

# 2022 – 2023 ANNUAL REPORT

Osborne Village Resource Centre Manitoba Inc.

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Winnipeg, MB R3L 1Y4

<http://www.ovrc.ca>



**Osborne Village**  
RESOURCE CENTRE

October 11, 2023

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# Empowerment Through Understanding

## Who We Are

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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

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

## Our Mission

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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

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- 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

<b>Executive Director:</b>	Keith Robinson
<b>Employment Facilitators:</b>	Brian Yasui Betty Punkert Lisa Elmhurst
<b>Career Counselors:</b>	Kristina Lonstrup Laurie Sutherland Ahniko Handford
<b>Administrative Professional:</b>	Judy Recksiedler
<b>Social Media:</b>	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 where they may need financial supports if they have to leave their current employment situation for any reason.



"I feel much more confident about how my resume will work for me, and that I can really use it to develop a better interview strategy - like preparing good stories to go with any of the given points. Not only that, but I can easily re-tool my resume to fit the type of job I'm applying for, as you showed me the process of taking each point of the job posting to apply to my own skills. You also were just so kind and supportive about my experience, as I think I tend to undersell my qualifications and myself."

OVRC CLIENT



## Resumes / Cover Letters

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We help clients get excited about creating responsive, skills-focused resumes that capture the first-rate experience and attributes they bring to their roles, using language we know the employer will hear. Our clients also discover how “branding” their uniqueness - composed of those shiny, sparkly competencies that make them an outstanding candidate – makes them memorable and captures the employer’s attention.

Our clients learn how to write call-to-action cover letters that introduce themselves to the employer using the employers’ words and their own to describe the dedication, commitment, and accomplishments that capture an employer’s imagination. Why do targeted cover letters improve resumes’ efficiency from 30 -50 %? Because humans hire humans who show their enthusiasm!

- Clients that worked with employment facilitators in resume / cover letter development have secured meaningful employment at an average of 415 clients per year.
- In the contact year of 2022 – 2023 OVRC **539** clients secured employment.

## Career Counselling

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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. Gain tools to research your options. 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 assist clients to:

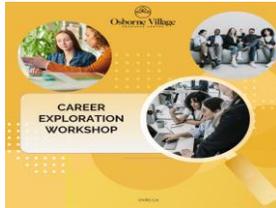
- Recognize they may already have the skill to pursue work in a new field;
- Determine whether to stay in a job and seek new duties that better match their skills, abilities and needs; or,
- Assess whether to find the same type of work in a different sector or with a different employer; and
- Transition into a new career that better suits their needs in their present stage of career development, at any age
- If retraining is required, explore options and potential funding assistance

Ready to find your career “best fit”? We would love to help you get there!

# Value Added Services

## 2022 – 2023 Workshop Offerings

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Is it time for a career change? Are you unsure what direction to take? Sign up for the Career Exploration workshop! The Career Exploration workshop is an excellent tool for defining career satisfaction.



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?”



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.



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.

## 2022 – 2023 Workshop Offerings (cont.)

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OVRC-CA

Get a professional photograph taken right here in our beautiful courtyard. Develop a headline that markets your job needs and strengths. Get an “About” section written for you: your branding statement. Brainstorm and identify potential employers who intrigue you. See the career journeys of professionals in your field. Connect and learn from professional associations. Learn how to view job opportunities and set up job alerts. Discuss job search methods and networking strategies. See how engaging and interacting with your network benefits you.



OVRC-CA

Get the skills and confidence to ace your next interview. You will learn how to answer the three different types of interview questions, practice your responses and get feedback in this fun, interactive and engaging workshop

Working together.... For your success...



**“I appreciate your belief in me. I am also grateful for your advice not to give up and continue looking for the creative position to fulfill my passion for architecture and design.”**

CAREER EXPLORATION

**“It is inspiring and helps self-confidence, especially for people who are already a bit desperate due to long job search (like me).”**

BRANDING YOURSELF

**“Thank you so much for all your help! I am so happy we went through the interview guides. It really helped me immensely! I was extremely nervous during the interview but knowing what to say helped me focus and confident”**

ACE THAT INTERVIEW

**“How strategic informational interviews are! I can get a job right away or very valuable career information.”**

INFORMATIONAL INTERVIEWS

**“Job research should be targeted. It would increase the chance of not only getting a job but actually getting a good fit.”**

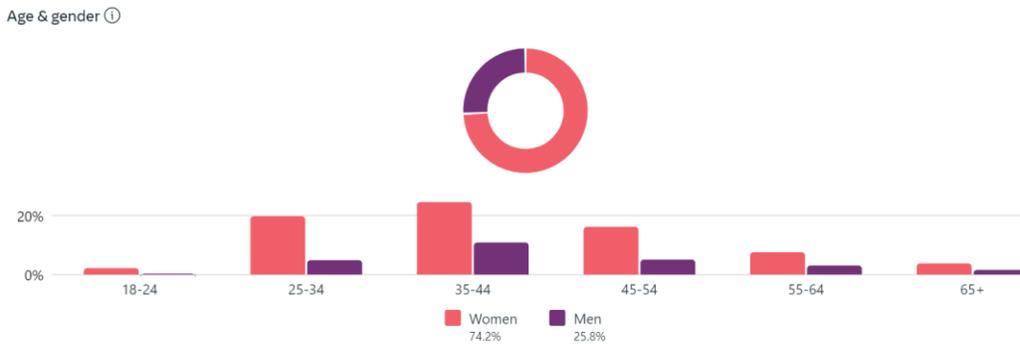
MY IDEAL COMPANY LIST

# Overview of Social Media Channels' Performance

## Facebook

Facebook followers ⓘ  
572

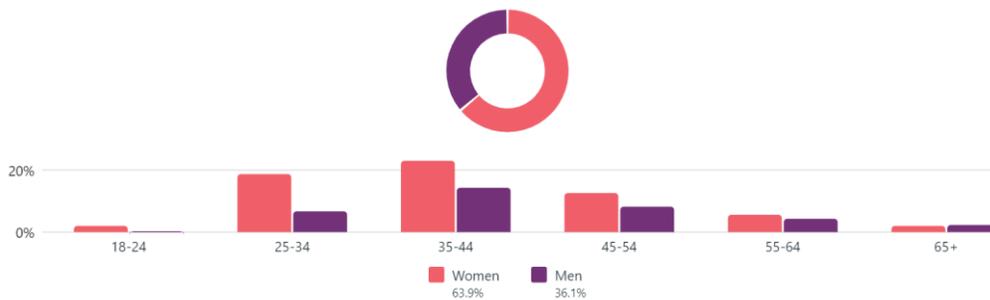
2023 Facebook followers 14% increase vs the year 2022



## Instagram

Instagram followers ⓘ  
673

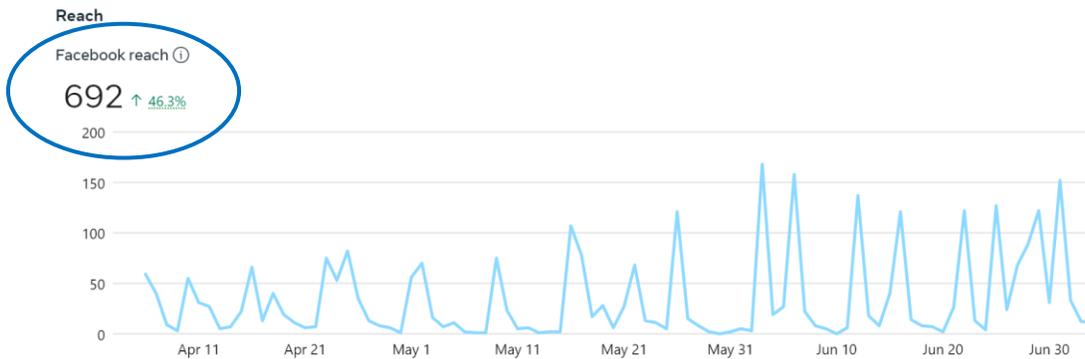
2023 Instagram followers 15% increase vs the year 2022



We grow the number of followers organically, creating engaging posts and proposing valued services to clients.

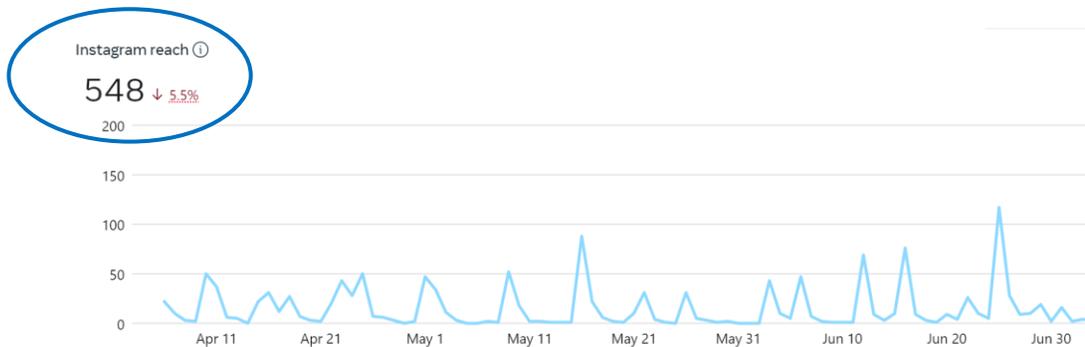
Facebook and Instagram continually refine their algorithms to deliver more relevant content to users, increasing the likelihood of content reaching a larger audience.

Using unique hashtags for every post, we follow the algorithm resulting in increased reach – the total number of people who see our content.



April 1 – June 30

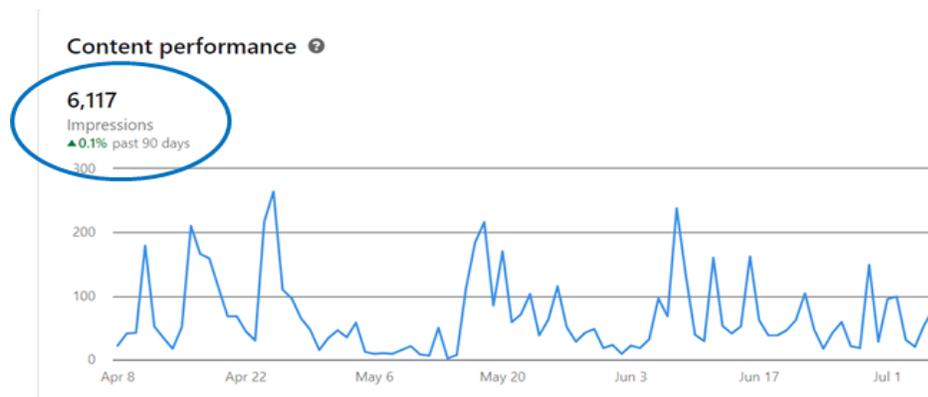
Instagram regularly updates its algorithm to improve user experience. These changes can affect how content is distributed and may result in a decrease in reach for certain accounts or types of content.



April 1 – June 30

## LinkedIn

The number of followers is 2,007, 12% more than the year 2022. More impressions mean more potential visibility for the content.



April 1 – June 30

## 2022 – 2023 Message from the Executive Director

It has been a year of success for our clients at OVRC. We have set a record of 539 clients that secured meaningful employment. In addition, 51 clients have returned to further education, and we referred 73 clients to other agencies that better fit their specific needs. OVRC clients had 663 positive outcomes resulting in an impressive 90% outcomes from the 735 clients OVRC provides services to each year. OVRC registered 861 clients exceeding our funding goal of 735 by 126 clients providing an excellent return on investment.

OVRC's true success is not in the numbers; I believe the relationships the OVRC staff develop with clients lead to positive outcomes. If you have not experienced the culture of OVRC, I suggest you take the time to hear and feel the positive, caring energy each staff brings daily. Right from the first phone call, when Judy asks questions, she listens to the client's needs to determine their specific needs and links them to the directed service that will start their journey to positive outcomes. OVRC would not be as successful without the excellent work of Judy at the front desk. OVRC clients benefit from her experience and professionalism.

We have seen our workshop numbers gradually increase over the past year and hope to be back to full workshops this year as it would cut down on the six-week wait time for one-on-one appointments. Some clients are still concerned about gathering in group sessions and preferring to work with staff individually to limit exposure to other people in a group session.

Working with a professional survey developer, Spark connected to me from a request I submitted to their agency. OVRC now has a pre and post-survey for our clients receiving career counselling and pre-employment surveys. The goal is to monitor how OVRC is responding to the changing needs of our clients. OVRC strives to maintain a high level of service to our clients to improve their opportunities to secure meaningful employment.

I have submitted two Grant Proposals, one with the Assiniboine Credit Union for staff development and the other for centre upgrades with The Winnipeg Foundation. We have benefited from an ACU grant to replace all our client chairs. In addition, we have received two grants from The Winnipeg Foundation for server and computer upgrades.

I thank the OVRC Board of Directors for their dedicated work this past year. OVRC is stronger because of your talents and contribution to preparing OVRC for the future. They completed many board governance tasks in the past year and are close to having all documents up to date.

Sincerely,  
***Keith Robinson - Executive Director***

## 2022 – 2023 Message from the Chair, Board of Directors

There is strength in OVRC's Vision to be a leader in providing exceptional support to Manitobans seeking employment, and I see this exemplified in the past year more than ever. But this strength isn't just based on the will or whim of one person alone. It's an effort of a team of individuals who strive to provide meaningful, dedicated service to clients on their journey to finding employment.

Over the past few years, we have had many obstacles however, I can say, with confidence, the team at OVRC have stood strong in their commitment to assist clients who are unemployed, under-employed, and/or those making a career change.

Looking forward, I know it's through the amazing team at OVRC and financial support of the Province of Manitoba we will continue provide service to our clients and navigate around whatever obstacle presents itself next.

Finally, on behalf of the board of directors, I would like to express our gratitude to our clients that have given us their trust to assist them in their journey to find meaningful work. And thank you to the Board of Directors, Executive Director, Keith, and the team at OVRC that has put together their best effort and spirit in the past year.

Larysa Motruk

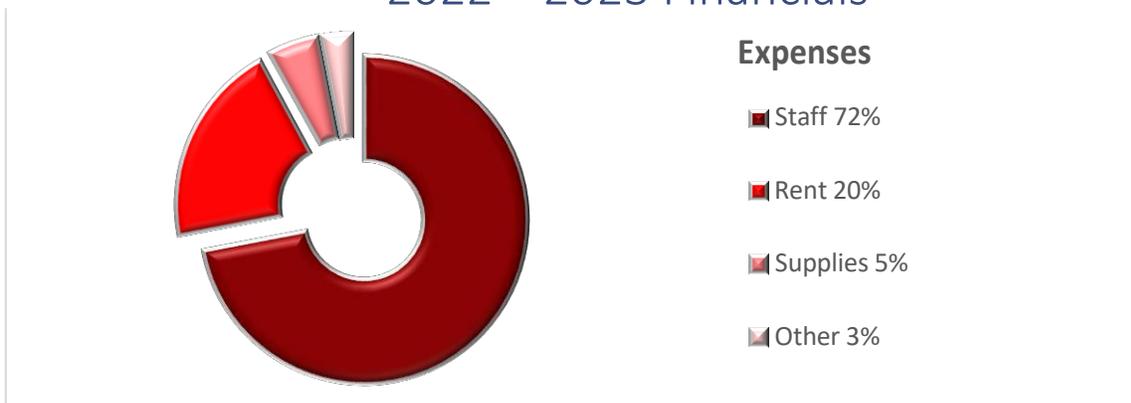
**On behalf of the OVRC Board of Directors**

## 2022 – 2023 Board of Directors

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<b>Chairperson</b>	Larysa Motruk
<b>Vice-Chair</b>	Leah Buermeyer - Finance Committee
<b>Treasurer</b>	Garry Reid - Finance Committee
<b>Secretary</b>	Melissa McCann - Governance Committee
<b>Members</b>	John Helliar - Governance Committee Ahniko Handford - Governance Committee Adriano Magnifico - Governance Committee Raghu Rajendran - HR Committee Gregory Geva – HR Committee

## 2022 – 2023 Financials



**Total Staff Costs includes:** Staff 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 2022 - 2023](#)

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**2862**

Services to the community (includes all appointments, workshops and self-directed clients engaged in independent job search)

**1058**

One-on-One Resume and/or Cover Letter Appointments were provided by three Employment Facilitators.

**770**

Career Counselling Appointments were provided by two Career Counsellors.

**428**

Clients participated in OVRC's Pre-Employment Services/Workshops.

**306**

Interview Skills Appointments ( Both one on one and in Workshops)

**300**

Other Services (Informational Interviews/LinkedIn/Online Applications)

**539**

Clients secured meaningful employment in 2022-2023. ( An increase of 40% from 2021 – 2022, when we had lower uptake and fewer appointments because of the pandemic.)

## 2022 – 2023 Client Feedback

I would like to tell you I had a wonderful experience at your job search company the staff were very welcoming and courteous to me, gave me excellent advice on how to job search they properly helped me build a more adequate resume for my profession. In the future I will recommend a friend to your company I would like to talk to you and tell you about your employee named Betty she gave me good information on how to look for jobs online and where to find them and search for them, if I could give her a raise I would. "Totally up to you sir" because of her great and professional attitude I found confidence in myself and for the future in my career she is a great and noble employee with great patience and very charismatic and amazing sense of humour. Please give my thanks to her and yes I have found work thanks to her wisdom. There has never been a job search company like yours nor a more committed helpful employee like Betty.

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Hi Laurie,

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 am excited to utilize the skills and insight that I have 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 was not 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!

Peace, James

Dear Keith,

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.

Sincerely, Loni Andres

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The service from your company was impeccable. Betty was professional, friendly and very knowledgeable. She helped me with my resumes, cover letters and providing information about preparation for interviews. Lisa also helped me with the preparation of an interview. Kudos to Betty for being a wonderful person in helping me. It was a pleasure meeting her and she gave me good and sound advice and took her time explaining current resumes and cover letters.

I am happy to tell you I had two job interviews. One with Cadham Lab as a COVID Data Entry Clerk and the other with the Manitoba Justice Department as a Clerk Typist.

I got a job offer with Cadham Lab within a week of my interview, they are under the Government and Shared Health, and I start on July 11<sup>th</sup>. It is a full time term position until March 31, 2023 and rotation of days and evenings. In summary, my experience with your company was top notch. Thank you for having such wonderful, experienced, and helpful people working for your company.

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.

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I am happy to see you in the trailing email asking about the experience with OVRC's counselors. I have wonderful experience and guidelines from all of your staff and they are experienced well in their respective fields. The following are the names of your staff, who are helping me to search for my long-term goal job.

1. Laurie Sutherland.- Career Counsellor
2. Betty Punkert- Resume
3. Lisa Elmhurst- Cover Letter
4. Kristina Lonstrup- Branding Your Self and LinkedIn Profile

All the above had given me wonderful knowledge and made me comfortable in finding a job in the Canadian labor market. After attending the workshops, now I feel comfortable talking with potential employers. I have a short-term goal job and the details are as follows:

*(... see next page)*

As above, I got employment from MCI but it is not my targeted job. My target job as per my experience and qualification is to get in on Staff (Supervisory and finally as a Manager) position in any manufacturing industry. For my target job search, I need the services of OVRC until I get employment in this position.

Thanks for your time and consideration of me as a client by OVRC under your leadership. I really feel proud to have such an organization that is helping the people to find a career in their respective fields and serve the community to their best abilities.

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There is no other organization in Winnipeg that is like OVRC. Every member of the staff is fantastic at what they do without exception. When I first came to OVRC, I had a sinking feeling of dread in my stomach as if I were a boat lost at sea. Now I feel an increasing sense of relief as the staff continues to help me find out the direction I want to go in! These feelings of hope make a massive difference when you are searching for a job and building a career!

The career counselling aspect with Laurie is particularly valuable because the process she brings you through is potentially life changing. Laurie helps you to figure out what work you want to do, why, and how to get there. It is an invaluable experience that I have never had before, even having been advised by several university-level career counsellors.

Betty is an actual artist when it comes to crafting cover letters and resumes, Kristina troubleshoots and problem-solves with grace, accuracy, and empathy, and Lisa taught me how to Zoom properly! The staff are so wonderful and talented, and they have every resource one could possibly want when it comes to getting a job or adjusting your career path. They do not miss any detail; there are even LinkedIn headshots!

My experience with OVRC, like many other clients I am sure, will probably have changed the trajectory of my life. It is a remarkable organization that deserves far more accolades and visibility than it is currently receiving. Thank you so very much.

## 2022 – 2023 Client Feedback (cont.)

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Before meeting with Laurie, I was extremely stressed. I was about to begin my 3rd year of Law school, and I realized that I did not want to be a lawyer and had no idea where I was headed in life. I did not know if I wanted to continue schooling, drop out, pursue employment, or switch my path of education.

During my time with Laurie, she helped me to discover what really mattered to me and what I enjoyed doing. By completing personality assessments, reviewing occupations, and having honest discussion, she helped me to narrow down my options and eliminate a large amount of stress that I was previously facing.

Laurie provided me with resources that were specifically tailored to my interests, she listened to what I had to say and was completely non-judgmental, and provided me with many insights that I had never considered.

Laurie is highly skilled, extremely friendly, supportive, and attentive. I am very grateful for the opportunity I had to learn from her, and I believe that the time I spent with her will be invaluable to my career trajectory.

Sincerely, Justin Vermette

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Hello, Keith,

Thank you so much for your E- mail. I have replied recently to Betty with a big thank you, but I am not sure if she got my E- mail before her medical procedure.

I would like to thank OVRC, especially Betty, as I have never met a person being so helpful, efficient; fun, supportive and so knowledgeable. I have no words to describe how much I appreciate Betty's help with my resume, cover letter and interview tips. I also would like to say that your center is unique and really helps people get professionally written resumes and makes them feel confident and ready for new opportunities. Betty is outstanding and excellent and I am so blessed to know her. In addition, I also have to mention that any time I call the center, included my first call to make an appointment, a very nice lady, who has amazing customer service skills, welcomed me. I always felt welcomed and felt real support. When you are out of job, you really appreciate when someone is caring, listening and feeling your pain. I am

*(... see next page)*

## 2022 – 2023 Client Feedback (cont.)

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impressed and can bet that your center is one of the best, number one. I have successfully started a new job as of January 2023, as a Quality Assurance Specialist at Prometic Plasma Resource Center.

I am very glad and happy that I had such a great and positive experience with OVRC. I would recommend your place to anyone who is looking for job. I hope you will keep helping people with much success.

Thank you so much for reaching out to me. My best regards to Betty and to all staff. Have an awesome day.

Regards, Tatiana Asabil.

