

2020

npowercanada

IMPACT REPORT



MISSION VISION VALUES

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

NPower Canada works together to transform lives and strengthen communities.



Diversity

NPower Canada is committed to efforts that build respect, dignity, fairness, equity and self-esteem.



Commitment

NPower Canada is dedicated to the success of our participants, team and stakeholders.



Humility

NPower Canada learns from mistakes and successes in equal measure.



Integrity

NPower Canada is transparent, honest and ethical in all interactions.



BOARD OF DIRECTORS

NPower Canada has a dedicated Board of Directors with a broad range of cross-sectoral leadership experience. The Board and staff work closely together to create organizational policy, make sound financial decisions and to ensure NPower Canada fulfills its mission.

Stephen Gardiner

NPower Canada Board Chair

Senior Managing Director, Strategy and Digital Transformation, Accenture Canada.

Dr. Wendy Cukier

NPower Canada Board Treasurer

Diversity Institute Founder, Academic Director of the Women Entrepreneurship Knowledge Hub and Research Lead of the Future Skills Centre, Ryerson University.

Laura Hopkins

NPower Canada Long Range Plan Chair

Head & VP, Canadian Operations - I&TS, RBC.

Filsan Kulane

NPower Canada Youth Advisory Council Chair

Project Control Officer, RBC.

Hratch Panossian

Senior Executive Vice President & CFO, CIBC.

Vik Naik

VP, North American Sales Development & Sales Programs, Salesforce.

Salim Jivraj

SVP, Transformation and Shared Services, TD Insurance.

Charles Mongeon

Customer Success Executive, Google Cloud.

Jeffrey Maddox

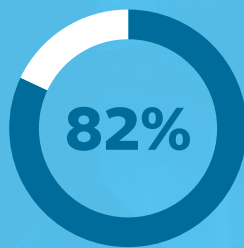
President, Nokia Canada Inc.

2020 PROGRAM METRICS & OUTCOMES

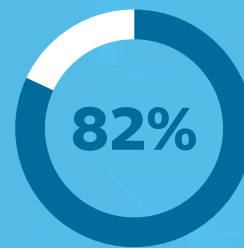
844

Number of Graduates

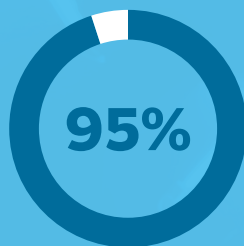
Bringing the total number of graduates from 2014 to **2,296**



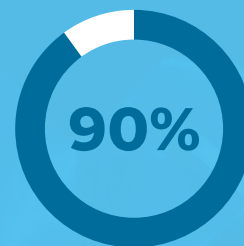
Participants who graduated
from our programs



Participants employed and/or in
education at 12 months post program



Percentage of participants who earn
one or more industry certifications

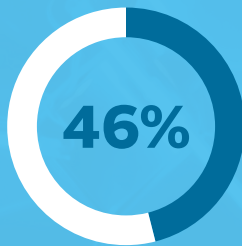


Percentage of employers who
evaluate alumni as meeting or
exceeding expectations

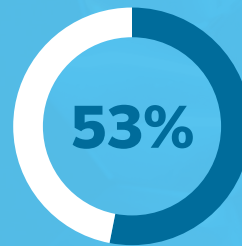
2020 PROGRAM ENROLLEES



Participants from racialized communities

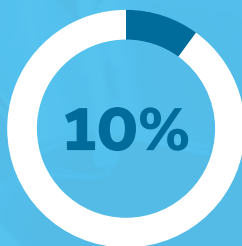


Participants identifying as female, transgender and/or non-binary

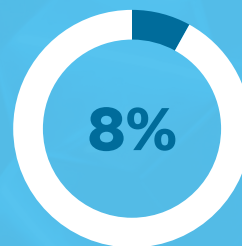


Participants who are new Canadians

Includes permanent residents, refugee claimants and work permit holders



Participants identifying as persons with disabilities



Participants identifying as LGBTQ2SIA+

CEO & CHAIR'S MESSAGE



Julia Blackburn

CEO, NPower Canada

2020 was a year like no other for NPower Canada. Of course, there was the global pandemic, which brought with it unprecedented uncertainty, and a number of challenges, but there were also remarkable opportunities, new partnerships and innovations that made 2020 our most successful year yet.

We began the year expanding in the Greater Toronto Area, delivering our program to 100 additional youth in classrooms at 700 Lawrence Ave in Toronto – a location that now houses our flagship head office location. Enrollment across our four GTA sites grew by 71%, from 510 in 2019 to 873 in 2020. National enrollment grew by 75%, from 590 (510 GTA, 80 Calgary) in 2019 to 1,033 in 2020, including the doubling in size of our Calgary program.

In February we announced our landmark partnership with Google, to upskill 1700 low-income, diverse young adults for transformative careers in information technology. Through this collaboration Google.org committed \$2,500,000 to support our work and we integrated the Google IT Support Professional Certificate into the Junior IT Analyst program, and launched our first Alumni Education Program offering the Google IT Automation with Python Professional Certificate.

On March 13, 2020, in response to the escalating COVID-19 pandemic, NPower Canada immediately pivoted from its in-person, five-days-per-week format to virtual program delivery. Our team urgently shipped laptops and wi-fi sticks to youth who lacked consistent home computer access and/or high-speed Internet, while also adapting our holistic program model to virtual delivery. This pivot led to many learnings and innovations for our staff, who rallied to ensure successful outcomes for the youth in our programs.



Stephen Gardiner

Board Chair, NPower Canada

CEO & CHAIR'S MESSAGE

While we initially had concerns about whether youth would remain motivated and engaged to complete the program online, 82% of our 2020 enrollees graduated from the program and 95% earned industry certifications, exceeding our 80% graduation and certification target.

To foster online peer communities for youth learning remotely and keep them engaged, supported, and accountable during and after the skills training program, NPower Canada piloted a Peer Mentorship program and hired recent program graduates to act as dedicated, full-time Peer Mentors.

Addressing specific hiring needs during the pandemic was also a challenge, and as usual our team not only rose to the challenge but excelled. NPower Canada's Industry Partnerships team conducted extensive consultations with employers and monitored COVID-related hiring trends to ensure its programs remained responsive to changing market demands and industry expectations. As a result, they adjusted their strategy and NPower Canada continued to achieve its 80% post-program job placement success target.

June 2020 saw NPower Canada join forces with Microsoft to prepare young adults with the skills required for the in-demand digital roles that will be needed post-pandemic, and into the future. This investment enabled us to launch a new Junior Data Analyst stream with Microsoft certification, that will prepare 400 young people for roles in data analysis, cloud and AI scripting.

NPower Canada also received an investment of \$1.8 Million from the Future Skills Centre to scale our program to Nova Scotia and British Columbia in 2021. The Government of Nova Scotia would later announce an investment of \$1.3 Million, and our inaugural Halifax program launched in January 2021. Our first classes in Vancouver are slated to begin in September 2021.

NPower Canada also engaged a Blueprint ADE to conduct an external evaluation of our programs. The report provided a rigorous analysis of the outcomes for NPower Canada alumni before and after the onset of the COVID-19 pandemic, verifying that NPower Canada has continued to place more than 80% of its graduates into employment and/or higher education while navigating continued economic uncertainty. Blueprint's report highlights the effectiveness of NPower Canada's unique model and its success in placing underserved young adults into meaningful tech careers prior to, and during the COVID-19 pandemic.

Throughout 2020 as the number of youth not in education, employment or training has increased to record levels, and youth unemployment rose above 20%, NPower Canada's workforce development program, its young participants and our remarkable staff demonstrated agility and resilience during exceptionally challenging times.

While the COVID-19 pandemic brought many challenges, it also spurred new innovations and approaches, transforming our programs. Virtual program delivery has strengthened, rather than hindered, all core elements of the NPower Canada program, from youth engagement, to upskilling, to job placement. A fully online, or hybrid approach to program delivery enables NPower Canada to upskill and place greater numbers of vulnerable youth into meaningful employment across Canada and allows us to deepen our impact in 2021 and beyond.

Thank you to our staff, board of directors, industry council, funders and partners for all of their hard work, guidance and willingness to embrace the uncertainty throughout this transformative year.

HIGHLIGHTS

2020 Highlights

Indigenous Youth Tech Career Pathways (IYTCP)

NPower Canada partnered with Indigenous community leaders - Miskanawah in Calgary and Native and Family Services in the GTA - to co-design more inclusive programming for Indigenous youth interested in exploring and pursuing tech careers. Indigenous Youth Tech Career Pathways (IYTCP) provides Indigenous young adults (18-29 years old) with additional services and elder-led counselling to support their successful completion of the NPower Canada and their transition into meaningful employment in the tech sector.

One week prior to their starting the full 15-week training program in May, NPower Canada, in collaboration with elders and community partners, will provide Indigenous enrollees with four days of enhanced, culturally relevant wraparound supports including ceremony, sharing circles, career and personal exploration activities as well as life skills coaching.

Google invests \$2.5M to upskill youth for the future of work

In February, Google.org announced a \$2,500,000 CAD grant to support NPower Canada's work launching underserved young adults into meaningful and sustainable tech careers.

"We're investing directly in programs that support digital skills training for all Canadians, we're excited to partner with NPower Canada, which has a strong track-record of supporting successful digital careers in IT, and meeting the ongoing demands of Canadian employers."

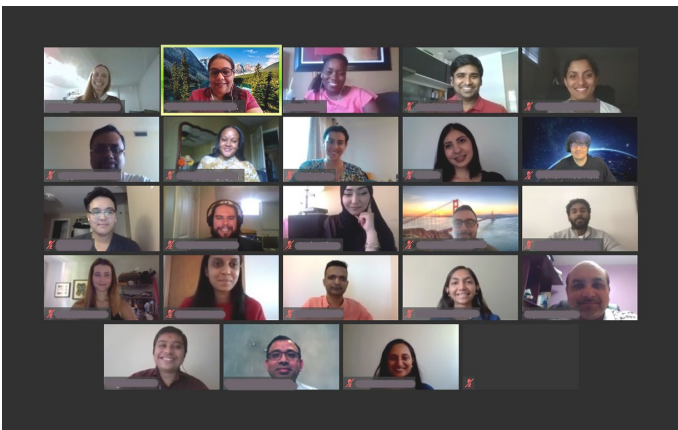
Sabrina Geremia, VP of Google Canada



This transformative investment allowed NPower Canada to test and integrate the Google IT Support Professional Certificate into the Junior IT Analyst Program and pilot a new upskilling program for alumni: Google Automation with Python. Enriched with Google's best-in-class, expert vetted curricula, these programs upskill participants for tech roles projected by industry partners to grow in demand during and after the pandemic. The grant also supports the expansion of NPower Canada's programs and impact to Halifax and Vancouver in 2021.

Pivoting during a global pandemic

Upon shifting to a virtual delivery model in response to the pandemic, NPower Canada began recording all live webinars and labs to provide more flexible, asynchronous options for youth to participate in skills training at their own pace and on their own schedule.



The accessibility markedly improved skills acquisition and industry certification rates amongst the organization's most vulnerable youth participants, such as youth with childcare responsibilities, challenging home circumstances, and/or with cognitive or learning disabilities.

Going forward, NPower Canada intends to continue offering flexible delivery options to participants while scaling its program nationwide to serve greater numbers of unemployed and underemployed youth, including youth who have lost employment as a direct result of the pandemic and those whose employment is at risk of obsolescence due to automation.

By adapting its programs to align with rapidly changing sectoral needs, NPower Canada has continued to provide employers with a growing pipeline of custom-trained talent while equipping greater numbers of low-income, diverse young adults for in-demand digital career pathways.

Peer Mentorship Program

Through the initial weeks, NPower Canada staff ramped up individual counselling and community service referrals for youth in response to concerns about the growing number of participants reporting anxiety, depression, isolation, and other mental health challenges triggered or worsened by the pandemic. Additionally, many youth advised staff that what they missed most about the in-person training were the peer connections for mutual support.



HIGHLIGHTS

In July 2020, NPower Canada hired four of its recent graduates as full-time Peer Mentors to form coaching relationships with youth participants across NPower Canada's five training sites. They serve as a source of information, support and encouragement for program participants and provide academic assistance on an as-needed basis.

The Peer Mentors have made a significant impact on program delivery, serving as a critical source of support to participants around tutoring, studying, and job-seeking. In addition to forming supportive, coaching relationships with youth participants, Peer Mentors hone important soft skills such as empathy, adaptability, clear and positive communication, and patience.

Partnering with Microsoft to close the skills gap

In June NPower Canada joined forces with industry leader Microsoft to nurture the next generation of tech talent through a multidimensional partnership that will diversify NPower Canada's offerings while scaling its holistic workforce development program across Canada.

This investment enabled NPower Canada to launch the Junior Data Analyst training stream, which equips participants with the data administration, data querying, modelling, visualization, analysis, reporting and AI scripting skills required for junior data analyst roles. This innovative new 15-week

upskilling program, delivered through both online and in-person training, ensures graduates are well-positioned for in-demand tech roles and ready to join remote work teams.

"For decades, Microsoft has been committed to closing the skills gap and equipping Canadians with the digital skills needed to capitalize on economic opportunity. Now, more than ever we need to accelerate efforts and build new alliances. We're thrilled to be collaborating with NPower Canada to advance skilling opportunities and ultimately help Canadians pursue in-demand jobs required by the changed economy."

Kevin Peesker, Microsoft Canada President





CORPORATE VOLUNTEERS

Despite the pandemic's significant impact on businesses, families, and individuals alike, our corporate volunteers continued to generously donate their time and knowledge to youth participants in NPower Canada's IT workforce development program. Corporate volunteers play a vital role in NPower Canada's holistic program, engaging in a range of virtual professional development and networking activities that help to guide program participants through their early career journeys.

Collectively, NPower Canada's corporate volunteers have dedicated more than 300 hours to coaching, mentoring, and inspiring youth through 75 virtual professional development events across our five delivery sites in the Greater Toronto Area and Calgary. Volunteers have participated in mock interviews, led industry guest speaker presentations, and facilitated speed mentorship sessions for over 1,700 program participants and recent alumni, providing youth with invaluable professional insight.

+300

Hours of coaching, mentoring
and inspiring youth

75

Virtual professional
development events

+1700

Program participants

CORPORATE VOLUNTEERS

Volunteer Highlight:

Microsoft Mentoring Canada's Next Generation of Tech Talent

As part of the exciting partnership with Microsoft, NPower Canada has leveraged Microsoft's expertise to provide mentorship opportunities to ambitious young adults looking to launch their careers in tech.

In support of Microsoft's annual October Giving Campaign, NPower Canada and Microsoft co-hosted a Virtual Speed Mentoring Event connecting Microsoft employees to NPower Canada's youth program participants for rapid-fire networking conversations that helped create meaningful opportunities for industry professionals to coach, mentor, and inspire the youth. Microsoft volunteers drew on their diverse areas of expertise to provide mentees with actionable advice on a wide range of professional topics, such as networking in the era of remote work, changing trends in Canada's technology landscape, and personal branding as an IT professional.

Building on the success of this event, NPower Canada partnered with Microsoft to develop the Youth in Tech Mentorship Program. Launched in November 2020, the Youth in Tech Mentorship Program is an ongoing, one-on-one mentorship initiative connecting youth with Microsoft professionals who can share the critical skills and experiences needed to secure meaningful and sustainable tech-related careers in the IT industry.

As part of the program, Microsoft staff have volunteered their time to directly engage, coach, and inspire our program participants.

Testimonials from both mentors and mentees highlight the value of mentorship for underserved young adults at the beginning of their careers:

"I really appreciate the time that my mentor spends speaking with me and I felt much less alienated knowing she is there to reach out to. She has created a safe environment for me to ask questions and has a level of patience that makes me feel at ease. She has also provided me with many resources that have been a great help with improving my resume, cover letter and interviewing skills."

**Leena S, NPower Canada
JITA Program Youth Participant**

"I have really enjoyed being a mentor through NPower Canada's Youth in Tech Mentorship program. My mentee and I have been meeting on a bi-weekly basis for the past 5 months. She's enthusiastic, engaged and fully prepared for each of our conversations. I am thrilled that we were paired up, and I know that she has a bright future ahead of her."

Lori L, Cloud Solutions Architect, Microsoft

SUCCESS STORIES



Simon Brante

Calgary

Junior IT Analyst Program

Graduation Date:

September, 2020

Title/Company:

Systems Consultant,
Long View Systems

For Simon Brante, a dream job is something he could be proud of, something that also provides him enough time and room for personal projects. Landing one, however, wasn't easy. Being new to Calgary, Simon had no network to guide him and no one to refer him. Day in and day out, he surfed multiple career websites and reached out to different recruiting agents, hoping for a call back. It was an e-newsletter from the Center for Newcomers, Calgary that finally introduced him to NPower Canada and our Junior IT Analyst Program. Simon did not hesitate. He chose IT.

We provided him with a portal to enter the world of IT by helping him build a strong resume and prepping him for interviews. What struck him most about the program was his now easy access to IT knowledge, the patience, dedication and professionalism he saw coming from our team, and the 360 degrees of support provided. In short, he wasn't alone anymore. He was NPowered! Simon landed his first IT job soon after completing the program.

To those considering NPower Canada programs, he has this to say:

“NPower Canada is doing all they can on their half, the other half is ours. Be accountable for what’s on our side of the playing field.”

SUCCESS STORIES



Dagmawit Lemma

Toronto

Junior IT Analyst Program,
Google Cloud Program

Graduation Date:

September, 2020

Title/Company:

Systems Consultant,
Long View Systems

The odds were stacked against Dagmawit Lemma when she sought a career in IT. She was in a new country and employment opportunities were few and far between, owing to the COVID-19 pandemic. But that did not deter Dagmawit, who was referred to NPower Canada by a friend. “It’s one of the best things that’s ever happened to me,” she said, in short. We trained her in hard and soft skills that are crucial to the tech sector. Dagmawit was prepared for IT. She didn’t have to wait long. With our help, she was recruited by Rogers Communications.

NPower Canada, Dagmawit said, NPowered her to believe in herself and have faith that she could achieve anything she sets her mind to. Dagmawit now leads by example.

Since starting her role at Rogers, Dagmawit also enrolled as a student in biomedicine at York University and signed up for an alumni course with us – the Google Associate Cloud Engineering program. What drew her to NPower Canada a second time? The follow-ups, she said. “NPower Canada’s teachers, program coordinators and account management team are like family. Regardless of your employment status, NPower Canada continues to provide access to career guidance in IT long after you’ve graduated.”

“I urge you to go for it. Trust me, you will love everything about NPower Canada. You will gain important skills, certifications and, above all, employment opportunities even if we are in the middle of a pandemic!”

SUCCESS STORIES



Tamika Brown

Peel Region

Junior IT Analyst

Graduation Date:

September, 2020

Title/Company:

Junior Support Advisor, Shopify

Tamika Brown felt discriminated against based on her age and race, and struggled to find a job that matched her skill sets. She knew what she needed – a community where she could hone her existing skills, while learning new ones. A place where she could grow professionally and personally. She found it at NPower Canada.

We helped her reinforce her self-worth, values and boosted her confidence along the way. For Tamika, this, along with the tech training she received, was a perfect combination for her to secure a job in IT. She hopes to pursue a career in digital marketing, and she believes NPower Canada has laid the foundation for this. Tamika was among a handful of students who received free laptops from NPower Canada, something she acknowledged as an added bonus of the program.

“Pursue your dreams, take advantage of opportunities like NPower Canada Programs when you get them... you may not get this chance again.”

SUCCESS STORIES



Jayashree Sundararaman

Toronto

Junior IT Analyst

Graduation Date:

September, 2020

Title/Company:

Technical Support Rep, Transcom

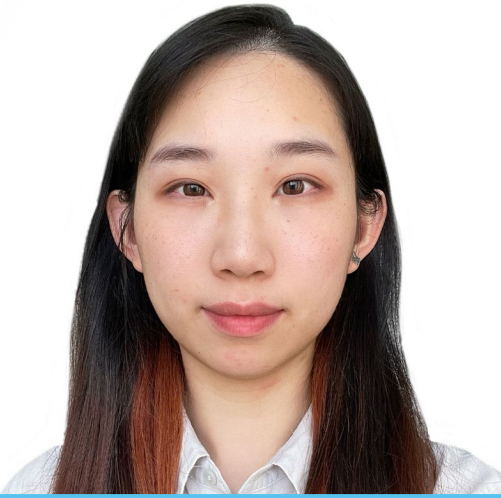
When Jayashree Sundararaman landed in Canada as a new immigrant from India, she was hoping to land her dream job in cybersecurity. Navigating the workspace in a new country was however much harder than she thought. She was dejected because she had insufficient Canadian work experience and struggled with drafting her resume and prepping for interviews.

Jayashree came across NPower Canada on social media. She had prior education in IT but had never worked in the sector. She felt it was time she went back to her academic grounding. NPower Canada was just the platform she needed. She signed up.

The NPower Canada program, she said, helped her develop her technical and interpersonal skills. She learned not just through the training she received but also through her interaction with her peers, many of whom she continues to stay in touch with even after the program. “This would not have been possible without the effort put in by the NPower Canada team,” she said, adding that the sessions were highly engaging and motivating.

“If you’re considering a career in IT, NPower Canada is a great place to start... I really owe my success in this programme to them.”

SUCCESS STORIES



Yimo Dou

Alumni Program

Google Automation with Python

2020 saw the launch of our Alumni Education Program which provide opportunities for NPower Canada program graduates to upskill and earn new certifications to help them advance their careers.

Yimo first learned of NPower Canada in the summer of 2020. Due to the COVID-19 pandemic, Yimo was struggling to find a full-time job with her background in Biology. It was her friend who advised Yimo to try NPower Canada's Junior IT Analyst program designed with Google's IT Support Professional curriculum. Knowing that IT is always a popular and sought-after field, Yimo decided to make a career change and enroll in NPower Canada's free program for youth career development. Upon completing the Junior IT Analyst program and receiving her Google certification, Yimo decided to continue her journey with NPower Canada by upskilling in the Google IT Automation with Python program.

Not only did Yimo gain valuable technical skills, she also had the opportunity to meet new people and forge lasting relationships with them. Outside of class, she and her co-participants shared job hunting resources and supported one another in their career journeys. Yimo keeps in touch with her former classmates, saying, "Although it's been more than six months since I finished the program, we still keep in touch via group chat sharing resources. I miss my classmates a lot these days and knowing a lot of them have been hired as IT professionals is the best thing ever."

Yimo found a job in the dynamic field of fintech and she is grateful to NPower Canada for opening up the opportunity. Yimo appreciates the support she received from the NPower Canada staff. In Yimo's own words:

"They (NPower staff) are so patient and respectful when guiding me through the pre-program, in-program and post-program periods. It is their support that changes my view of the current job market and my personal awareness. I am now a confident person looking forward to following a bright career path."

FUNDERS

Visionaries

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

Canada



Microsoft

BlackRock



Innovators



Builders



LoyaltyOne



okta



CivicAction

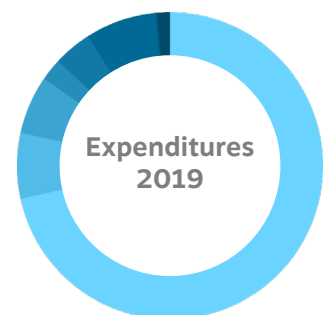
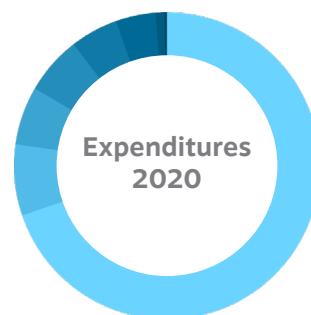
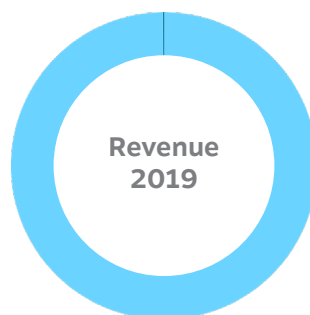
TATA
CONSULTANCY
SERVICES

METCALF
FOUNDATION

FINANCIAL STATEMENTS

Statement of Revenue and Expenses Year Ended December 31, 2020

Year ended December 31	2020	2019
Revenue		
● Grants (Note 6)	\$ 6,528,134	\$ 3,223,957
● Other	10,183	2,120
	6,538,317	3,226,077
Expenditures		
● Salaries and benefits	4,499,367	2,233,100
● Classroom rentals	482,862	216,141
● Program	396,797	191,630
● Professional fees	395,874	72,979
● Computer equipment and software	325,826	126,219
● Office and general (Note 7)	271,707	233,706
● Amortization	59,102	5,393
● Supplies	16,816	41,503
	6,448,351	3,120,671
Excess of revenue over expenditures for the year	89,966	105,406
Net assets, beginning of the year	371,961	266,555
Net assets, end of year	\$ 461,927	\$ 371,961





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