



EARN is a community initiative led by United Way Ottawa

EMPLOYMENT  
ACCESSIBILITY  
RESOURCE NETWORK

**EARN**

## MONTHLY E-NEWSLETTER

**September 2015**

### Highlights:

Welcome to the September edition of the EARN monthly E-Newsletter!

The purpose of the newsletter is to keep you informed about what EARN and it's members are working on plus what is happening in the province regarding disability and employment.

Your feedback on how we are doing is appreciated and valued. Send comments and suggestions to: [sforster@unitewayottawa.ca](mailto:sforster@unitewayottawa.ca).

### Initiatives & Events:



**Social Capital  
Partners**

For several years, Social Capital Partners (SCP) has been offering Community Employment Loans to small business owners who have the opportunity to lower their interest rate when they commit to employing workers typically marginalized within the labour market. SCP also works with local community partners (like **EARN**) to assist business owners in making and maintaining hires. A partnership with the Province of Ontario has allowed for the expansion of this pilot to include traditional financial institutions within 3 Ontario communities. Ottawa is currently being considered as a pilot location. The Ontario government has already committed \$4 million to this pilot, covering all operational, marketing, and rebate costs.

On September 8<sup>th</sup>, EARN convened Small Business and Commercial representatives from TD Bank, CIBC, & Alterna Savings to meet with the VP and the Project Manager from SCP to discuss a potential pilot in the Ottawa market. Stay tuned for more details as they unfold!



On Tuesday, Sept 8<sup>th</sup> Susan presented to 15 Literacy and Basic Skills (LBS) staff with the Ottawa Carleton District School Board as part of a Professional Development event, which provided an opportunity to inform LBS instructors about EARN benefits for job seekers with disabilities & to promote the upcoming Career Fair to job seekers. Other external panel members were March of Dimes, YMCA & Labour Market Ottawa. Many thanks to OCDSB for inviting us and to Carol McMurchy for taking pictures.

On Wednesday, Sept 9<sup>th</sup> Susan made a presentation to the Ottawa Business Improvement Area (BIA) Council to 15 Executive Directors of local BIAs; these organizations are supported by the City of Ottawa. The presentation focused on giving an introduction to EARN, outlining benefits to employers, and promoting the upcoming Career Fair. A link to the Career Fair invitation was sent out the following day and distributed to BIA Council members. A great opportunity to network with more local employers!

On Tuesday Sept 29<sup>th</sup>, Susan gave a presentation at Pinecrest Queensway Community Health Centre to an audience of 17 job developer/employer liaison front line PQCHC staff and local service providers. An overview of EARN was given with a focus on how we work together to access more employers for EARN clients. Carol Ann Cameron from March of Dimes shared a link for job seekers to register for the Career Fair. And it was great to see EARN members, March of Dimes, Causeway Work Centre and St. Lawrence College Employment Services represented at the meeting too.

## Upcoming Activities in October:

- ➔ The Career Fair: As of publication release date the following **38!!** employers will be attending the October 2<sup>nd</sup> Career Fair: BMO, Algonquin College, Canadian Security Intelligence Service (CSIS), In-Tac Accounting and Taxation, Performance Plus Rehabilitative Care Inc., Home Depot, TD Bank, Enterprise Holdings, City of Ottawa, Hydro Ottawa, Ontario Public Service, Retire-At-Home Services, RBC, Canada Home and Mortgage Corp., Canada Revenue Agency, United Way Ottawa, HCM Works,

National Research Council, Gem Healthcare, Bank of Canada, University of Ottawa, Agriculture Canada, Rockwell Collins, Accenture, Health Canada, Carleton University, Statistics Canada, CIBC, and St. Lawrence College Employment Services representing Curtiss Wright Defense, Econolodge Downtown, Kelsey's Group of Restaurants, KRSS Services, Le Cordon Bleu, Betty Brite Dry Cleaning and Laundry, Foreign Affairs, Trade and Development Canada, Public Service Commission and at the EARN booth – International Development Research Centre and Causeway Work Centre.

- ➔ Registration for employers is now closed.
- ➔ However, we continue to register job seekers for the Career Fair, and as of publication date we have 160+ people registered, and we expect more to register in person.
- ➔ We are very proud and excited about the high representation of employers – we will update you on how it all goes!



### **REMEMBER THE CHOCOLATE CHALLENGE!**

In our efforts to grow our employer partners, if you refer an employer to Susan, (one that you have had contact with), she will send you a chocolate bar!

Now who can resist that?!?

Contact Susan at: [sforster@unitedwayottawa.ca](mailto:sforster@unitedwayottawa.ca)

## Success Stories: Our success story this month is the EARN initiative itself.



*Career Fair 2014*

### Outreach Works!

Through outreach and the proactive support of our partners **17** new employers will attend the Career Fair! Many thanks to Namakau Akatama-Sauvé of St. Lawrence College Employment Services- she'll represent 6 new contacts. We advertised with the Ottawa Business Journal and that led to Desjardins Financial Security Independent Network joining the BLN. We'd also like to thank new member Brian Marshall (Specialisterne) who brought CIBC, and Andrea Barton (Algonquin College); her efforts led to Carleton University Human Resources having a booth.

Face-to-face meetings and email communication continue as effective methods of outreach. Social media has played a key role, we'll keep posting on Facebook, LinkedIn, and we are tweeting too! Another factor that makes outreach successful is that our materials are now available in both official languages. Last (but definitely not least) we want to thank our longstanding partners and new members for their great support; **18** of you have also booked booths at our 2015 Career Fair. One best practice that we are proud to debut this year is the pre-conference preparation offered both to employers and job seekers. All job seekers receive a tips sheet with resume and networking best practices, and a list of employers attending. Employers have had the opportunity to attend a conference call - we had over a 99% participation rate! The calls provided an opportunity to go over how to communicate effectively with job seekers with disabilities and outline key messages to deliver (i.e. it's more than applying online). Re-cap information was sent out after the calls. We believe the conversations that took place during these calls will give us a great basis from which to move forward to finalize more new employers to join EARN.

## Susan's Updates:

- We have 117 entries now in the 2015 Outreach Tracker. Once we take stock of new contacts made as a result of Career Fair outreach, this number will increase! We'll have more metrics to come in our next newsletter.

## Welcome New Members:

- Business Leadership Network: Desjardins Security Financial Independent Network  
[www.dfsin.ca](http://www.dfsin.ca)
- Business Leadership Network: Rockwell Collins  
[https://www.rockwellcollins.com/Worldwide/North\\_America/Canada.aspx](https://www.rockwellcollins.com/Worldwide/North_America/Canada.aspx)
- Remember the CHOCOLATE CHALLENGE!!

## Upcoming Events:

- ➡ Friday Oct 2<sup>nd</sup> - Career Fair 2015
- ➡ Proposed: Nov 4<sup>th</sup> or 6<sup>th</sup> event for jobseekers - Exploring Entrepreneurship
- ➡ Tuesday Nov 24<sup>th</sup> Speed Interviewing session
- ➡ Thursday Nov 26<sup>th</sup> – EARN Member Appreciation Night from 7pm - 9pm

## In the News:

- The CBC's radio program "All in a Day" recently profiled Jordan and her service dog, Corben. Jordan speaks eloquently about how Corben helps her to manage anxiety and PTSD symptoms. Jordan is also working to raise awareness about the value of service dogs through a social media campaign called #servicedogsCAN. To listen to the interview: <http://www.cbc.ca/allinaday/2015/09/15/service-dogs-can-say-corben-and-jordan/>
- "Today, an increasing number of businesses across Ontario, particularly small- and medium-sized firms, report having difficulty filling job vacancies. While a disappointing 70 per cent of Canadian small business owners say they have never hired a person with a disability, 75 per cent of Ontario small- and medium-sized enterprises who have employees with disabilities report that they meet or exceed their expectations." This observation comes from the initial report of the Partnership Council on Employment



Opportunities for People with Disabilities. The Council provides strategic advice to the Ontario Minister of Economic Development, Employment and Infrastructure. To read more: <https://www.ontario.ca/page/partnership-council-employment-opportunities-people-disabilities-initial-report>

## Upcoming Meetings:

### Steering Committee

- Thursday October 1<sup>st</sup> from 9:00am – 10:30am

### Joint Working Group

- Tuesday October 13<sup>th</sup> from 9:00am – 11:00am



*Susan, Martin and Kelly wish you all a  
healthy and happy Thanksgiving.  
Enjoy!*

## United Way / EARN contacts:

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