

Lettre de la Présidente du conseil d'administration et du Directeur Général

2013 - 2014 a été une année de nombreux changements, des défis et des opportunités. Même si elle a été marquée par d'importantes compressions budgétaires, nous sommes heureux d'annoncer que nous avons pu augmenter notre financement de 14%, principalement dans le programme Accès aux Carrières pour Nouveaux Arrivants (CAN) et le Programme Fédéral de Stage pour les Nouveaux Arrivants (PFSNA) financés par Citoyenneté et Immigration Canada.

En Mars 2014, notre budget de fonctionnement pour le programme Ottawa Job Match Network (OJMN) a été réduit de 40%. Afin de minimiser l'impact immédiat sur notre niveau actuel de service aux clients, nous avons renégocié notre contrat de trois ans, nous permettant de reporter les compressions budgétaires à deux ans et trois ans. Cela nous a permis de réorganiser le modèle de prestation du programme OJMN afin de l'aligner sur les exigences de financement. Nous sommes ravis des résultats de cette réorganisation et nous avons déjà noté une augmentation du nombre de clients embauchés!

Les modifications apportées au processus de gestion des demandes d'immigration dans le cadre du système Entrée express continue à avoir un grand impact sur notre secteur. Un des changements majeurs dans le nouveau système est l'accent mis sur les services en ligne et avant l'arrivée. Nous avons répondu à ce besoin en mettant en œuvre un cours d'écriture en ligne pour les professionnels. Nous avons également établi un partenariat avec d'autres organismes à travers le pays pour élaborer une proposition des services en ligne et avant l'arrivée.

Nous allons continuer d'investir dans la technologie pour

mieux servir les immigrants qui arrivent au Canada. Une de nos principales initiatives pour l'année prochaine est la reconception de notre site Internet. Nous avons l'intention de développer un site Internet intuitif et réactif qui intègre des outils de médias sociaux dans le but de toucher un public plus large non seulement au Canada, mais aussi partout dans le monde.

En ce qui concerne notre structure de gouvernance, le conseil d'administration a eu plusieurs sessions de planification et de discussions pour réviser notre structure actuelle, notre mission et notre modèle de partenariat. Même si d'autres discussions sont nécessaires en ce qui concerne le modèle de partenariat, le conseil a approuvé la recommandation d'élargir la composition de 7 membres corporatifs à 12 membres du conseil, comprenant cinq membres individuels. L'expansion des membres permettra à l'organisme de recruter des experts sur des questions précises, cela en vue de faciliter la croissance.

En jetant un regard sur l'année écoulée, nous avons un immense sentiment de succès et nous sommes confiants que les priorités fixées pour la prochaine année renforceront notre capacité à répondre aux besoins d'emploi de nos clients. Comme toujours, nous tenons à remercier le conseil d'administration et les partenaires pour leurs conseils et soutien tout au long de l'année. Au personnel, nous exprimons notre gratitude pour le dévouement et determination à faire une différence dans la vie des nouveaux arrivants. À nos bailleurs de fonds, nous disons merci pour le soutien financier continu. Nous tenons également à exprimer notre sincère gratitude à nos partenaires, aux bénévoles, aux stagiaires, et aux donateurs pour le soutien et le dévouement.

Lucya Spencer,
Presidente du conseil d'administration

Mengistab Tsegaye, Directeur général

LETTER FROM THE PRESIDENT & EXECUTIVE DIRECTOR

2013 - 2014 was a year of many changes, challenges and opportunities. While it was marked with significant funding cuts, we are happy to report that we were able to increase our funding by 14% mainly in the Career Access for Newcomers (CAN) program and Federal Internship for Newcomers Program (FINP) funded by Citizenship and Immigration Canada.

In March 2014, our operating budget for the Ottawa Job Match Network (OJMN) program was reduced by 40%. In order to minimize the immediate impact on our current client service level, we re-negotiated our three-year contract, enabling us to defer the funding cuts to years two and three. This allowed us to revamp the OJMN delivery model to align with the funding requirements. We are excited with the results of the new model to date and have already seen an increase in the number of clients hired!

Changes to the immigrant application management process in the form of the Express Entry system continue to have a greater impact on our sector. One of the major changes in the new system is the emphasis on online and pre-arrival services. We have responded to this need by implementing an online writing course for professionals. We have also partnered with other agencies from across the country to develop a proposal for online and pre-arrival services.

We will continue to invest in technology to better serve the immigrants arriving to Canada. One of our major initiatives for the next year is the redesign of our website. We intend to develop an intuitive and responsive website that incorporates social media tools with the aim of reaching out to a larger audience not just in Canada, but also from around the world.

With regards to our governance structure, the board of directors had several planning session and discussions to review our current structure, mission and our partnership model. While the partnership model will require further discussions, the board approved a recommendation to expand the membership from the current 7 organizations to 12 members, including 5 individual members. The membership expansion will help the organization to recruit subject matter experts to facilitate growth.

As we reflect on the past year, we have an overwhelming sense of our achievements and are confident that the priorities we developed for the next year will further enhance our ability to meet the employment needs of our clients.

As always, we would like to thank the board of directors for their guidance and support throughout the year. To the staff, we express our gratitude for your dedication and determination to make a difference in the lives of newcomers. To our funders, we say thank you for your ongoing financial support. We would also like to extend our sincere appreciation for the support and commitment of our partners, volunteers/interns, donors and clients.

Lucya Spencer,
President of the Board

Mengistab Tsegaye, Executive Director

WORLD SKILLS

Connecting Immigrants to Employment

Mission

To support the integration of newcomers into the Canadian labour market through:

- Partnership
- Pre-employment Services
 - Employer Engagement

Vision

An inclusive Canada that values the skills and talents of new Canadians.

World Skills' 5 Core Values

PARTNERSHIP

Our history is based on partnership and continues to frame our work & identity.

RESPECT FOR DIVERSITY

We value the unique backgrounds, viewpoints, skills & talents of our clients, volunteers, staff & stakeholders.

EMPOWERMENT

We go beyond helping clients; we embrace capacity building & continuous learning.

SERVICE EXCELLENCE

We are committed to providing a high standard of service to our clients, employers, funders, & community partners

ACCOUNTABILITY & INTEGRITY

We believe everyone must take ownership of their actions & responsibilities



"Look at alternative ways to find a job...

and take action yourself"

f there is one thing about Michel Vermeire, he's a fast learner. On previous visits from Belgium, he had already picked up the different nuances of Canadian life. When he immigrated in July 2014, he was quite aware of how a newcomer-serving organization such as World Skills could be of help.

A mere five days after landing, he was knocking on World Skills' doors. "You have to work on finding a job from day one... not just on improving your language skills", he says. Michel was referred to the Job Search Workshop where he learnt the intricacies of a job search strategy. "First of all," he says, "ask yourself' Where would I like to work?' It is important to identify potential employers as part of your plan."

Michel also found the resume clinic very useful in identifying how a well-written resume can make you stand out from other people - a concept he says was new to him. He goes on to reason, "But if you are competing with 50, 100 or 150 other candidates, you have to be able to sell yourself effectively. 'Why should an employer hire me?' What can I offer?' are key questions to ask yourself".

At the beginning of August, he found a family-owned business online that matched his experience in sales and service. Where most newcomers are hesitant to pick up that phone and make a call, Michel decided to pay the company a visit. He firmly believes that this demonstrates a job seeker's passion and initiative. "Go and say hello to the company and doors will open", he advises.

And doors did open for Michel. The owner was impressed with his knowledge of business development and sales experience and offered him a position. Less than nine weeks after arriving in Canada, Michel had a job in his field! He attributes his success to the support he received at World Skills, which he was then able to translate into a job by taking positive action.

His faith in World Skills is evident when he states, "It is almost impossible for immigrants to find a job without the help from World Skills". He believes that "the government should continue to invest in such organisations so that the talent they are attracting to Canada can thrive in this great country."



"We will be with you thoughout this journey, and work with you until you find a job..."

Originally from India, but having lived and worked in Dubai for the past 8 years, Sathya Kolothungan had over 16 years of teaching experience to adults. But her vast experience did not include strategies for job hunting or interviewing, at least not the Canadian kind. "I was open to going to new places although I was fearful of starting over again; we decided to take the challenge and see what happens [sic]," she says.

At World Skills, she and her husband, also an accountant were referred to the Job Search Workshop where she learnt that "we have to sell ourselves – learn to talk about yourself".

At the Interview Roulette, she discovered how to face an interview confidently using the STAR technique, along with the nuances of dressing for an interview. She also enrolled in the InTac Accounting Bridge Training Program offered at the Ottawa Chinese Community and Service Center (OCCSC), a partner agency of World Skills.

But searching for a job as a teacher or an accountant, both highly regulated professions in Canada, can take its toll. So it was understandable

that she was more than willing to miss 'Sharing Success - It Worked for Me! Job Search Success Stories, an alumni event for newcomers where previous newcomers share their struggles and strategies. It was her husband who insisted that they go. Listening to newcomers speak of their challenges and successes was just the boost she needed!

Coincidentally, her first job was through the Ottawa Job Match Network (OJMN) program at World Skills, where she had to teach Tamil at Centre for Foreign Service. Ever since her first job, Sathya started learning the value of 'transferable skills'. She was also becoming adept at being 'politely persistent' while approaching potential employers.

As she is about to commence her fourth employment contract with the federal government, she is very thankful for the support and motivation she has received from World Skills. "It felt like a family; like going back to my parent's house - there was always a positive feeling which was encouraging to me", she describes of her relationship with World Skills.

empowerment





"I have witnessed first-hand the positive difference we make in people's lives!" - Dragana Mrdjenovic, Workplace Language Training Coordinator at World Skills

There are times when we feel life has come a full circle. I experienced many such moments when I first started volunteering with new immigrants. I was their first Canadian friend and a cultural translator. What is a BLT?; 'Yes, weather and hockey are important'; 'Maple syrup on eggs? Yum!' While having these great conversations with my new friends, I had an aha moment: "This is it!" I was doing something that deeply resonated with me on an entirely different level. This is the purpose of my life – helping newcomers settle in Canada.

As a newcomer myself – I moved to Canada in 1996 from Serbia and also having experienced life in South Korea for three years – I have a very good understanding of what it is like getting used to a new environment and taking on a responsibility of job search and integration. Also, my educational background in linguistics always interested me in learning about communication and how it affects our lives. I worked as a teacher, facilitator, employment counselor in different organizations, but I did not feel the same connection to my career until I started working with World Skills.

I started as a Job Search Workshop facilitator and employment counselor working at an organization off site. I remember every time I would go to World Skills for a meeting, I was always welcomed warmly and my colleagues were very encouraging and inclusive.

Soon after, I applied for a position with the Workplace Language Training (WLT) program that teaches communication skills for the workplace. At that point, I felt my job finally combined my two passions: language and helping newcomers.

Once at World Skills, I had the privilege to meet and work with some of the most amazing people this city has – those born here and those arriving from other parts of Canada and the world. My wonderful colleagues and I have strived to create an environment that has been described as friendly, professional and empowering.

Over the past six and half years, World Skills has gone from a small agency that helps newcomers to becoming a leader in the field, providing expertise to funders, employers and partner agencies. We have collaborated on and developed some of the best research tools and programs and we have seen more clients getting jobs sooner than ever before. Employers and clients alike have acknowledged our effort in many testimonials as they continue to collaborate with us.

Working at World Skills I feel empowered to bring forward new ideas, to make suggestions, and to engage in on and off-site projects. I am a proud ambassador of my organization and my program – Workplace Language Training - because I have witnessed first-hand the positive difference we make in people's lives!

accountability & integrity



"At World Skills, we treat each other with the highest degree of courtesy, dignity and equality."



"We believe in recognizing the talent which internationally trained individuals bring to Canada".

World Skills prides itself on developing strategic partnerships with employers. Business Development Canada (BDC) wanted to reach out to internationally trained individuals in Ottawa and was referred to our Ottawa Job Match Network (OJMN) program.

Ellen Austin, Human Resources Business Partner with BDC is thrilled about the new partnership. "We believe in building partnership with community based programs such as OJMN and getting our staff involved in recognizing the talent which internationally trained individuals bring to Canada. Increasing diversity in our workforce is a good business decision and it helps our business to grow as we also grow our clientele."

Their goal was to work with the OJMN to find one candidate for a 4 month paid internship opportunity. OJMN provided them with 17 potential candidates of which 5 reached the interview stage. Although BDC was searching for only one person to fill the internship opportunity, they were quite impressed with the candidates and ended up recruiting 2 interns. What is more impressive is that one of these candidates turned into a permanent full-time hire!

Edith Duarte, an internationally trained professional from Mexico, was selected as one of the interns through the BDC-World Skills recruitment initiative. At the end of her internship, she successfully secured a full-time permanent position with BDC.

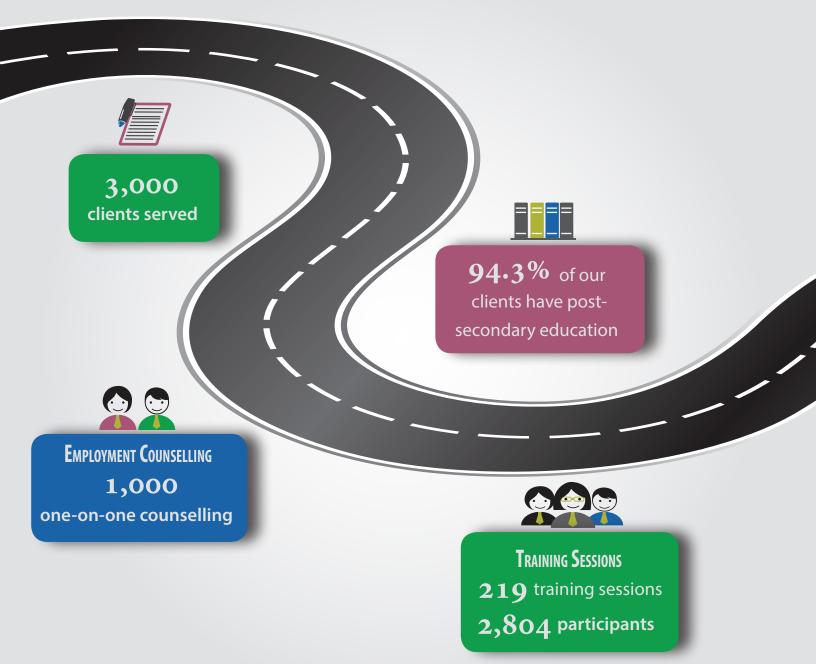
"My experience with Business Development Canada has been positive. BDC is an organization that has a very open and nurturing environment where everyone is committed to make you succeed as a new employee", she states.

About BDC:

Business Development Bank of Canada is a crown corporation which was established in 1944. BDC provides highly tailored services in financing, consulting services, venture capital and subordinate financing, with a focus on small and medium-sized enterprises (SMEs). It has 2, 000 dedicated and experienced employees helping over 28,000 clients small and medium-sized across Canada. BDC has received several awards for diversity including the Canada's Top 100 Employers (2007-2015), Best Employers for New Canadians (2008-2013), and Canada's Best Diversity Employers (2010-2014).

partnership







EMPLOYERS

80

employers engaged for hiring newcomers



VOLUNTEERS' CONTRIBUTION
46 volunteers
3,030 hours



CLIENT DEMOGRAPHICS 57% female

43% male



EMPLOYMENT OUTCOMES 636 clients hired



EMPLOYMENT RESOURCE CENTRE 4,658 visits

COMMUNITY LEADERSHIP NETWORK FOR FAMILIES PROJECT

The Community Leadership Network for Families Project (CLNFP) is a LASI Coalition Initiative managed by World Skills Inc. The project is funded by Crime Prevention Ottawa as one of several projects under the Ottawa Gang Strategy. It was developed in 2013 to increase understanding between the immigrant community and the criminal justice system, and to build relationships between immigrant service agencies and mainstream services.

We are happy to report that World Skills has successfully achieved the goals and objectives of the project. We have engaged a total of 371 individuals representing a wide variety of participants from settlement, community, and justice agencies, and immigrant communities from diverse backgrounds and language groups. A total of 36 individuals have participated in 3 or more project activities and 7 trained facilitators have delivered one or more community workshops in different languages.

SUMMARY OF ACTIVITIES

- 15 Steering Committee meetings
- 7 Planning Committee meetings
- 500+ connections through outreach and liaison activities
 - 4 community consultations
- "Youth Criminal Justice: What Parents Should Know" resource materials drafted (including workshop materials and an information booklet)
 - 15 workshops
 - 11 Information sessions
 - 9 site visits

INDEPENDENT AUDITOR'S REPORT

To the Members of: LASI World Skills Inc.

Report on the Financial Statements

We have audited the accompanying financial statements of LASI World Skills Inc., which comprise the statement of financial position as at June 30, 2014, and the statement of revenue and expenditures, changes in net assets and cash flows for the years 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 audits. We conducted our audits 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 misstatements.

An audit involves performing procedures to obtain audit evidence about the amount 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 in our audits is sufficient and appropriate to provide a basis for our audit opinion.

Opinion

In our opinion, these financial statements present fairly, in all material respects, the financial position of LASI World Skills Inc. as at June 30, 2014, and the results of its operations and its cash flows for the years then ended in accordance with Canadian accounting standards for not-for-profit organizations.

AUDITED FINANCIAL STATEMENT

	ASSETS 2014	2013	
CURRENT ASSETS			
Cash and equivalents	\$ 511,953	\$ 756,012	
Accounts receivable	16,363	26,521	
HST receivable	10,281	13,734	
Government funding receivables	132,925	15,474	
Prepaid expenses	14,442	14,448	
1	685,964	826,189	
PROPERTY AND EQUIPMENT	1,361	15,962	
TOTAL ASSETS	\$ 687,325	\$ 842,151	
LIABILITIES AND NET ASSETS			
CURRENT LIABILITIES			
Accounts payable and accrued liabilities	\$ 70,938	\$ 84,036	
Deferred revenue	61,766	208,441	
	132,704	292,477	
LONG-TERM LIABILITIES			
Deferred revenue re. to prop. & equipment	0	14,685	
NET ASSETS (LIABILITIES)			
Internally restricted for program development	92,500	92,500	
Internally restricted for infrastructure	92,500	92,500	
Invested in property and equipment	1,361	1,277	
Unrestricted	368,260	348,712	
	554,621	534,989	
TOTAL LIABILITIES AND NET ASSETS	\$ 687,325	\$ 842,151	

AUDITED FINANCIAL STATEMENT CONT'D

	2014	2013
REVENUES		
Citizenship & Immigration Canada (Job Search Workshop, English		
Language Training, and FIN)	\$ 1,194,407	\$ 1,123,681
Ontario Ministry of Citizenship & Immigration (Job Match)	569,678	655,605
United Way Projects	257,935	242,261
Catholic Immigration Centre (Career Transition for Internationally	55,027	63,412
Trained Doctors)		
Trillium Foundation Projects	0	60,266
City of Ottawa (Crime Prevention)	44,345	7,242
Fees for service	48,354	84,511
Other revenue	25,272	36,897
Amortization of deferred revenue related to property and equipment	14,684	26,365
	2,209,702	2,300,240
EXPENSES		
Citizenship & Immigration Canada (Job Search Workshop, English		
Language Training, and FIN)	1,194,399	1,123,681
Ontario Ministry of Citizenship & Immigration (Job Match)	569,678	655,605
United Way Projects	257,935	242,261
Catholic Immigration Centre (Career Transition for Internationally	55,027	63,412
Trained Doctors)	0	60,261
Trillium Foundation Projects	44,345	7,242
City of Ottawa (Crime Prevention)	52,690	52,715
Other expenses	15,996	27,462
Amortization		
	2,190,070	2,232,639
NET INCOME FOR THE YEAR	\$ 19,632	\$ 67,601

World Skills Board of Directors

Lucya Spencer, President

Executive Director,

Immigrant Women Services Ottawa

Mark Zarecki, Vice President

Executive Director,

Jewish Family Services

Fred Awada, Vice President

Executive Director,

Lebanese & Arab Social Service Agency

Leslie Emory, Vice President

Executive Director,

Ottawa Community Immigrant Services Organization

Carl Nicholson, Treasurer

Executive Director,

Catholic Centre for Immigrants

Sharon Kan, Secretary

Executive Director,

Ottawa Chinese Community Services Centre

Abdirazak Karod, Member

Executive Director,

Somali Centre for Family Services

WORLD SKILLS STAFF

Alison Collins, Director, Client Services
Alla Vlasenko FINP Job Match Specialist
Amer Khan Technology Consultant
Andreea Glavan Assistant, Client Services
Employer Outreach

Annavic Tapar Administrative Assistant, OJMN

Arjanit Balca Employment Counselor, Career Transitions

Atoosa Adnani Volunteer Services Coordinator

Bibiana Nalwiindi Seaborn JSW Facilitator, CCI Carmen Barbarasa Sector Specialist

Charles Tshimanga Employment Counselor/Facilitator, JSW (French)

Danielle McCann Job Match Specialist, OJMN

David Northcott Employment Counselor/Facilitator, CAN
Dragana Mrdjenovic Coordinator, Workplace Language Training

Erlinda Saculles Accountant

Fouzia Regoug Receptionist/Administrative Assistant

Gemma Follini Job Match Specialist, OJMN

Ghebre Isaac Bookkeeper

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Kate Oostrom Coordinator, Pre-Employment Services

Laili Yazdani Project Manager, CLNF

Ledianis Rivero-Sosa Employment Counsellor / Facilitator (on leave)

Magdalene Cooman-Maxwell Director, Employer Engagement

Mengistab Tsegaye Executive Director

Nassiba Khelifi Employment Counselor/Facilitator, JSW

Naziana Chummun Data Entry Reporting Assistant

Peggy Kelly Employment Counselor / ELT Teacher Soophia Ahmad Job Match Specialist, OJMN

Vikki Broesamle

Alternative Careers Coordinator

WORLD SKILLS STAFF (CONT'D)

Gisele Leduc Julie Oliveira Glynis Saylor-Stokes

Ahmed Nor Allison Griffith Seniuk Barbara Xiao Mercy Lawluvi Nassiba Khelifi Sheldon Taylor / Esther Schvan Nancy Mark

Cynthia Murray Yasmina El Arabi Zineb Rouigat Anchal Girotra Myrielle Lang ELT Teacher ELT Teacher ELT Teacher

JSW Facilitator, SCFS JSW Facilitator, OCISO JSW Facilitator, OCCSC JSW Facilitator, IWSO JSW Facilitator, LASSA JSW Facilitator, JFS Cross-Cultural Specialist

Receptionist /Office Administrative Assistant Intern Receptionist /Office Administrative Assistant Intern Receptionist /Office Administrative Assistant Intern Program Assistant Program Assistant

WE VALUE OUR PARTNERSHIPS

LASI Partners/Founding Members

Catholic Centre for Immigrants (CCI)
Conseil Economique &
Social d'Ottawa Carleton (CESOC)
Immigrant Women Services Ottawa (IWSO)
Jewish Family Services (JFS)
Lebanese and Arab Social Service
Agency (LASSA)
Ottawa Chinese Community
Service Centre (OCCSC)
Ottawa Community Immigrant
Services Organization (OCISO)
Somali Centre for Family Services (SCFS)

COMMUNITY PARTNERS

Algonquin College
Carleton University
City of Ottawa
Hire Immigrants Ottawa
La Cite Collegiale
Ottawa Chamber of Commerce
Ottawa Community Loan Fund
Ottawa Local Immigration Partnership
University of Ottawa
YMCA-YWCA of the National Capital Region

THANK YOU TO OUR FUNDERS



Citoyenneté et Immigration Canada













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