



Strategic
Innovative
Impactful

STRATEGIC REINVENTION INITIATIVE
IMPACT REPORT



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Better SPOs, Better solutions, Better lives for Canadians

As we navigate a world marked by shifting socio-economic landscapes, rapid technological advancements, and evolving community needs, it has become increasingly clear that traditional operational strategies are being tested by unprecedented changes. This ever-changing environment necessitates a strategic reinvention, not only to meet the growing and diverse needs of Canadians, but to ensure our sector's sustainability and impact.

In this dynamic landscape, LIFT has remained steadfast in bolstering the capabilities of social purpose organizations across Canada, helping them thrive in a changing world. We are pleased to share the transformative outcomes achieved through our most recent project, the *Strategic Reinvention Initiative*. Alongside passionate leaders in the settlement sector, we embarked on a journey to strategically reinvent their operations to enhance operational efficiencies, leverage new technologies for service delivery and data-driven insights, and foster innovative partnerships — all with the goal of increasing each organization's impact and building their resilience against future uncertainties.

Through this project, we had a unique opportunity to test and pilot new approaches, gaining invaluable insights into what it takes for an organization to achieve its next level of growth and impact. We know the critical importance of leveraging emerging technologies, the powerful solutions that collaboration and collective action can unlock, and the necessity of time to allow organizations to adapt and grow.

We are proud of the accomplishments achieved together in just over a year. Each organization successfully optimized

their strategies to serve more newcomers to Canada, improving employment outcomes and fostering a stronger sense of belonging within communities. The success stories that have emerged are a testament to what we can achieve when we work collaboratively towards a common goal.

We extend our gratitude to the Government of Canada for their commitment to supporting newcomers and the social purpose organizations serving them, and for selecting LIFT as a partner to scale meaningful impact across Canada. We also want to thank our other investors, dedicated partners, and every member of our LIFT community who contributed to the success of this initiative. Together, we have set the stage for a future where our efforts will continue to drive positive change and build inclusive and resilient communities across Canada.



BRUCE DEWAR,
President & CEO

91%

of SRI participants report they are better equipped to address future challenges and leverage new opportunities

94%

of SRI participants report they are stronger and more impactful as a result of LIFT's project

“

The work has been transformational. LIFT has helped us to think more strategically to deliver on our mission; measure our outcomes to support our decision-making; manage change; and position us to diversify our revenues and better tell our story to funders and our community.

**INTER-CULTURAL ASSOCIATION
OF GREATER VICTORIA**

“

LIFT has given us strong foundations and learnings to support our business and has forced us to rethink and adjust. We now have the structure to grow sustainably.

**WESTMAN IMMIGRANT
SERVICES**

“

Our work with LIFT strengthened our capacity to form more impactful partnerships, allowing us to address community needs more comprehensively and make a more substantial positive difference.

**SASKATOON OPEN
DOOR SOCIETY**

Strategic Reinvention Initiative

Helping settlement organizations expand capacity, reach and impact to effectively respond to an ever-changing world.



Just over 1.3 million newcomers settled permanently in Canada from 2016 to 2021, the highest number of recent immigrants recorded in a Canadian census. Since then, more than 400,000 newcomers have arrived each year.

The Government of Canada has set ambitious immigration targets to address critical labour market shortages, foster innovation, and stimulate economic growth. As Canada prepares to welcome an influx of newcomers, settlement service organizations must reimagine their approach and scale innovative solutions to meet the growing demand for their services and help alleviate the challenges newcomers face in their journey to settle and secure meaningful employment in Canada.

To address this evolving need, LIFT identified social purpose organizations (SPOs) actively working to remove economic and social barriers for newcomers. Through LIFT's proven model of capacity building, coaching, and strategic partner network supports, each organization was supported to reinvent their strategies and ensure they had the right partnerships, programs, funding, impact measurement, and communication strategies in place to meet increasing demand, build resilience, and generate stronger outcomes.

Organizations were involved from across Canada, offering a diversity in knowledge and experience. This results-driven cohort approach provided a platform for strategic discussions between SPOs, as well as opportunities for service collaboration and partnerships, while building connections that will continue well beyond the life of the project.

Lasting Impact



SPOs reaching and supporting more newcomers across Canada.



More innovation, knowledge, and collaboration across the sector.



More newcomers achieving stronger employment and settlement outcomes.

Impact Highlights

LIFT's *Strategic Reinvention Initiative* has strengthened the capabilities and resilience of settlement service organizations, leading to better social and employment outcomes for newcomers to Canada, including higher participation of newcomers in the labour market and improved support for businesses and employers to attract, hire, and retain more newcomers.

Through the initiative LIFT supported
9 Social Purpose Organizations:



94%

of SPO participants report they are **more strategic, innovative, and have a stronger growth mindset.**

84%

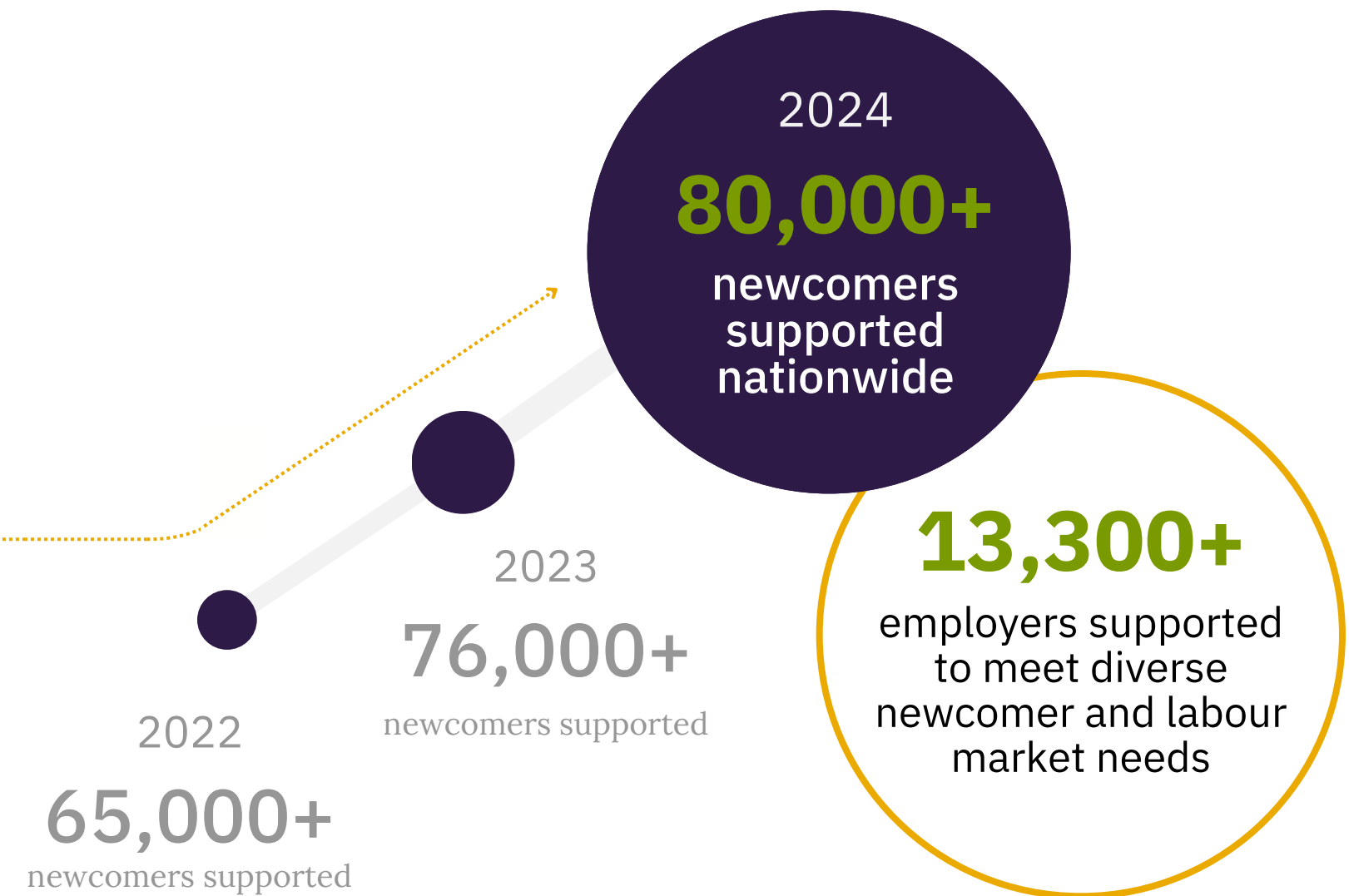
of SPO participants report an **improved ability to attract diverse funding and resources.**

91%

of SPO participants report **developing and/or exploring new strategic partnerships with other settlement and employment agencies.**

94%

of SPO participants report an **improved ability to measure and communicate their impact.**



Growth and Greater Impact

Over the course of the initiative, SPOs have expanded their reach via new programs, scaling into new locations, and leveraging technology in innovative ways. They have broadened their supports through diverse funding sources and fee-for-service models, and have formed more strategic partnerships to increase employment opportunities for newcomers.

DIVERSEcity Community Resources Society Surrey, BC

- 80% More Newcomers Served
- 3x More Employers Supported
- 96% of Newcomers Served Achieving Employment or Education Outcomes

Vernon and District Immigrant and Community Services Society Vernon, BC

- 86% Increase in Clients Served
- 4x More Partnerships Formed & Employers Supported
- 95% of Newcomers Served Secured Meaningful Employment
- 100% Newcomer Retention Rate

Inter-Cultural Association of Greater Victoria Victoria, BC

- 600+ Employers Supported
- 60% of Newcomers Served Forecasted to Secure Meaningful Employment in 2024

- 81% Increase in Clients Served
- 2.5x More Employers Supported
- 38% Increase in Newcomers Securing Meaningful Employment

Saskatoon Open Door Society Saskatoon, SK

- 64% More Newcomers Served
- Expanding Support to 13 Rural Manitoba Communities
- 61% of Newcomers Served Secured Meaningful Employment

Westman Immigrant Services Brandon, MB

- 2x More Newcomers Served
- 2.5x More Employers Supported
- 63% of Newcomers Served Secured Meaningful Employment

Niagara Folk Arts Multicultural Centre St. Catharines, ON

- 2x More Communities Reached
- 92% of Employers Supported Report More Inclusive Workplace Practices

WEST of Windsor Windsor, ON

- 70% of Newcomers Served Securing Meaningful Employment
- 82% Newcomer Retention Rate (up from 62%)

Saint John Newcomers Centre Saint John, NB

- 86% of Newcomers Served Achieving Employment and/or Employment-Related Goals
- 90% Newcomers Reporting New Employment Skills
- 93% Client Satisfaction Rate

ACCES Employment Greater Toronto Area, ON

Convening and Collaborating

LIFT's model centers on fostering knowledge-sharing and collaboration across the sector. Our experience shows that convening social purpose organizations and other sector and corporate partners sparks the transformative conversations needed for innovative ideas and for solutions that leverage technology to drive social change. Throughout the initiative, SPOs gathered through various venues enabling strategic discussions, learning, and resource sharing, while building connections that will continue beyond the initiative.

AI Uplift

To address the growing demand for settlement services, LIFT leveraged its collaboration with Deloitte Canada to explore how emerging technologies could empower SPOs to accelerate and amplify their employment and settlement outcomes. This collaboration led to a cross-sector prototyping project, focusing on AI applications to enhance SPO operations, and culminated in the development of an AI-enabled platform prototype designed to enhance newcomer outreach, data management, and service recommendations. Complementing this work was a design-thinking solution lab at the Deloitte Greenhouse, which convened SPOs across LIFT's settlement portfolio to deepen their understanding of AI's potential and strengthened their commitment to technological innovation and collaborative problem-solving.

Collaborative Solutions for Collective Impact

LIFT's concluding session for the initiative brought SPOs together, strengthening virtual connections, and applying key learnings to develop solutions to address sector challenges collaboratively beyond the initiative. Focusing on newcomer skills matching and human resource optimization, the session fostered strategic thinking beyond problem identification and emphasized leveraging partnerships and technology to enhance outcomes.

Amplifying Impact through Shared Insights

LIFT hosted a panel at the 2024 Metropolis Conference featuring key leaders from the initiative. The session showcased to other SPOs and partners in the sector how they strategically transformed approaches to better serve newcomers and employers in Canada. Panelists shared insights on enhancing skills matching, improving employer engagement, fostering strategic collaborations, and implementing effective change management to drive innovation and impact for newcomer employment and integration.



Our Approach

LIFT's strategic reinvention process employs a proven, collaborative approach to enhance the capacity of settlement service organizations and boost the social and economic prosperity of newcomers. It ensures that each SPO develops the right partnerships, programs, funding, impact measurement, and communication strategies to help newcomers overcome barriers to meaningful employment and integration in Canada.



FOUNDATIONAL
CAPACITY BUILDING



STRATEGIC
COACHING & ADVICE



CONVENING &
COLLABORATING



PARTNER
NETWORK SUPPORTS

What We Know

The journey of strategic reinvention is marked by successes, insights, and challenges that test our strategies and assumptions. Yet, it is precisely these experiences that lay the foundation for growth, inspire innovative thinking, and drive impact. We share key lessons learned through the *Strategic Reinvention Initiative* that can be useful for any organization looking to strategically enhance their approach for greater impact.

THE POWER OF STRATEGIC CLARITY

Social purpose organizations are at an inflection point where leveraging technology and optimizing their strategy is essential to delivering the right services to the right clients at the right time. A Theory of Change can unlock greater strategic clarity, helping to focus resources and uncover scaling opportunities through more intentional partnerships and leveraging technology differently, while fostering greater team alignment and an outcomes-driven approach.

LEVERAGING DATA AND TECHNOLOGY FOR GROWTH

Organizations thrive when their approach is driven by data, not only to articulate their impact but improve performance through data-informed decisions, ensuring efforts are targeted toward the most impactful interventions. By fostering a culture that prioritizes evidence-based practices and actively incorporates emerging technologies, SPOs can adapt more swiftly to changing environments and address the diverse needs of clients through tailored supports.

HARNESSING ECOSYSTEM POTENTIAL

It is not only social purpose organizations with a vision for inclusive and meaningful employment; employers, academia, and other stakeholders have seen the business case and made public commitments to enhance workforce productivity and create more diverse, equitable, inclusive, and accessible workplaces. Bringing together this powerful ecosystem can unlock fresh, bold ideas, opening new possibilities and results for Canadians.

Strategic Reinvention Stories

Who are the people behind the numbers?

Here's a look at some of the strategic reinvention stories from the initiative.

- ACCES Employment
- DIVERSEcity Community Resources Society
- Inter-Cultural Association of Greater Victoria
- Niagara Folk Arts Multicultural Centre
- Saint John Newcomers Centre
- Saskatoon Open Door Society
- Vernon and District Immigrant and Community Services Society
- WEST of Windsor
- Westman Immigrant Services



Data-Driven Transformation Unleashes Aspirational Vision: A New Chapter in Redefining Success to Drive Better Employment Outcomes

“We can now articulate what success looks like for ACCES Employment and be more aspirational in our impact.”

Working with LIFT and the SPOs in the cohort has been motivational and targeted.”



ALLISON POND
PRESIDENT & CEO,
ACCES EMPLOYMENT

Strategic Reinvention Opportunity

ACCES Employment assists diverse job seekers to overcome barriers and integrate into the Canadian job market by providing employment services, connecting employers with skilled individuals, and building community networks. Through the LIFT initiative, ACCES aimed to strategically enhance its capacity to remain agile and responsive to newcomer needs, ensuring they can access meaningful employment aligned with their career goals.

The Impact

Building on its strong foundations, ACCES leveraged LIFT's coaching and capacity-building supports to further enhance its operations. ACCES now has a structured approach to program evaluation and a clearer sense of how activities fit together to achieve the organization's goals more efficiently. A refined impact measurement framework has enabled ACCES to shift from simply meeting what is required, to focusing on what is important to the organization, newcomers, and employers. Enhanced data systems will help better assess client outcomes, guide program enhancements, and allow for more compelling storytelling. Leadership is also thinking more strategically about partnerships for revenue diversification and growth, engaging in more diverse partnerships with corporate and community stakeholders. As a result, the LIFT initiative has catalyzed a new chapter for ACCES, positioning the organization to better meet client needs in an evolving labour market.

↑ **56,000+**

Clients served in 2023, a 40% increase from 2022

86%

of clientele served by ACCES Employment are immigrants

85%

of assisted clients secured employment or enrolled in an educational or training program





Strengthening the Accessibility and Responsiveness of Employment Services for Greater Impact

“Working alongside LIFT, we have been able to analyze our capacity for our Employment department and take appropriate steps to increase it.”

LIFT’s initiative has been informative, providing new insights into our organization.”



GARRISON DUKE
COO, DIVERSECITY

Strategic Reinvention Opportunity

DIVERSEcity Community Resources Society helps newcomers and other diverse communities build the life they want in Canada. Through the LIFT initiative, DIVERSEcity sought to strategically optimize its employment strategy to address service gaps, drive growth, achieve scale, and distinguish its role within the sector.

The Impact

DIVERSEcity's partnership with LIFT has led to a more strategic, integrated, and data-informed approach to its employment services. The organization is piloting a new social enterprise that will leverage technology to expand service reach and accessibility, and ultimately bring all employment services online, allowing for substantial scaling across Canada. DIVERSEcity has also implemented a more unified approach across its settlement and employment service divisions, including a coordinated employer engagement strategy and restructuring of job developers to better match newcomers' career goals with their skills and with employer needs. Refinement of data collection and analysis capabilities will also position DIVERSEcity to more effectively support newcomers in their employment journey, respond to employer needs, and help demonstrate their role and impact on the community.

↑ **80%**

increase in clients served between 2022 - 2024

3X

More employers supported to meet labour market needs

96%

of newcomers served in 2023 achieved employment or education outcomes

Transformational Impact: Harnessing Internal Expertise and Shared Value to Drive Programming, Partnerships, and Community

“Having the luxury of LIFT as a sounding board, receiving input, and getting guidance has been invaluable.”

LIFT helped us utilize the great skills and assets within our organization.”



SHELLY D'MELLO
CEO, ICA-VICTORIA

Strategic Reinvention Opportunity

The Inter-Cultural Association of Greater Victoria (ICA) plays a critical role in helping immigrants to Canada get a positive start to their new lives by providing the services and resources they need to thrive. Through the LIFT initiative, ICA sought to strategically enhance its capabilities to become the go-to hub for immigrants, employers, and partners in the Capital Regional District, offering innovative, client-centered services.

The Impact

ICA has undergone a transformative journey during the partnership with LIFT. Leadership has embraced an entrepreneurial mindset, reimagining its approach to reach more clients and employers through more strategic partnerships and exploring more diversified funding models. Leveraging technology has become central to enhancing client outcomes, with the development of online educational tools and the exploration of AI to increase efficiency and provide personalized client experiences. A new technology system is being implemented to consolidate databases, streamline reporting, and provide deeper insights into client journeys. The organization is now poised to use data as a powerful tool for decision-making and storytelling. By reinventing its strategic approach, ICA has not only become an integral part of newcomers' journey, but is catalyzing greater change and making a lasting difference for its community.

↑ **\$9.8M**

Annual Revenue in 2023, a 20% increase from the previous year

40%

of employers supported in 2024 are forecasted to have improved DEI practices

60%

of newcomers served in 2024 are forecasted to secure meaningful employment





Purposeful, Cohesive and More Effective: Positioned for Better Client Outcomes

“By working with LIFT, we have gained a deeper understanding of our purpose and the value of collecting meaningful data.

We are more creative and strategic in pursuing our long-term goals. We are well positioned for the future.”



EMILY KOVACS
EXECUTIVE
DIRECTOR, NFAMC

Strategic Reinvention Opportunity

The Niagara Folk Arts Multicultural Centre (NFAMC) celebrates and supports the inclusion and well-being of immigrants and newcomers to Canada. With LIFT’s support, NFAMC aimed to strategically enhance its model to become a national centre of excellence, offering comprehensive programs that addresses newcomers' needs, while collaborating with sector partners to deliver coordinated services to more newcomers.

The Impact

Through the LIFT initiative, NFAMC has transformed into a more purposeful, cohesive, and effective organization, well-equipped to meet newcomer needs and leverage new opportunities for sustainability and growth. NFAMC has refined its partnership strategy, emphasizing more meaningful collaborations aligned with its mission. This shift, coupled with a clearer articulation of NFAMC's value proposition, has led to more strategic partnership and revenue generation opportunities that will maximize employment outcomes for newcomers. With LIFT’s support, NFAMC has also adopted more purpose-driven data collection, creating a culture where staff understand the connection between data and their work, and are using impact measurement to enhance decision-making, improve program efficiency and responsiveness, and for demonstrating the impact of their work.

↑ **84%**

increase in clients served
between 2022 - 2024

2.5X

More employers
supported to meet
labour market needs

63%

of newcomers served
between 2022 - 2024
secured meaningful
employment

Rising Tides: Setting Clear Sights on Newcomer Employment Strategies that will Accelerate Growth in Saint John

“Our results clearly express the clarity LIFT has given us. It has focused us on restructuring and rethinking the best use of our capacity.”

We are able to use what we have learned to build our capabilities across our programs.”



MOHAMED BAGHA
MANAGING
DIRECTOR, SJNC

Strategic Reinvention Opportunity

The Saint John Newcomers Centre (SJNC) works to improve the cultural, social, and economic well-being of citizens and newcomers of all backgrounds to Greater Saint John. The LIFT initiative focused on strategically enhancing SJNC’s operational efficiency and capacity to become the agency of choice that meets newcomers’ diverse and evolving needs in the region.

The Impact

SJNC has achieved greater strategic clarity through the LIFT initiative, enhancing operations to address service gaps and fostering more intentional partnerships aligned with its goals. This shift has led to key service enhancements, including new remote skills training to improve employment outcomes for newcomers, and stronger employer engagement through cultural competency training and tailored supports. Efforts to address service gaps have also improved support for international students and francophone newcomers in Saint John, positioning SJNC as a vital integration hub. Improvements in data collection have enabled data-informed decision-making and effective impact communication for the organization. As a result, SJNC is now equipped with the tools and strategies necessary to adapt to changing needs, expand its influence in the region, and maximize its impact in the community.

4/10 

Newcomers receiving SJNC business start-up support started a business.

70%

of newcomers reported securing employment

82%

Retention rate of newcomers receiving SJNC employment services in Saint John (up from 62% in 2022)



Strategic Discipline Leads to Greater Impact

“LIFT has enabled us to expand our available resources, providing us with the means to tackle projects and challenges more effectively.

These changes signify a substantial improvement in our organizational capacity”



ALI ABUKAR
CEO, SODS

Strategic Reinvention Opportunity

Saskatoon Open Door Society (SODS) supports newcomers to Canada helping them connect, integrate, and build strong reciprocal relationships with the local community in Saskatoon. The LIFT initiative focused on enhancing SODS’ strategy to help immigrants gain access to the local labour market and find meaningful employment, and assist employers in recognizing the value of hiring and retaining a diverse workforce.

The Impact

SODS has significantly enhanced its strategies to ensure its activities are driven by the evolving needs of newcomers. With LIFT’s support, SODS has refocused to form more impactful partnerships with employers, corporations, and regulatory bodies to accelerate newcomer employment and integration. Participation in the *Strengthening Employer Feedback Channels* project and plans for an employer portal demonstrate SODS’ commitment to bridging gaps between employers and diverse newcomer talent. A refined impact measurement framework has also enabled a data-driven approach that will not only improve SODS’ ability to address newcomer needs through informed program design, but will strengthen communications, providing a more compelling narrative of SODS’ impact to engage supporters. By embracing these strategic changes, SODS has positioned itself as a leader in newcomer integration and employment, and is well-positioned to create even greater impact for its community.

↑ **81%**

increase in clients served between 2022 - 2024

38%

more newcomers supported started a business

2.5x

More partnerships formed and employers supported to meet labour market needs





Organizational Confidence and Alignment Leading to Better Data-Driven Client Outcomes

“LIFT has helped us to think outside the box and see the big picture rather than just going along the same track we've always been on.”

We can now measure our impact and are building leadership strengths that allow for growth in all departments.”



AMELIA SIRIANNI
FORMER EXECUTIVE
DIRECTOR, VDICSS

Strategic Reinvention Opportunity

Vernon and District Immigrant and Community Services Society (VDICSS) supports newcomers to Canada in becoming thriving, contributing members of the community. The LIFT initiative focused on strategically enhancing VDICSS' capacity to provide seamless, holistic, and personalized supports that fill service gaps in the region and empower newcomers to Canada.

The Impact

VDICSS has achieved greater strategic focus, confidence, and alignment, through the LIFT initiative. With LIFT support, VDICSS developed methods to capture and utilize previously untapped data, embedding data-driven decision-making across all levels of operation. This transformation has led to a deeper understanding of newcomer needs, resulting in program enhancements and identifying strategic partnerships to provide more comprehensive support to newcomers. VDICSS also identified opportunities for revenue diversification to expand the reach and accessibility of its services. New initiatives include targeted employment programs for newcomer women and the 2SLGBTQIA+ community, as well as inclusive hiring supports for employers to foster diverse workplaces. These efforts have not only collectively strengthened VDICSS's capacity and adaptability, but have paved the way for creating a more inclusive community where newcomers and their families can thrive.

100%

of newcomers supported report improved retention and sense of belonging to their community.

4x

More partnerships formed and employers supported to meet labour market needs

95%

of newcomers served in 2023 obtained meaningful employment



Poised for Growth with a Strategic Focus for the Future

“We are now more strategic. Everything we do is more focused on our mission and vision.”

We were able to identify gaps at our organization and find ways to strategically fund these gaps instead of writing every grant that comes our way.”



ROSE ANGUIANO HURST, EXECUTIVE DIRECTOR, WEST

Strategic Reinvention Opportunity

Women’s Enterprise Skills Training of Windsor (WEST) supports women in Windsor-Essex County by helping them achieve their goals through employment opportunities, training, and skill development. Through the LIFT initiative, WEST sought to strategically enhance its capabilities to become a recognized leader in the sector and offer expanded programs that meet the employment needs of newcomer, racialized, and vulnerable women and girls.

The Impact

WEST has demonstrated remarkable resilience and strategic growth during the LIFT initiative, securing increased funding to enhance its impact on women in the community. Leadership has leveraged this success to adopt a more strategic approach to fundraising and program development, filling service gaps aligned with its theory of change. Recognizing the importance of data and technology, WEST leveraged LIFT’s coaching and capacity-building supports to refine its impact measurement framework and is now exploring AI solutions to boost operational efficiency and personalize client experiences. This shift will enhance reporting, improve service delivery, and help attract additional funding and partnerships. As WEST scales existing programs, introduces new initiatives, and expands its reach through a new satellite office, it is well-positioned to assist more women and employers, and contribute to the overall advancement of the sector.

↑ **\$6.8M**

Annual Revenue in 2023, nearly 40% increase from the previous year

2X

More communities reached

92%

of employers supported report more inclusive workplace practices





Building a Rural Talent Ecosystem: Leveraging Strategic Partnerships to Retain Newcomer Skills in Rural Communities

“LIFT gave us a valuable framework to strategically shift and refocus to create more impact with our employment outcomes.

Now we are looking forward to delving further and applying it across our entire organization.”



ENVER NAIDOO,
CEO, WIS

Strategic Reinvention Opportunity

Westman Immigrant Services (WIS) helps immigrants and newcomers in Western Manitoba thrive in Canada, offering services that include settlement assistance, housing support, employment, and skills training. The LIFT initiative focused on supporting WIS to reinvent what settlement looks like, by creating an ecosystem to connect rural employers and newcomer talent and grow stronger rural Manitoba communities.

The Impact

Through the LIFT initiative, WIS has strategically transformed its approach focusing on service accessibility, community partnerships, and ecosystem building to support newcomer settlement, employment, and retention. As a Rural Manitoba Immigrant Employment Council, WIS is now leading efforts to connect rural employers with immigrant talent across 13 communities. The organization has also expanded its supports to include an Entrepreneurship Hub, youth employment supports, and cultural competency resources for employers. With LIFT’s support, WIS has refined its impact measurement framework and is now leveraging technology to integrate service delivery, streamline operations, facilitate data analysis, and expand revenue streams. As a result, these strategic enhancements have positioned WIS at the forefront of connecting rural employers and immigrant talent, expanding Manitoba's rural workforce, and demonstrating a significant impact on the region's economic landscape.

↑ **64%**

increase in annual revenue between 2023 - 2024

82%

of newcomers supported report new employment-related skills

61%

of newcomers served in 2023 reported securing employment



“

Working with LIFT, we have gained the capability to show the tangible impact of our services. We have developed our ability to pinpoint areas for service improvement, explore avenues for revenue diversification, and refine communication strategies to effectively convey the success of our employment services to our community, clients, funders, and employers.

**SASKATOON OPEN DOOR
SOCIETY**

“

The problems that exist today cannot be solved by the level of thinking that created them. That's exactly what excites me is to find solutions of tomorrow by doing things differently. I had an amazing experience generating ideas with LIFT, and their partner Deloitte, thinking differently to optimize impact.

**SAINT JOHN
NEWCOMERS CENTRE**

“

Taking deep dives to evaluate our work has been essential. The opportunity to work with others experiencing similar situations was eye-opening and an excellent opportunity to learn new processes and ideas.

**NIAGARA FOLK ARTS
MULTICULTURAL CENTRE**

Our Partners

Funding Partner

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Immigration, Refugees
and Citizenship Canada

Immigration, Réfugiés
et Citoyenneté Canada

Sector Partners

A key element of LIFT's model is our partner network, which complements the expertise of the LIFT team by providing low-cost and pro bono services. SPOs in our portfolio gain exposure to high-quality professional services they would not otherwise have had the opportunity to utilize. We are grateful to our following partners for the wealth of expertise they have brought to the purposeful work of the *Strategic Reinvention Initiative*.

Deloitte.

Blakes | Lawyers

“

Deloitte was pleased to collaborate with LIFT in support of the *Strategic Reinvention Initiative*, and in particular to welcome the SPOs to Deloitte's Greenhouse, to focus on breakthrough innovations for the sector using GenAI. It is a privilege to work with passionate and dedicated leaders across Canada as they strive to dismantle barriers to meaningful employment and form impactful relationships with corporate Canada to drive results.

DELOITTE CANADA

“

Working with LIFT on this project has been tremendous. Not only are we helping settlement service organizations scale their operations but in turn, we are helping more newcomers to Canada access the foundations of a prosperous life.

**BLAKE, CASSELS &
GRAYDON LLP**



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