



Through PAYE, youth can access:

- one-on-one career coaching
- job preparation workshops specific to their goals
- learning and networking events to connect with employers and professional networks
- jobs with career potential

## PARTNERSHIP TO ADVANCE YOUTH EMPLOYMENT

### 2015 YEAR END REPORT



PAYE connects private-sector employers to qualified youth. Employers increase their business advantage by hiring qualified youth candidates.

In 2015, the City of Toronto exceeded its goal, to double the number of employer partners from 40 to 80 and youth participants from 500 to 1000, to get more youth connected to jobs and invest in Toronto's younger workforce. Here is a look at some of our successes from 2015.

**PAYE**

Partnership to Advance  
Youth Employment

 **TORONTO**



# PAYE 2015

## BY THE NUMBERS

147 PARTICIPATING EMPLOYERS

2118 YOUTH PARTICIPANTS

1122 YOUTH HIRED

### MAYOR'S EMPLOYMENT & JOBS RECEPTIONS

**Over 200 employers and industry leaders** attended the two Employment and Jobs Reception events hosted by Mayor John Tory. At these events, the Mayor talked about youth unemployment and his commitment to grow the City's Partnership to Advance Youth Employment. Employers also heard from PAYE youth alumni who shared the positive impacts this program has had on their careers.



238 EMPLOYERS & INDUSTRY LEADERS AT THE MAYOR'S EMPLOYMENT & JOBS RECEPTIONS



### STARBUCKS 10% CHALLENGE

Starbucks partnered with PAYE in 2015 and stepped up to the challenge by committing to hire 10 per cent of their hires through PAYE. To date, **122 PAYE youth have been hired** as Starbucks baristas and shift supervisors.

122 YOUTH HIRED BY STARBUCKS THROUGH PAYE



490 YOUTH ATTENDED  
ELEVEN LEARNING  
& NETWORKING  
EVENTS

20 DIFFERENT EMPLOYERS  
& ORGANIZATIONS  
PARTICIPATED IN  
NETWORKING EVENTS



## NPOWER CANADA

NPower's Technology Service Corps program provides youth with free technology and professional skills training for in-demand, information technology jobs. The program includes technical classes followed by a paid internship with employer partners like Accenture, CISCO, TD, Virgin Mobile and the City of Toronto. Graduates of the program receive A+ Certification and 2 years of post-hiring support, which may include additional certifications as well as learning, networking and mentoring opportunities.

In addition to making large numbers of referrals to the program, **the City provided 7 youth with paid internships in 2015.**

48% OF YOUTH REFERRED TO  
NPOWER PROGRAM FROM  
TORONTO EMPLOYMENT &  
SOCIAL SERVICES

36% WERE YOUTH  
IN RECEIPT OF  
ONTARIO WORKS



## TO2015

The Toronto Pan Am/Parapan Am Games SEEDS initiative – a diversity and inclusion employment initiative developed by TO2015, was a prime example of how PAYE, community partners and the Ministry of Training, Colleges and Universities worked together to implement a large-scale hiring pipeline.

Through extensive outreach **over 750 applications were screened and 103 youth were hired** for a range of summer jobs which included a mentorship component.



# THE FACES OF TODAY

## BEATRICE

When Beatrice signed up with PAYE, she knew that this was not just a regular networking event, but a holistic experience where she would get to participate in a variety of learning opportunities and connect with potential employers. She immersed herself fully and took advantage of all that PAYE had to offer.

"For the very first time in a long time, I began to think creatively and outside the box, most importantly opening myself up to other possibilities and this became the turning point in my life and career."



## ONIK

As a newcomer, Onik struggled to find a job in his field. He worked three jobs in unrelated fields to make ends meet but never stopped searching for his dream job. Through PAYE, Onik was connected to a full-time job opportunity where he gained the confidence and experience he needed to start a career in his field.

"There are so many good things to say about this wonderful program. I truly believe if I could do it, then anyone can. My last piece of advice would be to never lose hope and keep trying."



# THE LEADERS OF TOMORROW

## OSCAR

When Oscar heard about PAYE, he wasn't sure that it was the help he was looking for. He started working with his coach and after a few meetings, discovered a new world of opportunities. He learned the skills and information he needed to find a job and was connected to employers through PAYE. PAYE helped him get his first job in Canada and he is thankful for this opportunity to get a foot in the door.

"I found a job at Starbucks within the first month of joining PAYE...it has been a priceless experience."



## NUTAN

Through PAYE, Nutan accepted a job opportunity with RBC Royal Bank in 2012 and since then, has never looked back. She has been promoted twice, first to a Central Teller position and in 2015, as an Expert Client Advisor.

Securing a full-time job through PAYE has connected Nutan to a career that she is passionate about, and has allowed her to become a proud home owner. Her accomplishments helped her and her family to settle in Canada. She credits much of her success to the help she received from PAYE.





## MICHAELS

In 2015, Michaels opened a new downtown store looking to fill roles such as Custom Framing Associates, Support Specialists and Sales Associates. The customized recruitment plan developed with them resulted in **66 hires overall, 32 being youth.** Councillor Michael Thompson attended the store's grand opening event during the City's Workforce Development month.

32 YOUTH HIRES FROM MICHAELS DOWNTOWN STORE RECRUITMENT



## RETAIL COUNCIL OF CANADA

727 YOUTH ATTENDED PAYE RETAIL COUNCIL OF CANADA JOB FAIRS

The Retail Council of Canada (RCC) is an industry association representing over 45,000 store fronts across Canada. RCC works with stakeholders to support employment growth and career opportunities in retail, to promote and sustain retail investments in communities, and to enhance consumer choice and industry competitiveness. For more than 10 years, the RCC has partnered with the City of Toronto to connect hundreds of residents to employment with RCC member organizations. In 2015, a number of these organizations, such as H&M, FootLocker and Pusateri's, worked with PAYE to develop customized recruitment solutions to meet their hiring needs.

## CIVICACTION & LINKEDIN

In 2015, CivicAction and LinkedIn, in partnership with the City of Toronto, the Province of Ontario and others, released research with real time data on Toronto region's information technology (IT) sector to identify the IT skills that are most in demand, including those in early career roles. Acting on this exciting research, PAYE and its partners will host an IT-focused youth learning forum in 2016. PAYE will also continue to play an important role to advance IT skills through best practices like the NPower's Technology Service Corps program.






# SOME EXAMPLES OF OPPORTUNITIES PAYE YOUTH WERE RECRUITED FOR IN 2015

 Contact Centre Representative

 Business Development

 Assistant Venue Logistics Manager

 Insurance Advisor

 Financial Services Representative

 Games Operations Coordinator

 Transport Manager

 Investment Advisor Assistant

 Retail Sales

 Client Relationship Consultant

 Wealth Management Sales Assistance

 Mortgage Trainee

## PAYE PARTICIPATING EMPLOYERS 2015

- A1 Landscaping
- Adidas Group
- Alvarez & Marsal Holdings, LLC
- ANN Canada Inc. (Ann Taylor)
- Apollo Health & Beauty Care
- Apple Inc
- Artscape
- Automatic Coating
- Avid Apparel
- BCBG Max Azria Canada Inc.
- Be Good Gelato
- Beck Taxi Inc.
- Bed Bath & Beyond
- Belair Direct
- Bell Technical Solutions Inc.
- Better Living Health and Community Services
- BMO Financial Group
- Cam's Auto Service
- Canada Goose
- Canadian Property Stars
- Canadian Tire Corporation Ltd.
- Centre of Excellence in Financial Services Education
- Ceridian Canada Ltd.
- Charm Diamond Centres
- CIBC
- Cineplex Inc.
- City of Toronto
- CNE
- Coca-Cola Canada
- ConsulNet
- Corus Entertainment
- Costco Wholesale
- Danier Leather
- Deloitte
- Diamond Corp
- Easyscape
- EB Games
- Exchange Solutions
- Exhibition
- Fine Wine Reserved
- First Services Residential Ontario
- Footlocker
- Fossil
- Freshbooks
- Gap Canada
- Golf Town
- Goodwill Industries Toronto
- Greenbay Northern Ltd.
- Greenland Irrigation Toronto
- H&M Hennes & Mauritz Inc.
- Hillcrest Village BIA
- Hilton Hotels & Resorts Canada
- Holt Renfrew & Co
- Home Depot of Canada Inc.
- Hudson's Bay Company
- Indigo Books & Music Inc
- Invesco Inc.
- J. Crew
- Jean Machine
- Jimmy the Greek
- Johnvince Foods
- Justice
- Kiehl's Canada
- Kitchen Stuff Plus
- Cognitive Marketing
- Legend 3D
- Loblaw Companies Ltd.
- L'Occitane de Provence
- Longo Brothers Fruit Market Inc.
- Lowe's Canada
- Lucky Brand Jeans
- LUSH Fresh Handmade Cosmetics
- M for Mendocino
- MAC Cosmetics
- Marche Restaurants
- Markdom Plastics
- Massimo Dutti
- McDonald's Canada
- Metro Ontario Inc.
- Michaels Canada
- Millennium 1 Solutions
- Miori Boutiques
- National Silicates Ltd.
- NCO Grenville
- Nygard Fashions
- Oxford Properties - Yorkdale Shopping Centre
- Pandora
- Pinewood Toronto Studios
- PVH Canada Inc. (Calvin Klein)
- PVH Canada Inc. (Tommy Hilfiger)
- Pottery Barn Kids
- Prada
- PricewaterhouseCoopers LLP
- Professional Engineers Government of Ontario
- Pusateri's Fine Foods
- RBC Royal Bank of Canada
- Real Food for Real Kids
- Reitmans Canada Ltd
- Ripley's Aquarium of Canada
- Rogers Centre
- Rogers Communications
- Rona Inc.
- ROOTS
- Royal Stone Landscaping & Design
- Rudsak
- Scotiabank
- Sheridan Nurseries
- Shoppers Drug Mart
- Simply Green
- Sirens
- Sky Blue Sky
- Sleep Country Canada
- So Green Canada
- Solar Window Cleaning & Eco-Tech
- SSP Canada
- Starbucks Canada
- Starwood Hotels and Resorts Canada
- Sunnybrook Foundation
- Swarovski Canada
- T & T Supermarket Inc.
- TBM Service Group
- TD Canada Trust
- Teleperformance Canada
- The Backyard Urban Farm Company
- The Body Shop
- The Distillery Restaurants Corp.
- The North Face
- The Staff Room (TSR)
- Titanium Contracting Inc.
- TJX Canada (Winners)
- Toro Aluminum
- Toronto 2015 Pan Am & Parapan American Games
- Toronto Blue Jays Baseball Club
- Tridel Corporation
- Tucker HiRise Construction
- TurnAround Couriers
- UGG Australia
- United Parcel Service Canada
- University of Toronto
- Valcoustics
- Victoria's Secret
- Vince Camuto
- White House Black Market
- Wildrose Gardening Inc.
- WilsonHCG
- Wirkin
- Zara Canada

# LOOKING FORWARD 2016

**The City of Toronto wishes to acknowledge all of the employer and community partners and board members for their continued participation and commitment to connect youth to employment opportunities.**

## > SECTOR FOCUS

Take a sector specific approach to engagement with employers at the sector level, e.g. Retail, IT, etc.

## > EMPLOYER ENGAGEMENT

Facilitate high-level discussion of youth unemployment and the importance of investment in the young workforce. Identify employer needs.

## > DEMAND-LED TRAINING

Identify pipelines and work with training providers to develop training and work-based learning opportunities for youth leading directly to employment.

## > CITY AS AN EMPLOYER

Identify youth employment opportunities within the Toronto Public Service.

**For more information, visit:**

[toronto.ca/paye](http://toronto.ca/paye)

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