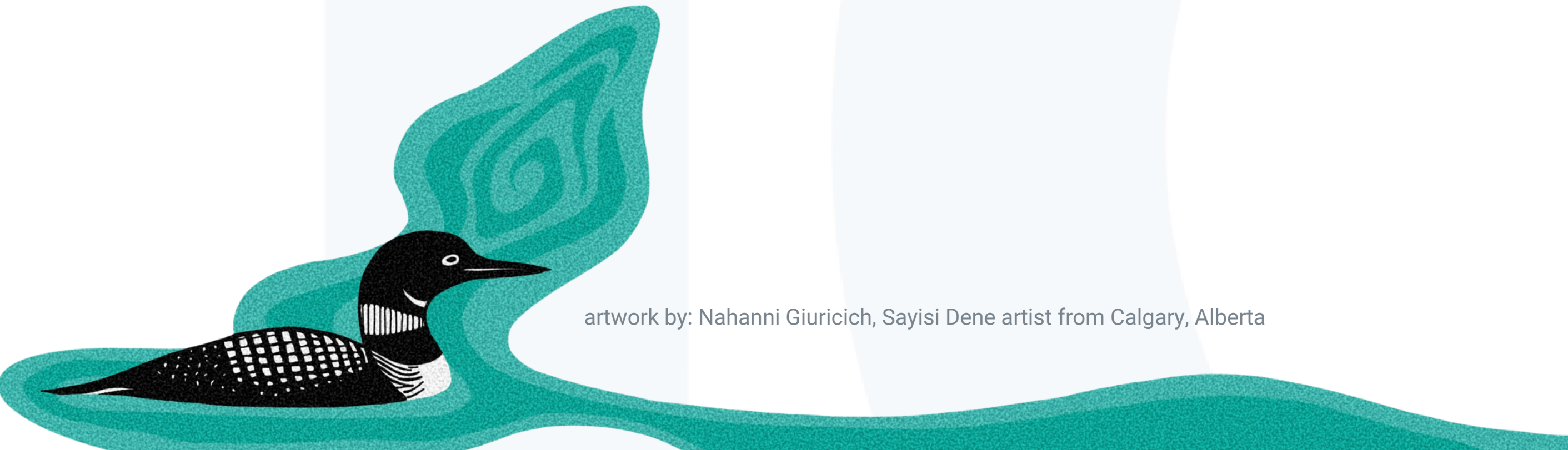




# Annual Impact Report 2024

# Land Acknowledgement

*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.*



artwork by: Nahanni Giuricich, Sayisi Dene artist from Calgary, Alberta



# Table of Contents

- ✓ Who We Are
- ✓ Message from our CEO & Board Chair
- ✓ Powering the Future, Together - A Decade of Impact
- ✓ Board of Directors
- ✓ Outcomes and Who We Served (2024)
- ✓ Reconciliation Action Plan
- ✓ Strategic Plan 2025-2027
- ✓ Participant Journey
- ✓ Upskilling Programs
- ✓ Volunteer Mentors
- ✓ Learning & Networking Events
- ✓ Donors
- ✓ Financial Health







# Who We Are

**Our Mission:**  
NPower Canada creates pathways to economic prosperity for Canada's underserved youth and adults by launching them into meaningful and sustainable digital careers.

NPower Canada is a **national employment solution** that helps underserved youth and adult job seekers access meaningful digitally-enabled careers. We offer free training in high-demand technical and professional skills, developed in collaboration with employers to reflect real workforce needs.

Our programs connect participants with employment opportunities and provide ongoing support after graduation through mentorship, coaching, and access to continued learning. Employers gain a pipeline of motivated, diverse, and job-ready talent equipped to thrive in today's digital workplace.



# Message from our CEO & Board Chair

In 2024, NPower Canada proudly marked its 10-year anniversary. Over the past decade, we have grown from a small pilot in Toronto to a national organization supporting thousands of job seekers from coast to coast to coast. This October, we gathered at the Toronto Region Board of Trade with staff, Board Members, partners, alumni, and supporters to celebrate this milestone, and the 10,000 lives transformed through our programs.

As we reflect on the last 10 years, we are filled with gratitude for the many individuals and organizations who have championed our mission. Their support has been instrumental in helping us remove barriers and unlock meaningful employment opportunities for underserved youth and adults across Canada.



**STEPHEN GARDINER**  
**BOARD CHAIR**

Looking ahead, we are excited to build on this momentum. In 2024, we developed our Strategic Plan for 2025-2027, which will guide our next phase of impact. Rooted in equity, opportunity and innovation, our new strategy will ensure we continue to meet the evolving needs of jobseekers and the labour market, while continuing to alleviate poverty by connecting individuals to sustainable, life-changing careers.

Thank you for being a part of our journey. Here's to the next ten years—and to many more careers launched.



**JULIA BLACKBURN**  
**CEO**

# Our Board of Directors



**Stephen Gardiner**

**Board Chair**  
Sr. Managing Director &  
Vice Chair, Reinvention  
Executive Advisory at  
Accenture Canada



**Darian Kovacs**

**Board Treasurer**  
Founding Partner at  
Jelly Digital  
Marketing & PR



**Louise Adongo**

Founder & Owner at  
Caprivan Strip Inc.



**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**

SVP & COO Transformation  
and Shared Services at TD  
Insurance



**Jeffrey Maddox**

President at NOKIA  
Canada Inc.



**Charles Mongeon**

Sr. VP, Technology  
Operations Transformation  
at Empire Company Limited



**Vik Naik**

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



**Glory Ogor**

**Alumni Advisory Council Chair**  
Senior Business Analyst at  
Bow Valley College



**Shannon Pestun**

CEO at Pestun Consulting  
Inc & Co-Founder at The  
Finance Cafe



**Linli Chee**

Managing Director, Global  
Credit at RBC Capital Markets



# Powering the Future, Together - Our 10-Year Anniversary Celebration

On October 16, 2024 NPower Canada staff, Board Members, partners, alumni, and supporters gathered at Toronto Region Board of Trade to celebrate our 10 year anniversary.



A special thank you to our speakers: the **Honourable Marci Ien**, MP for Toronto Centre and Minister for Women and Gender Equality & Youth of Canada; **Giles Gherson**, President & CEO of the Toronto Region Board of Trade; **Stephen Gardiner**, Senior Managing Director of Strategy & Digital Transformation at Accenture; and our founding CEO, **Julia Blackburn**. Your thoughtful words and continued support meant so much.

What truly made this occasion memorable were the stories shared by our graduates. Their journeys, resilience, and success are what this work is all about. Our heartfelt thanks to **Dornel Phillips**, **Sammy Basha**, **Aisha Ali**, **Dona Noël**, and **Abdoalnaser Ibrahim** for your honesty, strength, and for inspiring the next generation of NPower Canada participants.



We're grateful to our generous event sponsors who helped bring this celebration to life:





Powering the Future, Together - NPower Canada's 10-Year Anniversary



Watch later



Share

# 10 npower canada

10 years, 1 careers launched



Presented by



Photography and Videography Sponsor

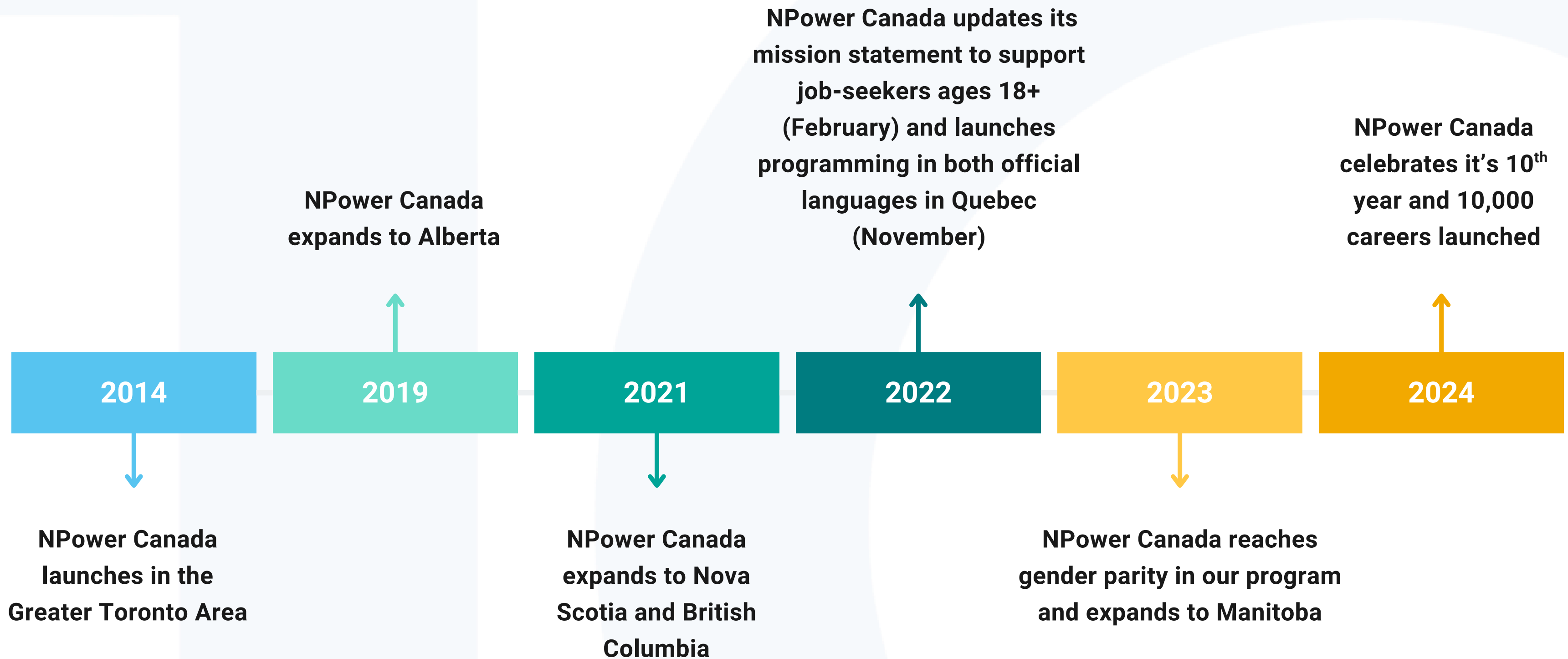


World Wide  
Technology

Watch on YouTube



# A Decade of Impact and Innovation



# 10 Years, 10,000 Careers Launched



When individuals complete our 15-week program, they join a large and diverse network of alumni from across Canada.

**In 2024, NPower Canada's alumni network grew to over 10,000 graduates.**

Graduates have access to a dedicated Alumni Services staff 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 Services program.



# 2024 Outcomes\*

Participants

3982

Graduates

3415

Earned at least one industry certification

99.7%

of graduates who completed training between June 2023 and July 2024 employed or pursuing further education within six months of program completion

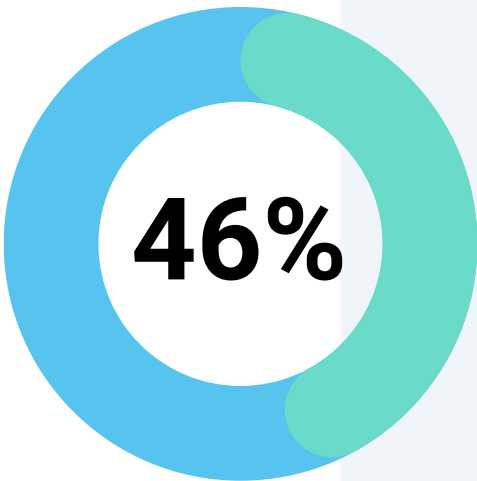
80%

Average hourly wage of an employed graduate

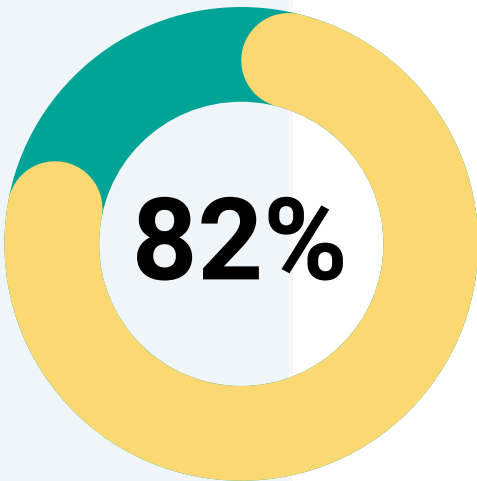
\$23.38

\*Data as of May 1, 2025

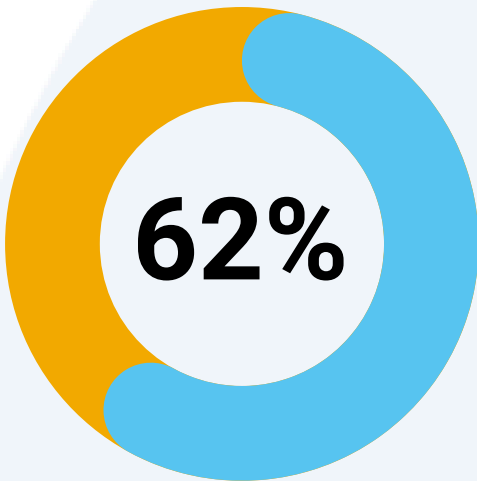
# Who We Served in 2024



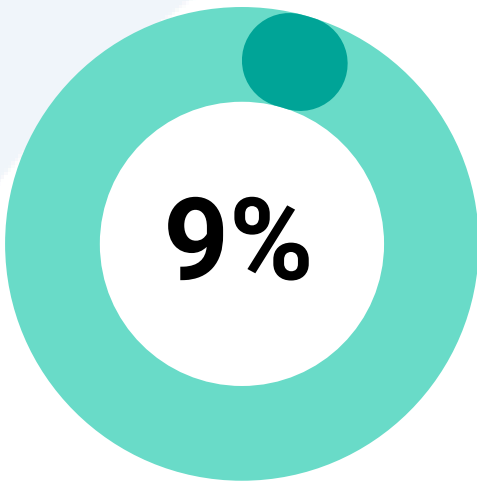
Self-identify as female, transgender and/or non-binary



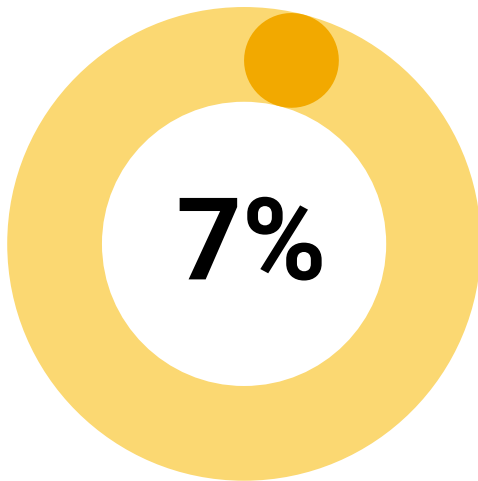
From racialized/Indigenous communities



New Canadians



Self-identify as LGBTQ2S+



Self-identify as a person with disabilities



# Our Reconciliation Action Plan

In 2024, NPower Canada reaffirmed its commitment to advancing reconciliation with Indigenous Peoples through the launch of a three-year Reconciliation Action Plan (RAP). This plan outlines NPower Canada's dedication to building respectful, reciprocal relationships with Indigenous communities, organizations, and governments, aiming to eliminate educational and employment gaps between Indigenous and non-Indigenous Canadians.

The RAP focuses on three core pillars, Internal Operations: fostering a culture of reconciliation within our organization, Building Relationships, and Enhancing Programs and Support. By collaborating closely with Indigenous leaders and communities, we strive to co-create pathways that support Indigenous job seekers in accessing meaningful and sustainable careers in technology.

Recognizing that reconciliation is an ongoing journey, our RAP is designed as a living document that may be adapted in response to feedback and evolving contexts. Through this plan, **NPower Canada aspires to become a strong ally to all Indigenous Peoples in Canada by creating a safe and trustworthy place to learn, work, and grow in the digital economy.**

Read the full Reconciliation Action Plan [here](#).

artwork by: Nahanni Giuricich, Sayisi Dene artist from Calgary, Alberta

# Looking Ahead: Our Strategic Plan 2025-27

In 2024, NPower Canada published a new three-year Strategic Plan focused on deepening our national impact, supporting long-term career success for underserved job seekers, and building a strong foundation for sustainable growth. Guided by four key goals, the plan outlines how we will strengthen our programs, partnerships and internal capacity to better serve communities across Canada.

## Goal: Be Canada's Leading Workforce Development Solution

1

We aim to strengthen our position as a top national workforce development provider by increasing brand visibility and delivering innovative, industry-aligned programs. We're investing in strong data and evaluation practices to inform decision-making and exceed key performance outcomes in employer satisfaction, job placement, and retention.

---

**2024 Annual Impact Report**

## Goal: Achieve the broadest national impact possible

2

We're working to expand our national reach and impact by launching more underserved youth and adults into sustainable digital careers through holistic, wraparound programming. By supporting our growing alumni network with five years of continued career development, and strengthening our business development efforts, we aim to be a go-to talent solution for employers of all sizes. At the same time, we're building internal capacity to streamline operations and maintain strong employment outcomes as we grow.

# Looking Ahead: Our Strategic Plan 2025-27 Cont'd

**Goal: Secure Financial Stability to support growth and scaling**

**3**

To support future growth and program expansion, we are focused on building a sustainable funding model and further diversifying our funding sources to support growth and scaling.

**Goal: Foster a thriving and inclusive people-centred culture**

**4**

We're focused on creating a culture that promotes belonging, well-being, and sustainability by embedding diversity and inclusion across our Board, staff, and participants. Through our Reconciliation Action Plan, we're building meaningful relationships with Indigenous communities and partners. We also foster an inclusive and innovative workplace that supports employee growth and retention, and we use equity-focused data to guide continuous improvement.



# Participant Journey

Support for job-seekers at every step.

## Recruitment

20% of participants in our programs are referred by community partners, while 35% found NPower Canada as a result of online marketing.

01

## Intake

Job-seekers are assessed for eligibility, suitability and motivation. In 2024, we received 4 applications for every 1 participant who enrolled in our program.

02

## Training

Participants complete 15 weeks 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.

03

## Job Placement

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

04

## Alumni

Once hired, graduates continue to benefit from continuous learning opportunities and connection to a network of over 10,000 alumni.

05

# Upskilling Programs

NPower Canada's programs are **15 weeks** in length. **Virtual classes** run daily from Monday to Friday.

Our programs are offered in:

- ✓ British Columbia
- ✓ Alberta
- ✓ Manitoba
- ✓ Ontario
- ✓ Quebec (Programs offered in French)
- ✓ Nova Scotia



# Our New Program: Security Operations Analyst

In July 2024, NPower Canada launched a new Security Operations Analyst (SOA) program as part of its core workforce development offerings. Developed in partnership with Microsoft and shaped by input from employer partners, the SOA program responds to the growing demand for professionals who can detect, respond to, and manage cybersecurity threats in real time. Designed for individuals with prior experience or education in IT or cybersecurity, this intermediate 15-week program prepares participants for roles such as SOC Analyst, Threat Intelligence Analyst, and Incident Response Analyst.

Participants gain hands-on experience using Microsoft Sentinel, Microsoft Defender for Cloud, and other leading security tools. In addition to technical training, the program includes professional development and project management components to strengthen workplace readiness. Graduates earn the **Microsoft Certified: Security Operations Analyst Associate credential (SC-200)** and leave with practical skills in security monitoring, vulnerability management, threat intelligence, and more.

The SOA program is tailored for those ready to deepen their cybersecurity expertise and commit to intensive training. With this new stream, NPower Canada continues to expand access to tech careers while meeting the evolving needs of the cybersecurity sector.



# Security Operations Analyst Program

- ✓ Intermediate program, requires previous education and professional experience.
- ✓ Microsoft Security Operations Analyst Associate certification (SC-200).
- ✓ Equips participants with the skills and knowledge required to protect an organization's information systems. The focus is on security operations tasks such as threat detection, response, and management of Security Operations Centers (SOCs).
- ✓ Prepares grads careers such as Security Operations Centre (SOC) Analyst, Security Engineer Junior, Information Security Officer, Security Administrator.
- ✓ **In 2024, 134 job-seekers enrolled in the Security Operations Analyst Program.**



# Junior IT Analyst Program

- ✓ Beginner program, no prior IT knowledge required.
  - ✓ Google IT Support Professional certification.
  - ✓ Participants gain skills in the following in-demand areas: Security, Networking, Operating Systems & IT, System Administration Infrastructures, Customer Service, and Agile Project Management.
  - ✓ Prepares graduates for careers such as Help Desk Specialist, Project Analyst, Junior Systems Administrator, Customer Care Agent, and Service Technician.
- ✓ **In 2024, 2,638 job-seekers enrolled in the Junior IT Analyst Program.**





# Junior Data Analyst Program

- ✔ Intermediate program, some prior IT knowledge required.
- ✔ AI-900 Microsoft Azure Fundamentals Certification and IBM Data Analyst Professional Certification.
- ✔ Participants gain skills in the following in-demand areas: Excel, SQL Fundamentals, Python Fundamentals, Predictive modelling and data visualization, Cloud Concepts, and Networking.
- ✔ Prepares graduates for careers such as Junior Data Analyst, Help Desk Specialist, Junior Database Developer, Business Analyst, Project Analyst, and Junior Database Administrator.
- ✔ **In 2024, 1,210 job-seekers enrolled in the Junior Data Analyst Program.**





# Volunteer Mentors

In 2024, **269 volunteers** participated in our one-on-one Mentorship Program, contributing a total of **1,345 coaching hours**.

Volunteer Mentors are matched with mentees who share similar interests and lived experiences. Mentors engage with their mentees weekly for five weeks, 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, Lead Credit Adjudication Specialist 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.”***



# Learning & Networking Events

In 2024, we hosted **33** events that brought together **2,275** NPower Canada participants and **270** volunteers from **15** companies. These included virtual guest speaker sessions, career panels, and speed networking, along with in-person events hosted by corporate partners in Toronto and Montreal.

***“I love that NPower Canada is democratizing access to careers in technology,”*** said Graham McKendry, Principal Customer Success Account Manager 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.”***



# Donors who supported our work in 2024

## Visionaries



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



Supported by the  
Province of British Columbia





# Visionaries Continued

With the support of:  
Prairies Economic  
Development Canada



United Way  
Greater Toronto

Funded by:



Upskill Canada  
POWERED BY



## Innovators

**BlackRock**

**CIBC**

**Toronto**

*Alberta* Government

**Manitoba**

**Manulife**

**Peter Gilgan  
Foundation**

**Region  
of Peel**  
working with you

**ROGERS**

**United Way**  
Calgary and Area

**Walmart**  **org**

Builders



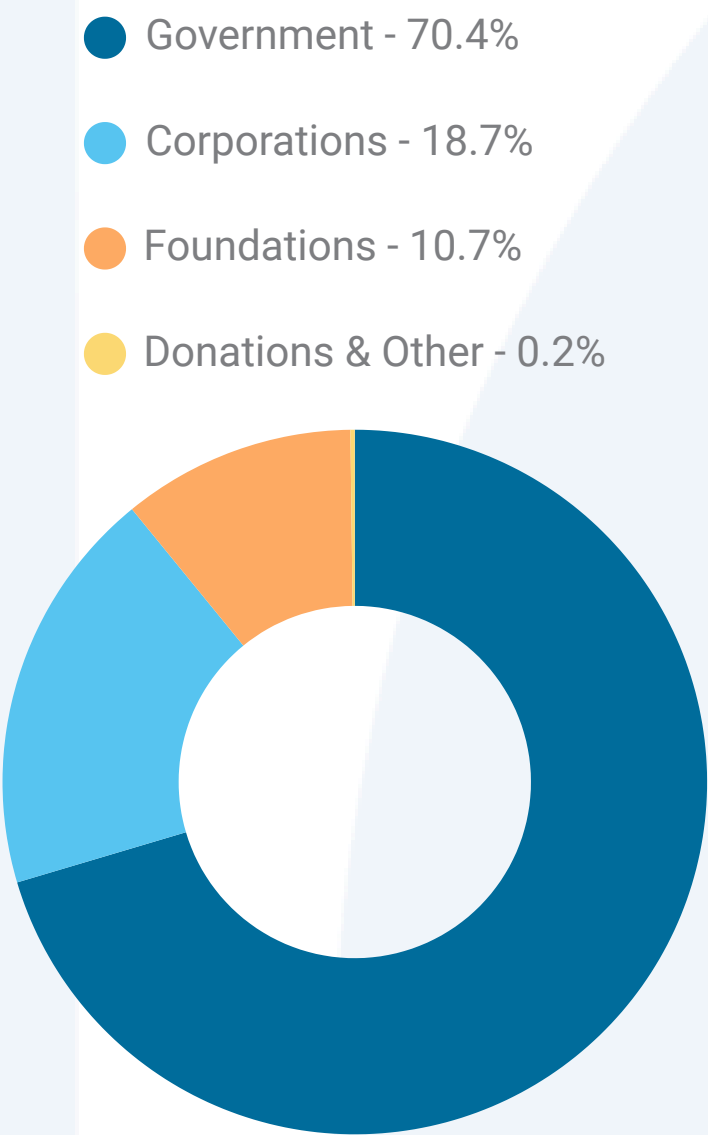
Allies



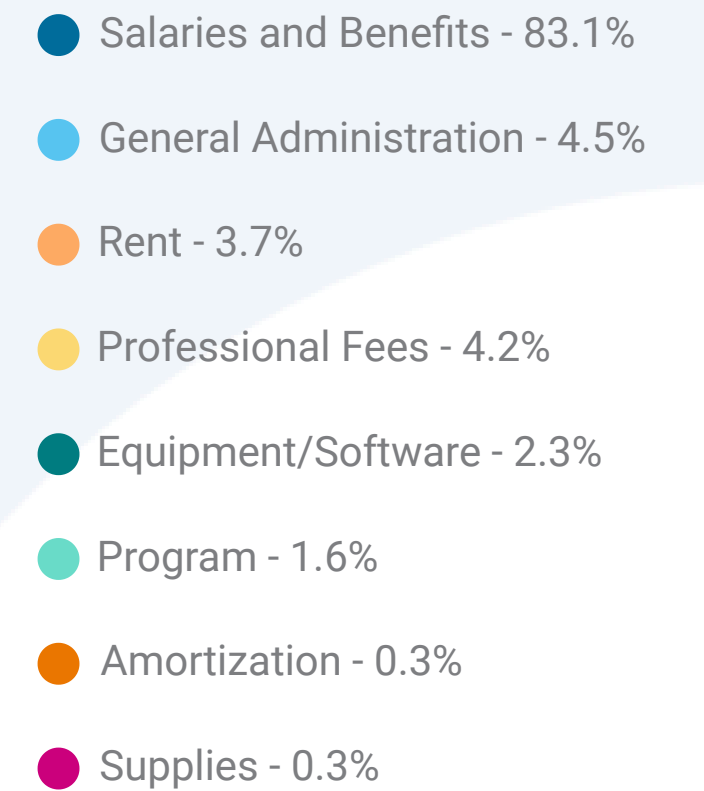


# Our Financial Health

Revenue:  
\$20,749,261



Expenses:  
\$20,737,701



# THANK YOU!

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

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**10**  
npowercanada  
10 years, 10,000 careers launched