

# YOUTH EMPLOYMENT SERVICES MANITOBA

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June 15, 2022

# ANNUAL REPORT



# FROM OUR EXECUTIVE DIRECTOR

What a difference a year makes! When we began this past program year at YES Manitoba, the youth unemployment rate was hovering around 15%. As we headed into the new year in April 2022, that number had dropped into single digits at 9.1%.

While the unemployment rate continues to move in a positive direction for youth across our province, we've been challenged this past year with a narrative that "young people just don't want to work!"

Do young people not want to work, or are they facing mental health challenges due to the isolation and fatigue that comes with two or more years of online learning? Do they not want to work, or, because entry-level job opportunities were scarce during the pandemic, they haven't had the opportunity to gain transferable work experience and they've become less competitive than their more experienced counterparts when applying for roles in their chosen field? Do they not want to work, or do they lack the support or knowledge needed to secure a social insurance number and build their first resume? Do they not want to work, or are they overwhelmed by uncertainty and new labour market trends?

At YES Manitoba, we're continuing to work to challenge those assumptions so that our organization and our communities can better support youth as they strive to secure meaningful work; young people like those whose success stories are highlighted in this year's annual report.

# FROM OUR EXECUTIVE DIRECTOR

The world of work is and will always be ever-evolving—and so are the barriers and challenges young people are up against as they prepare to enter or re-enter the workforce. As we head into the new year, our new look at YES Manitoba is an outward reflection of how our team and our programming is continuing to embrace that constant evolution. Just like our new branding, we're adapting to the new realities of the labour market, while ensuring youth feel like they have a resource and ally that wants them to succeed and a space where they can find answers to their questions and resolutions to their challenges pursuing employment or post-secondary education.

As we strive to open doors for Manitoba's youth—whether that's to a first job, a support service they may not be aware of, an education or training program, a pivot to a new field, or to a job that's a better fit—we're grateful for the immense support of our partners and funders that make our work possible.

With your continued support, we're eager to keep opening doors for Manitoba's youth!

Sincerely,

Kelsey Evans  
Executive Director

# LAND ACKNOWLEDGEMENT

The offices of Youth Employment Services Manitoba (YES Manitoba) occupy the stolen ancestral territory of the Anishinaabeg, Cree, Oji-Cree, Dakota, and Dene Peoples, and the homeland of the Red River Metis Nation. The land falls under Treaty 1, which was signed in 1871 and facilitated the theft of this land from several local Anishinaabe First Nations.

We respectfully acknowledge that we live, work, and learn on these lands. However, a land acknowledgement is only a small step in the right direction when moving towards learning the truth and committing to reconciliation. YES Manitoba is dedicated to expanding our knowledge related to the ongoing colonization taking place in Canada, and continuing to learn its impact on our participants and community.

# OUR TEAM

**Mariam Abdelmessiah**, Office Manager  
**George Abdou**, Social Work Practicum Student  
**Caitlin Ashmore**, Program Manager (Futures Forward)  
**Mark Bale**, Education Program Coordinator  
**Trisha Barairo**, Employment Facilitator  
**Jennifer Block**, Education Program Coordinator  
**Melissa Chambers**, Employment Facilitator  
**Chantelle Chernick**, Employment Facilitator (Futures Forward)  
**Kelsey Evans**, Executive Director  
**Alexander Ferrer**, Education Program Coordinator  
**Chelsey Finney**, Employment Facilitator  
**Evan Forest**, Outreach Coordinator (Futures Forward)  
**Jasmine Geling**, Employment Facilitator  
**Nathan Grammatico**, Resource Area Assistant  
**Laura-Lynne Hildebrand**, Tuition Waiver Coordinator (Futures Forward)  
**Hafiz Jatto**, Project Manager (Futures Forward)  
**Christina McKay**, Student Support Case Manager (Futures Forward)  
**Anotidaishe Muringani**, Employment Facilitator  
**Alexandra Neufeldt**, Communications & Special Projects Coordinator  
**Sam Olea**, Post-Secondary Education Advisor (Futures Forward)  
**Sam Pothier**, Youth Engagement Specialist  
**Sasha Prince**, Resource Area Assistant  
**Kyra Shaver**, Social Work Practicum Student  
**Mike Tarleton**, Employment Facilitator (Futures Forward)  
**Angelika Tria**, Resource Area Assistant  
**Victoria Verhoek**, Program Specialist

# OUR BOARD

**Rob Ferguson**, Chair  
**Selena Maharajh**, Vice Chair  
**Nicole Waldner**, Treasurer  
**Brittany Livingstone**  
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**Bonnie Chwartacki**  
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**Karleigh Philpott**  
**Maria Migliaccio**  
**Ty Kushnir**

## MISSION

Youth Employment Services Manitoba provides inclusive employment services for youth between 16 and 29. Our purpose is to prepare youth in realizing their potential to become self-sufficient.

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## VISION

To empower Manitoba's youth to secure meaningful employment and contribute to our province's growth and prosperity.

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## VALUES

- Collaboration
- Community-enabled self-sufficiency
- Support
- Respect
- Relevance in service

# THE MANY KINDS OF YES

## MANITOBA SUCCESS STORY

### R, 17

R was a referral from Kildonan Common. One of her supports there was a former student with YES Manitoba. R moved to Winnipeg from Ontario within the last year and is currently in care here in Manitoba. R first met with staff to develop her resume. She had never had a resume but had some really valuable work experience at a McDonalds back in Ontario. We helped her create a resume, discussed job searching techniques, assisted her with online applications, and encouraged her to tell her network that she was looking for work. We met with R four times. Through a family member, she secured an interview for a youth support worker position. She interviewed with them and was eventually notified that she was successfully hired. Last we talked, she was excited and ready to go to work!

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### G, 18

G was looking for a job that he would genuinely enjoy, preferably outdoors. Working together, G's employment facilitator found out that G liked travel and winter sports. G ended up getting hired at a ski resort and has been loving it.

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### A, 19

A is a returning client. She was hired by a grocery store last year but wasn't able to keep the job due to a change in bus schedules, which her employer refused to accommodate. She is starting at Red River College and met with YES Manitoba staff to get support with applying for scholarships and other funding. We did a lot of work on interview prep, cover letters, and job searching trying to find an accessible part-time retail opportunity. A was hired by a clothing store as a sales associate, which was a job she outlined as her top choice.

## F, 20

F came to YES Manitoba in mid-June 2021 with the goal of finding a full-time job. He already had several resumes started, so we worked on combining and simplifying his resumes to better highlight his skills and strengths. We also worked on cover letter writing and goal setting. One of his goals was contacting past employers and asking them to be good professional references; a goal he accomplished. After applying for a few jobs, he was offered some interviews. We went over interview preparation and practice questions, helping him better showcase his skills and experiences. By early August, he found a full-time job he liked at a hotel.

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## B, 21

B has been accessing YES Manitoba's service for job searching and application guidance for over three years. B and his employment facilitator would regularly meet to look up positions he would be interested in and qualified for, then apply. Through this time, B has gained several jobs. Prior to this period with B, his most recent job had come to an end in March 2020 due to the COVID-19 pandemic. We began searching again. One day, B's employment facilitator sent B a posting for a general labourer position located near his home. He applied and was offered an interview. In the past, B had extensively practiced interviewing with his employment facilitator, and felt confident going into his new interview. He was hired on the spot and started orientation the next day.



## N, 22

N was a referral from another agency within Winnipeg. He started working with YES Manitoba and noted a few barriers in his job search, including lack of experience and some anxiety surrounding interviews and onboarding. N accessed our supports for learning about interviews and creating a resume. He did not feel comfortable doing applications on his own so his employment facilitator assisted him with applications as well. It was noted that N may need a more supportive employment opportunity to get initially started. N's employment facilitator offered N a spot in our interviewing event with Maple Leaf. N interviewed with the HR reps with Maple Leaf and was offered a position. When he last touched base with his employment facilitator, he was completing training with them.

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## M, 23

M has accessed YES Manitoba's services for over four years. When she contacted her employment facilitator this year, she noted that she was attending adult education to complete her high school diploma and was seeking part-time work to support herself. M's goal is to obtain a post-secondary education in nursing. M has valuable work experience and has been assessed by our team as highly employable. Her employment facilitator assisted her in updating her resume and discussed job searching techniques. In the past, YES Manitoba also provided M with job application and interview prep support. M contacted YES Manitoba in mid-December to inform us that she had been hired as a cashier at a fast food restaurant. She said she was excited for this new opportunity and that she is continuing to work on her educational goals.

## M, 24

M was a new graduate who had struggled to find work due to the COVID-19 pandemic. With help from an employment facilitator, she found a one-year project manager term position that she was very excited about.

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## M, 25

M had been applying for jobs for weeks but was hired one week after we spent some time updating his resume.

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## V, 26

V has accessed YES Manitoba's services for a few years, and has a really extensive background working in the human resources and administrative industries. Due to the pandemic, V was having a harder time finding work in this field. V met with his employment facilitator regularly to update his resume, create cover letters and get job search help. V was interested in obtaining work in the administration field but was open to exploring new options. We tailored resumes to various sectors and broadened our search. In early September we hosted an interview event with a local retail company. This event offered our participants guaranteed interviews for a seasonal retail position. V participated and made it to the second round of interviews. He was eventually extended an offer of employment. However, V had also interviewed for an administrative position with a post-secondary institution. He was also offered a role with them, which he accepted. V is now gainfully employed yet again.

## K, 27

K's appointment was made by her parole officer as part of K's transition plan for coming out of a correctional centre. K was working as a nanny, resuming running a small business and going to programming at Elizabeth Fry twice a week. K worked closely with her employment facilitators, because she also had limitations on the kind of work she was allowed to take without having to get permission from her parole officer. She had four appointments with us, plus a YES Manitoba-facilitated hiring event with Shopify. K was hired as a customer service representative.

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## T, 28

T was laid off from her job in January 2021 and was receiving CERB when she moved to Winnipeg. T and her employment facilitator worked on her resume, taught her how to write a cover letter and reviewed many job postings. She started a program at Red River College and was hired as a part-time sales associate.

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## A, 29

A recently finished his masters in archival studies. He was interviewing for jobs across Canada and wanted to see if there was anything he could do to improve. He had gotten feedback from interviewers suggesting that he mention more practical strategies and be more specific. A's employment facilitator created some interview questions to target those suggestions and gave A feedback on how to better frame his answers. About two months after our only appointment, A was hired by an archives & records centre as a full-time archive specialist, earning \$38.50 per hour.

# 2021-2022 Program Highlights

**157**

EMPLOYED  
CLIENTS

**2,021**

APPOINTMENTS  
WITH CLIENTS

**100+**

EMPLOYER  
CONNECTIONS

**92**

CLIENTS  
ENROLLED IN  
FURTHER  
EDUCATION OR  
TRAINING

**308**

WORKSHOPS AND  
PRESENTATIONS

**1418**

UNIQUE YOUTH  
REACHED IN  
PRESENTATIONS &  
WORKSHOPS

**Since 2020-21, we've increased our outreach and client base.**

	<b>2021</b>	<b>2022</b>
New Clients	268	397
Total Presentations	116	308
Client Appointments	1494	2021
Positive Client Outcomes*	54%	63%
Community Members Reached	2006	3440

**12**

\*Defined as clients who were employed or enrolled in training/education

# 2020-2021 Education Highlights

In the 2020-2021 program year, the education program coordinator delivered 156 presentations, which is comparable to the previous year. In addition to the 156 workshops and presentations held in 2020-2021, the Education Program hosted 228 mock interview sessions with students.

This consistency was a major success give the context of the COVID-19 pandemic. Changing public health restrictions were a challenge to adapt to, but the program coordinator continued to build relationships with teachers and students and deliver valuable, informative presentations.

Through our presentations, workshop, and mock interviews, we had over 1,700 touch points with students in 26 different schools. This included 14 schools within Winnipeg, 11 rural schools, and two (2) post-secondary institutions. Just over 1,200 of these 1,700 touch points were unique participants.

In the context of the COVID-19 pandemic, the program coordinator developed tactics to adapt to their programming beyond the presentations and workshops that had worked so well in previous years. They developed web resources for the YES Manitoba website, including a podcast, provided virtual presentations and workshops, YouTube versions of the presentations, and hosted presentations and workshops at seven youth-serving community organizations, including Katimavik, Resource Assistance for Youth (RaY), and Eagle Urban Transition Centre.

# 2020-2021 Futures Forward Highlights

Futures Forward's funding year ends in August, so our reporting comes from August 2021.

**483**

NEW PARTICIPANTS

**119**

CARRY OVER PARTICIPANTS

**352**

EMPLOYMENT AND TRAINING PLANS DEVELOPED

**149**

PARTICIPANTS RECEIVED SERVICE NAVIGATION ASSISTANCE

**248**

STUDENTS USING THE TUITION WAIVER

**144**

PARTICIPANTS GAINED MEANINGFUL EMPLOYMENT

## Tuition Waiver Reporting

	<b>2021</b>	<b>2022</b>
New Applications Received	164	178
Students Completing The School Year	55	105
Students Who Graduated	13	27
AYA Students Moved To SEP Support*	42	43

**14**

\*Agreements with Youth Adults students moved to Skills and Employment Partnerships (SEP) supporting education

# Meet Our Clients

**47%**

of clients are  
Indigenous

**11%**

of clients  
identified  
themselves as  
disabled

**12%**

of clients are  
immigrants  
or refugees

**37%**

of clients were  
referred by  
friends or family

**24%**

of clients were  
referred through  
EIA/JOM\*

**52%**

of clients are  
women

**The average YES Manitoba client is hired after 4 appointments over 12 weeks.**

**At their new job, their wages are on average \$14.48 and they work on average 29.3 hours per week.**

\*Employment and Income Assistance/Jobs On Market

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**Thank you to our funders,  
who help us open doors  
for our clients.**

**The Government  
of Manitoba**



**Canada**

