



Annual Report

2021-2022



MESSAGE FROM THE CEO & CHAIR

In a year defined by unexpected and perpetual challenges, we are honoured to share Spark's story of continued growth and ability to overcome in an uncertain and chaotic world.

It is through flexibility, embracing change and the remarkable commitment of a resilient workforce that we were able to help our clients overcome adversity and guide them through their journey towards meaningful employment. Nearing what is hoped to be the final phase of the coronavirus pandemic, our team has developed new ways to support our clients and are looking to further innovate and collaborate with partners to continue to support labour market success within our community.

Spark continues to have a significant impact on thousands of lives within our community through our newly adopted motivational approach, many diversified programs, and empowering our clients to create a life that supports meaningful employment. Our focus has, and continues to be, on connecting our vulnerable community to meaningful employment and education services. This year, Spark served over 1000 jobseekers with a 90% customer satisfaction rating.

This year, we are also proudly sharing our newly refreshed three-year strategic plan looking forward to 2022 through 2025. The Board of Directors, with the help of staff, clients and community partners, has made key strategic decisions for 2022-2025 with a re-vitalized three-pillar focus. With this plan, we will continue our service to the community and drive even more success for residents, businesses and organizations.

The strategic plan and its goals are at the core of Spark's approach to service delivery and organizational culture. An ongoing focus and commitment to the mission, vision and values of Spark, and the goals of the strategic plan will ensure a high level of client centered service where individuals are gaining purposeful employment, which in turn fosters a healthy, safe and prosperous community.



Chantal Makela
CEO



Jim Burke
CHAIR



ABOUT SPARK EMPLOYMENT SERVICES

Our Story

As a leading Employment Ontario service provider, Spark Employment Services (formerly Sudbury Vocational Resource Centre) bridges the gap between employers and job seekers by delivering exceptional and innovative education and employment solutions. Established in 1986, Spark has been proudly connecting our community with meaningful employment and education for over 35 years.

We support our clients in their journey to employment success by facilitating personal growth and continued learning as individuals are guided through making the required changes to create a life that supports meaningful and suitable employment.

Our integrated approach to service delivery including job development and our motivational approach helps our clients understand which stage of change they are starting at, and more effectively plan their path to success!



Mission

To provide quality, accessible services responsive to the needs of job seekers and employers through individualized solutions and mutually beneficial partnerships.



Vision

A dynamic and prosperous community.



Values

Inclusivity, empowerment, compassion, respect.

OUR NEW STRATEGIC DIRECTION PRIORITIES

Strategic Plan 2022 - 2025

With a client-centered approach, the Board of Directors of Spark Employment Services leads the agency towards our Vision of: *A Dynamic & Prosperous Community. With the support of staff and our focus on the following priorities, our clients will succeed.*



SERVICE EXCELLENCE

GOAL:

Be the lead employment services support provider



DIVERSITY & GROWTH

GOAL:

Expand & individualize programs & services to meet the needs of a diverse community



COMMUNITY ENGAGEMENT

GOAL:

Foster prosperity by bridging the gap between employers & jobseekers

STRATEGIES:

1. Attain charity Accreditation through Imagine Canada
2. Maintain our positive culture through growth & learning
3. Prioritize internal professional development to support strategic goals
4. Strategize new funding opportunities to build organizational resilience
5. Focus on mental health in the work environment

STRATEGIES:

1. Develop partnerships to support a growing, diverse & multi-lingual population, including multicultural and vulnerable groups
2. Recognize Indigenous peoples' rights and needs, while supporting their employment success
3. Build a successful social enterprise entity
4. Continue to offer client options for access to programs and opportunities

STRATEGIES:

1. Utilize effective marketing strategies to increase visibility and connect with the community
2. Build partner collaborations to increase referrals
3. Innovate to educate and support the community towards prosperity
4. Collaborate with employers to develop working opportunities, including mentorships

CORE STRATEGY

Strengthen organizational sustainability & resilience through strategies including expanded, diversified funding.



PROGRAMS & SERVICES

Spark Employment Services facilitates personal growth and continued learning as individuals are guided through making the required changes to create a life that supports meaningful and suitable employment.

We offer a wide variety of programs and services to assist jobseekers within the community through their journey to employment.



Employment Services

We support jobseekers by providing supports to build job readiness including: individualized employment counselling, career development services, and more.

Job Development

We work closely with many employers within the community to help create access to a hidden job market and to effectively match jobseekers to the right employment opportunities to satisfy both the employer and their needs.

Literacy & Basic Skills

We offer an adult learning environment to support individuals' essential, digital literacy, and on-the-job, skills. We provide personalized learning plans based on each individual's goals, needs and abilities to help them successfully transition to employment, school, apprenticeship, and increased independence.

Workshops & E-Learning

We offer many workshops and e-learning options designed to help develop and improve individuals' skillset and credentials, including: PowerSkills, Résumés and Cover Letters Done Right, Customer Service, Retail Training, Food Handler's, WHMIS, Working at Heights, and more.

Canada-Ontario Job Grant

The Canada-Ontario Job Grant provides an opportunity for employers to invest in their workforce, and for individuals with the skills necessary to maintain employment and advance in their careers with help from the government.

Contemplating Change

A program that recognizes that change is hard, and assists individuals in moving through the cycle of change towards "preparation", where they can successfully participate in job development and placement services.

E.D.G.E. Leadership+

A 12 week program designed to help youth aged 15-30 facing barriers navigate through the labour market and successfully transition into sustained employment.

Better Jobs Ontario

Better Jobs Ontario is an Ontario government program designed to help laid-off and unemployed workers transition to new careers by providing skills-training and financial support to those who qualify.

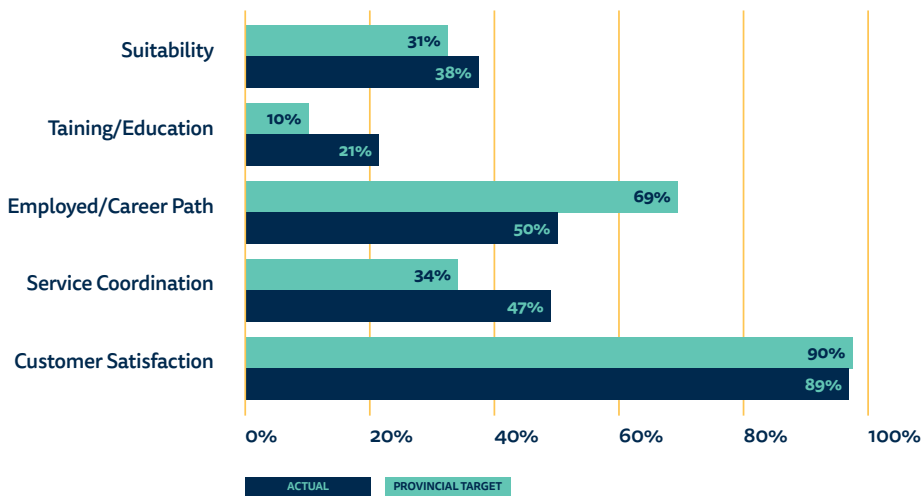


OUR IMPACT & ACHIEVEMENTS

Outcomes

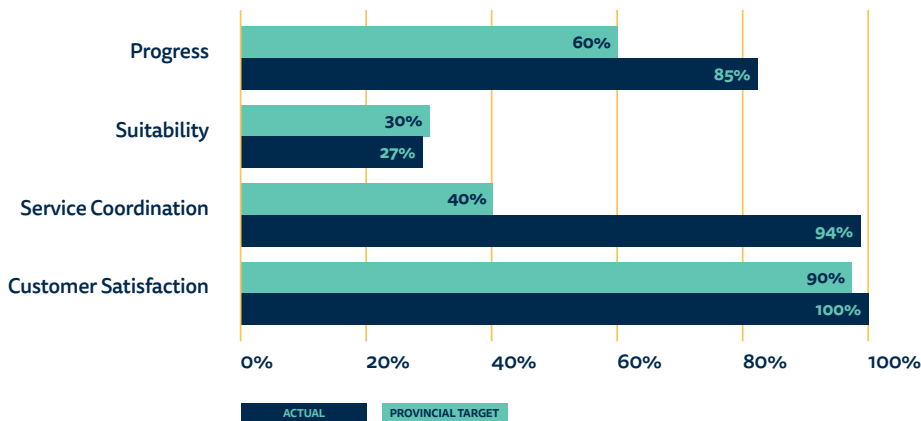
EMPLOYMENT SERVICES: Service Quality Statistics

April 1 - April 30, 2022



TRAINING & SKILLS DEVELOPMENT: Service Quality Statistics

April 1 - April 30, 2022



NUMBER OF CLIENTS SERVED

(jobseekers, employers, learners, youth)

Assisted job seekers	928
Assisted learners	93
Assisted employers	361
Assisted youth (EDGE participants)	22
Canada -Ontario Job Grants given	5

OTHER IMPACTS

Social media followers	1480
Unique users on our website	9147



SUCCESS STORIES: QUOTES FROM OUR CLIENTS

"Amazing staff and services at Spark #1 job and second career services provided. Big shout out to Simon, thank you so much, I will be forever grateful." - **Raymond**

"I had an amazing experience with your Agency from working with the job Counselors to the educational staff members that worked with me all toll probably close to 6 months in time, in 3 different areas of study. I must say I Left your agency a much more confident guy then the one that arrived at your doors day one. So once again thank you for helping me during a tough period in my life." - **Dennis**

"I came to Sparks for help with job searches, resume development and interview skills. I gained lots of knowledge and skills that I have for life. I secured myself a managerial position on my second mock interview preparation with Teresa. I felt really confident and prepared after my mock interview. Thank you Spark" - **Pamella**

"I was always treated with respect and compassion at Spark, talk about living up to their values. The services I received from Simon and Theresa helped me in achieving my goals as they constantly supported me." - **Mokhorrette**

"I have been working with Teresa from the Sparks Employment office in Sudbury Ontario. I enjoy working with Teres as she is very efficient, accommodating and offers a wide range of supportive information for employers. She is very friendly and approachable." - **Nicole**

"It was an excellent experience since I ask help from Spark, everyone made me feel comfortable, secure, and always supported me in different ways. Through this agency, I was able to get a job in the area that I wanted. I am thankful for all the help." - **Jessica**

"Upgrading my computer skills with Spark Employment Services was the best decision. I have been at my current job as Service Supervisor for a heavy equipment company for over 5 years and I love it! I use my upgraded skills everyday. My job is amazing, it's fast paced and it challenges me everyday which I love and there is always room for advancement. I want to send a big Thank you to Amanda, what you do for people can change their life in amazing ways! I highly recommend Spark Employment Services!"

- **Tara**

"It's been a good experience so far and confident they will provide tools I need to find my perfect job. :)" - Maria
"Excellent Service. I am very pleased with the help that is provided to me from the agency."

- **Marie**



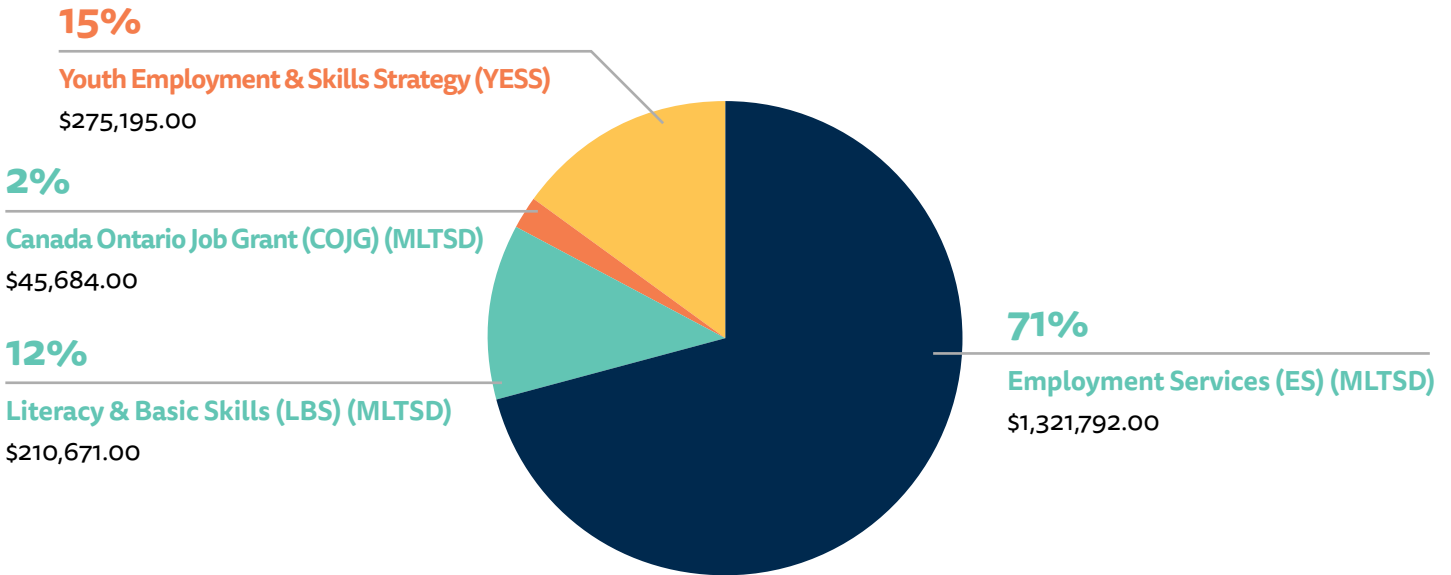
FINANCIAL STATEMENTS

Revenue 2021-2022

Total Revenue: \$1,854,886.00

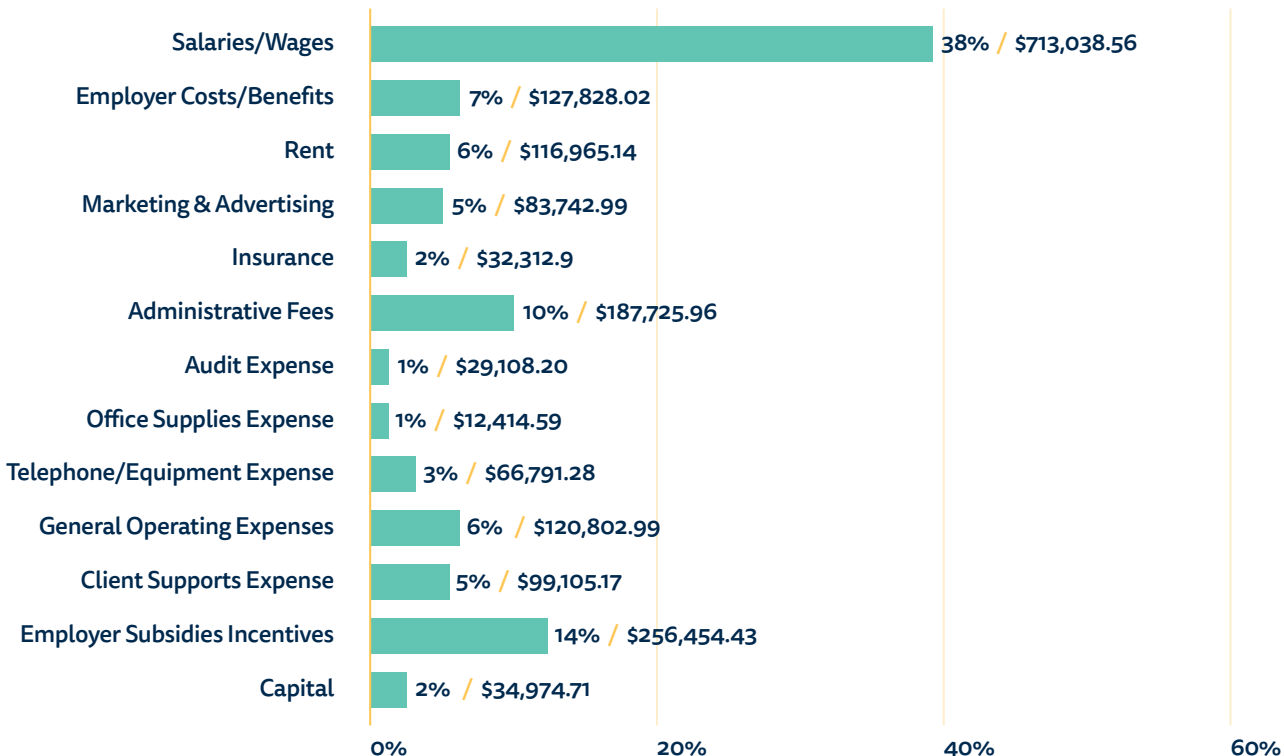
Funder #1: Ministry of Labour, Training & Social Development (MLTSD)

Funder #2: Employment & Social Development Canada (ESDC)



Expenses 2021-2022

Total Expenses: \$1,881,265.00





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