

2019/20



Prince's Trust Canada
La Fondation du prince au Canada

Annual Review

Prince's Trust Canada is a national charity whose vision is a sustainable future for Canada, where young people and communities thrive.



Through innovative partnerships and guided by the United Nations Sustainable Development Goals, our programs help young people overcome barriers to employment and prepare for the future of work, provide entrepreneurship training and support for Veterans, and address climate change mitigation and adaptation. Our work is inspired by our Founder and President, His Royal Highness The Prince of Wales, and is driven by his vision for a more sustainable future.

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Prince's Trust Canada

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A letter from the Board Chair and CEO

On behalf of Prince's Trust Canada, we would like to thank you for being part of our community of supporters. In 2019-2020, your support helped young people overcome obstacles to employment, supported Veterans as they transition to second careers as entrepreneurs, and provided important language resources for Indigenous children and their families. In the following report, we are delighted to present some of this past year's program highlights and share with you a selection of inspiring stories you helped make possible.

We are also excited to introduce to you the key elements from our new five-year strategic plan, recently approved by the Board of Directors. While our work will continue focusing on social and economic sustainability – empowering young people and Veterans to build better futures for themselves and their communities – we will be adding program elements that touch on the third pillar of sustainability, environment.

Our President and Founder, His Royal Highness The Prince of Wales, has devoted much of his life to combatting climate change, and Prince's Trust Canada recognizes the urgency of putting people and planet first. We look forward to building on his leadership in this important area and to creating a sustainable Canada, where young people and communities thrive.

As we look back on last year's highlights, we can't do so without recognizing the unprecedented impact the COVID-19 pandemic is having on our society and economy. Although we have all been impacted, it is the most vulnerable populations who have been most affected.

Even before the current COVID-19 crisis took hold, youth unemployment was twice as high as the national average and for certain groups, including Indigenous young people and newcomers, that number was even higher. Research shows the significant social and economic costs caused by unemployment including sustained poverty, social isolation, and a decrease in mental and physical well-being. It is now more important than ever that young people, especially those facing obstacles to employment, are given the necessary tools and supports they need to build resiliency and to succeed.

Thank you once again for standing with us and for your commitment to building resilient, future-ready communities. We look forward to your continued support.

Sincerely,



Sharon Broughton
Chief Executive Officer



F. Mark M. Fell
Board Chair

There are many challenges that lie ahead. Thanks to your help, we have built the foundation needed to respond to this crisis and be there for young people and Veterans now and in the post COVID-19 economic recovery, and to contribute to the United Nations Sustainable Development Goals.

Our President and Founder

For fifty years, His Royal Highness The Prince of Wales has used his unique position to champion action for a sustainable future. He is a social entrepreneur, a champion for the environment, young people, Veterans, traditional arts and the preservation of heritage and culture.

In 2011, The Prince, along with Founding Patrons Galen and The Hon. Hilary Weston, established Prince's Trust Canada (formerly Prince's Charities Canada) to expand his charitable vision across the country.

Prince's Trust Canada has recently launched a new five-year strategic plan and vision. For 2020-2021, our programs will focus on helping young people overcome barriers to employment and prepare for the changing world of work, provide entrepreneurship training and support for Veterans, and address climate change mitigation and adaptation.



The Prince's Trust Group

Prince's Trust Canada is a member of The Prince's Trust Group – a global network which includes the work of Prince's Trust U.K., Australia, New Zealand, America and Prince's Trust International. Together, we are providing meaningful support for young people, military Veterans, Indigenous communities and environmental projects around the world.

In March 2019, His Highness the Aga Khan became the Global Founding Patron of The Prince's Trust Group.

The Prince's Trust Group is active in Australia, Barbados, Canada, Ghana, Greece, India, Jamaica, Jordan, Kenya, Malaysia, Malta, New Zealand, Pakistan, Rwanda, Serbia, Trinidad & Tobago, the United Kingdom and the USA.



Our Board of Directors



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The Hon. Hilary M. Weston
(Chair Emeritus)

Strategic Plan 2020-2025

VISION A sustainable future for Canada, where young people and communities thrive.

MISSION Empower young people and Veterans to build resilient, future-ready communities.

* At Prince's Trust Canada, we are committed to diversity, equity and inclusion and the hard work, reflection and action required as an organization to effect and sustain change.

* We are deliberately embedding climate action into our programming and our operations to reduce our carbon footprint.

“To reflect and inspire the world to action, while aiming for a green recovery, I would ask you to join me... for a more sustainable future (socially, environmentally and economically)”

– HRH The Prince of Wales
2020 Earth Day Message

In 2019-2020, Prince's Trust Canada completed an extensive consultation process to create our five-year strategic plan. The resulting vision and mission statements, as well as the strategic objectives were informed by:

The understanding that young people are our future.

Young people are tomorrow's innovators, leaders, parents and community-builders. They have so much to offer this country, yet many face barriers to reaching their potential.

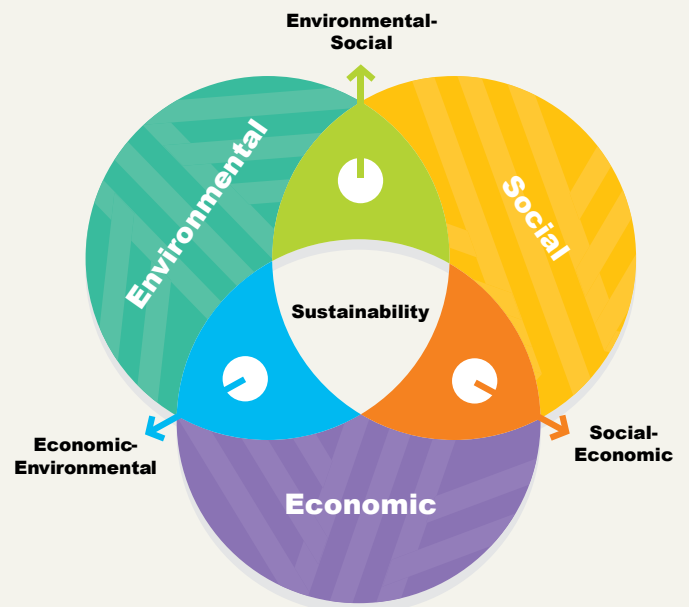
Our commitment to Veterans. Veterans and their families have sacrificed so much to ensure our freedom and way of life. They are highly skilled individuals who are well positioned to make significant contributions to the economic and social fabric of their communities, and they deserve to enjoy healthy and productive civilian lives after they return from service.

The United Nations Sustainable Development Goals (UNSDGs). We recognize the international goals and targets outlined under the UNSDGs and are committed to being part of the global movement towards achieving them. Our work specifically addresses UNSDG 8 and 13.

The vision of HRH The Prince of Wales. For most of his life, HRH The Prince of Wales has been passionately dedicated to championing action for a sustainable future. He believes that economic and social development will best succeed when it works in harmony with Nature, rather than in conflict with Nature. This fundamental belief is woven into all areas of our work.

Our program objectives include preparing young people and Veterans for the transforming world of work and championing sustainable solutions to a green recovery.

As identified in the strategic plan, the three pillars of sustainability (social, economic, and environmental) are at the core of our programs.



Social-Economic: Youth employment, Veteran entrepreneurship, and employer education

Economic-Environmental: Green trades and businesses, urban forestry, and emerging sectors

Environmental-Social: Tree planting, land and water stewardship, and environmental justice



Upcoming programs for 2020-2021

Prince's Trust Canada takes a unique approach to youth employment by partnering with community organizations and businesses to create sector-specific, employer-led, and hands-on employment training for young people (ages 18 to 30).

Our programs help young people overcome systemic barriers and other obstacles to employment, build resiliency, learn new skills and get meaningful experience for the transforming world of work. We will expand these programs into new areas, building from the sectors we have engaged with to date (customer service, hospitality, warehousing, banking) to help young people gain the skills and confidence they need to contribute to a sustainable economy. We will also include new approaches to identify employers whose values are aligned with our vision and mission.

In the first year of our strategic plan, we're developing and launching new programming in these areas:

URBAN FORESTRY

Prince's Trust Canada will be introducing young people to careers in the urban forestry sector. This is a sector with currently untapped employment opportunities, and our goal is to create a future workforce that is knowledgeable and excited about how urban forests and tree canopies can support climate change mitigation and adaptation.

TREE PLANTING

We will be providing opportunities for young people and communities to plant trees and learn more about the important role trees play in our ecosystem.

GREEN TRADES

Our programs will expose young people to entry-level positions and offer hands-on experience as well as actionable next steps to pursue such opportunities. We are targeting green trades, including mass timber construction and retrofits, given the growing demand for talent in these roles.

Youth Employment

Building confidence through employment

2019-2020 Highlights

In 2019-2020 we expanded our youth employment programming to Vancouver, Edmonton and Saskatoon. We continued to support and provide opportunities for Indigenous young people, newcomers, those facing economic disadvantages, and young people affected by mental health challenges.

GET INTO, our flagship program, is an intensive four-to-eight-week employability program that provides on-the-job training for young people in Canada looking to enter the job market in a specific sector. Participants are usually job-ready but require additional supports and training to secure meaningful employment.

Meet Troy

Troy was unemployed. He knew he needed to make a change in his life, but without any work experience, he wasn't sure what to do. Troy said that he lacked positive role models and didn't have access to professional networks, "I was born into a family that hadn't had a lot of success." But these barriers didn't stop him from signing up for the **Get Into Warehousing** program delivered in collaboration with Winnipeg Harvest and Youth Employment Services Manitoba. He was determined to finish the program and said, "I think everyone deserves a chance. I want to be a ray of hope. I want to realize my potential." His hard work and positive attitude paid off. After receiving his forklift training, WHIMIS, and CPR certificates and gaining real-world experience through the program, he was hired by Parian Logistics where he continues to work full time.

"I had a lot of great support. I built some positive relationships. And I got job out of it!"

– Troy, Program Participant

* Get Into employer partners in 2019-2020 included Marriott International, Cineplex, Tim Hortons and Parian Logistics.

* All participants indicated improvements in the 21st century skills measured, including: Critical Thinking, Collaboration, Digital Literacy, Persistence/Grit, Adaptability, and Financial Literacy.





Meet Megan

Without the right supports, sustained unemployment can lead to increased mental health challenges and social isolation.

Our **Get Into Hospitality** program with YMCA Greater Vancouver and Marriott International, delivered in August 2019, focused on supporting young people who experience mental health barriers to employment. During the four-week program, Megan participated in a range of workshops, developed her communication skills through mock interviews, received industry certifications and gained valuable on-the-job work experience. More than acquiring those skills and experiences, Megan said the program helped her build confidence and get out of her shell, “I’ve been more social and getting more things done. I feel like I’ve made a couple of friends here.”

New multi-year funding

New funding from RBC, HSBC and Finastra, along with a previous multi-year commitment from KPMG, is providing a baseline of support to ensure more young people across Canada have opportunities to build their confidence and overcome obstacles to employment. We are also pleased to partner with Yonge Street Mission in Toronto on a project funded by the Government of Canada’s Youth Employment and Skills Strategy.

DISCOVER allows participants to explore a range of careers and employment opportunities within specific sectors. Young people learn about a variety of roles develop their networks, and gain employability skills as they move forward on their employment journey. The program is usually delivered over the course of one to four days.

Meet Kardeisha

Kardeisha was one of 20 young people who participated in our four-day **Discover Finance and Technology** pilot program in collaboration with Youth Employment Services Toronto, RBC, KPMG and Finastra. Through a mix of professional development workshops, networking lunches, and activities, participants were exposed to a corporate environment and learned about the range of jobs available at these companies.

Kardeisha said she most appreciated the personal branding workshop led by volunteers from KPMG. Despite being familiar with social media, she found the workshop helped her think about LinkedIn differently and gave her and the group the tools to “... develop that online presence in a professional way that still stays true to who we are.”

The program will be replicated in Toronto this year through facilitated online workshops.



***** Get Into has a 95% graduation rate.



Upcoming programs for 2020-2021

Operation Entrepreneur is an award-winning program that provides Veterans with the training, tools and resources they need to build confidence, develop networks and start their own successful businesses.

Our one-day workshops help Veterans and their families explore entrepreneurship and self-employment and assess if it's the right second-career option for them. We then provide the support and training necessary to make it a reality through our intensive seven-day boot camps and mentoring opportunities.

Since inception, we've had more than 2,500 Veterans, still-serving members, reservists and their families attend over 100 workshops, and have helped launch more than 440 businesses across Canada. The program is made possible thanks to the hundreds of volunteer hours provided by students, business school faculty, and entrepreneurs who are inspired to support those who have served our country find their new civilian mission.

In 2020-2021, we will be expanding our offering to integrate sustainability content and support and encourage members of the military community to start and build green businesses.

Operation Entrepreneur

Skilled Veterans.
Confident Entrepreneurs.

2019-2020 Highlights

New Mentoring Program

Thanks to the generous support of our donors and sponsors, Prince's Trust Canada is pleased to have added a robust mentoring program to its offering – linking Veteran entrepreneurs to mentors who are successful entrepreneurs or established business professionals.

Mentors share their expertise and provide valuable perspective, advice and support in helping Veterans reach their personal and business goals. After a pilot phase in 2019 and matching 40 Veterans to mentors, the program is set to expand its reach and impact. If you're interested in becoming a mentor, contact mentoring@princestrust.ca

New multi-year funding from Veterans Affairs Canada

In January 2020, the Honourable Lawrence MacAulay, Minister of Veterans Affairs Canada, announced new funding for the Operation Entrepreneur program through the Veteran and Family Well-Being Fund. The financial support will contribute to the expansion of our one-day workshops and allow even more Veterans and their families to explore this growing and exciting career path.

“Having that person to hear you out, give you advice and share their experience and knowledge is huge.”

– Ghaidh Dhaidan, Nine years of service, Self-employed Physiotherapist

* Since inception, we have helped launch more than 440 new businesses across Canada.





Meet Kristin

Kristin joined the Canadian Armed Forces when she was 17 years old. Twenty years later, and after spending her entire career with the military, she suffered a concussion. Her injury meant that she could no longer perform her duties, and she was medically released. She was at a loss for what to do next. She said, “I knew I was getting out of the military and I was applying for jobs in a similar field, but I was struggling.” She decided to attend our introduction to entrepreneurship workshop and discovered her new calling – entrepreneurship.

After the workshop she said, “I went and registered my business. I got my domain name and even started building my website!”

Kristin applied for our seven-day intensive business boot camp at Dalhousie University where she attended lectures from business school faculty, received coaching, met with other entrepreneurs and created a plan to move her business forward.

Now, Kristin and her business are thriving. She’s gone from facing a very uncertain future to an optimistic one full of opportunity. She said, “I wouldn’t be where I am today without Prince’s Trust Canada. That one-day introductory workshop kickstarted a tsunami.”

Browse her collection of rare indoor plants at sweetlifeflora.ca and order one for yourself or as a gift.

Transitioning from the military is not just a culture change, it’s a culture shock.

– Kristin, Program Participant

The boot camp really helped me build a network of people on the outside.

– Cole, Program Participant

Meet Cole

When leaving the military, many Veterans struggle with losing their sense of belonging and purpose. For Cole, who served 15 years in the Canadian Armed Forces, the boot camp provided the opportunity to learn business skills for his new career. He also developed important connections with other Veterans, and together they established a new chapter of Treble Victor in Edmonton, a networking group for Veterans in business. He said, “When you leave the military, you leave a tribe. You leave your family. Sometimes, all you need is someone who you can grab a coffee with and tell them, ‘This is what I’m going through.’”

Cole is CEO of Pegasus Imagery, a technology company that delivers data solutions to emergency management, public safety and energy sectors by using unmanned drones. For more info visit pegasusimagery.ca





2019-2020 Highlights

Prince's Trust Canada recognizes the impact that language and culture have on identity and well-being, and the essential role played by language revitalization in the path to reconciliation.

Having a strong sense of identity, including cultural and linguistic pride, has been shown to positively influence mental health outcomes for Indigenous youth.

During the United Nation's International Year of Indigenous Languages, we were pleased to be involved in several Indigenous language revitalization initiatives, some of which are highlighted here. Our partnerships with Indigenous and non-Indigenous artists, creators, translators and organizations have resulted in the distribution of close to 25,000 children's books across 94 titles in 16 different languages.

These resources support elders, parents, teachers and healthcare providers as they share important lessons and inspire an interest in language learning among the youngest members of their communities.

International Conference on Indigenous Languages

We were delighted that HRH The Prince of Wales opened the International Conference on Indigenous Languages held in Victoria, B.C.. The conference brought together Indigenous leaders, language experts and advocates from more than 20 countries to share their knowledge, experiences and best practices. His Royal Highness's message drew attention to the importance of Indigenous language revitalization in Canada and around the world. We were honoured to coordinate with our partners to make this powerful piece of advocacy possible.

"Indigenous culture, knowledge, and languages make an important contribution to our world's rich cultural diversity. They also contribute much wisdom to peace building, sustainable development, good governance and reconciliation."

*– HRH The Prince of Wales,
2019 International Conference on Indigenous Languages*

Indigenous Languages

The Trading Tree

The Trading Tree tells the story of a very old sugar maple standing on the shore of Lake Simcoe. Written by Nancy Cooper, a band member of the Chippewas of Rama First Nation, and translated by Myrtle Jamieson (Waaseyaankwot Kwe), the story teaches children about how Indigenous and early settler families traded goods and stories at the tree.

In May 2019 Prince's Trust Canada and Clearwater Farm, an educational farm dedicated to helping children grow, collaborated to publish The Trading Tree in Ojibwe and English. In keeping with the story's roots in our shared history, copies of the book were printed on Canadian-made, FSC certified, recycled paper. The launch of the book was celebrated on Clearwater Farm, at the foot of the Trading Tree itself, with a reading by Myrtle Jamieson.



L to R: **Myrtle Jamieson** Translator, **Nancy Cooper** Author, and **Heather Charles** Illustrator, at *The Trading Tree* book launch at Clearwater Farm, Georgina, ON. The book was one of five books shortlisted for the First Nation Communities READ Award.

Learning Ojibwe Through Colour - JUNIOR

Prince's Trust Canada supported Patrick Hunter's "Learn Ojibwe Through Colour" workshop at JUNIOR, Toronto's international children's festival.

During the workshop Patrick, our Artist-in-Residence, provided hundreds of children and their families with

pages from the colouring books Prince's Trust Canada helped publish last year. Colouring these pages and contributing to a collective art piece exposed the young people to Ojibwe in a fun and creative environment. Copies of these and other colouring pages are available on our website for young people anywhere in Canada to use at home.



Patrick Hunter, our Artist-in-residence, at the "Learn Ojibwe Through Colour" workshop at Toronto's international children's festival.

Next Steps

In 2019-2020 we engaged in a consultation process with an Advisory Group composed of Indigenous community leaders and academics. Each member provided tremendous guidance, wisdom and insight about our role as an ally in language revitalization.

Through this process we recognized that language revitalization projects must be led by Indigenous communities, and as a non-Indigenous organization, our part should be to support and advocate.

We look forward to this new role and to deepening our commitment to reconciliation through other areas of our work, focusing on sustainability and youth employment.

We would like to express our appreciation to every member of our Advisory Group for their valuable contributions. Our staff and Board were humbled by all that we learned from them.



The Prince's Trust Group CEO Statement, Annual Accounts 2019-2020

The Prince's Trust group of charities includes the work of The Prince's Trust in the UK alongside Prince's Trust International, Prince's Trust Australia, Prince's Trust New Zealand, Prince's Trust Canada and now Prince's Trust America.

Together during 2019/20, we supported 77,870 young people, we helped 723 military Veterans to set up in business and invested in building sustainable communities. We are now active in 14 Commonwealth countries including Australia, Barbados, Canada, Ghana, India, Jamaica, Kenya, Malaysia, Malta, New Zealand, Pakistan, Rwanda, Trinidad & Tobago and the United Kingdom plus Greece, Jordan, Serbia and the USA.

Our strategic priorities are: to help young people to respond to the rapidly changing global economy and world of work; to improve their lives by making the successful transition from education to employment; to support people to set up sustainable and green businesses; to increase access to our support through innovative partnerships and digital solutions; and to help build sustainable communities.

We are truly grateful to His Highness The Aga Khan, our Global Founding Patron; and to HSBC, our Global Founding Corporate Partner. Together with these and other committed supporters, we are determined to transform more lives and build sustainable communities in the years to come.

I would also like to thank our wonderful team of staff and delivery partners, who together work tirelessly to support people around the globe.

Above all, our thanks go to His Royal Highness The Prince of Wales for his continued inspiration and guidance.

Dame Martina Milburn, DCVO, CBE
Prince's Trust Group CEO

Now more than ever, young people need our support. Our dedicated staff, volunteers, supporters and partners are all determined to help young people through and beyond this global crisis, so they can survive and thrive in these highly uncertain and challenging times.

Thank you to our supporters

As a registered Canadian charity, our work is possible only through the generous support of our donors and partners across the country. Thank you to:

FOUNDING PATRONS

The Hon. Hilary M. Weston, CM, CVO, OOnt
& Mr. Galen Weston, OC, CVO, OOnt

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*A special thanks to our supporters who wish to remain anonymous.

Thank you!

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