

COLLECTIVE  
INTERCHANGE

*Annual  
Report*

April 1, 2020 – March 31, 2021



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## PRESIDENT'S REPORT

2020/2021 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.

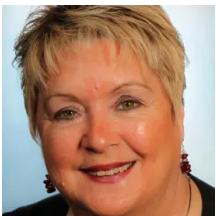
The strategic benefit our co-op is that we offer the community a non-competitive, supportive organization that works for the benefit of the entire community, not to sustain our own organization. We do not aim to deliver ongoing services to our community. Instead, we identify needs, collaborate with willing 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

**Elayne Greeley**



**Linda Hickey**



**Valerie Carruthers**

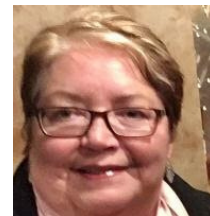


**Sophia Solomon**



**Fern Mitchelmore**

**Amparo Montoya**



## OPERATIONAL REPORT

This year we embarked on a capacity building project for our non-profit co-op funded by The Cooperators, a huge investor in the co-op sector. This project was and continues to be focused on increasing our organization's visibility. Up until this time, we have not promoted the work we have done but the time has come to stand tall and proud sharing the impact we have made in the city of St. John's and beyond through our national partnerships. This project will also focus on membership engagement, particularly targeting diverse women who generally excluded from board positions or from leadership roles in operations.

As 2021 approached, we continued to work with key partners that included the Women's Economic Council (WEC), a national organization with charitable status, the Multicultural Women's Organization of Newfoundland and Labrador (MWONL), a provincial nonprofit and RDÉE TNL, a francophone partner also interested in how the co-operative sector can support francophone newcomers and other immigrants.

As we ended our year, our provincial project titled "Evidence for Community Employment Services: A Collaborative Regional Approach" funded by the Workforce Innovation Centre and delivered in partnership with the Canadian Career Development Foundation and Goss Gilroy Inc. finished with promising hopes that the PRIME 2.0 Career and Employment Tool further developed by this project would be not only be adopted province-wide by provincial government-funded agencies but elsewhere in Canada and other countries. This project had a tremendous impact on career practitioners in the province and we have truly helped resource this profession with wonderful training and resources.

The flexibility of our co-operative, our collective and supportive working culture and our recognized connections in community and our dedicated board and staff have all worked with such dedication and passion to make this province a stronger and more inclusive place to live and work.

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 was a collaboration across 6 community agencies in Avalon region, some provincial in scope, and engaged approximately 25 Career Development Practitioners who are research partners. This project directly supported our partner, Canadian Career Development Foundation, to further develop PRIME and this version 2.0 was created using feedback from career development practitioners located in St. John's, NL. PRIME 2.0 provided a more meaningful and elegant software collection system to measure the journey to employment. As the year progressed, Career Development Practitioners were trained and encouraged to use the PRIME approach and the rest is history.

Organizations participating in this pilot project embraced this new way of working and our co-op now needed to place the evidence in government's hands to determine if these new resources would become the new way forward for career and employment services in our province.



This project was ground-breaking. Our analysis of 10 years of career and employment data previously collected by services in our province was the first time it was ever completed, and it confirmed that our current data collection model was not producing evidence or telling a story of how our province's significant investment in career and employment services for unemployed residents made a real difference.



Goss Gilroy Inc.



NL WORKFORCE  
**INNOVATION**  
CENTRE



ccdf | fcdc

Canadian  
Career Development  
Foundation | Fondation canadienne  
pour le développement  
de carrière

## 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!

Our project engaged 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!

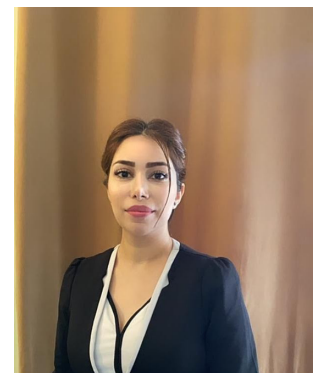


We had 50 women involved in our project, as participants and volunteers, sometimes both. The project offered a laptop borrower's program which supported the digital literacy essential skills component of the project, interpretation and translation services and transportation support. What emerged was 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.

Throughout the project, newcomer women were connected to 20 non-profit and government services in the province of NL, including the City of St. John's to learn about the federal, provincial, and municipal business regulatory environment, business planning and business start-up among other things.

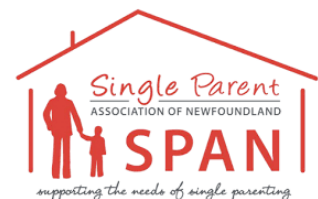
As our research and work with newcomer women started to come to an end by March 31, 2021, turning our attention to writing the NL section of the research report and working with Ruth Lawrence, Blue Pinion, to produce a short video of newcomer women's self-employment journeys, which included women in St. John's, NL, Ottawa, ON and Vancouver, BC.

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.



**Roxana Fazli**  
Researcher

We recognize some of the services and employer mentors in our our community



## **ADVANCING GENDER EQUALITY BY BUILDING CAPACITY:**

Our Co-operative is helping two organizations build their organizational capacity over the next two 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.

Collective Interchange feels extremely privileged to be part of the journey of these organizations. 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!



## INTERNS & VOLUNTEERS



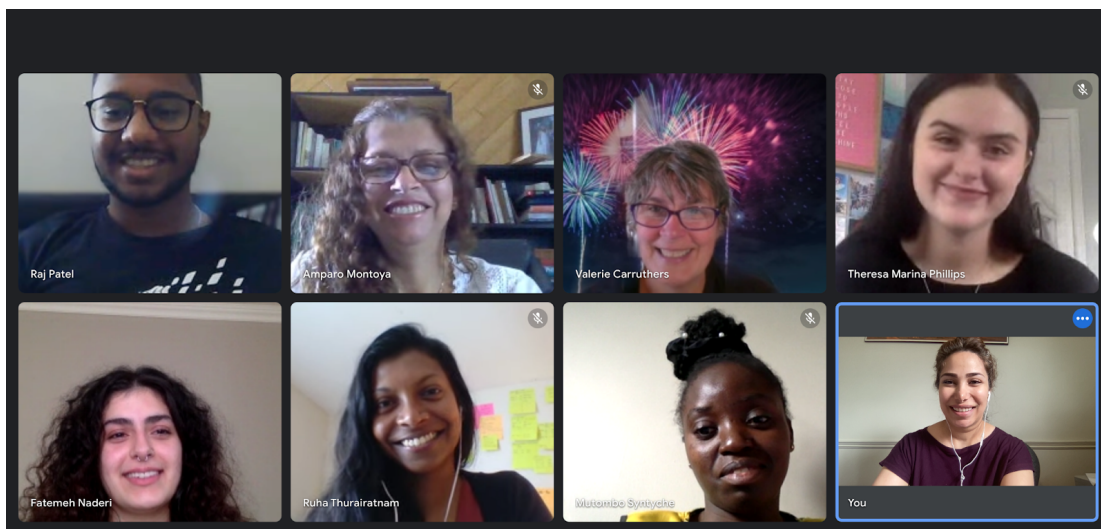
Collective Interchange hosted two fantastic summer interns during the year - Syntyche Mutombo and Theresa (Tess). We also had the support of up to seven volunteers from NL and other provinces.

Thank you Fatemeh (Asal), Ruha, and Raj for giving so generously of your time and expertise.

The great thing about this youth collective was that they were from different academic disciplines, cultural backgrounds and life experiences. It was so much fun!

Image: Syntyche Mutombo and Linda Hickey

## *Who Said Remote Work Was boring?*



*You All Rock!*

We would like to thank Roxana Fazli, project manager, for engaging, mentoring and supporting these wonderful youth throughout the year. Together they managed our social media and were diligent at ensuring that the things our co-op are concerned with were raised in the media through creative designs and posts throughout the year.

We would also like to acknowledge the support of Riipen, who not only facilitated volunteer connections for our organization but also helped cover some of the wages for paid internships.



## 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 50 newcomer women who were not attached to existing services in the metro St. John's community to at least 20 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 and other universities across Canada 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
- Increased our co-op's visibility and work in the province and in other provinces

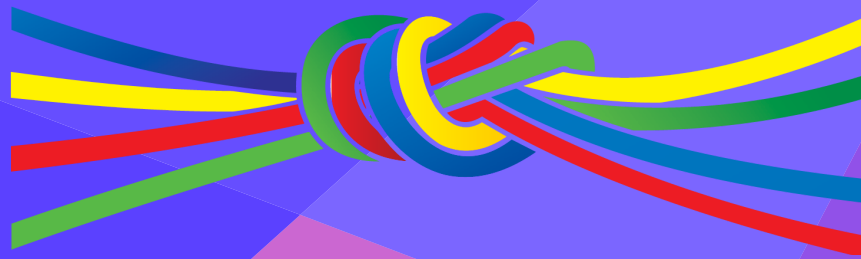
## COLLECTIVE INTERCHANGE MARCH 31 FINANCIAL REPORTS

### Revenue

4010 - Processing fees	1,089.62	
4060 - WIC Project	116,336.63	
4275 - Administration and Accounting fees	84,448.00	
4500 - Miscellaneous Income	131.31	
	<b>Total revenue</b>	<b>\$202,005.56</b>

### Expenses

		<b>\$202,005.56</b>
5225 - WIC Project Contractor Professional fees - CCDS	66,800.00	
5230 - WIC Contractor Professional Fees - Goss Gilroy	8,970.00	
5235 - WIC Administration Fee	42,093.66	
5300 - Accounting and Administration Fees	9,000.00	
5350 - Software Fees	310.5	
5440 - WorkplaceNL Expense	235.76	
6200 - Bank Fees and Interest	51.5	
6700 - Insurance	1,278.10	
7550 - Licenses and Fees	190.46	
	<b>Total Expenses</b>	<b>\$128,929.98</b>
	<b>NET PROFIT / LOSS</b>	<b>\$73,075.58</b>



# COLLECTIVE INTERCHANGE