



hireup

Canada's first national hiring portal for youth  
who have experienced homelessness

# impakt

Founded in 2001, Impakt is a Toronto-based corporate social responsibility consultancy. We work with corporations and non-profit organizations to develop social purpose programs.

We create opportunities for leadership, value and impact at the intersection of business and social change.



Since 2009, The Home Depot Canada Foundation has invested more than \$13-million to help improve homes and communities across Canada because we believe that good neighbours make great neighbourhoods.

The Home Depot Canada Foundation is committed to supporting initiatives that help put an end to youth homelessness in Canada.



Founded in 2000, Workopolis is Canada's leading career site helping employers and candidates connect with each other online. Our mission is to help every Canadian who wants a job, find one.

Workopolis has a stated commitment to addressing youth employment issues in Canada.

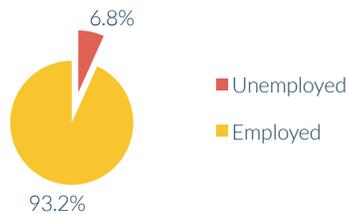


The Canadian Observatory on Homelessness is a non-profit, non-partisan research institute that is committed to conducting and mobilizing research so as to contribute to solutions to homelessness.

We work together as a group of researchers, service providers, policy and decision makers, people with lived experience of homelessness as well as graduate and undergraduate students from across Canada with a passion for social justice issues and a desire to solve homelessness in our communities.

# What's the context?

Overall unemployment rate



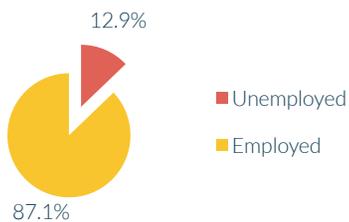
## The numbers

The highest unemployment rate in Canada is amongst youth. In fact, the unemployment rate for youth is often close to double that of the general population. In June 2015, for instance, the overall unemployment rate was 6.8%, while the youth unemployment rate (ages 15-25) was 12.9%; other months have reported similar percentages. When youth are employed, they are often caught in part-time, unstable employment. This leaves youth unable to meet their basic needs and as a consequence, over half of youth live with their parents.

## Homeless youth

The most vulnerable of these youth are homeless youth. For youth who cannot live with their parents, the problem is more severe. Homeless youth have less access to employment than their peers. They often experience unemployment due to discrimination, housing instability, a lack of education or training, transportation and often, low self-esteem. Despite this list of barriers, many youth experiencing homelessness persistently seek employment.

Youth unemployment rate



## It's not simply a lack of jobs

So why aren't these youth being hired? The paradox is that many business sectors find themselves with entry-level vacancies and positions to fill, but are often screening out this population. They're afraid to provide them with opportunities based on misunderstandings and bias. Thankfully, this is starting to change. Many businesses are beginning to recognize the social and business value of hiring youth with lived experience of homelessness.

These youth have a very important role to play in the labour market and offer talent that corporations can greatly benefit from. These youth in particular offer companies diverse skills and experience as well as an unmatched resilience. Qualities like these make them dynamic additions to the workforce.

## Youth-serving organizations

There are hundreds of youth-serving organizations (YSOs) across Canada that provide employment training programs tailored to homeless youth. These programs vary but many include: skills and interests assessments, resumé and interviewing support, assessment of work readiness, basic job skills training, pre-employment training and other assistance.

Currently, the YSO manually seeks local, willing businesses to offer placements or employment opportunities to the youth participating in programs. Despite their best efforts, too few of these trained and employment-ready youth are hired. This is due to reasons such as: misalignment between the youth's skills and interests and the position itself, a lack of relationships between YSOs and businesses, limited resources at YSOs and a lack of understanding about the value of hiring a youth who has experienced homelessness from an employer's perspective.

## It's time to act

In recent months, both youth unemployment and homelessness have garnered a great deal of attention. Media, governments, the private sector and policy organizations have committed to improving the employability of youth as well as ending youth homelessness. The social and political climate is favourable and the need is great.

## Success story

Last year Impakt helped Peak Products, a major supplier of The Home Depot, to hire youth with lived experience of homelessness. It was highly successful, both for Peak Products as well as for the youth.

Witnessing this mutual success led to the development of a more formal approach for employers to hire youth with lived experience of homelessness: HireUp.

# What is HireUp?

HireUp is a website that will connect employers with youth-serving organizations across Canada that deliver employment and support programs for youth with lived experience of homelessness.

It will connect youth with meaningful employment through building partnerships between the private sector and YSOs.

Going beyond building these connections, it will also:

1. Increase awareness about the issue of youth homelessness in Canada
2. Provide a convenient and exclusive way for the private sector to benefit from employing youth with lived experience of homelessness
3. Become a mechanism for collecting data to increase understanding about the issue, help inform policies, practices and programs related to hiring youth, and improve outcomes – for businesses, YSOs, government, and the youth themselves

## Certified & Credible

Only the most responsible employers and effective YSOs will participate in HireUp, providing a credible and convenient way for employers to hire more youth. A HireUp certification will be granted to those who are dedicated to fair, sustainable hiring practices and a commitment to employment of vulnerable youth.

## Continuous Support

When an employer hires a youth through HireUp, they get more than an employee. They get a team of YSO support staff to help ensure that the youth and the employer are positioned for success.

## Measures Results

We're implementing a rigid measurement and evaluation system. This will capture data and is designed to improve program outcomes, employment outcomes, and policy to successfully transition youth out of homelessness and work towards reducing the occurrence of it overall.

## Social Enterprise

Beginning in 2016, HireUp will be a self-sustaining social enterprise run by Impakt. 100% of profits will be distributed to the HireUp community of YSOs to provide programs and support to help youth who have experienced homelessness.



## What's the process for youth?

1

A youth experiences homelessness and seeks support from their local YSO.

2

The YSO provides holistic support, accommodation, case management and wraparound services to the youth.

3

The youth receives employment training and job-skill training. Their case manager continuously assesses their readiness for employment.

4

Under the case manager's supervision, the youth is able to create a personal profile on HireUp, view the jobs posted and apply to jobs.

5

The youth's chances of being successful increase greatly, as a result of the on-going support received by their case managers and because of the partnerships developed between their YSO and the employers.

## What's the process for employers?

1

An employer registers on the HireUp website and pays the annual or monthly membership fee (see page 7).

2

The employer posts an unlimited number of jobs to the HireUp website based on hiring needs.

3

The employer then begins to receive job applications. Employers work collaboratively with YSOs to find candidates who are most suitable for a particular job's requirements, skills and experience.

4

Hiring a youth through HireUp doesn't require any special allowances. Once the employer has found a great candidate, the YSO supports the candidate through the hiring and onboarding process.

5

With the case manager's ongoing support and guidance, the youth's chances of success in meeting an employer's expectations greatly increase.

# What's the value of HireUp?

## Community

Align with strong Canadian brands such as The Home Depot, Workopolis and a community of employers across the country all committed to making a real difference in the area of youth homelessness.

Develop partnerships with the most effective YSOs with the best employment programs and supports, all of which have been carefully vetted and accredited by Impakt.

Build capacity and contribute to better programs amongst the network of YSOs, as all profits generated through employer membership fees will be directed back to YSOs.

Recognition as a *HireUp Certified Employer*: your logo on the HireUp website, mention in press/media materials and in other internal/external communications, acknowledgement on research reports etc.

## Leadership

Contributes to your organization's brand, reputation and competitive differentiation.

Become part of an innovative, scalable solution to what has been one of Canada's more pervasive social issues.

Showcase commitment to community and social issues – a trait many gen Y and millennial candidates value in their current and prospective employers.

For businesses or companies that are concerned with community investment, employment is one of the clearest mechanisms for measureable social impact.

## HR

Supports your organization's diversity objectives and hiring needs.

Broadens your reach for talent by accessing an underutilized, young, enthusiastic workforce – a workforce with a range of employment experiences, skills and knowledge.

Access to employees who are prepared for employment and have gone through job skills training programs such as the *Canadian Workplace Essentials*, made available to youth and their YSOs on the HireUp website.

Gain access to exclusive resources available only to *HireUp Certified Employers* (e.g. Best Practices Hiring/onboarding Toolkit) to ensure success for the employee and employer.

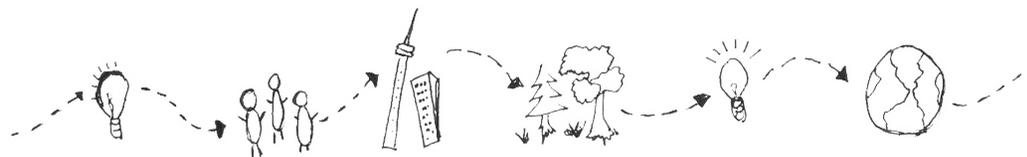
Have easy and direct access to one-on-one support with a HireUp client representative to ensure optimal experience for employers.

## Research

Access the most credible and up-to-date research, literature and news related to this issue and population.

Contribute to the collection of data on the experience of youth homelessness in Canada in order to capture missing data for this population.

Contribute to promising practice research amongst YSOs through the distribution of research reports/findings.



# How can my organization participate?



## Become a HireUp Employer

Annual fee for unlimited postings:  
Large Businesses (over 100 employees): \$5,000.00  
Small Businesses (under 100 employees): \$1,000.00

Monthly fee for unlimited postings:  
Large Businesses (over 100 employees): \$475.00  
Small Businesses (under 100 employees): \$150.00

## Become a HireUp Research Partner

There are opportunities to incorporate specific questions into our research methodology. Depending on your research needs, we'll work with your organization to determine what a research partnership could look like.

## Become a HireUp Founding Sponsor

There are multiple levels of sponsorship available and we'd be pleased to work with your organization to determine the most appropriate level. As a founding sponsor, you'll have the opportunity to participate in the launch event, taking place on November 4, 2015.

## Launch Event

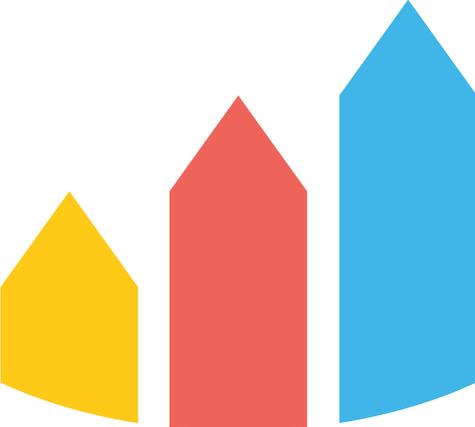
HireUp will be launched at the Canadian Alliance to End Homelessness' (CAEH) Third National Conference on Ending Homelessness in Montréal on November 4, 2015.

## Contact Us

We're currently looking for HireUp Employers, Research Partners and Founding Sponsors across the country! If you're interested in learning more about how your organization can participate in HireUp, please contact Olivia Larkin.

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