

UNITED WAY OTTAWA – CALL FOR PROPOSALS

FROM POVERTY TO POSSIBILITIES – PRIORITY GOAL DESCRIPTION

PRIORITY GOAL	IMPROVE EMPLOYMENT AND LABOUR MARKET OUTCOMES FOR NEWCOMERS
KEY ISSUE	83% of newcomers arriving in our community have a post-secondary degree or certificate, yet still face significant barriers to employment. Recent immigrants to Ottawa who held a university degree had an unemployment rate of 14.8%; more than three times higher than their Canadian-born counterparts. 40% of newcomers live in low income situations. Newcomers often require new social competencies to better integrate into the Canadian workforce.
ADDRESSING SYSTEMIC CHANGE	Access to employment opportunities is a vital building-block for full participation in society. Employers need access to best practices about how to adapt their workplaces to better enable the recruitment, placement and retention of immigrants in their workplaces and a better understanding of cross cultural competencies to make their workplaces more inclusive. This overlooked talent pool is a tremendous economic advantage for this region. In the “war for talent,” diversity can be a competitive edge for local employers who can effectively recruit from this rich talent pool of skilled labour.
FUNDING CATEGORIES AND EXAMPLES	Programs and Projects that lead to employment and improved labour market outcomes, including investments in: - Employment related social enterprises - School to work transition for youth - Job finding and retention (including workplace support) - Career mentorship, counseling and coaching Criteria: Programs, projects and social enterprises that: - Lead to employment that adheres to Ontario Labour Standards i.e. minimum wage or greater, health and safety standards, etc. - Increase participants opportunities to succeed in Ottawa’s labour market - Ensures dignity of choice, and fosters an inclusive workplace and/or community

	Research into best practices, tools and promising approaches to improve labour market outcomes and to develop employer case studies on the benefits of creating inclusive workplaces. Convene diverse stakeholders to better coordinate resources and enhance collaboration for a greater impact. Advocate for strategies and policies which would improve economic integration for newcomers.
TARGET POPULATIONS	Newcomers (including immigrants, refugees and new Canadians) aged 15 and over who are experiencing barriers to attaining and retaining employment suitable to their skills, education and experience.
Note that funding will not cover wage subsidies or benefits for program participants	

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