Winnipeg in November 2013. Dee is originally from Eritrea, but had been forced to relocate to Sudan at a young age. Earning an income became a priority, and consequently, he was unable to complete his high school education in Sudan.*

Dee attended a two-week workshop at Manitoba Start to gain the essential skills and information that would help him secure a job in Canada. During the workshop, a Job Developer spoke to the group about a job opening at a printing press. The Job Developer was looking for a client with related experience.

Dee spoke up. He had worked as a printing assistant at a press in Sudan and had the skills and experience needed to fill the role. He connected with his career coach to create a targeted resumé, which was forwarded to the employer the following day. The employer promptly followed up and hired Dee after one interview.

Just one month after arriving in Winnipeg, Dee began a new full-time job that taps into his previous work experience.



Diversity AND Intercultural TRAINING PROGRAM

How do you attract and retain the best new Canadian workers? By creating a welcoming and culturally aware workplace. Through the Diversity and Intercultural Training Program (DIT), Employment Solutions connects employers with tools that support recruitment, training, and retention of newcomer employees and build diverse, welcoming workplaces. In 2013–14, DIT Trainers delivered 36 workshops (120 hours), directly reaching 830 participants.

MANITOBA
START ALUMNI

PAY IT FORWARD

- **Aycee*, a StrongStart participant** in 2010 who now works as a Quality Inspector, approached Manitoba Start to seek candidates for Quality Inspector and Production Team Lead job openings. This resulted in three outcomes with Aycee's company.
- **Jayar*, a Manitoba Start client** in 2011, called Manitoba Start about openings at his former workplace. He was moving to a new opportunity, and the organization was looking to hire an Administrative Assistant as well as a term Communications Coordinator. Both positions were subsequently filled by Manitoba Start clients.

YOUTH PROGRAMS

- **A total of 143 newcomer youth benefitted** from the StrongStart program and work experience placements in 2013–14, with an employment and educational/training outcome rate of 83%.
- **Another 51 youths from other Manitoba Start programs** also accessed a supported work experience that gave them the opportunity to demonstrate skills and gain practical experience in a Canadian workplace.

HIGHLIGHTS

Hosted the launch of the inaugural Manitoba Career and Workforce Development Month

(November 2013). Manitoba Start worked with 92 employers and organizations to hold 29 sector-specific panels, information sessions, and career exploration events for over 1,000 newcomers and other participants throughout Career Month. Via survey, 80% of attendees indicated satisfaction with events attended and that they are "extremely likely" to recommend Manitoba Career Month events to others.

Partnered with the University of Manitoba, Extended

Education to offer a series of accredited full-day Workplace Cultural Competence Workshops. This course for managers, human resources professionals, teachers, supervisors who want to develop skills to recruit and retain a culturally diverse workforce was first offered in the Winter 2014 Term with maximum capacity attendance.

Partnered with the Manitoba Tourism Education Council

to deliver unique occupation-specific training programs for newcomers interested in working as cooks, banquet servers, or front desk agents. Training ranged from five to seven weeks in duration and covered Canadian workplace essentials, occupational-specific skills training, and practical experience for cook trainees. Notably, 11 of the 14 (79%) participants in the Cooks Training Program gained employment within six weeks of completing the program.

Launched Share Success,

a networking mixer for employers and job-ready newcomers. This quarterly event provides an opportunity for newcomers to see professionals modeling success and to network with members of the business community, including newcomers who have achieved career goals in Manitoba.

Collaborated with the Manitoba Customer Contact Association

(MCCA) to deliver MCCA's Customer Service Professional Training in-house. This year, 128 newcomers completed the training and gained MCCA certification.

Piloted the Digital Portfolio Project to assist 30 newcomers in presenting

their abilities and accomplishments to employers in an electronic, online format. In some cases, the digital portfolio is complemented by a short video in which the client introduces themselves to the audience (targeting potential employers), demonstrating their ability to present themselves professionally.

WHAT'S NEW FOR 2014

Diversity AND Intercultural TRAINING PROGRAM

A course to develop and strengthen leadership skills to effectively deliver intercultural and diversity training in your workplace, *Facilitating Diversity Training: A Summer Institute for Trainers*, offered in partnership with Extended Education, University of Manitoba.



Employees learn to communicate more confidently through focused workplace-specific language training.

Mentorship ONE Opportunities for Newcomer Employment

Newcomers learn about workplaces in Manitoba and make connections that can lead to employment opportunities.

“ I would like to express my deep gratitude for the work that you and the Manitoba Start team have done to help me and other newcomers to find a job, adapt more easily, and become established in Winnipeg. ” – Client

“ I am grateful that you showed us how to look for a job, helped us to write and organize a resumé and cover letter, taught us how to prepare for interviews, and informed us about aspects of the Canadian workplace that might be different from our workplaces at home. ” – Client



Amit* landed in Winnipeg from India in October 2013. With six years of experience as a welder and



Amit's STORY

machinist in his home country, Amit's employment goal was to work as a welder. Amit had the professional experience and confidence to pursue his goals but wasn't sure where to start.

He was introduced to a staff member with extensive experience and connections in trades; the staff member directed Amit to resources that would help him prepare to obtain his welding license. Amit worked with a career coach to upgrade his resume and began to research his occupation of choice in Winnipeg.

The next challenge Amit faced was finding open welding positions. Through a career services workshop and individual coaching, Amit learned how to access the hidden job market. He also realized the value of applying for jobs in person – especially important in trades, where knowledge needs to be demonstrated.

Once Amit understood the importance of in-person applications, it didn't take him long to secure employment. He emailed the career coach in December: "Thank you for your assistance regarding my functional resume. I'm glad to inform you that yesterday I got a job in my field as a senior MIG welder. Your advice about how to seek a hidden job really worked. I just visited to drop off my resume, and luckily they asked me to give a practical test. ... I'm really thankful to you for being so helpful."

* Names changed for privacy.

• Photography on pages 4, 5 and 7 by Sarah Coyle



SCARROW & DONALD LLP
CHARTERED ACCOUNTANTS
100 – Five Donald Street
Winnipeg, Manitoba R3L 2T4
Business: (204) 962-9800
Fax: (204) 474-2886
www.scarrowdonald.mb.ca

June 25, 2014

INDEPENDENT AUDITOR'S REPORT

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

We have audited the accompanying financial statements of Employment Solutions for Immigrants Inc., which comprise the statement of financial position as at March 31, 2014, and the statements of operations and changes in net assets and statement of cash flows for the year then ended, and a summary of significant accounting policies and other explanatory information.

Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with Canadian accounting standards 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.

Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with Canadian generally accepted auditing standards. Those standards require that we comply with ethical requirements and plan and perform the audit to obtain reasonable assurance about whether the financial statements are free from material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements 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 entity's internal control. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, the financial statements present fairly, in all material respects, the financial position of Employment Solutions for Immigrants Inc. as at March 31, 2014, and the results of its operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.



Chartered Accountants
Winnipeg, Canada

For this communication, together with the work done to prepare this communication and for the 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.

OUR STORY



In 1976, a young teacher from Portugal came to Manitoba. She desperately needed income and contacted a local employment centre for job openings in her field. “You can’t teach here,” they told her. “Your best option is to become a sewing machine operator.” She gave coat-making a try but quit after two months. I can do better, she told herself.

She began volunteering as a translator with her neighbourhood community centre and met a woman named Jeanne who would have a significant influence on her future. Jeanne recognized the young teacher’s professional and linguistic skills and offered her a job – first with the Department of Education as an ethnic community worker, then at a new employment program for women. ▶▶▶

On July 11, 1977, the young teacher began her Canadian career as an immigrant employment counselor. Her personal experience fuelled her passion to create awareness and opportunities that challenged newcomers to reach their full potential in Canada and make informed decisions to achieve their professional dreams. In time, she founded her own organization dedicated to improving education and career opportunities for new Canadians.

That teacher was Fatima Soares, and the work she began so many years ago is still active today in Employment Solutions for Immigrants Inc. At Employment Solutions, we facilitate knowledge, connections, and skills that enable new Canadians to build career growth and professional success. Because 40 years ago a job centre told our founder, “You can’t,” we’ve built an employment service that tells newcomers: you can!



Fatima Soares

**Employment
Solutions**
FOR IMMIGRANTS INC.



271 Portage Avenue, Winnipeg, MB R3B 2A8

Phone: 204-944-8833 (Main)

Ext. 142 (Diversity and Intercultural Training Program)

204-942-JOBS (5627)

Fax: 204-944-8787

frontdesk@manitobastart.com • www.manitobastart.com

Canada

Manitoba 

Hosted by:

Employment Solutions
FOR IMMIGRANTS INC.