



A Retrospective



Building Business. Enriching Lives.

Mission Statement

PAST

Vaughan Neighbourhood Support Centre Inc. Mission Statement

- We believe that all individuals bring their own culture to a community.
- We live in a multi-cultural community with a growing multi-ethnic dimension.
- We believe that there must be a sensitivity and response to all individuals and their ethnic and cultural heritage.
- We further believe that a community-based multi-cultural, multi-service Resource Centre will enhance the development and integration of the multi-cultural community within the City of Vaughan.

TODAY

Our Vision

A community that exemplifies Canadian values, where all people realize their full potential and have the opportunity to belong in, and contribute to, a prosperous and inclusive society.

Our Mission

Social Enterprise for Canada promotes integration and equity for diverse populations in need through:

- Promoting community development, and
- Providing direct human services for unmet needs.

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Message from the Chair



We have always taken pride in calling ourselves “opportunistic” in the sense of identifying gaps in community services and striving to address them.

Our strength remains in our ability to be flexible, innovative and entrepreneurial. Over the years our challenge has been to embrace rapid growth while keeping our hands firmly on the wheel.

Perhaps the key to keeping our growth targeted to our strategic vision has been our Board of Directors. Although we continue to seek new members as our projects require new expertise, we credit our board for its efficiency and its ability to get meaningful and impactful things done for our community.

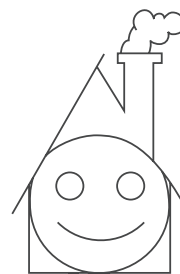
Looking forward, we will face a higher level of community need and less public funding. We will need to focus our attention on retaining strong leadership and work to attract new talent to help us deliver on our enterprise mission, which will in turn ensure our social agenda is secure. We will continue to expand community participation in our decision making process by expanding our circle of volunteers. We will also seek the counsel of those who have insights into new opportunities, the connections we need to make things happen, and the expertise to support us in areas where we need to develop organizational competency and proficiency.

Canada and the needs of Canadians are changing in terms of multiculturalism and human rights. So are the needs and demographics of the population in the Greater Toronto Area. We must progress with the times and continue to understand the needs of the grassroots neighbourhoods we serve.

Social Enterprise for Canada played a pioneering role in introducing the notions of translation, mentoring, and accreditation to our communities. We survive because we do good work. Our latest initiative with Citizenship and Immigration Canada, which focuses on the integration of newcomers in this country, speaks volumes about the government's trust in our abilities.

A 25th anniversary is an occasion to celebrate, especially for an organization that succeeds in its endeavors and looks forward to an even more successful future.

Michael Raffa
Board Chair



CEO's Message

When I was hired in 1992 as this agency's third Executive Director, Vaughan's newest citizens were having difficulty connecting to community services and decision makers. There were few mainstream agencies operating in the region and the limited services available were neither accessible nor equipped to serve growing populations of ethnically diverse families and individuals.

Without the presence of organizations to secure and make use of the provincial and federal government resources, many grants were bypassing the Regional Municipality of York (York Region). My mandate was to provide much needed services to diverse residents, build momentum for greater equity and participation, and support and build the community service sector.

Over the years growth has been steady and our teams work tirelessly to expand our reach to the underserved. We have become very successful at building programs that address urgent needs and securing project funds. As the agency grows, our geographic service range continues to expand. This is reflected by the agency's name changes – Vaughan Neighbourhood Support Centre Inc., then York Region Neighbourhood Services Inc. and currently, Social Enterprise for Canada.

Our uniquely "entrepreneurial" approach to community service has brought us both an opportunity and challenge. Our goal to address urgent needs has never afforded us a chance to focus on any one service area. Our short term funding has prevented us for having long term employment opportunities and yet, we have overcome these challenges and made significant impacts to the lives of literally thousands of families and children.

What we celebrate on this milestone anniversary is our track record for achieving successful community outcomes. Many of our projects have been "firsts" or gone beyond the expected role and mandate of not-for-profit community-based organizations. Having always embodied the founding values and intent of the Canadian Charter of Rights and Freedoms, Social Enterprise for Canada is a true representation of local community acting on a national vision.

Patricia Cousins
Chief Executive Officer



For 13 years I was accorded the honour of leading this agency, working with terrific people and engaging with members of the community. It was a remarkable ride.

The agency never lost its ability to be nimble and responsive to societal changes. Perhaps our greatest accomplishment was our ability to be recognized and approved by Revenue Canada as an organization that could support both a for-profit side and a not-for-profit group under a single entity. We no longer had constraints about whom we could serve. The One80 newspaper, for example, didn't target a disadvantaged group, but encouraged young people to pick up a pen and become engaged. It was one project in which I was constantly rocked back on my heels and saying, "You've got to be kidding me!" It made it possible for an inner city kid to email Peter Mansbridge or Lloyd Robertson and receive a response, or attend a Raptors game and do the post-game interview. (Raptors management even said to the professional journalists, "Sorry, but these kids get the first interviews.")

I'm absolutely ecstatic that Social Enterprise for Canada (SEC) is celebrating 25 years. My grandfather always said to me, "You need to leave the world a little better than you found it." If he were alive today and saw what SEC had accomplished, he'd say to every board and staff member: "You did it."

Message from Fred Tufnell
Former Board Chair



Mentoring was our business long before it was a Human Resources buzzword. What was then York Region Neighbourhood Services Inc. partnered with Human Resources Development Canada in 1997 to develop a process that would foster adult learning through a sophisticated form of mentoring.

Mentorprise™ was a project aimed at creating career-related opportunities for youth. Business Development Consultants experienced great success in getting York Region businesses on board to accept over 1300 young skilled, inexperienced mentees. It was recommended that the mentorships last from two weeks to six months and employers were encouraged to develop timelines and agendas that were realistic for both parties. To reap maximum benefits from mentoring, there had to be a commitment to ensure that the activities agreed upon were completed to the expectations of both the mentor and the mentee.

The project introduced local businesses to the concept that mentoring is an effective way to identify potential candidates for legitimate employment. By working with young talent, this was a chance for employers to proactively address their needs for future resources and skills.

Mentorprise™ far exceeded expectations in its capacity to involve businesses willing to engage in mutually beneficial working relationships with mentees. Colleges, universities and the private sector were equally important partners in educating youth and helping them to connect with companies willing to invest in their potential.

“Mentoring has the personal touch that is so often lacking in this era of technology.”

April Cote,

Director of Neighbourhood Services, 1999

The Mentorprise™ team and St. Michael's Hospital's Community Services Division collaborated on an innovative initiative to incorporate mentoring into the Hospital's operational platform. This initiative eventually led to St. Michael's expanding the Mentorprise™ approach, tools and processes into a major project.

The Mentorprise™ team conducted a two day orientation and training session and held two further meetings with St. Michael's Hospital staff. They provided information, tools, templates and resources designed to support the use of mentoring in many of the Hospital's operations. The team also provided financial models, demonstrating the return on investment possible through adapting efficient and effective mentoring systems.

As a result of the advocacy, collaboration, communication and sharing, the Hospital initiated a mentoring project which paired mentees with mentors in most, if not all, areas of hospital employment. The goal was not employment at the hospital, but within the discipline or profession represented in the many operational areas. For example, working in the hospital library system helped mentees to network and gain relevant experience within the library profession.

Bruce Millar

Project Manager



Team Canada

In 1994 many immigrant, first generation and visible minority youth with business degrees were having great difficulty breaking employment barriers. Further, local manufacturing companies were trying to gain capacity to enter into markets outside of Canada to keep pace with shifting business trends.

With special permission from Human Resources Development Canada (HRDC), Vaughan Neighbourhood Support Centre Inc. used the resources of the Youth Service Canada program to bring 19 ethnically diverse, multilingual youth, led by a Senior MBA, together with 5 local manufacturing companies. Team Canada provided these youth with a gateway to the workforce through hands-on experience. Agency business partners were asked to help these youth learn and understand their businesses and the youth were then challenged with the task of finding potential for new sales in the global marketplace.

Members of the Team Canada project assessed 23 countries and identified 1,700 potential customers, including 70 companies recommended to their corporate clients as solid leads. Corporate clients sought to evaluate the potential for new sales in the global marketplace (one participating company had an increase of \$1.1 million). The Team Canada project achieved the following for their corporate clients:

- A comprehensive international database of potential customers and competitors
- A quality control program targeted at reducing waste and improving materials management
- Recommendations to prevent the loss of domestic customers, improve international customer relations and increase sales
- Designed and developed international marketing materials

All 20 youth were offered employment commensurate with their skills and training at the conclusion of the project.



“Team Canada was incredibly innovative. That early program came from our propensity toward enterprise. You can't separate the domains of business and community.”

Patricia Cousins, CEO, Social Enterprise for Canada

One80

Sometimes great ideas snowball into others. The most significant success of our Boys & Girls Club in Georgina was repositioning youth who were connected to community and were often identified as offenders, to being engaged as contributing citizens. This momentum continued to motivate these youth to want to be more civically involved and to have a say in how their communities developed. The concept of One80 was initiated by Randy Reid, Director of Boys and Girls Club of York Region, when he said to these youth, "If you want a voice, let's do it right."

The result was a youth-inspired, youth-written and youth-produced newspaper, first called Boomerang and later renamed One80. The publication lived up to its slogan: "We know our market because we are our market!"

One80's growth was significant and by the fall of 2002 it was launched across the GTA and distributed in all secondary schools. One80 educated young people on how to better engage their communities and confront important local issues through a thorough and ethical practice in civic journalism and broadcast media. The articles covered everything from social justice to education, entertainment to lifestyle.

One80 was recognized within the media sector as a credible (and incredible!) paper in its own right when it won the Ontario Community Newspaper Association Award for 'Best New Youth Publication' in 2003 and the Bell Canada Award of Excellence in 2004. Within all GTA secondary schools, One80's curriculum was a first of its kind and is still being used in select schools today.

Over 250,000 readers across Canada consumed One80 year round. Our award-winning newspaper distributed over 55,000 copies monthly across the GTA (Toronto, Peel, Durham, York and Halton) through 475 sites and interactive access online.



one 80

PUBLICATION FACT SHEET

One80® - Community Newspapers From A Youth Angle!
While other youth publications talk the talk, One80 walks the walk! Not only are we #1 in youth content, publishing 100% youth contributions; we've been leading the country in printing, publishing, distribution and youth culture for over 75 years!

Circulation

With a readership of over 65 000, One80 circulates over 54 000 copies direct to over 140 highschool and post-secondary campuses and an additional 120 high traffic youth sites through racks across the GTA (Canada's largest market). One80 is also broadcast via the Internet at www.oneeighty.ca

We Rock

One80 burst on the scene in 2002 recognized provincially by the OCNA (Ontario Community Newspaper Association) as the **2002 Best Community Youth Publication**; and most recently received the **2004 Bell Canada National Award of Excellence** for prowess in youth media.

Distribution Specs.

Format:	Newsprint - Tabloid (Short)
Content:	Variety / Youth Interest Topics
Cost:	FREE
Frequency:	Monthly
Circulation:	Pick-up across GTA / Mailout across Canada
Press Run:	54 500 (+ advertiser copies)
Core Market:	Youth (14-24 yrs.)
Affiliations:	York Region Newspaper Group - Boys & Girls Club of York Region - Metroland Printing, Distribution and Publishing - TorStar Corporation

One80 YOUTH ENTERTAINMENT NEWSPAPER
Toll Free: 1.866.243.9925 ext. 33 Fax: 905.953.8241
Email: contacts@oneeighty.ca URL: www.oneeighty.ca

Media **yrng**

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One80 Mandate

One80 was a youth media network with the sole purpose of being a successful testament to youth achievement, ability and civic contribution through socially and economically viable media properties.



Mobile On-Line Employment Services (M.O.E.)

By 1995, growth in York Region had outpaced the development of needed community services and supports, and an increasing population required additional employment supports. Several agencies were contracted to expand their local operations and our agency was asked to develop and launch a mobile regional employment outreach, triage and referral strategy. The Mobile On-Line Employment Services Project (M.O.E.) was initiated. Vans visited malls, libraries and community centres on a regular basis with two purposes: to increase awareness of Employment Assistance Services and to supply employment assistance to the under-served municipalities in York Region.

The concept of a federal government program that came to the client was a new and welcome idea. The project also served to support and strengthen the work of all of the employment resource centres positioned in York Region's communities. M.O.E. fast became a very successful outreach and service system.

Funded by Human Resources Development Canada (HRDC), M.O.E. was intended to enhance the services offered by the Employment Resource Centres. In the early stages, staff provided clients with professional, free resume writing assistance and curriculum vitae writing tools.

When the three-year contract with HRDC concluded in 1999, the initiative was deemed an overwhelming success. M.O.E. had met its objectives and provided employment assistance in all nine municipalities of York Region. The Team had served over 11,000 clients and had helped them connect with a central service in the area. Eighty percent of clients who had their resumes prepared through M.O.E. either found employment, or went on to further education or training. Furthermore, the service accessed immigrants who might not have found employment assistance otherwise.

"M.O.E. was designed to achieve two purposes; the first to increase awareness of Employment Assistance Services and the second to supply employment assistance services to the currently under-served municipalities in York Region."

Alexandra Wright
Sales and Marketing Manager



"Someday when historians write about the brilliant social entrepreneurs that we were, I hope that they sense that we had more than an idea, we had an idea which felt good, felt right. I think we have once again proven that an 'idea with feeling' is the definition of a dream."

Bryce A. Taylor,
President's Message, 1990 Annual Report

Social Enterprise, Charting new paths

Call it foresight, perhaps, but those words from our past President Bryce Taylor are fitting today. This organization has made a dramatic shift over the past two decades from being a "hat in hand" charity to a self-sustaining organization with a strong business model that supports a dynamic social agenda. In the process we have indeed become "social entrepreneurs."

From the start there have been countless initiatives of which we are incredibly proud. Admittedly, though, there was a cloud of frustration when projects that took a long time to build, successful as they were, often didn't outlast the funding.

We understood that the future of our charitable mission could not depend on a transient and shifting government agenda that is more often influenced by popularity than need, but on our ability to be viable in the business world, and therefore lead by example in our continued investment in a strong and equitable Canada.

When we began to openly communicate our focus on "Social Enterprise," the term was still relatively new in Canada and the concept wasn't always well received. Having both not-for-profit and for profit businesses under the same roof was alien to most government funding departments and granting organizations. While we continued to develop our enterprise projects, an important part of our journey was educating others.

The goal was to establish an earned income business that was in keeping with our values and skills and would provide us with a revenue base to support our charitable mission; an articulation of our principles of self-reliance and service to others.

After much legwork and research to make sure we met all legal and regulatory standards, Social Enterprise Canada Corporation was registered and launched in 2002. It was very rewarding to see our new "enterprise" come to fruition.

The dual strategic focus of delivering charitable services while working to develop a viable business in translations and interpretations presented the organization with both fundamental values and operational challenges.

We persevered all the while reassuring our stakeholders that we remained, first and foremost, in the business of service.

The role of our board transitioned from a representative advisory group to that of a strategic leadership team. The organizational approach to outcomes expanded from a social value focus to a blended bottom line of social and economic returns for our community.

In the last half of the 90's our business activities truly became the sponsor of supports for our most vulnerable. Our After School children's programs were the only available option for over 60 high risk families working multiple transient jobs and living below the poverty line. For over three years, our earned income was the only funding available to support this service. It was also during this time that many agencies faced closure as Government tax dollars and public donations were significantly reduced.

What our organization does best is make a fundamental difference in people's lives. That has been and will remain a constant. Growing as an enterprise serves to ensure we can continue to be an important agent in the growth and sustainability of Canada's social and economic capital.

Dr. Frank Dimant,
Vice Chairman



Building Business. Enriching Lives.

The agency's first foray in earned income development was through rental income. To support improved access of services for residents of the City of Vaughan, an "under-one-roof" centre was created in an old school house located in Concord. Each of the tenanting service agencies paid rent to support the facility operation and some administration costs.

Early development of child and parent programs also included the exploration of programs that were fee based. Grants were sought to support critical services and moderate fees were charged where appropriate. Fee revenue was used to support service subsidy.

Staff began to contract as consultants for both public and private organizational development projects and the additional revenue this created supported underfunded administration and programs such as the Gift of Christmas and winter food support.

In the late 90's, the organization received funds to develop and pilot a cultural interpreter program in York Region. A volunteer based program provided language assistance to newcomers who needed to access mainstream supports. The pilot project provided a critical service to many residents, and both mainstream and regional government agencies quickly recognized its value. When funding for continued operation was not extended, the agency made the decision to move to a fee based model. Initially the fee reflected only the cost of continuing to support clients to access services. Very quickly other private and purchase of service opportunities emerged. Over the next few years the agency would continue to build its expertise and business opportunities in translations and interpretations under the name "YNS Translations".

Several attempts at youth programs that included a sustaining earned income component were developed and launched as projects. One80 was incredibly successful as a youth journalism and civic engagement strategy. However the plan to source income from advertising was unable to sustain the publication.

An Ethno-cultural youth based international business development service that was developed under a Youth Services Canada grant was also very successful. This was also considered for development as a fee based service but lacked the start up resources to be properly advanced, despite its long term potential.

Several mistakes and challenges prevented these early initiatives from developing into stable business ventures. We learned quickly that any business development cannot be treated as a project. Successful small businesses require dedicated, focused and specific staff and resource commitments. Additionally, the lack of multi-year investment dollars or access to credit also poses problems for charitable organizations.

It was our early translations and interpretation ventures that stood the test of time and has become our business focus. With a renewed commitment to develop a self-sustaining business – and our lessons learned – YNS Translations was rebranded and re-launched in 2005 under the name Bridge Translations™.

This venture is fast gaining ground as an innovative and effective provider of multilingual communications systems.

Bridge Translations™ is now a successful articulation of our social purpose to ensure service access, equity and our objectives to build earned income in order to support our most vulnerable community needs.



Our agency needs translation and interpretation for a variety of different media including radio, television, print and the Internet. Bridge Translations has proven particularly adept at understanding that in advertising, a literal translation may not convey the proper message. They also provided services that go beyond translation. It is with great pleasure and confidence that I recommend these services to any organization that demand only the best.

Account Strategist
Larter Advertising

The translation services of Bridge Translations were used during a phase of transition and expansion of our parent company into British Columbia and Alberta. Services included the translation of several key documents from Quebec French into English, of service standards and definitions, organizational charts, including sales and marketing objectives of the strategic plan.

The translated products provided new training manuals, critical to the timeline sensitive launch. Value-added consulting services and cost effective electronic materials, saved us time and money. Thank you, Bridge Translations!

James Lodge,
Sales and Marketing Manager

Consulting Services

Social Enterprise for Canada has continually been a leader in large group planning processes. Its unique ability to position itself in developing new service approaches, products and solutions that meet specific needs is matched by a proven track record of effective organizational development and stakeholder mobilization.

Beginning in the early 1990's the organization designed and led regional service agencies to address multicultural organizational change in main stream service sectors. The Multi-Cultural Organizational Change Project spanned three years and supported change in over 15 service organizations.

In the mid 90's, we assisted the Town of Georgina to address and plan for long term support of its youth by facilitating a double future search conference. We continued to support the development of services to youth by securing \$1.2 million in government and community grants to provide critical support to youth and developing agencies over a five year period. This work led to the establishment of the Sutton Youth and Community Services Centre on Dalton Road.

We have assisted large regional agencies to develop effective linkages to ethno-cultural communities, supported regional governments to improve multilingual communication practices and most recently designed, and led a two year planning process with 26 agencies to establish the welcome centre service model for York Region.

The organization has and will continue to work toward our mission by not only providing direct human services but by also strengthening and supporting other organizations and community groups.

Bridget

Digital tools for clearer understanding

Bridge Translations™ has successfully combined technology and expertise to create user friendly, interactive communication tools for a magnitude of purposes in a multitude of languages. Bridget Digital Tools help organizations reduce time spent in repetitive explanations of simple procedures and lower the risk associated with miscommunication. The multilingual videos can be used for informational procedures, training, orientation, forms and pre-requisite screening; tools that are flexible in design and address the specific needs of each individual customer.



According to immigration specialists surveyed, time spent helping clients fill out application forms has decreased from an average of 1.5 hours to 20 minutes, which streamlined efficiencies.

Background: The premiere series digital tools began with the creation of 168 videos for Citizenship and Immigration Canada. The Ministry had identified that the ratio of time its staff spent assisting clients with forms significantly outweighed their capacity to provide direct service. Through a process of data research, existing protocol review, focus groups and staff and client consultations, Bridge Translations™ was able to determine which forms and language associations most negatively impacted service delivery. Bridge Translations™ designed, developed and professionally produced a 14 language interactive multilingual tool, which presented 12 separate Provincial and Federal Government forms with step by step culturally relevant, sectional explanations.

Smart Suite Solutions

Bridge Translations™ has carved its niche as a full solutions multilingual communication service. It specializes in building custom tools and systems as part of the Bridge Translations' Smart Work Suite.

Bridge Translations™ offers a full range of translation and interpretation services. To determine the most effective and technical solutions for our clients, we conduct a needs analysis and risk assessment and, from there, develop a comprehensive Language Services strategy based on our suite of multilingual solutions outlined below.

• Interpretation Services

Professional industry trained interpreters, including sign language experts, are available. Our accredited interpreters are selected for their cross-cultural experience and sector specific terminology.

Types of interpretation include:

- Video Conferencing – Tandberg, a division of Cisco TelePresence, is capable of offering both one to one and group sessions through secure dedicated portals providing an easy to use, consistent video experience that offers absolute clarity. We offer Video Conferencing Interpretation in two methods:
 - One on One desktop system that is designed for the individual workspace providing real-time, face-to-face communication via desktop computers.
 - Single/Dual screen option designed for highly collaborative meetings, allowing participants to see the full group and multiple presentation sources.

Both video options eliminate the barriers of geographic boundaries when scheduling client conferences, group meetings or trainings.

Face to Face – onsite and offsite via conference or video calls.

Language Link – A specialized team of interpreters trained to provide information directly via the telephone for public reception, providing messages, general information, service booking and service preparation.

• Certified Translations

Bridge Translations™ can assist with the translation and formatting of a full portfolio of materials into more than 100 languages.

• Clear Language and Design

Effective communication and clear understanding requires that all terms and language be based on consistent meaning and definition of terms. Bridge Translations™ has expertise in helping clients create a glossary of terms that ensures clear, consistent messaging in any language.

Contact Centre

Bridge Translations™ Contact Centre currently delivers state of the art Telephone and Tandberg Video Conferencing Interpretation, on site Face to Face Interpretation, Message Relay, Intake and Reception services in multiple languages and dialects. Interpreters are regularly deployed within the City of Toronto, South Simcoe County and the Regions of York, Peel, and Durham.

Governments and the private sector are increasingly turning to Contact Centres for a variety of reasons including an accurate idea of who is calling for particular services, and why. This helps organizations identify key issues, and product / service evaluations. Bridge Translations™ delivers business assurance and contributes to cost reduction efforts with real time handling of calls, reservations and scheduling and provides a help desk solution for clients.

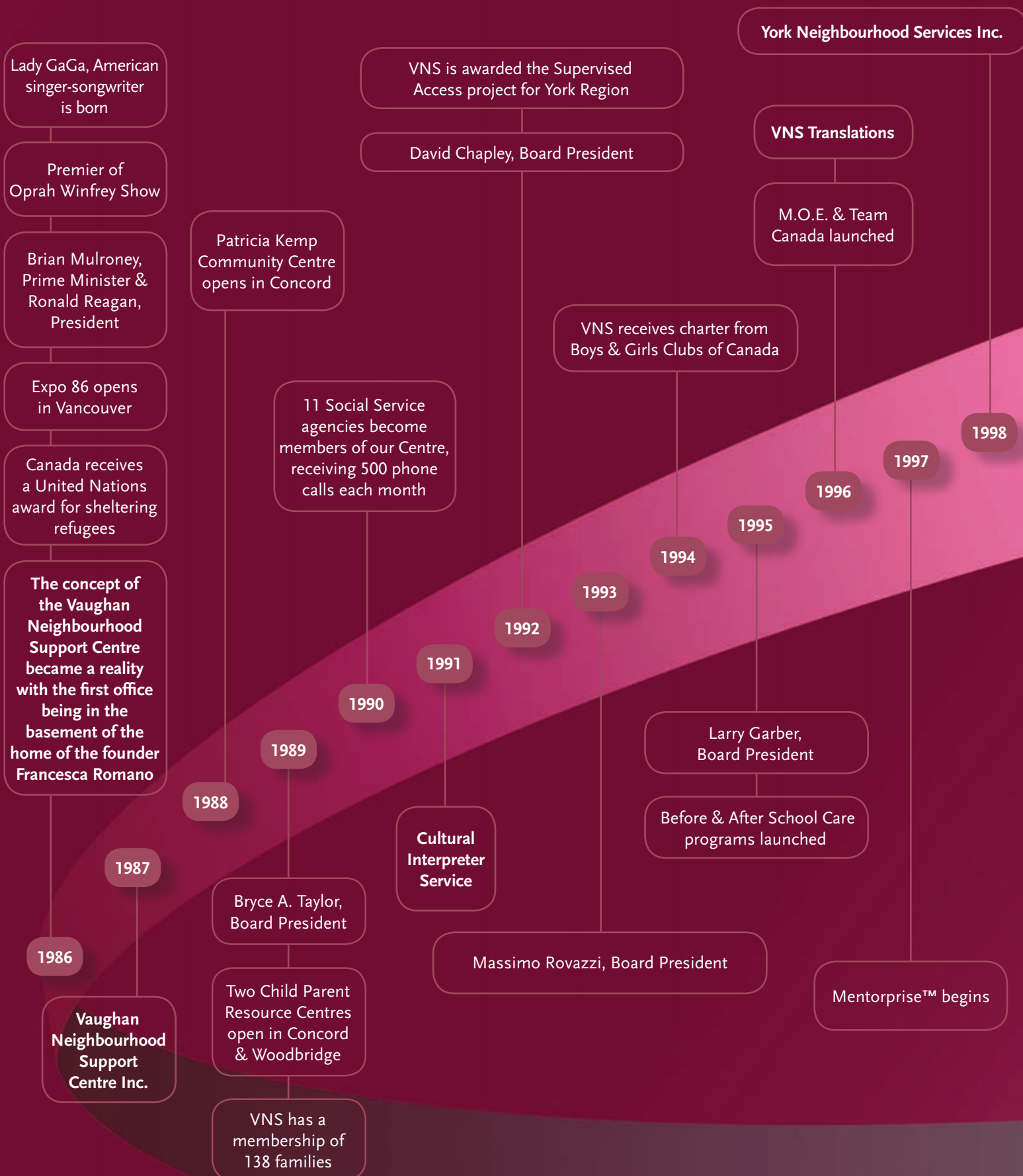
The Contact Centre Team is comprised of a highly skilled workforce of Canadian residents that hold certifications recognized by regulatory bodies. The minimum qualification by Bridge Translations™ interpreters and contractors stipulates CILISAT/ILSAT/ATIO certification or equivalent. Furthermore, Bridge Translations™ uses a customized sector council competency based framework and tool for recruitment, training and certification of its multilingual agents.



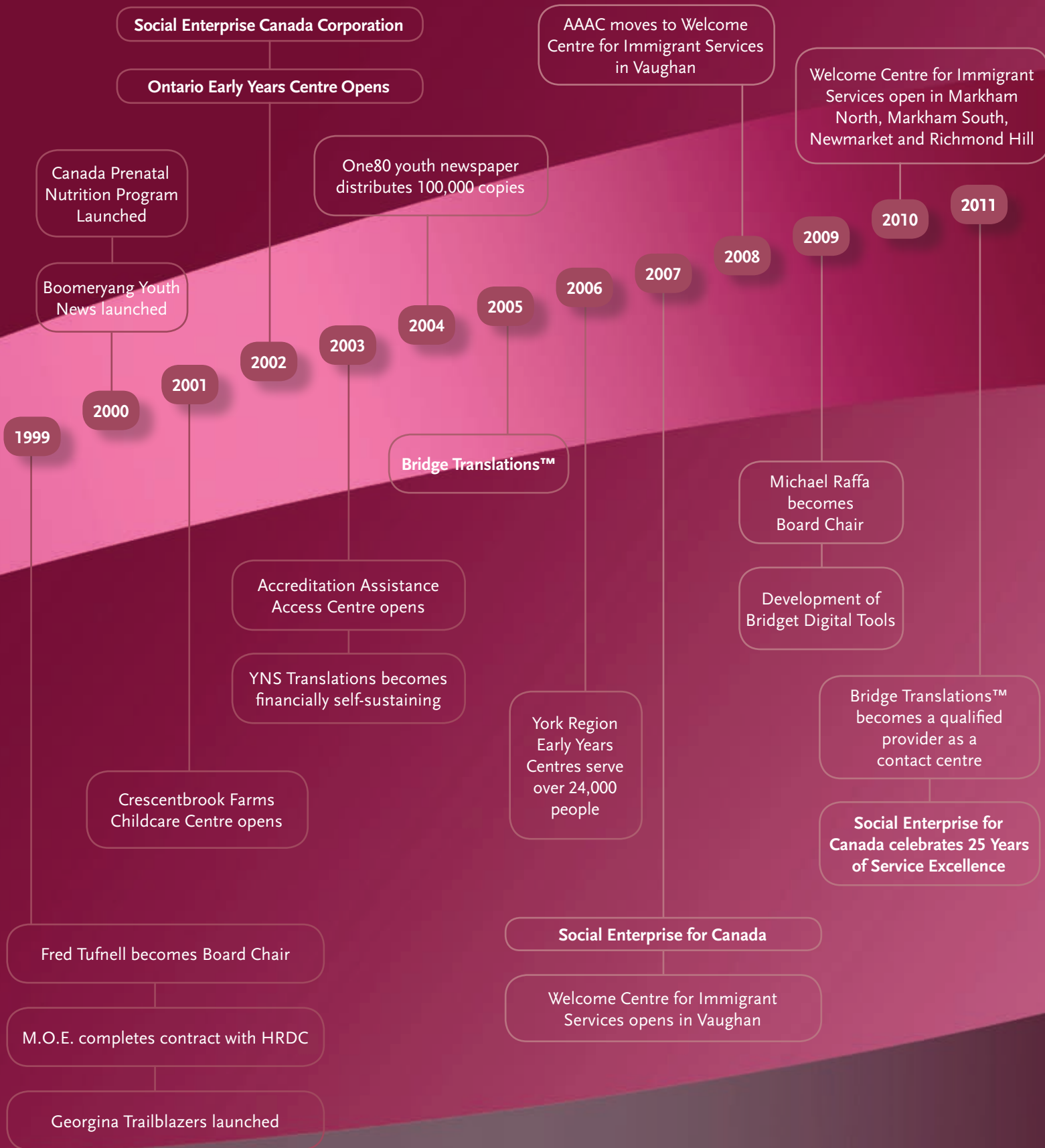
“Language is the blood of the soul into which thoughts run and out of which they grow.”

Oliver Wendell Holmes

Timeline



Timeline



Child-Parent Resource Centres (CPRC)

Agency founder, Francesca Romano, first opened her home to ethnically diverse new mothers to help build supportive networks, share knowledge and resources and start a necessary and much needed point of neighbourhood support.

The number of participants grew steadily and the need for additional services became very apparent. Francesca sought support from the Mayor of Vaughan and other community leaders and together they started what is now Social Enterprise for Canada.

Early learning and parenting supports fast became areas of focus and expertise for the organization. By 1990, a full range of services in several sites across the region were operating. Over the next 20 years the agency continued to advance services in this area.

Child Care Services

Rapid community growth, combined with few agencies and services in place, created a growing concern and a need to establish programs for children and youth. In 1993, a request from then School Trustee, Mario Ferri, to launch a child care service in Woodbridge began our journey into child care services.

Over the years we have opened and operated licensed toddler, preschool, and school age programs, developed and delivered regulated care models in high need communities and we are now working to advance quality child minding and family supports for newcomers.

Today we provide services for approximately 250 children across York Region.

With our knowledge and expertise in the development of children in their early years, we strive to provide the highest quality learning environments, and encourage growth and development of the whole child. We offer a curriculum that is child oriented, play based and founded in leading research. Our goal is to create lasting impacts on children that will help them to reach their full potential, now and in the future.

I was a member of the Child Parent Resource Centre (CPRC) about 17 years ago, when my children were 3 and 1 year olds. The program was a godsend to find.

It was evident to me that I needed to take my children someplace where they could interact, socialize and learn with other children their age, and where I could have some adult time. I found all of these things at the Bishop Scalabrini Catholic Elementary School CPRC.

I soon joined the Parent Council and learned wonderful ways to engage the children and make the centre safe and appealing. We went on various field trips and also had visits by various Early Interventionists, Librarians, and Early Literacy Specialists. One instructor even arranged a Career Week, where she brought in professionals to speak with the children about their jobs, including a Firefighter, Police Officer and Mail Carrier.

My children benefited from our time at the CPRC and especially enjoyed "circle time" with the songs they learned and the activities that taught them about colours, shapes, sorting, sharing and numbers.

The CPRC gave me a fantastic opportunity to work with children (first as a parent council member, then as an instructor), something I had always wanted to do. I would often say, "I may not have had my E.C.E. but I do have my M.O.M." I did feel that besides all of the knowledge I received from the great instructors I encountered along my journey with the CPRC, having been a mom was a great help in role modeling to our parents how to interact with their own children.

Linda Bevacqua

Parent Council Member / Instructor CPRC/ Data Entry OEYC / M.O.M.



In 1999, the provincial government released an Early Years Study that identified the important role that early brain development had in children's health and wellbeing. The report cited a positive correlation between early learning and parenting opportunities, increased brain development and commitment to lifelong learning.

From these findings, the development and introduction of community-based early child development and parenting centres was initiated.

All Our Kids (AOK)

As the need for parenting programs continued to grow, York Region launched a pilot project with our organization to test the response and impact of Early Years supports.

Three AOK locations were opened to parents, grandparents, home childcare providers, pregnant and parenting teens and their young children, from birth to six years of age.

Each Centre offered a friendly, positive learning environment where parents came to meet with other parents and children could interact. Parents shared their stories, participated in workshops, used the Centre resources to gather information and get referrals to other community agencies and services. These Centres continue to operate today.



York Region Neighbourhood Services Inc. was one of four regional agencies to launch Ontario Early Years Centres in 2002. With a focus on helping parents caring for and raising children from prenatal to six years of age, the program was a natural transition from our initial Child-Parent Resource Centres and AOK programs.

Centres provide a nurturing and stimulating environment where parents, caregivers and children come together to play and learn. Services are inclusive, free of charge and accessible to everyone in the community. Families come together in a variety of community locations, including public libraries, community centres, public parks and schools, and become well acquainted with the resources available to them.

Staying true to our mission and roots, today we continue to celebrate diversity with an understanding of the backgrounds of our families and the environments in which they live. Ontario Early Years Centres have a variety of resources available to families in their first language, and members of our staff speak a total of fifteen different languages fluently.

Canada Prenatal Nutrition Program (CPNP)

As another natural extension of our family programs, Canada Prenatal Nutrition Program (CPNP) started in 2000 in Concord and expanded to include locations in Oak Ridges and Woodbridge.

Over the years, this program has provided new at risk mothers with prenatal education and breastfeeding support, personalized nutritional counselling, food preparation training and counseling on health and lifestyle issues.



"Without this program I don't know where I would have obtained the qualities and support I need to be a positive and pro-active parent."

After 25 years of delivering programs in this area, literally thousands of families have walked through our many doors. Some of these participants are now grandparents bringing their grandchildren to our programs. We provide big benefits to little citizens and their caregivers through Early Learning Programs, Parent Education Workshops, Professional Education Workshops and Early Years Centres.

Boys & Girls Club of York Region

Performance Plus Schools

In 1992, staff conducted a community audit of the social programs available specifically for youth in Aurora, Newmarket, Georgina, Stouffville and King City. They worked with key players to identify strengths, weaknesses and gaps in each community. Over the course of a year, staff visited 300 households to talk to families deemed at risk, or who felt disconnected from their communities. This collaboration between York Region Neighbourhood Services Inc. and community organizations helped increase access to services for children in poverty. The results of this study encouraged the launch of the very positive and successful Performance Plus initiative implemented by the York Region District School Board.

Georgina and Beyond

The agency was being encouraged to turn our attention to the more rural neighbourhoods in the northern part of the region who were also facing significant youth issues. We began with a community planning process and quickly moved to providing service. The work initiated through the Boys & Girls Clubs influenced the municipality to invest hundreds of thousands of dollars in the development of infrastructure for youth programs, establishing municipal services through buildings, partnerships and more.

A classic example of vision turned to reality is the Boys and Girls Clubs of York Region. It started as a discussion around the Advisory Group table about ways to enrich the lives of local children and youth. The charter, values and service model of the Boys and Girls Clubs of Canada seemed an ideal fit. We applied for membership and received club charter in 1994.

Our Boys & Girls Club soon gained a positive reputation in Vaughan. Children and youth not only had a place to go where they were safe and supervised; they thrived in the club environment that was inclusive, educational, social and fun. The Club opened a world of new experiences for them. They could shoot hoops, learn to swim, jump on trampolines and develop lasting friendships. To say these activities were well received would be an understatement – the Vaughan club grew to over 200 members in the first four months.

We eventually launched four Before and After School Care Programs in the Thornhill, Concord and Woodbridge areas. Each program would offer recreational activities, co-operative games, sports, special events, crafts, cooking, and active and quiet play for children ages 6-12 years.

Today the Boys & Girls Clubs of York Region continue to make a difference in the lives of children and youth. Our clubs adapt with the times and continually review high-need areas, opportunities for funding, access to resources and facilities.

Sutton Youth Centre

In 1998, York Region Neighbourhood Services Inc. and the Town of Georgina Recreation and Leisure Services collaborated on a youth initiative. It was based on key recommendations from a community mobilization project funded by Human Resources Development Canada. We leased a derelict building from the Catholic School Board and converted it into The Sutton Youth Centre.

York Region Neighbourhood Services Inc. established a solid foundation of community support and youth programming in the first year, and secured an Ontario Trillium Foundation grant in the fall of 1999 for further development of Boys & Girls Club services in Sutton. For three years the program provided a base of operation for various youth projects, supporting many hard to service young people. By the end of its third year the 'Club' had a membership of over 500 youth and families.

The Georgina contract culminated into York Region providing funding for satellite programs that offered similar programs for youth in nine municipalities.



Boys & Girls Clubs
A good place to be



Boys & Girls Club

Boys and Girls Clubs are founded on the belief in the positive potential of every child. Caring adults help build self-esteem and encourage the development of positive values and skills for life during critical periods of childhood growth.

Boys and Girls Clubs bring out the best potential of every child. Our Club offers children, pre-school to young adulthood, a safe, affordable enriching and fun place to go after school.

We provide challenging activities that encourage healthy living, personal growth, learning, and community involvement. We build self-esteem through supportive adult mentors and engaging activities that challenge and enrich the mind, body and spirit of each child.

Boys and Girls Club programs are developed in response to the local needs of the children, youth and families. Kids like our programs because they are fun, and parents like them because they are safe, reliable and reputable. Club programs aim to enrich the development of children of all ages, by fostering in each child a sense of belonging, personal empowerment, achievement and self-confidence. Programs also offer children opportunities to develop the skills and knowledge the need to achieve their full potential.

Nationally, the Boys and Girls Clubs serve over 150,000 youth annually. With over 150 years of experience, Boys and Girls Clubs of Canada are a leading Canadian youth-serving organization specializing in providing enriching before and after-school programs to generations of children, youth and their families.

Fighting Hunger

After opening a Boys and Girls Club at Discovery Public School, staff identified a number of children and families for whom food security – having enough to eat – was a significant concern. Existing food security programs were not accessible to many of these families due to their hours of operation, location, or criteria for service. The Club brought its concerns to the community planning group “Together for Maple,” where other providers noted similar circumstances among families in their services. A series of discussion groups and community forums led to the establishment of a Food Pantry at a local church, where families could have access to food.

Youth Services Canada

In the spring of 1999, 20 talented young adults joined our team through the Youth Services Canada program. They designed and delivered recreational programs focusing on positive social interaction for children and youth identified as being “at risk” of not achieving basic literacy and academic skills. These youth were also identified as potential young offenders and in need of supervised extracurricular recreation. These 20 young adults had a direct impact on the lives of over 350 children and youth. The resulting improvement in learning, behaviour and self-esteem was a significant achievement.

Special thanks to our Boys & Girls Club partners

Corporate Partners

Metroland Printing,
Publishing and Distribution
Prudential Insurance
Sears Canada
York Region Newspaper Group

Government Partners

Government of Canada
Province of Ontario
The Regional Municipality of York
and its nine local Municipalities

Foundation Partners

Laidlaw Foundation
Ontario Trillium Foundation
Toronto Raptors Foundation

Community Partners

Boys & Girls Clubs of Canada
Job Skills – Employment
and Business Programs
and Supports
Newmarket Youth Centre
Ontario Community Volunteer
Initiative
Rotary Club of Vaughan
Volunteer Canada
York Catholic District School Board
York Region District School Board



A Wish: To Never Stop Making Wishes Come True

I will be warm this winter.



Picture drawn by a 6 year old Hamper recipient who wrote "Thank you, thank you, thank you. I am very happy!"

"What hit me so hard as I stood at the door with obvious bags of toys on Christmas Eve, was the two very small, 5 year old twin girls looking up at me and asking "Is there any food in there?" Thankfully there was. That year we did something new for that family... we found their disabled father a job."

Patricia Cousins, CEO

it was my first christmas
I was truly happy.

I hope to one day be part of
this circle, so me and my kids
can experience this joy of giving
to a family.

The Gift of Christmas

Celebrating 25 years along with Social Enterprise for Canada, The Gift of Christmas program continues to brighten people's Decembers.

Every holiday season, social service agencies submit names of families most in need of help. Local businesses, individuals or employee groups are then found who can "adopt" an entire family and commit to providing gifts to everyone, adults included. Their generosity brings warm clothing, toys, books and various other gift items to an average of 300 individuals each year.

The Gift of Christmas assists people in our community who are struggling with separation, financial instability, physical limitations and language barriers.

Founding Member, Francesca Romano (aka Mrs. Claus), who has delivered gift hampers since 1986, admits that although all of our programs touch people's souls, this one is dearest to her heart.

"It's the most amazing experience," she says. "There have even been instances where the family that was 'adopted' the year before adopted a family themselves because they were in a better situation."

"You gave us The gift of hope and positive spirit
which we needed more Than you know."

I also cooked my first turkey
Christmas eve because of
you and it turned out
I great too
Forever Grateful

- I cried!!

It is difficult to describe the joy that this program brings not only to the recipients but to our staff as they witness the tremendous delight and relief on the faces of the families when they receive the packages.

Supervised Access Programs

Social Enterprise for Canada's Supervised Access Program has assisted a great number of families over the past 20 years as they go through the difficult transition of separation and divorce. The Supervised Access Program provides a positive, safe, child focused, neutral environment for children to visit with their non-residential parents and/or extended family.

What started with a pilot project in 1991, funded by the Ministry of the Attorney General, has developed into York Region visit centres in Aurora, Richmond Hill, Sutton and Markham, and Peel Region visit centres in North Brampton, South Brampton and Mississauga. Advisory committees assist the Program in ensuring they are meeting the needs of the communities, especially in the areas of cultural diversity and language.

Social Enterprise for Canada has been recognized by the Ministry of the Attorney General for providing 15 plus years of service to the community. Staff has also received individual recognition from the Ministry of the Attorney General. The Supervised Access programs have accepted post-secondary students to assist them in their learning and have received several Certificates of Appreciation from various post-secondary institutions for providing field instruction.

York and Peel Region Supervised Access Programs are composed of 4 full time staff and 20-25 part time staff, students and volunteers.

From One Parent to Another

"You are in good hands. My experience is that York Region Supervised Access knows what they are doing. Yes, there are rules and the rules are rigid, but I personally respect the rules as their work is clearly so important and carries with it huge responsibility – for you.

There are so many issues 'burying' us at difficult times, from feeling sorry for ourselves, to anger, fairness (or not), money issues, securing living arrangements, sadness and bewilderment, perhaps shame and extreme frustration. I have felt some of the above.

You will get through 'adult' matters in the fullness of time, but lost time with your child – right now – can never be replaced."

**Grateful participant of the York Region
Supervised Access Program**

Grateful Families

"I appreciate the staff for their understanding and empathy regarding the situation between myself and my ex. Thank you for everything."

"I am well on my way to have a great relationship with my son and will be forever grateful."

"If not for this program I would never have been able to see my little boy. He is now almost four years old and we know each other so well and are so bonded it leaves me speechless at times."

"7 months of using the facility actually brought my wife and me to a friendship state for the well-being of my son,"

The Supervised Access Program wishes to recognize its community partners, funders and professional associations:

Ministry of the Attorney General
Association of Family and Conciliation Courts (AFCC)
Blue Hills Child and Family Services
Brampton Multicultural Community Centre and Muslim Community Services
Canadian Career College
Community Liaison Committee and Community Resource Committee of York Region
Family Day Care Services
Family Services of Peel
Georgina Trades Training Centre (GTTI)
Legal Aid Ontario

Pathways for Children, Youth and Families of York Region
Ryerson University
Seneca College
Supervised Visitation Network
University Guelph-Humber
Vaughan-King-Aurora Ontario Early Years Centres
York & Peel Advisory Committee Members
York & Peel Family Law Associations
York Region Family Court Mediation Services
York Regional Police
YMCA /Ontario Early Years Centre Oak Ridges Riding



"The five Welcome Centres in York Region attest to Pat's leadership and passion for the project."
Larry Owen, Consultant

The Road to Inclusivity

The Human Service Planning Coalition (HSPC), an arm's length coordinating body created by the York Regional Council in 2001, held the Road to Inclusivity Summit Jan 20, 2005 with over 180 representatives from all coalition sectors in attendance.

The HSPC noted in its report on the summit that between 1986 and 2001, the population of York Region had more than doubled, and during the same period, immigrants increased from 28% of the population to 39%.

After the Summit, Chairs were appointed to lead the response for each of the six action initiatives: Welcome/Resource Centre; English Language Development; Awareness Campaign; Learning Opportunities for Children; Volunteer and Leadership Development; and Organizational Development.

Patricia Cousins (Robertson), CEO of Social Enterprise for Canada was appointed the Chair of the Welcome Centre initiative. Together with Project Consultant, Larry Owen, she led 26 regional agencies through a two year research and planning process. Informed by best practices in Ontario, focus group and key informant information from new immigrants and other stakeholders, they developed a solution that is a coordinated, integrated, user-oriented and system-wide response.

On February 7th, 2007 the Regional Municipality of York endorsed the Welcome Centre model.

Five lead agencies, each with extensive organizational strength, experience in providing a variety of services and talented professional leadership, were invited to take lead partnership roles in implementing the project. The first Welcome Centre opened in Vaughan on June 26, 2007 with the partner agencies realizing their vision in September 2010 with the opening of four new York Region Welcome Centres.

The Welcome Centre Immigrant Services, funded by Citizenship and Immigration Canada, is a one-stop service designed to guide and support immigrants through the maze of information and resources in York Region. Services provided by the partnership of agencies include: settlement and integration services; language training and enhanced language training; accreditation and qualification assistance and employment supports.

Services provided in the Welcome Centre System will be supplied to outreach locations through mobile delivery. The goal of the Mobile service delivery is not to duplicate services currently existing in the communities but to add value by partnering with them in order to fill need gaps.

Social Enterprise for Canada wishes to thank Citizenship and Immigration Canada and its Welcome Centre partners including COSTI Immigrant Services, Catholic Community Services of York Region (CCSYR), Centre for Information and Community Services (CICS) and Job Skills – Employment and Business Programs and Supports for their contribution to the ongoing development and operation of the Welcome Centre System.

Funded by / Financé par



Citizenship and
Immigration Canada

Citoyenneté et
Immigration Canada



Programs for Job Searchers and Employers

“When skilled immigrants migrate to Canada, they often face a problem of not being able to translate their work experience, education and training into a Canadian context. Rules of regulatory bodies that apply in Ontario are not the rules in Quebec, or the rules for British Columbia. When English may not be the first language it becomes even more confusing. Every skilled immigrant wants a chance to work at full potential and contribute to building our society”

Office of the Fairness Commissioner,
www.fairnesscommissioner.ca

Although professions are regulated by the Fair Access Legislation, many Internationally Educated and Trained Individuals continue to remain unemployed and underemployed. The requirements and process for getting a license is complex, costly and time consuming. The length of time to complete a process does not guarantee that respondents will achieve licensing as their education and work experience overseas is often not recognized.

In 2002 the Ministry of Training, Colleges and Universities (MTCU) provided funding to undertake a study of accreditation and employment placement issues of internationally trained professions and trades in York Region. The intent was to identify sustainable strategies to address this issue across a wide range of complex problems and employment practices. The findings and recommendations of this report prompted Human Resources Canada to work with us to develop and pilot one of the first accreditation support services in the Province of Ontario.

The Accreditation Assistance Access Centre (AAAC) filled an important information gap for new arrivals that urgently needed clear, concise information on registration and licensing in a specific profession. Most importantly, this information clarified entry to practice requirements, but also explained alternative career options.

From 2002 to 2010, AAAC operated in three locations and was, by that time, delivering services at 140% of targets with wait lists months long. Satisfaction survey results were in the high 85% target range and judged service as excellent. In 2008 the Thornhill office moved to the Welcome Centre in Vaughan.

As a result of the 2010 restructure of MTCU, the agency transitioned the knowledge gained through AAAC to Accreditation and Qualifications Information Services (AQIS). Today this model has become a core service of the Welcome Centres of York Region, a locally coordinated approach to integrating immigrants into our communities.



AQIS staff provides information and assist immigrants with the development of individualized plans to obtain professional recognition in Canada. The process includes:

- One-on-one confidential interviews
- Group accreditation information sessions
- Personalized Accreditation Action Plans
- Accreditation Portfolio Instruction
- Transferrable trades skills tool
- Cross-cultural information
- Community outreach
- Referral to interpretation services
- Referral to Document Translation Services

Facilitators conduct individualized research that specifically addresses the client's accreditation goals.

Proud to Assist New Canadians

"The session revitalized my enthusiasm to look for a job in my profession."

"I have been in this country for the past three years but nobody, to date, has given me a right direction for the job hunt. Today I find a light at the end of the tunnel."

"I now feel a lot more positive about my future here in Canada."



Labour Market Partnership: A Tool for Employers

Because of its high rate of immigration, Canada has the ability to address projected labour shortages by recognizing the skills that immigrant workers can offer; yet research shows that immigrant skills are significantly underutilized, a concern particularly in Greater Toronto Area communities with high proportions of recent immigrants.

Social Enterprise for Canada has undertaken a Labour Market Partnership (LMP) project to research key barriers faced by small- and medium- sized enterprises (SMEs) with regard to hiring internationally educated professionals (IEPs). The primary objective is to increase awareness among SMEs about tools and supports to facilitate the integration of IEPs into the workforce.

Developing this project entailed significant outreach with businesses, community organizations and government. Through focus groups, in-depth interviews and an online survey we gathered input about barriers experienced by employers, and how to address labour market challenges in the local region.

The Labour Market Partnership project has been funded since August 2010 by the Ontario Ministry of Training, Colleges and Universities.

Online Tools

Recently the project has evolved into Think Talent, Think Global, a web-based resource offering and highlighting tools to assist SMEs with issues relating to the hiring of skilled immigrants. While the focus of this initiative has been on the issue of immigrant labour market integration in York Region and Toronto, the website also provides general workforce solutions for businesses.

Social Enterprise for Canada Board of Directors

As front-line Social Enterprise for Canada staff and volunteers directly serve people in need throughout York Region, behind the scenes are our board members.

It is a board of directors that hold the vision and direct the strategic work of organizations. The success of this organization is a direct result of the knowledge, skill and commitment those who have served as Directors.

Over the last 25 years the range of expertise, scope of knowledge and personal contribution have provided a diverse and rich perspective on community needs, priorities and service. Today our Board continues to provide steady, confident and effective governance.



CURRENT BOARD MEMBERS

C. MICHAEL RAFFA

Chairman, Board of Directors

Mr. Raffa joined the Board of Directors of Social Enterprise for Canada five years ago and was recently appointed to the position of Chairman. As Vice President of Global Anti Money Laundering Compliance at TD Bank, he possesses strong business acumen and brings vast experience in financial management to the Board.

Mr. Raffa holds a Masters of Business Administration from the University of Toronto's Rotman School of Business, and a Bachelor of Arts, Honours Degree, specializing in History and Political Science, from the University of Toronto. He is also a member of the Graduate Business Council at the University of Toronto's Rotman School of Business.

DR. FRANK DIMANT

Vice Chair, Board of Directors

Dr. Frank Dimant is CEO of B'nai Brith Canada and CEO of the organization's Institute for International Affairs and the League for Human Rights. He is the publisher of The Jewish Tribune, which has the highest audited circulation of all Canada's Anglo-Jewish publications.

Dr. Dimant has led B'nai Brith Canada missions to destinations throughout the world, including Ethiopia, the Soviet Union, Hungary, Romania, Poland, China, Germany, England, France and Lebanon.

Dr. Dimant serves on several community and advisory boards in Canada and Israel. Most recently he was appointed to serve on the Government of Canada's Cross-Cultural Roundtable on Security, where he represents Canadian Jewry on safety and security issues.

In 2004, he was awarded an honorary doctorate from Canada Christian College for his commitment to creating true partnerships with the Christian community. That same year he was presented with a family Coat of Arms by the Lieutenant Governor of Ontario in recognition of his leadership in the Canadian community.

Other tributes that he has received include a commemorative medal marking the 125th Anniversary of the Confederation of Canada as well as the Queen's Jubilee Medal commemorating the anniversary of Her Majesty the Queen's ascension to the throne.

His extensive knowledge of international issues and how they relate to our regional strategies and exceptional guidance in the area of corporate management continue to be a critical impetus in our success.



RICHARD QUINNEY

Treasurer, Board of Directors

Mr. Quinney is a Chartered Accountant and a licensed Trustee in Bankruptcy. He is presently a partner in the accounting firm of Rashid & Quinney, Chartered Accountants where he has been working since 2002.

However, most of his current time is involved with his bankruptcy practice where he is working as a trustee for Hoyes Michalos & Associates Inc. He manages offices in Vaughan, Barrie and Orillia.

Prior to this he has been CFO at Innofone.com, Inc. and prior to that he was a partner with KPMG and one of its predecessor firms. He brings to the organization more than 30 years of experience in accounting, auditing, and financial advisory and consulting services.

He obtained an Honours B.A., Business Administration from the Richard Ivey School of Business in 1972, his Chartered Accountancy designation in 1974 and his license as a Trustee in Bankruptcy in 1981.

Mr. Quinney serves as Director and Treasurer of Opera York, past Director of Grey Condominium Corporation No. 18 in Collingwood Ontario, Past President, Director and Treasurer of the Vaughan Chamber of Commerce, and Past Distinguished President of the Optimist Club of Middlesex London.



VINCENZINA (VINNIE) BERMAN

Member, Board of Directors

Ms. Berman became a member of the Board of Directors in 2009. She has more than 15 years of experience as an accomplished HR Professional and currently holds the position of Executive Director, Organizational Effectiveness/ Chief Human Resources Officer at Toronto Grace Health Centre. Her strong background in community health and human resources development has been invaluable.

She holds a Masters of Business Administration, Human Resources Concentration, from Centenary College; a Post Graduate Diploma, Human Resources Management, from Seneca College of Applied Arts & Technology; a Bachelors of Arts Degree, Psychology, from York University; and is a Certified Human Resources Professional (CHRP), from the Human Resources Professional Association.

Ms. Berman is a member of the Human Resources Professional Association of Ontario; the Society of Human Resources Management; the Canadian Association of Assessment Specialists and the Canadian Association of Professional Recruiters. She serves on the Board of Directors of the Yellow Brick House, York Region and was appointed to the Central Bargaining Team (Representing Hospital Management within Ontario) – Collective Agreement Negotiations – 2009.



These exceptional people quietly ensure that Social Enterprise for Canada maintains and expands its services to our community and country.

Over the years we have had many dynamic and rewarding partnerships, for which we are sincerely grateful. As we reach our 25th year of service, Social Enterprise for Canada would like to acknowledge our current partners:

Government Partners

- Citizenship and Immigration Canada
- Health Canada
- Ministry of the Attorney General
- Ministry of Citizenship and Immigration
- Ministry of Community and Social Services
- Ministry of Health Promotion and Sport
- Ministry of Training, Colleges and Universities
- Ontario Trillium Foundation
- Regional Municipality of York

Agency Partners in Service

- Boys and Girls Clubs of Canada
- Catholic Community Services of York Region
- Centre for Information and Community Services
- COSTI Immigrant Services
- Family Day Care Services
- Job Skills – Employment and Business Programs and Services
- Rose of Sharon Services for Young Mothers
- York Child Development & Family Services
- YMCA of Greater Toronto



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