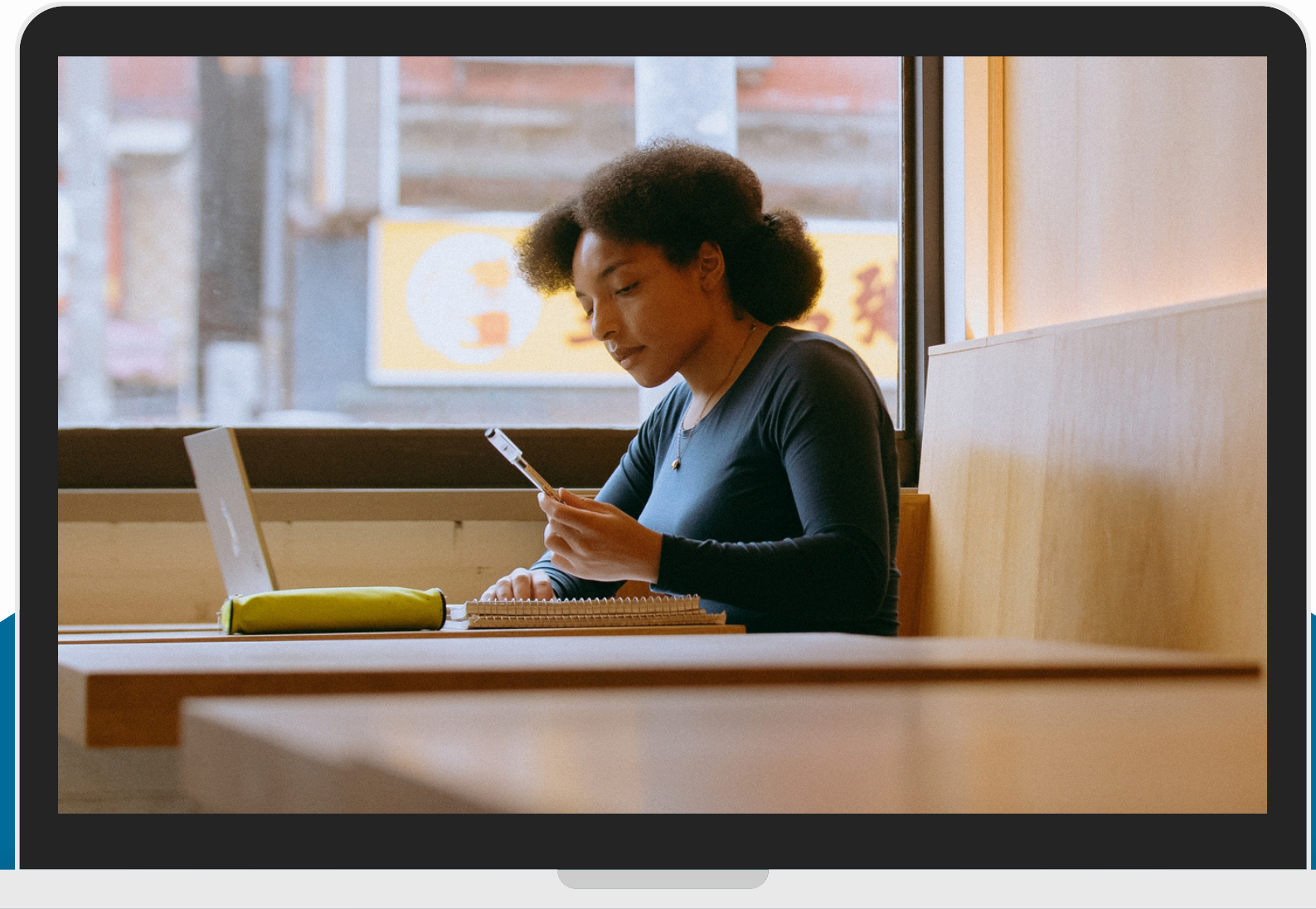


npower canada

**Annual Impact Report  
2023**





# Table of Contents

- ✓ Land Acknowledgement
- ✓ Who We Are
- ✓ Message from the CEO and Board Chair
- ✓ Board of Directors
- ✓ 2023 Outcomes
- ✓ Who We Serve
- ✓ Upskilling Programs
- ✓ Participant Journey
- ✓ Employment Services
- ✓ Our Donors
- ✓ Financial Health







# Land Acknowledgement

## CANADA

NPower Canada is a national organization and acknowledges, with respect, that the land on which we operate and reside, now called Canada, is the traditional territory of diverse First Nations, Métis, and Inuit; and that the work on these lands and by these Peoples precedes Canada, and all of its Settler and Newcomer representatives.





# Who We Are

NPower Canada is a registered Canadian charity. Our mission is to **create pathways to economic prosperity for Canada's underserved youth and adults by launching them into meaningful and sustainable digital careers.** We do this by working collaboratively with employers and allied community services to provide low-income, diverse job-seekers with technical and professional skills training; industry certifications; job placement assistance; and alumni support, including mentorship and continued education, at no-cost.





# Message from the CEO & Board Chair



**JULIA BLACKBURN**  
*CEO*

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

This was another year of rapid growth for NPower Canada. We expanded geographically, reached a greater number of job-seekers, and achieved gender parity among participants.

In Alberta, British Columbia, and Nova Scotia, we expanded beyond urban centres to serve job-seekers living in rural, remote, and Indigenous communities. In June, our first cohort of participants from Manitoba enrolled in the Junior IT Analyst program.



**STEPHEN GARDINER**  
*Board Chair*

Our growth in 2023 would not have been possible without the unwavering commitment and dedication of our staff, Board of Directors, Industry Council, volunteers, funders and community partners. Thank you.

In 2024, we are excited to celebrate our 10th anniversary and look forward to serving our 10,000th participant! Together, we will continue to transform lives.



# Board of Directors



**STEPHEN GARDINER**

**Board Chair**

Sr. Managing Director, Strategy & Digital Transformation at Accenture Canada



**Charles Mongeon**

**Board Treasurer**

Sr. VP, Technology Operations & Cybersecurity at Empire Company Limited



**Louise Adongo**

Executive Director at Inspiring Communities



**Dr. Wendy Cukier**

Diversity Institute Founder, Academic Director of the Women Entrepreneurship Knowledge Hub & Research Lead of the Future Skills Centre at TMU



**Emma Da Silva**

Chief Operating Officer, Global SMC & Digital Sales at Microsoft



**Salim Jivraj**

Sr. VP, Transformation and Shared Services at TD Insurance



**Darian Kovacs**

Founding Partner at Jelly Digital Marketing & PR



**Jeffrey Maddox**

President at NOKIA Canada Inc.



**Vik Naik**

Sr. VP, Global GTM Strategy & Revenue Operations at EcoVadis



**Glory Ogor**

**Youth Advisory Council Chair**  
Senior Business Systems Analyst at Lululemon



**Shannon Pestun**

CEO, Pestun Consulting Inc  
Co-Founder, The Finance Cafe



**Linli Chee**

Managing Director, Global Credit at RBC Capital Markets



# 2023 Outcomes

Data as of March 31, 2023

**3462**

PARTICIPANTS

**2926**

GRADUATES

**97.8%**

GRADUATES WHO  
EARNED INDUSTRY  
CERTIFICATIONS

**81%**

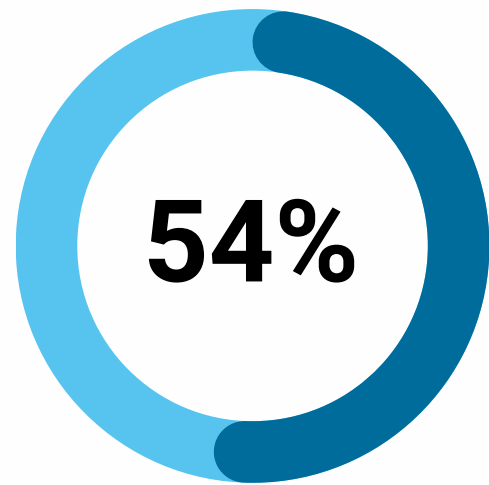
GRADUATES HIRED IN  
2023 WHO COMPLETED  
TRAINING DURING THE  
12 MONTHS PRIOR

**\$20.56**

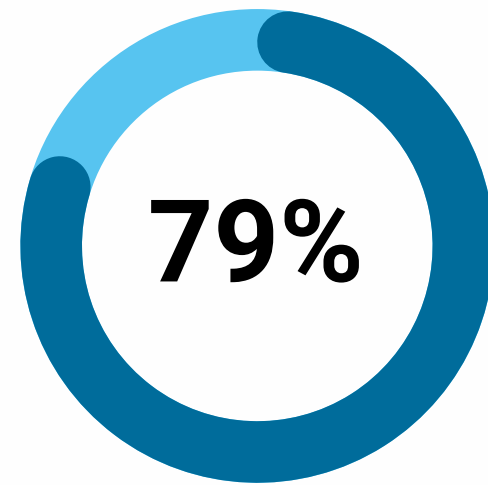
AVERAGE HOURLY WAGE  
OF AN EMPLOYED  
GRADUATE



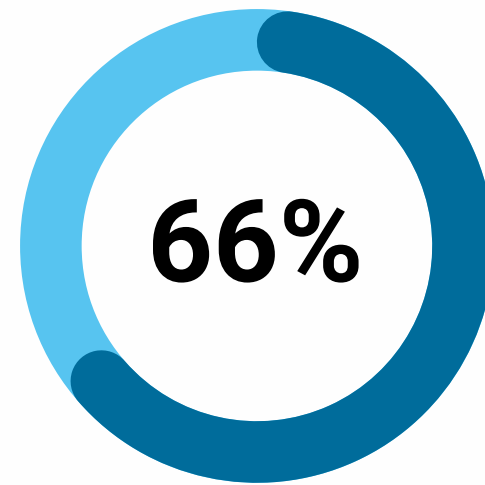
# Who We Serve



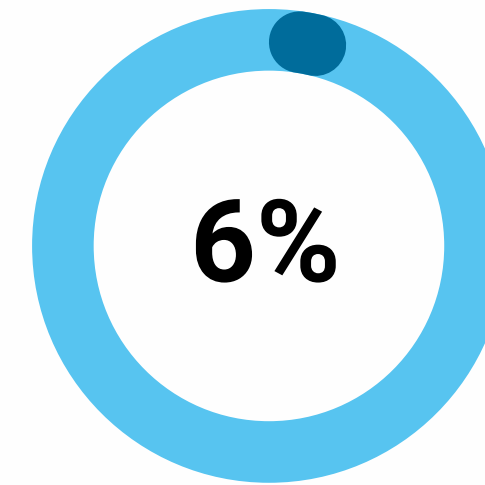
Self-identify as  
female, transgender  
and/or non-binary



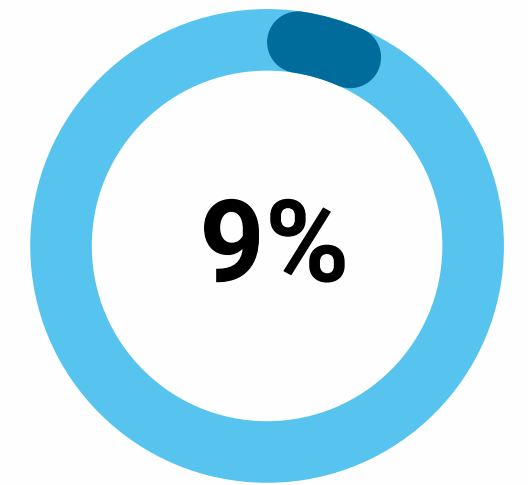
From racialized/  
Indigenous  
communities



New Canadians



Self-identify as  
LGBTQ2S+



Self-identify as a  
person with disabilities



# Gender Parity

Did you know that, in Canada, only 23% of tech roles are occupied by women despite the fact that women make up almost half of working-age Canadians?

On International Women's Day in 2023, we announced that NPower Canada achieved **gender parity in the job-seekers we serve**. We believe that everyone deserves access to the opportunities that technology provides, and we are committed to ensuring that women have a seat at the table. By achieving gender parity in our programs, we are helping to create a more inclusive and equitable tech sector.

Since 2014, NPower Canada has enrolled **more than 3,385 women** into our programs, helping to address gender inequality in tech and get more women into the sector.

*Read more: <https://www.newswire.ca/news-releases/npower-canada-achieves-gender-parity>*





# Upskilling Programs

NPower Canada's programs are **three months** in length. **Virtual classes** run daily from Monday to Friday.

Our programs are offered in:

- ✓ Alberta
- ✓ British Columbia
- ✓ Manitoba
- ✓ Nova Scotia
- ✓ Ontario
- ✓ Québec





# Expansion to Manitoba

In 2023, we launched our sixth provincial hub in **Manitoba**, thanks in part to support from the Government of Manitoba.

**Manitoba's tech sector** has been steadily growing year over year, opening new and diverse roles for Manitobans. With a growing number of available roles comes the **opportunity for people underrepresented in tech** - including low-income individuals, BIPOC, and newcomers - to gain critical, in-demand skills and enter a sector that is experiencing a **wide talent gap**.

In providing ambitious yet underserved job-seekers with **in-demand digital skills and professional development training**, NPower Canada is connecting Manitoba's most vulnerable populations to **meaningful and sustainable employment** while concurrently providing employers of all sizes with a diverse and custom-trained talent pipeline to meet their growing hiring needs.





# Participant Journey

Support for job-seekers at every step

1

## RECRUITMENT

23% of participants in our programs are referred by community partners, while 30% found NPower Canada as a result of online marketing.

2

## INTAKE

Job-seekers are assessed for eligibility, suitability and motivation. In 2023, we received 4 applications for every 1 participant who enrolled in a program.

3

## TRAINING

Participants complete 3 months of daily technical and professional skills training, delivered virtually through a work-simulated approach. They have access to wraparound supports and benefit from direct connections to industry.

4

## JOB PLACEMENT

Our Employer Engagement team supports participants in their job search, vetting opportunities and offering resume and interview coaching.

5

## ALUMNI

Once hired, graduates continue to benefit from continuous learning opportunities and connection to a network of over 8,000 alumni.

# Junior IT Analyst Program

- ✓ Beginner program, no prior IT knowledge required.
- ✓ Google IT Support certification.
- ✓ Participants gain skills in the following in-demand areas: Security, Networking, Operating Systems & IT, System Administration Infrastructures, Customer Service, and Agile Project Management.
- ✓ For careers such as Help Desk Specialist, Project Analyst, Junior Systems Administrator, Customer Care Agent, and Service Technician.
- ✓ **In 2023, 2,650 job-seekers enrolled in the Junior IT Analyst Program.**







# CTRL your future - Eddy



Share



Watch on  YouTube

We had an event with Rogers Communications,

# Junior Data Analyst Program

- ✓ Intermediate program, some prior IT knowledge required.
- ✓ Microsoft Azure Fundamentals Certification.
- ✓ Participants gain skills in the following in-demand areas: Excel, SQL Fundamentals, Python Fundamentals, Predictive modelling and data visualization, Cloud Concepts, and Networking.
- ✓ For careers such as Junior Data Analyst, Help Desk Specialist, Junior Database Developer, Business Analyst, Project Analyst, and Junior Database Administrator.
- ✓ **In 2023, 812 job-seekers enrolled in the Junior Data Analyst Program.**







CTRL your future - Smile



Share



Watch on  YouTube

with my communication in professional settings.





# Volunteer Mentors

In 2023, **257 volunteers** participated in our 1:1 Mentorship Program, contributing a total of **1285 coaching hours**.

Volunteer Mentors are matched with mentees who share similar interests and lived experiences. Mentors engage with their mentees weekly, sharing their expertise to help participants reach their goals and help them to practice their interview and networking skills.

***"I knew immediately that I wanted to be a part of the [mentorship program],"*** says Berna Hamaty, a volunteer who works at RBC. As an immigrant herself, Berna has volunteered her time as a mentor to newcomer participants since 2022. ***"I wanted to help newcomers and job-seekers, to put at their disposal my experience and knowledge to coach them and prepare them for the job hunting journey."***

Read more: <https://npowercanada.ca/volunteer-week-2023/>



# Learning & Networking Events

In 2023, we hosted **40** events attended by **3,126** NPower Canada participants and **232** volunteers from **18** companies. Events included virtual guest speaker presentations, career panels, and speed networking events, as well as in-person events hosted by corporate partners in **Toronto, Vancouver, Halifax** and **Montreal**.

***"I love that NPower Canada is democratizing access to careers in technology,"*** said Graham McKendry, who works at Microsoft and has been a volunteer since 2021. ***"This not only has an awesome impact on each individual that participates in NPower Canada's programs but also helps tackle our country's skills gap and propel Canada towards being a digital leader."***







# Employment Services

When applicants complete their three-month program, they join a large and diverse network of alumni from across Canada. **In 2023, NPower Canada's alumni network grew to over 8,000 graduates.**

Graduates have access to a dedicated Account Placement Specialist who provides career assistance, including job search, interview prep, salary negotiation, and ongoing post-hire check-ins.

Alumni also have **access to advanced programs on emerging technologies** through our Alumni Education program.\*

*\*Available to Alberta residents only.*



# Working in Partnership with Industry



National hiring partners like **Rogers Communications, Accenture, Mosaic,** and **RBC** turn to NPower Canada to help meet their diverse hiring needs.

As of **2023**, Rogers Communications has hired **145** NPower Canada graduates, making them our **largest hiring partner** to date.

**Stephanie C.**  
**Rogers Communications**

*"We continue to look forward to working with NPower Canada as you have great candidates for our roles."*

*From the individuals we hired, they have been very impressive so far. The skills they are learning in the NPower Canada program, especially now that they are learning from home, gives them a unique skill set which will be highly sought after in the future by Rogers and other organizations."*

# Donors who supported our work in 2023

## Visionaries



With the support of:  
Prairies Economic  
Development Canada





# Visionaries

Avec la participation financière de :



Funding Provided by:

The Government of Canada

The Manitoba Government



Funded by:



## Innovators



## Builders



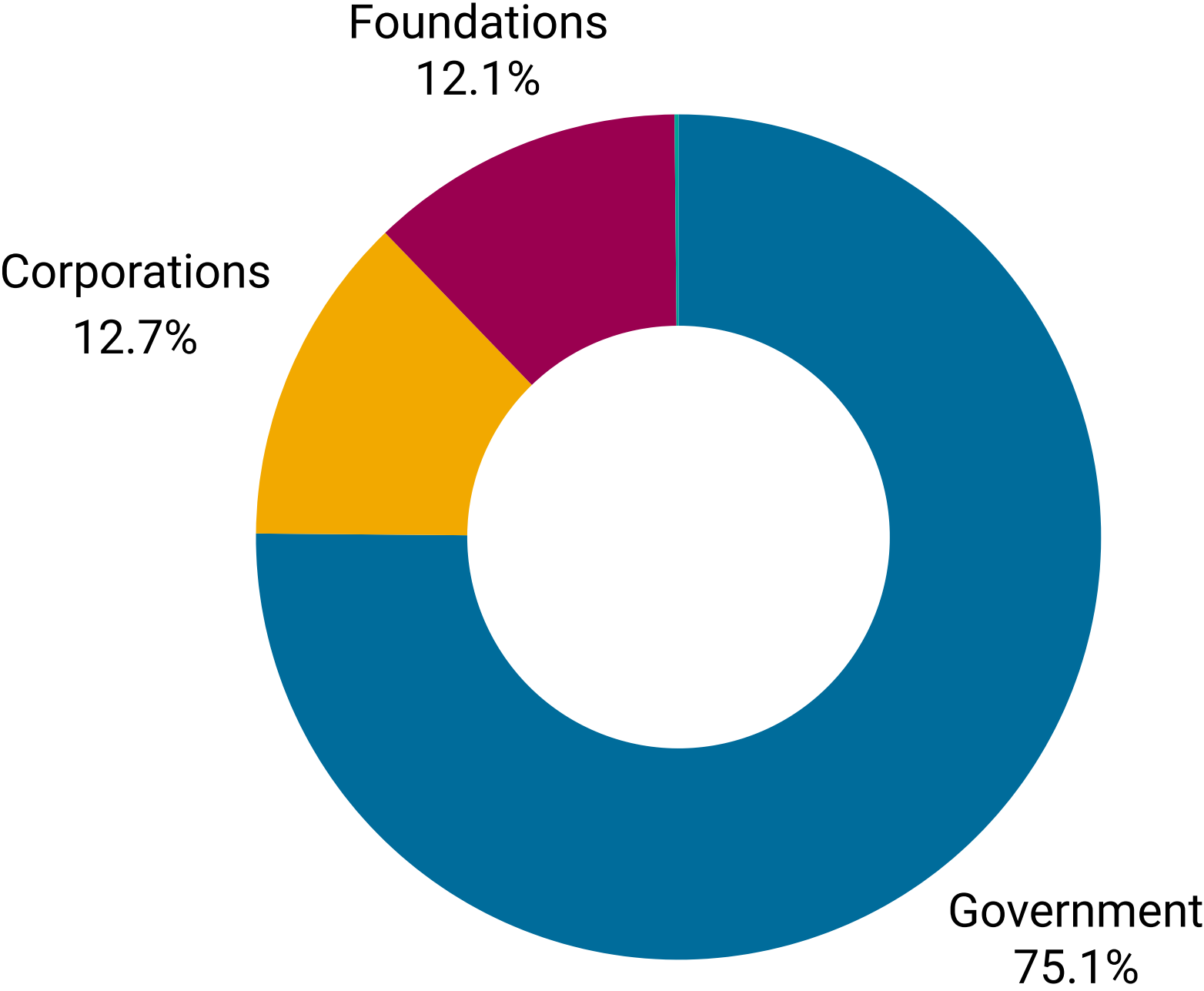
## Allies



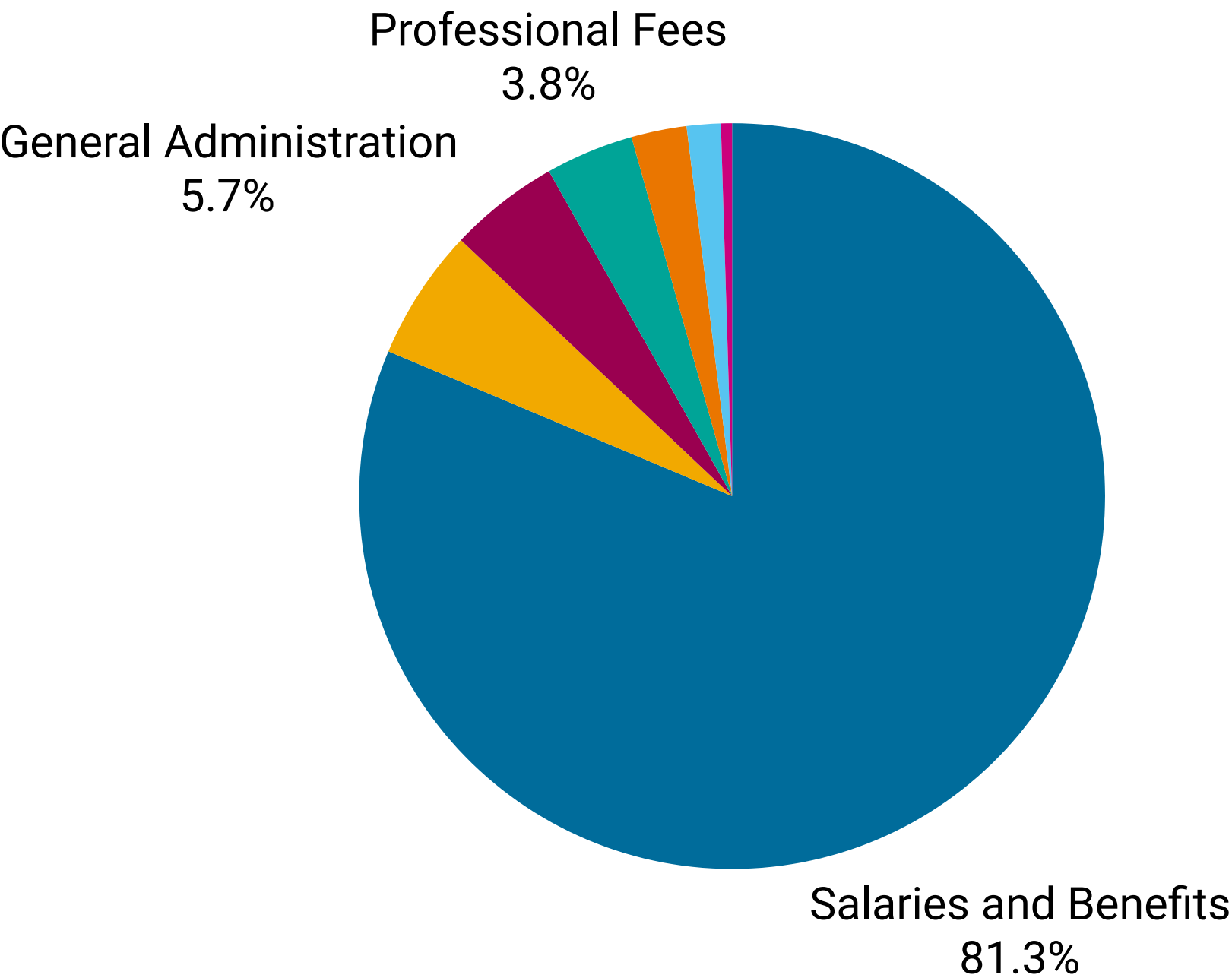


# Financial Health

Revenue: \$17,646,030



Expenses: \$17,594,505



# THANK YOU!



[www.npowercanada.ca](http://www.npowercanada.ca)

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@npowercanada

