



Annual Report

April 1, 2019 – March 31, 2020



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PRESIDENT'S REPORT

Collective Interchange

2019/2020 proved to be another exciting year for our innovative non-profit co-operative!

We were very busy delivering a number of substantive projects this part year that involved extensive collaboration with partners. Together we undertook action research to benefit immigrant women in business, piloted a new assessment tool with career practitioner training that will improve career services and provided challenging opportunities for youth to develop and apply their skills. All projects focused on helping strengthen existing services while creating new opportunities for services and program participants to get involved in our community.

The strategic benefit our co-op is that we offer the community a non-competitive, supportive organization that works for the benefit of the entire community, not to sustain our own organization. We do not aim to deliver ongoing services to our community. Instead, we identify needs, collaborate with willing partners and then use projects to help solve issues faced the community organizations and/or our residents.

I am very proud of our team who appreciates the value of working co-operatively, lead and model partnership practices that continually aim for “the win” for all stakeholders in our community.

I anticipate that this upcoming year will teach us more about building a stronger, collaborative community. Looking forward to new adventures!

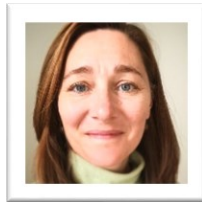


Linda Hickey,
Co-founder and Chairperson

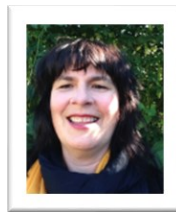
OUR BOARD



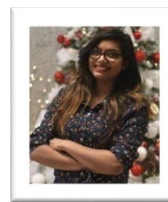
Linda Hickey



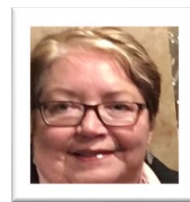
Elayne Greeley



Valerie Carruthers



Sophia Solomon



Fern Mitchelmore

OPERATIONAL REPORT

This year we embarked on a groundbreaking provincial project while laying the groundwork for tackling a couple of significant national projects. Like our previous projects, we choose and design them carefully after identifying gaps or issues that many stakeholders say don't work well in community.

As we ended our year, our provincial project titled EVIDENCE FOR COMMUNITY EMPLOYMENT SERVICES: A COLLABORATIVE REGIONAL APPROACH delivered in partnership with the Canadian Career Development Foundation and Goss Gilroy Inc. was full steam ahead while we were gearing up for two national projects.

So, energy in early 2019 focused on scaling up our operation, including communication with key partners that included the Women's Economic Council (WEC), a national organization with charitable status, and the Multicultural Women's Organization of Newfoundland and Labrador (MWONL), a provincial nonprofit.



The flexibility of our co-operative, our collective and supportive working culture and our recognized connections in community facilitated a quick start-up.

Who knew that this women's non-profit organization that we created together would open up such great opportunities to do good and make impact in ways that we never quite imagined!

EVIDENCE FOR COMMUNITY EMPLOYMENT SERVICES: A COLLABORATIVE REGIONAL APPROACH

This 3-year community-based research project is a collaboration across 6 community agencies in Avalon region, some provincial in scope. and engages approximately 25 Career Development Practitioners who are research partners. The project has two goals:

- 1) To create the necessary systems to support evidence-based employment services and engender a culture of evaluation and accountability in which both policy and practice are actively informed and strengthened by data; and
- 2) To build the confidence and capacity of the sector to be innovative in its development of services, strategic in its delivery and impactful with respect to priority client outcomes.

Moving into 2019 marked the beginning of Phase 2 which was focused on moving into implementing the PRIME approach and software tool. Performance Recording Instrument for Meaningful Evaluation (PRIME) is more than an elegant software collection system to measure the journey to employment, it is an evidence-based approach that is founded on the relationship between the individual seeking service and their Career Development Practitioner (CDP). CDP's were trained and encouraged to use the PRIME approach and software with every client. They gathered initial employability assessment data at intake, updating assessments as individuals progressed through services and completing a full final assessment at exit.



This marks the first time that outcomes data would be collected in Newfoundland employment services. Since 2007, only outcomes data following the completion of services was collected. Across these community agencies data was collected to tell the full journey from entry to exit.

EVIDENCE FOR COMMUNITY EMPLOYMENT SERVICES: A COLLABORATIVE REGIONAL APPROACH

At the practitioner and individual level, PRIME provides immediate feedback on the persons progress as well as feedback to the CDP about what is and is not resulting progress.

Follow-up training and support sessions took place with CDP's that allowed the group to highlight and focused on sharing tips and strategies. We found that this collaborative learning reinforcing key training points on the employability assessment and service delivery process.

An unintended outcome from this project as the enhancement of PRIME. The feedback from CSP's provided specific feedback on their experience using the approach and tool. As a result, CCDF created PRIME 2.0. This version was launched in June 2019 and the research partners shifted from 1.0 to 2.0 and saw the direct result of their frontline expertise.



Goss Gilroy Inc.



ccdf

Canadian
Career Development
Foundation



Community
Employment
Collaboration

HER OWN BOSS! *Bridging Settlement and Economic Security through Self-employment*

This action research project was conceived with the Women's Economic Council (WEC) in response to research across the country that revealed that many newcomer women were not aware of existing services in their community delivering self-employment services and if aware, were not engaging in these free government services.



Women + Challenge = Collective Interchange's Passion!

Service providers were not happy about this situation and once they realized that our project was focused on connecting under-represented women with their organizations, they started to meet with the project and collaborate on ways to best serve the needs of newcomer women who wanted to explore micro business, home-based business and other types of businesses, including co-operatives, as possible options for their future in Canada.

Our project wanted to engage newcomers right at the start, so we engaged immigrant women and men from different ethnic communities who spoke different languages as part of our promotional team to get the word out!



Before we knew it, we had 20 women involved in our project, as participants and volunteers, sometimes both. The project offered a laptop borrower's program which supported the digital literacy essential skills component of the project, interpretation and translation services and transportation support. What started to emerge was a strong women's network with each member contributing their experience, ideas, encouragement and collaboration so that each could explore this work option in Canada.

As March started, Co-vid hit our province and our project had to quickly transition to online meetings and putting more emphasis on supporting the emotional wellbeing of those feeling isolated or overwhelmed by children and sometimes partners at home, now displaced from school and work.

During this time, we discovered that many of the services that we were expecting to connect with during this time were no longer in the office, without forwarding contact information from home.

HER OWN BOSS! *Bridging Settlement and Economic Security through Self-employment*

We were thankful for how technology allowed us to continue with weekly sessions using Zoom, Whatsapp, Slack, Messenger etc.

On behalf of Collective Interchange and the Women's Economic Council, we would like to recognize every service provider who connected with our project and collaborated on future plans to respond to the varied needs of our immigrant women's group. The logos of services below not only create a colourful Annual Report, but they also reflect the richness of our community.



ADVANCING GENDER EQUALITY BY BUILDING CAPACITY:

Our Co-operative is helping two organizations build their organizational capacity over the next three years: the Women's Economic Council (WEC/CEF) and the Multicultural Women's Organization of Newfoundland and Labrador (MWONL). Collective Interchange is the delivery partner for the WEC/CEF project while we are indirectly supporting the MWONL as one of our directors takes on the management of this project.

Both projects will focus on similar capacity building areas which include strategic planning, board governance, succession planning, HR Management, partnership development, Financial Health and GBA+. Both organizations have goals to expand operations geographically, so these projects will no doubt be very exciting.

At the time of this report, one project was just gearing up getting their project staffing, evaluators and other resources in place. The other one was well underway. There was great excitement in the air despite the difficult co-vid situation that was hitting our province and the other provinces in which WEC/CEF operates!

Collective Interchange feels extremely privileged to be part of the journey of these projects. It is not often that non-profit organizations receive multi-year funding to strengthen their organizations. We actually can't remember a time when we've seen government funders invest in women's organizations this way. The thing we like about the design of these projects is that these organizations have great opportunities to share their capacity building activities and resources with others in the community. Collective Interchange is happy to be part of spreading this community love!



SUMMER INTERNS & VOLUNTEERS



Cara Valerie Katelin Michelle

Collective Interchange hosted three fantastic summer students during the year: Cara Howell, Communications Major at Memorial University, Katelin King, MUN Bachelor of Science graduate and Michelle Grandchamp, Public Relations graduate from Collège La Cité with a Bachelors of English from Carleton University.

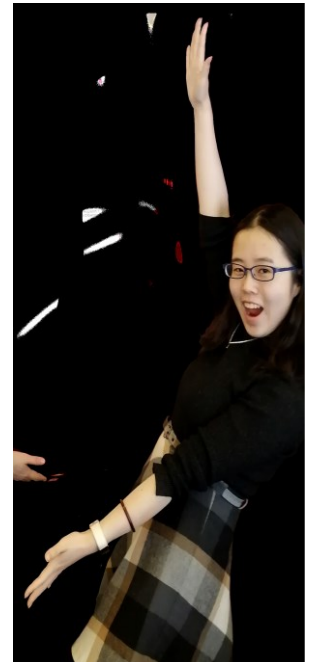
The great thing about this youth collective was that while Collective Interchange hosted them, Michelle Grandchamp was actually working for our WEC partner, creating a branding guide and taking care of that organization's social media, which has a national audience.

Throughout the summer, we were delighted on how this creative team pooled their talents to help one another on their assigned projects. They were a huge support, and we want to recognize their contributions: new digital promotion and engagement tools for our anticipated new projects, an updated Wordpress website and even taking time to support our partner MWONL with some of its digital needs.

As we moved into the fall, we were delighted that Michelle was hired by WEC's new Official Languages Officer and our working relationship continued throughout the year. We are also very happy to report that Katelin accepted a new position with First Light and Cara continued on as a volunteer while attending university.

In addition, youth volunteers joined the Her Own Boss! project and supported the delivery of digital literacy, online sessions and language interpretation and translation while being strong encouragers and supporters of project participants. We were told that these opportunities helped strengthen their resumes and provided them with new Canadian references, great benefits when looking for employment or other volunteer opportunities down the road.

LADIES YOU ROCK!



Zheng Li

OUR ACHIEVEMENTS THIS YEAR



- ★ Established and strengthened strong partnerships with two national organizations who work across Canada and expressed interest in future collaboration
- ★ Developed and piloted Prime 2.0 career and employment tool that can be adopted and used by career practitioners across Canada
- ★ Engaged newcomer and other immigrant women in the promotion, design and leadership activities of the Her Own Boss! project
- ★ Assisted a number of smaller nonprofits to strengthen their IT capacity, including the transition of public services to online delivery
- ★ Connected at least 20 newcomer women who were not attached to existing services in the metro St. John's community to at least 15 new services that helped support their holistic needs as they explored self-employment
- ★ Helped St. John's demonstrate it can be a welcoming community to newcomers, especially immigrant women
- ★ Engaged youth, including indigenous and newcomer women from Memorial University in paid and volunteer opportunities that supported both their academic and our community economic development goals
- ★ Integrated bookkeeping and accounting services to our co-op's offerings to community
- ★ Diversified our board of directors to include immigrant representation

COLLECTIVE INTERCHANGE MARCH 31 FINANCIAL REPORTS

Comparative numbers for our last two years

REVENUE	2019	2020
Project Funding	124,975	90,378
Grants	5,551	7,145
Admin and Accounting Services	-	22,996
Miscellaneous	500	695
TOTAL	131,036	121,214
EXPENSES	2019	2020
Wages	5,551	6,055
Employer Wage Subsidies	10,999	-
Accounting Expenses	-	2,750
Administration Expenses	-	7,833
Professional Fees	107,073	87,278
Meeting Expenses	300	115
Travel	3,353	-
Insurance	1,405	1,132
Equipment/Software	1,025	644
Bank Fees	22	60
Miscellaneous	522	150
TOTAL	130,250	106,017
REVENUE OVER EXPENSES	786	15,197