

SPARK EMPLOYMENT SERVICES

2019-2020 ANNUAL REPORT

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MESSAGE FROM THE CEO & CHAIR



This year was an exceptional year of transformation for our organization. We began 2019 as Sudbury Vocational Resource Centre and ended the year as the new and improved Spark Employment Services with many changes in between. Guided by the strategies and goals identified in our 2019/2022 Strategic Plan, our focus has been on revitalizing our organization through service excellence, diversity and growth and community awareness. Two major projects undertaken successfully this year supporting our vision for this transformation were our re-location and re-branding!

We were thrilled to give our organization more modern name, look and feel! Following our name change we launched a new logo and brand with attractive and eye-catching visuals for all platforms. Our objective was to increase our brand awareness as well as increase our presence and following on social media which we are pleased to see continuously grow.

Our move to 435 Notre Dame, positions us to be central and easily accessible. We are directly on the city's bus route and our new location offers great parking! The office space is bright and inviting. We encourage everyone to drop by if they haven't yet.

We also continue to strive for program excellence. This year we have adopted a new motivational approach to service delivery based on the principal of motivational psychology and stages of change theory. Through the implementation of new assessments and additional programming including Contemplating Change workshop which was profiled on CBC Morning North, we believe individuals will obtain the skills, strategies and confidence required to gain meaningful employment.

Although filled with great successes and energizing projects we ended the year faced with a global pandemic. Very quickly the organization adapted to our new reality and transferred all programs and services to be accessible virtually.

It is imperative to take the time and recognize the great efforts put forward by our team to make this year a good one. Amidst all the changes and challenges this year presented, the focus continued to be on the clients. Thank you to everyone for a fantastic year!

Regards,

James Burke
Chair

Chantal Makela
Chief Executive Officer

ABOUT THE ORGANIZATION



We are a non-profit, charitable organization established in 1986 (formerly known as Sudbury Vocational Resource Centre) focused on providing employment and education services to the citizens of Greater Sudbury and beyond Sudbury in order to help them enhance their employability and secure a job. We initially launched to respond to the restructuring that was taking place in the mining industry at the time, and were called Project 25-44 – designed to re-integrate males receiving social assistance back into the labour force. As a result of this highly successful program, the organization expanded to provide services in partnership with Federal, Provincial and Regional governments. We are governed by a Board of Directors that is highly committed to maintaining a productive, warm and friendly environment where employment and training information can be obtained.

MISSION, VISION & VALUES

Mission - We deliver exceptional employment and educational services

Vision - A dynamic and prosperous community

Values - Guidance, Compassion, Respect

PROGRAMS & SERVICES

EMPLOYMENT SERVICES

Employment Counseling and Career Development Services, Resume and Cover Letter Preparation, Tips on Interviews and Practice Interviews, Online Training & Certifications, Job Matching & Wage Subsidies, Resource Centre

EMPLOYER SERVICES

Subsidized Job Placements, Training Incentives, Job Coaching, Job Matching, Free Job Postings, Reduced Training and Employment Costs, Pre-Screened Candidates, Access to Large Inventory of Potential Employees.

EDUCATION & TRAINING SERVICES

Workshops, E-Learning, GED Preparation, Essential Skills Training, Preparation for Upgrading, Work Bytes – Job Hunting in the Digital Age, Microsoft Office & Workplace Essentials, Workplace Training

ACCOMPLISHMENTS



**1,672 INDIVIDUALS
SERVED**



905 RI Workshops/Info
Session Participants



644 Assisted Service
Participants (Employment
Services)



123 Assisted Service
Participants (Literacy &
Basic Skills)

161 New Followers



2,153 Page Views



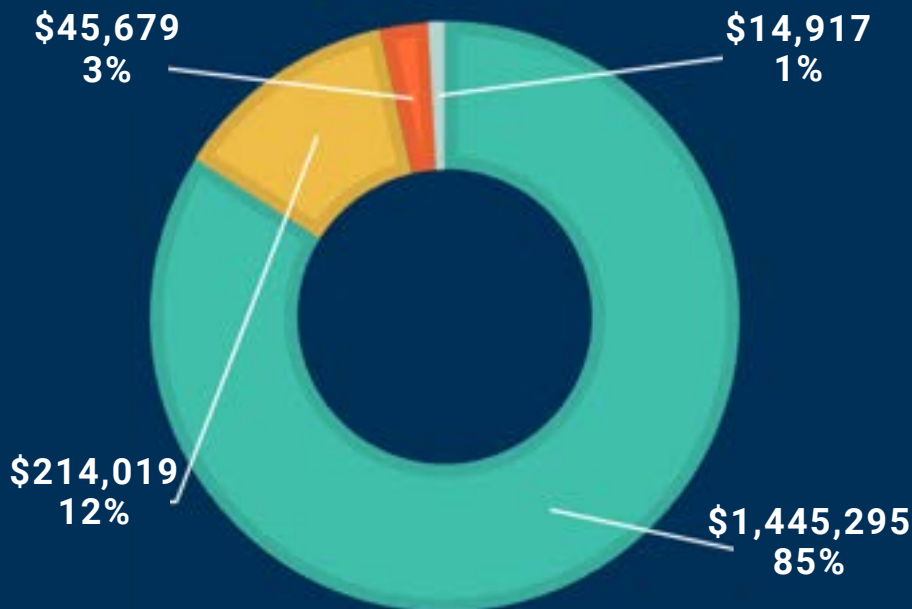
2,069 Post
Engagements
(reactions, comments & shares)



**4,383 ACTIONS ON OUR
FACEBOOK PAGE**

FINANCIALS

REVENUE



Funded by the Ministry of Labour, Training & Development (MLTSD)

■ EMPLOYMENT SERVICES

■ LITERACY & BASIC SKILLS

■ CANADA-ONTARIO JOB GRANT

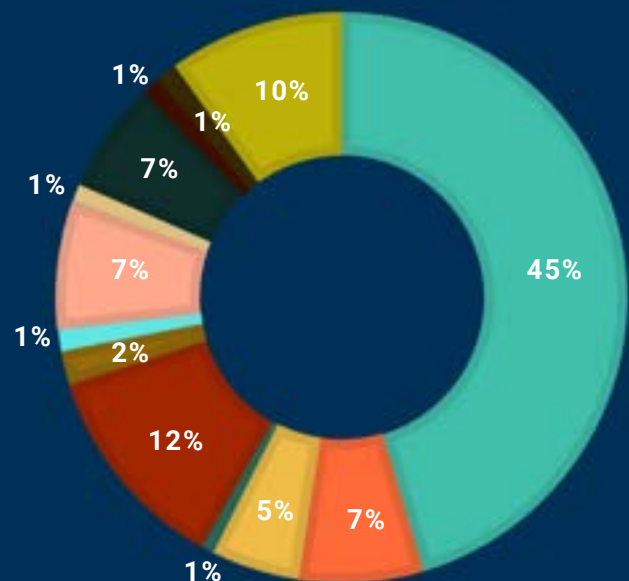
Funded by the Northern Ontario Heritage Fund Corporation

■ NORTHERN ONTARIO INTERNSHIP PROGRAM

TOTAL REVENUE: \$1,719,910

EXPENSES

- TOTAL WAGES
- TOTAL BENEFITS
- TOTAL RENT
- TOTAL CLIENT SUPPORT EXPENSE
- TOTAL EMPLOYER SUBSIDIES
- MARKETING & ADVERTISING
- INSURANCE
- ADMINISTRATIVE FEES
- AUDIT EXPENSE
- MOVING EXPENSES
- OFFICE SUPPLIES EXPENSE
- TELEPHONE EXPENSE
- GENERAL OPERATING EXPENSES



TOTAL EXPENSES: \$2,076,576