

2021 - 2022 ANNUAL REPORT

Osborne Village Resource Centre
Manitoba Incorporated

1-107 Osborne Street

Winnipeg, MB R3L 1Y4

<http://www.ovrc.ca>



Osborne Village
RESOURCE CENTRE

June 8, 2022

Table of Contents

| | |
|---|----|
| Empowerment Through Understanding | 3 |
| Who We Are..... | 3 |
| Our Vision..... | 3 |
| Our Mission..... | 3 |
| We Believe..... | 3 |
| Our Team | 3 |
| Overview of Services..... | 4 |
| Core Services | 4 |
| Resumes / Cover Letters..... | 5 |
| Career Counselling..... | 5 |
| Value Added Services | 6 |
| 2021 – 2022 Workshop Offerings (on Zoom) | 6 |
| Branding Yourself..... | 6 |
| My Ideal Company List..... | 6 |
| Informational Interviews..... | 6 |
| Self Care For Job Search..... | 6 |
| 2021 – 2022 Social Media Metrics | 7 |
| Workshop Feedback | 8 |
| 2021 – 2022 Message from the Executive Director..... | 9 |
| 2021 – 2022 Message from the Chair, Board of Directors..... | 10 |
| 2021 – 2022 Board of Directors..... | 11 |
| 2021 – 2022 Financials | 11 |
| Success by Numbers | 12 |
| Highlight of Services 2021- 2022 | 12 |
| 2021-2022 Client Feedback | 13 |

Empowerment Through Understanding

Who We Are

The Osborne Village Resource Centre is a non-profit pre-employment resource centre that is dedicated to assisting clients on their journey to finding meaningful employment. We assist clients who are unemployed, under-employed and/or those making a career change.

Our Vision

To be a leader in providing exceptional support to Manitobans seeking employment.

Our Mission

To provide an inclusive and safe space that empowers job seekers to find employment by offering one-on-one job search services, workshops, career counselling, and access to technology.

We Believe...

- Our clients feel empowered when they take personal ownership of their job search.
- Our clients will have the greatest chance for success with a targeted job search that starts with a clear understanding of who they are, their value within the workplace, and a clear idea of what work will be most meaningful to them.
- Career development is essential to an individual's success in navigating an ever-changing labour market.
- Our clients become more energized and prepared by identifying their skills and recognizing their unique abilities.
- Once clients realize the value of finding a job that is a "good fit" for their skills, abilities, and personality, they will maintain employment for long periods of time.

Our Team

Executive Director:

Keith Robinson

Employment Facilitators:

Brian Yasui
Betty Punkert
Lisa Elmhurst

Career Counselors:

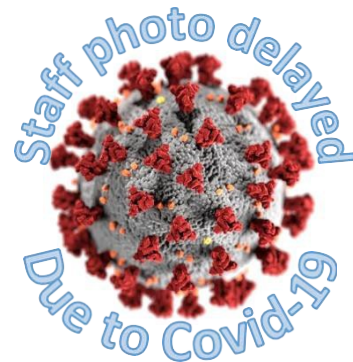
Kristina Lonstrup
Laurie Sutherland

Administrative Professional:

Judy Recksiedler

Social Media:

Olena Yurchenko



Overview of Services

Our services include resume building, cover letter development, career counselling, pre-employment workshops, and self-directed job search with access to eleven computers.

At OVRC, we recognize that not every client needs a structured program. We provide the opportunity for clients to choose the exact service that meets their specific needs and goals. This empowers our clients to take ownership of their job search and build life-long skills that will serve them well into the future.

We strive to create a safe and interactive environment for clients during one-on-one appointments, pre-employment workshops, and when clients are engaging in a self-directed search. This provides space and another opportunity for clients and staff to engage in open discussions to resolve challenges and open the door to new possibilities.

Core Services

The greatest advantage to clients in accessing OVRC services over other resource centers is their ability to choose services regardless of employment status.

Whether an individual is employed, underemployed or unemployed OVRC services are open to **all**. The staff works to provide resources that help each client gain the skills and self-confidence needed for career success.

By enabling our clients to choose the specific supports they need, we can provide valuable services that allow our clients to improve their work situation while offering flexibility in timing and service.

In addition to serving the un- and under-employed, we are one of the only agencies who provide support to already-employed clients, thereby reducing the potential time where they may need financial supports if they have to leave their current employment situation for any reason.



Resumes / Cover Letters

Create a focused, skill-based resume that showcases the skills and attributes you want to showcase in your next role. Rebrand yourself as skilled, passionate, and experienced at what you do. Learn how to reframe your experience in language the employer wants to hear.

Learn techniques for developing employer-focused targeted cover letters that clearly show your passion and competency. Humans hire other humans, and employers want people who are passionate and engaged. Targeted cover letters improve your resume's efficiency from 30-50%

- Clients working with employment facilitators in resume / cover letter development have secured meaningful employment at an average of 415 clients per year.

Career Counselling

Collaborate with a career counsellor to reflect on and identify your values, skills, attributes, work experience and personality type. Find out detailed information on occupations in the various sectors that make up the Canadian economy. With this information, you will be able to choose potential occupations that fit your needs, goals and aspirations. Together, you will develop a specific, measurable, attainable, realistic and timely action plan to get moving towards your career goal.

We help clients:

- Recognize they may already have the skills to pursue work in a new field;
- Determine whether to stay in a job and seek new duties that better match their skills, abilities and needs; or,
- Assess whether to find the same type of work in a different sector or with a different employer; and
- Transition into a new career that better suits their needs in their present stage of career development



Zoom Meeting

OVRC.CA



UPGRADE YOUR RESUME NOW!

OVRC.CA

Value Added Services

2021 – 2022 Workshop Offerings (on Zoom)



Branding Yourself

Discussing your career goals can be very challenging to some people. When you can effectively articulate your employment needs, people in your network know how to help you. Develop an elevator pitch that describes your professional personality, so you can confidently answer the question “What do you do for a living?”



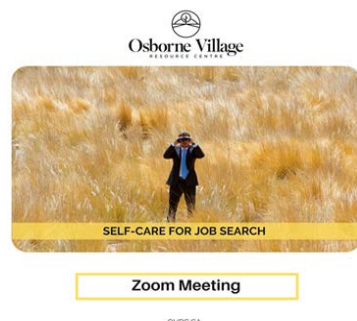
My Ideal Company List

Do you know the type of work you are looking for but you’re just not sure how to find the right company? Want to find a company that you actually want to work for? People who find companies that are a good “fit” for them, generally find greater satisfaction in their work.



Informational Interviews

1/200 resumes result in a job offer, but 1/12 informational interviews result in a job offer. Why are informational interviews such an efficient and effective job search strategy? Let’s learn, prepare and practice together.



Self Care For Job Search

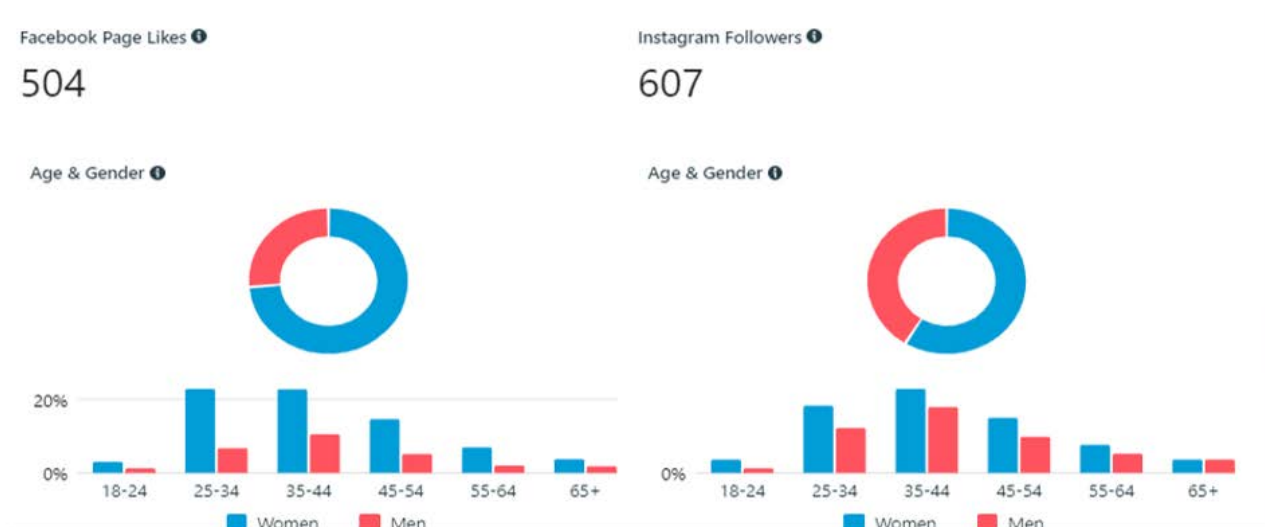
Is your job search getting you down? Does it feel like everything is about getting a job, and there's no joy or balance in your life? Look, your brain is *designed* to focus on everything that is going wrong. Self-Care for Job Search is a workshop about finding and applying some practical tools that will help you regain a sense of perspective and some emotional resiliency while you look for work (without losing YOU).

2021 – 2022 Social Media Metrics

Facebook: We reached **5,863** people, which increased **67.3%** over the previous year.

Instagram: We reached **1,545** people, an increase of **310%** over the previous year.

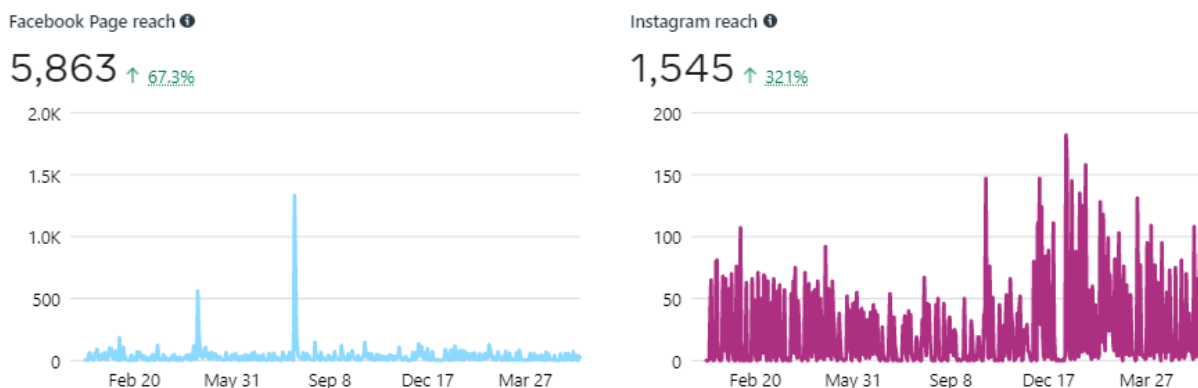
LinkedIn: The reach of our LinkedIn posts is more than **10,000.00** people. We gained about 1,993 connections from January 2021 to June 2022, which is about **600%** increase vs last year.



This year, we've been focusing more on Instagram because we found out that younger generation audiences are significantly more on that platform than others. We wanted to reach that audience. Compared to last year, there were two paid ad campaigns; this year, most of our social activities were organically driven and not by paid reach.

Facebook Page reach

The number of people who saw any content from your Page or about your Page, including posts, stories, ads, social information from people who interact with your Page and more. This metric is estimated due to a privacy policy that has been since August 2021.



Workshop Feedback

“I have hope! There are options and there are people who care enough to walk you through those options and I now have a definite plan of action”

CAREER EXPLORATION

“Confidence, and knowledge on how to answer tough questions about what I do, and more importantly what I want to do, and how I can do it.”

BRANDING YOURSELF

**“I learned about interview structure and all the do’s and not to do tips.”
“The understanding that I have to practice, write down the important things in advance.”**

ACE THAT INTERVIEW

“I have learned great techniques for researching employers and asking questions. This will be useful for not only informational interviews, but job interviews as well.”

INFORMATIONAL INTERVIEWS

“My next steps are clearer I need to research companies that I would like to be a part of and research the roles and activities that I would like to do”

MY IDEAL COMPANY LIST

“As always, the ORC teachers were Friendly, Honest and showed their passion through teaching this workshop to us. I could see their love for what they do as they helped us learn how to be better in the job market”

SELFCARE FOR JOBSEARCH

2021 – 2022 Message from the Executive Director

With an uncertain labour market and safety concerns around returning to work, 2021 was a challenging year for OVRC's clients. Many clients have expressed anxiety about the pandemic and the stability of the job market, and some have been laid off twice due to fluctuating restrictions in their industries. As the economy opened up, these concerns have led to many businesses struggling to fill vacant positions.

Clients have been making the best of their time during the pandemic, and choosing to invest in themselves and their future. OVRC's career counsellors have had 300 more appointments than usual in the past fiscal year, showing that clients are taking the time to look at their current career and future career goals. When a client's career is in alignment with their specific needs and values, it improves their overall job satisfaction, and it often means that they are in a better paying role where there is room for advancement. The next step is to look at the future labour market to plan long-term success. Taking this time to invest will result in a stronger and more prepared economy.

OVRC staff work closely with clients to help them uncover transferable skills and then connect those skills to a career that matches their skills and values—allowing clients to move forward in their career without retraining, reducing the time they are unemployed. Clients needing further training to reach their goals are provided the information with guidance to make the best choice.

To provide better services attuned to the needs of our community, OVRC committed to connecting more with other agencies to meet as a group to ensure the team knew exactly what services different agencies provided. We also developed relationships that allow OVRC to provide warm handoffs of clients when another program best meets their specific needs. When agencies work together for the best outcomes of our clients, it improves their success and opens the door for additional opportunities.

A great example of this community connection is our partnership with Essential Skills Manitoba. They provide the skill training, and OVRC provides the resume, cover letter, and interview skills support for their participants throughout Manitoba. Their clients find value and encouragement from our partnership, which is an essential factor. The more agencies can partner and understand each service we can provide, the more efficiently we work as a community.

I want to thank the OVRC Board for their support and knowledge as they guided us over the past year. It is remarkable when they face the same work and life challenges we face that they still provide their time to make OVRC stronger and better prepared for the future.

The OVRC staff, as always, are committed to the success of our clients. When you have the time, read the client comments in this report or on the webpage. You will see the impact that they have made in clients' lives. It is a privilege to hear and read the positive change they make. During a year of uncertainty, our clients were sure that they would receive positive support and guidance in their job search or career development process.

Sincerely
Keith Robinson
Executive Director

2021 – 2022 Message from the Chair, Board of Directors

It is an honour and privilege to serve on the Board of Directors of the Osborne Village Resource Centre (OVRC). The OVRC has been supporting Manitobans seeking employment over 25 years and moving to the next year of service with hope, commitment, and opportunities.

The COVID-19 pandemic has been extremely difficult on everyone, particularly for those who lost jobs during this time, or who were trying to secure their first employment. As the economy reopens, we all hope for a brighter tomorrow.

The OVRC, under the strong leadership of Executive Director, Keith Robinson, with their devoted and talented team of professionals, offers services dedicated to assisting clients on their journey to finding meaningful employment. OVRC assists clients who are unemployed, under-employed, and/or those making a career change. Their main goal is to help clients find meaningful work not just a job.

OVRC is grateful for the financial support of the Province of Manitoba and committed to providing exceptional support to Manitobans seeking employment, and to continue contributing to Manitoba's economy by helping individuals find employment!

A huge thank you to Keith, the team, and Board of Directors and I very much appreciate your leadership, insight, and dedication to ensuring the services that OVRC offers are the best!

Larysa Motruk



2021 – 2022 Board of Directors

Chairperson

Larysa Motruk

Vice-Chair

Leah Buermeyer - Finance Committee

Treasurer

Garry Reid - Finance Committee

Secretary

Melissa McCann - Governance Committee

Members

John Helliar - Governance Committee

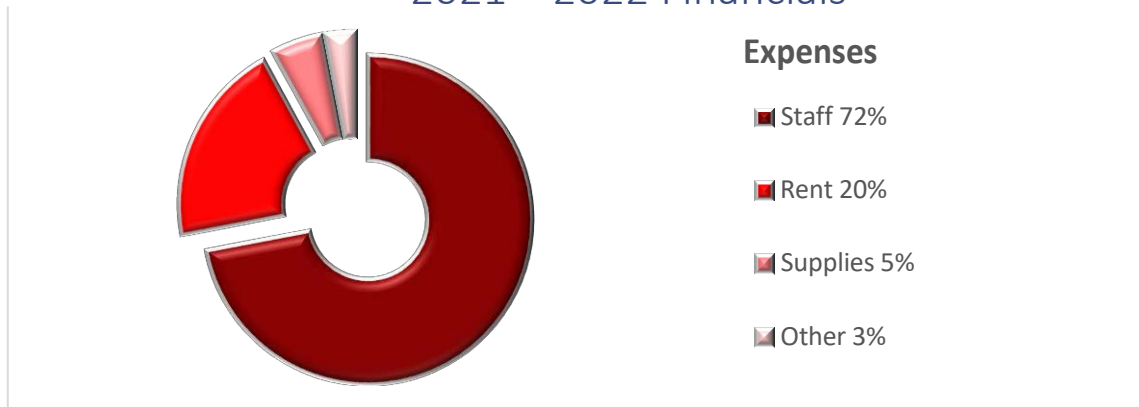
Ahniko Handford - Governance Committee

Adriano Magnifico - Governance Committee

Raghu Rajendran - HR Committee

Gregory Geva – HR Committee

2021 – 2022 Financials



Total Staff Costs includes: Salaries, CPP, EI & Income Tax, and Worker’s Compensation Board

Rent Costs includes: Rent, Hydro, Telephone, Internet, Cleaning, and Alarm

Other Costs includes: Building / Liability Insurance, Board Insurance, Banking / Interest, Accounting, Payroll Administration, Computer Service & Repair, Staff Development and Building Maintenance

Budget Notes: OVRC approved budget was \$425, 906.

Success by Numbers

Each year, our team of three Employment Facilitators and two Career Counsellors help clients by providing in-depth one-on-one and group workshop training:

Highlight of Services 2021- 2022

3452

Services to the community (includes all appointments, workshops and self-directed clients engaged in independent job search).(An increase of **1328** services from 2020-2021)

866

One-on-One Resume and/or Cover Letter Appointments were provided by three Employment Facilitators. (An increase of **98** from 2020-2021, despite losing a long time staff member in 2021 and onboarding a new hire in the spring of 2022.)

824

Career Counselling Appointments were provided by two Career Counsellors (An increase of **336** from 2020-2021, proving that the demand for this service is increasing.)

509

Clients participated in OVRC's Pre--Employment Services. (a decrease of **93** from 2020-2021. We are seeing clients that are burnt out from Zoom meetings and online interactions, but not quite ready for in-person sessions. This has resulted in more one on one appointments.)

197

Interview Skills Appointments (This is an increase of **132** we should see a larger increase in 2022-2023. This workshop was a two-day workshop and it did not work in the Zoom format. One on one appointments take a lot of time to cover this material.

275

Other Services (Informational Interviews/Linked In/Online Applications (An increase of **53** from 2020-2021. LinkedIn Development is an important tool for our clients success)

321

Clients secured meaningful employment in 2021-2022. (This is an increase from 2020-2021. OVRC is moving closer to exceeding our funding goals.)

2021-2022 Client Feedback

I had the privilege of working with Laurie Sutherland in preparation for an interview about which I was very excited and nervous. As someone who has been employed by the same organization for so long, my knowledge and experience of the interview process was extremely out-dated. I was grateful to be able to access the support of someone with so much wisdom, knowledge and kindness. Laurie provided honest, supportive and constructive feedback as well as tips and helpful advice that supported me in presenting my skills and gifts in clear, concise and clever ways. Witnessing someone with Laurie's level of expertise model amazing interview techniques, share strategies and provide advice has transformed and contributed immensely to my interview skills. I am excited to use them and know I would never have gotten to this point without her. I am so appreciative. Thanks so much!

I am so excited and blessed to have worked with Betty Punkert to build my resume. Having been in the same position for so long, there has not been a need to adapt or change my resume and it needed a complete overhaul. Betty, with her wit, wisdom, patience and incredible knowledge, was able to change my resume to highlight my skills, positive attributes and successes. She made it possible to emphasize what I have to offer as an applicant instead of that information being lost in too much detail. Without her, I would have been lost and, I am sure, passed over for any new positions. I am so very grateful for her guidance and changes. Thanks so much!

I recently had a cover letter and resume done with Betty and talked about branding with Kristina. I am graduating university this year so I need a resume to start applying for teaching positions.

My experience with Betty and Kristina was fantastic. I liked that your office uses zoom, and I learned a lot about professionalism. They were also respectful and considerate of my Indigenous background and culture. I felt more confident after my appointments with them.

Since then I have recommended Osborne Resource Centre to other student teachers, teachers at my practicum school, friends and family.

Dear Laurie,

I am writing to you to express my sincere gratitude for your kind support and all the efforts you and your colleagues put for me and every person that seeks assistance with employment in Winnipeg.

I tried several organizations that provide employment support but I truly believe that you people are at completely different level, far above the rest.

I must say that since the first eye opening meeting we had, I have learnt so much and I feel that today I am equipped with the right tools to be properly positioned in the job market. I cannot express enough the kindness and the professionalism with which you treat every customer and

that can be felt during every step of the process.

It starts with prompt and efficient communication with Judy to understand the needs and schedule appointments, and it goes further to the dedicated, professional and passionate team that simply does magic. Kristina, Betty, Lisa and you Laurie are remarkable people and I am glad that I had the opportunity to meet you all.

You are doing incredible and extremely important job I'd like to wish you guys that you keep doing that magic to as many people in need as possible. From my part, I can only say that I will always recommend Osborne Village as place to go for people looking to find a job and improve their job search chances.

I really appreciate all the services that OVRC offers for the residents. I have been taking some Workshops very interesting to help me to introduce important aspects in the seeking for a job, in the informational interview's clues, in the healthy way to seek for jobs, and more. I am very grateful with the team of OVRC, my special thank you to Laurie to be so kind and comprehensive in my situation and so respectful and reliable in my experience to be successful in Canada. Also, I would like to say Thank you to Betty and John to help me very professional in the build of my Resume and Cover Letter. All the support was amazing. A BIG thank you to everyone to help me to re-introduce myself in my chose field in Canada. Thank you so much.

I would like to express my gratitude for the services provided by Osborne Village Resource Centre. Over the course of a few months, I received counselling from Laurie Sutherland and attended a number of career building sessions organized by the centre. Laurie did an outstanding job of helping me work towards a career path that uses my particular talents in a way that is personally fulfilling. One of the most valuable things I gained from working with her, and other members of the OVRC team, was how to look for jobs that are not advertised directly and part of the "hidden job market". This, in turn helped me turn my post-secondary education into a marketable skill in ways that I had previously not even thought of. I believe that OVRC provides a valuable service helping people enter the workforce in a way that maximizes their productive capacities and become net contributors to the common good. Thank you again for all of your help.

I just wanted to take an extra moment to express my gratitude for your assistance with the sessions, which I found to be of such great use for me at this time in my life. The time you spent and the tools you used with me really helped to clarify my own values, strengths and uniqueness. I liked the culmination in crafting a vision statement. I can see how that helps to discern what types of employment fit for who I am, and how important it is for someone like me to be sure of a good fit.

I'm excited to utilize the skills and insight that I've gained from our work together in the next while as I explore job opportunities. I will definitely work at reaching out, as you suggested,

instead of merely seeking advertised openings.

I wasn't sure whom to write to in expressing my thanks and the impact of our time together, so please make sure to forward this email to someone who would be interested in that!

I am writing to rave about my experience with Laurie Sutherland at OVRC. I have been meeting with her since November. The time she took to get to know me and listen to my experiences was so helpful and appreciated. She helped me to figure out the perfect direction for my career and made the route to get there very easy. She was incredibly kind and attentive and immensely helpful in helping me work through my thoughts and needs for employment. I really enjoyed speaking with her and I am thankful for the help I received.

I am now enrolled in a Family Support Worker program through Urban Circle Training, and I am starting classes today. By the end of the course I will have a Family Support Worker Certificate and will be able to work with a social services agency. This is exactly the shift I needed and I am looking forward to serving my community in such meaningful work. Thank you

I hope this email finds you well. I am very happy to let you know that I accepted an offer from Avenir IT yesterday.

Thank you very much for the time, energy, and thought you put behind the session you had with me. It not only boosted my confidence but also gave me enough tools to nail the interview process. I would like to meet you in person before I start so I can thank you properly.

I'm so glad I got career counseling. Even though I'm still not sure what I want to do, the sessions with you have helped me see what is out there, and what my options are. I now know there are possibilities available to me that I never would have thought of - various forms of funding for education, whole fields that it wouldn't have occurred to me to investigate. If I hadn't worked with you, I think I would have been applying to any job that I thought would take me, and I most likely would have ended up unhappy with my work. Thank you so much!

Dear Lisa

On behalf of the both of us and the participants in the Reach Forward Pre-Employment Program, thank you for the excellent service recently provided to Donna Bateman. She was very excited and really pleased to be able to work with you on her resume and cover letter for a targeted job posting.

Donna now has a high quality resume and cover letter sample that she will be able to adapt for future applications. As this is a service that Essential Skills Manitoba is not mandated to provide, we are sincerely grateful that you are able to work with and assist our participants in

this way. Please extend our appreciation to others on the team at Osborne Village Resource Centre for being so welcoming, so efficient, and for providing such excellent service to those looking for work. Sincerely, Wendy Miller & Lina Calderon Instructors

I thank you again so much for all the effort and care you put into helping me with the cover letter and resume. You opened up a new way of seeing myself and my goals and led me in a direction of actually pursuing what I want to. If I'll ever be able to express what you've done for my confidence and my life path. I haven't always had people around me with the mindset of guidance and encouragement, but just speaking with you has done more for me in the last month than a few of my therapists have done in a year. Thanks for working with me.

Over the last year, Laurie Sutherland at the OVRC, has been an invaluable asset to me. Laurie has been guiding me through a midlife career pivot. She has given me tools, guidance and encouraging words to help me determine my next steps. Whether it was hashing out all the career options, educating me on how to build up my LinkedIn profile, or connecting me with people in different sectors, Laurie was the resource. Furthermore, Laurie was there for me when I needed her to review my application for entry to the fall 2022 MBA program at the U of M. Laurie has not been the only OVRC staff member that has been a key asset in my steps forward. Betty Punkert was a whiz when it came to converting my engineering/ science heavy CV into a business focused CV. The OVRC staff should be commended. If I am ever at a cross roads again I will be sure to contact the OVRC for more help.

I am pleased to let you know that after a year and a half of being unemployed, I have found a job.

Yesterday was my first day. I am working at the University of Manitoba, for the Office of the Associate Vice President, Donor Relations. I will be playing a lead role in the development and documentation of standard operating procedures, rules, protocols, best practices etc. for the unit. As well as supporting special and ongoing projects for the unit. My official title is Policy Research Coordinator. I believe I landed in a very good place.

I wanted to thank everyone at OVRC for supporting and encouraging me along my journey. I took advantage of all the workshops and resources and met with each one of you individually (combined it was many times). I am grateful that OVRC was there for me when I needed it most. Your compassion, coaching, and empowerment is appreciated.

Seeing my resume written in a skill-based style, made me realize the experience and skills I do actually have and increased my confidence when talking about myself in a job-seeking context. It also gave me the confidence to apply for a job in my field with a resume that accurately portrays what I can bring to the table as an employee.