



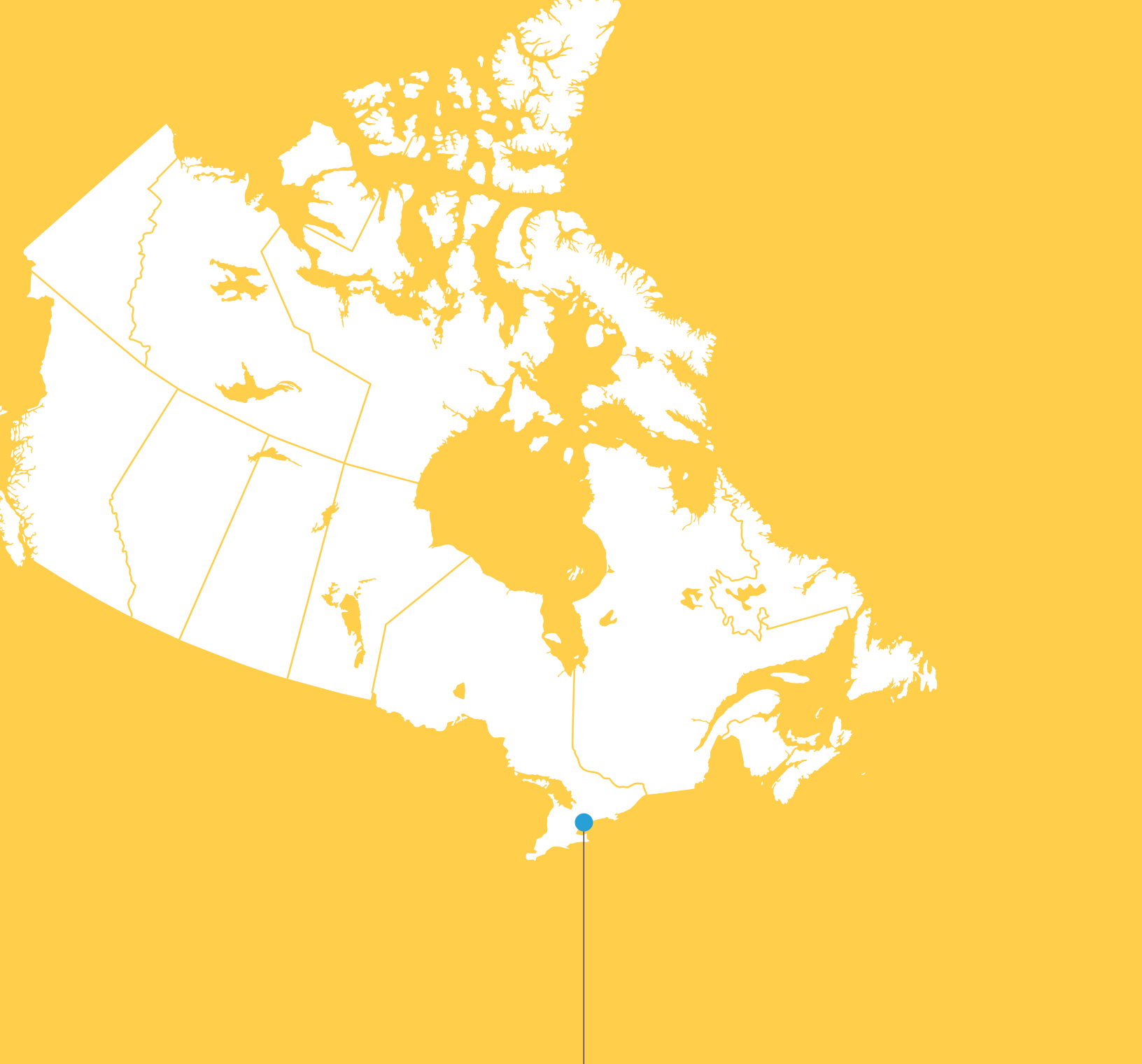
Prince's Trust  
Canada

START  
SOMETHING

# ANNUAL REPORT



2021 | 2022



## LAND ACKNOWLEDGMENT

The office of Prince's Trust Canada is located on the traditional, ancestral, and treaty lands of the Mississaugas of the Credit, the Anishnaabeg, the Chippewa, the Haudenosaunee and the Wendat Peoples, which is home to many diverse First Nations, Inuit and Métis Peoples. As the original caretakers and stewards of this land, supporting Indigenous leadership is key in the response to climate change, and in ensuring a sustainable future. **We commit to learning from and acting with Indigenous Peoples as we foster strong, healthy and sustainable relationships between land and people, to ensure a healthy planet for future generations.**

# Everything big starts with an idea.

The story of Prince's Trust Canada began with the idea of building a sustainable Canada, where young people and communities thrive.

Today, we make up an ecosystem of impact – from partners to community networks, volunteers and supporters – our work is made possible by a collective passion to put people and the planet first.

As a national charity delivering skill-building and employment programs to young people and members of the military and Veteran community, we are creating opportunities for both groups to prepare for the transforming world of work and contribute to a more sustainable future for Canada.

With the United Nations Sustainable Development Goals as our guide, and the vision of our Founder and President His Royal Highness The Prince of Wales as our inspiration, Prince's Trust Canada creates opportunities for young job seekers and military members to gain purposeful employment. The goal of such efforts is clear: to build a more sustainable and equitable world. In the following pages, we are delighted to present highlights of 2021 programming and a selection of inspiring stories that give shape to our shared impact.

## VISION

A sustainable future for Canada, where young people and communities thrive.

## MISSION

Empower young people and Veterans to build resilient, future-ready communities.

## VALUES



<b>SUSTAINABILITY</b>	We commit to creating impact through social, economic and environmental connections.
<b>INSPIRATION</b>	We believe in the power of lifelong learning, social inclusion and overcoming obstacles.
<b>COMMUNITY</b>	We create and live a culture of collaboration and respect.
<b>ACTION</b>	We champion positive change and ensure our actions are in harmony with the need and our purpose.
<b>RESPONSIBILITY</b>	We hold ourselves to high standards of leadership and service, with a commitment to local and global impact.
<b>EMPATHY</b>	We reach out with compassion and meet people where they are.
<b>EQUITY</b>	Our commitment to equity, diversity and inclusion underpins all of our work.

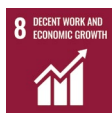
## OUR COMMITMENT TO THE UNITED NATIONS SUSTAINABLE DEVELOPMENT GOALS (UN SDGs)

We align our organization and program offerings with the UN SDGs to help tackle the most pressing issues for people and the planet. We prioritize the following goals to create a more inclusive, sustainable future:



### Quality Education

Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all.



### Decent Work & Economic Growth

Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all.



### Reduced Inequalities

Reduce inequality within and among countries.



### Climate Action

Take urgent action to combat climate change and its impacts.



**F. Mark M. Fell**  
Board Chair  
Prince's Trust Canada

**MESSAGE FROM THE BOARD CHAIR AND CEO**

Our 2021/22 year was one of impact and growth thanks to the tremendous support of our patrons, donors, community networks, business partnerships, volunteers and staff. We came together to deliver skill-building and employment programs designed to equip young people and Veteran communities with the skills and opportunities needed to succeed in tomorrow's workforce.

We know that young people are today's innovators, leaders and community builders – holders of great talent and perspective who have so much to offer this country, yet they face uncertain futures affected by climate change, globalization and the negative impacts of the COVID-19 pandemic. It is our shared goal – and opportunity – to support them with sustainable solutions.

As part of Canada's ongoing effort to transition to a more sustainable economy, we began the year by grounding all of Prince's Trust Canada's programs and operations in the United Nations Sustainable Development Goals to ensure that sustainability and equity, diversity and inclusion (EDI) lie at the centre of our programs, operations and impact. The launch of our Sustainability program in March was a big step in this effort and we were pleased to have His Royal Highness The Prince of Wales support this milestone. This will be the foundation we build upon as we help young job seekers and Veterans to explore, prepare for and gain access to purposeful employment for a more economically, socially and environmentally just future.

Working with our partners, we believe we are well-positioned to help build back better and provide pathways for equity deserving people to join the green economy and create a more diverse, resilient, and future-ready workforce. Together, we can achieve what cannot be done alone.

Sincerely,

**MESSAGE FROM DAME MARTINA MILBURN DCVO CBE, GROUP CHIEF EXECUTIVE, THE PRINCE'S TRUST GROUP**

The Prince's Trust Group is helping young people to thrive in these extraordinary times. Thanks to the commitment of our colleagues, volunteers and supporters, we supported almost 82,000 young people into education, employment and enterprise across 21 countries.

The global economy offers exciting opportunities for young people, in particular the growth of employment opportunities in the green economy, digital transformation and healthcare. However, too many young people lack the skills or networks to access these opportunities. The Prince's Trust is responding to this global challenge by helping thousands of young people each year gain the skills they need to access the jobs of tomorrow.

The Prince's Trust Group is a global network of charities founded by His Royal Highness The Prince of Wales. We believe that every young person deserves the chance to succeed. Our mission is to transform lives and build sustainable communities worldwide

I am delighted to see Prince's Trust Canada commit to taking action against climate change with their new Sustainability programming. It is the long-held commitment of His Royal Highness The Prince of Wales to build a sustainable world through purposeful employment - and together, we can do just that.

We are truly grateful to His Highness the Aga Khan, our Global Founding Patron; and to HSBC, our Global Founding Corporate Partner. Most of all, our sincere thanks go to His Royal Highness The Prince of Wales for his visionary leadership and inspiration.

Sincerely,



**Sharon Broughton**  
Chief Executive Officer  
Prince's Trust Canada

**PRINCE'S TRUST CANADA & THE PRINCE'S TRUST GROUP**

Prince's Trust Canada is a member of The Prince's Trust Group – a global network of charities including the work of Prince's Trust U.K., Australia, Aotearoa New Zealand, U.S.A. and Prince's Trust International. Together, we are providing meaningful support for young people, military communities and environmental projects around the world. We draw on the strength and experience of a global network while developing and implementing solutions relevant to people living in Canada.



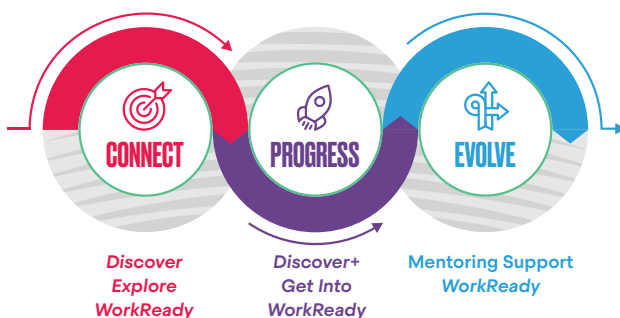
**“ Our mission is to transform lives and build sustainable communities worldwide. ”**

– Dame Martina Milburn DCVO CBE, Group Chief Executive, The Prince's Trust Group

Career Exploration | Skill Development | Employment | Entrepreneurship

# Our program model supports young job seekers along their employment journey.

## YOUTH PROGRAMMING MODEL



**Connect:** These programs offer pre-employment skill training and help young people identify and explore career opportunities. They focus on developing future skills and identifying preferred employment, education or training outcomes.

**Progress:** These programs build on pre-employment skills and develop transferable skills to gain and retain employment. The focus is on securing employment, education or training outcomes.

**Evolve:** These programs create opportunities for young people to advocate, lead and empower others.

## YOUTH PROGRAMS

### WorkReady

Series of skill-building workshops to gain pre-employment skills like problem-solving, professional communication, digital literacy, networking, or interviewing.

### Discover

Multi-day career exploration programs to learn about sector-specific employment opportunities while developing the networks and skills needed for participants to evolve in their career journeys.

### Explore

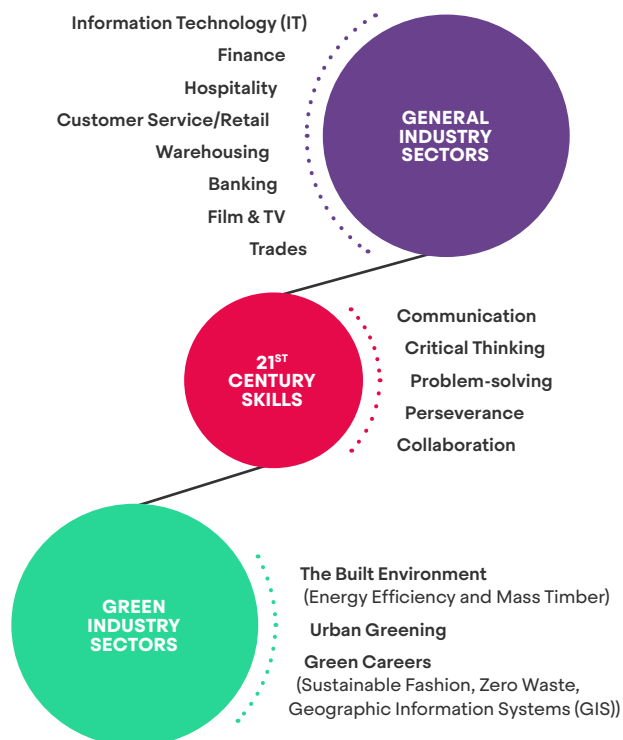
Introductory career exploration sessions focusing on specific sectors in the environmental space, featuring industry leaders and a question-and-answer session.

### Get Into

Four-to-eight-week hands-on program to receive training, meet potential future employers and increase the chance of employment within a specific sector.



All programs are designed to create opportunities for young jobseekers (aged 18-30) to learn about new possibilities and see themselves in specific career sectors, such as:





Moira Mckenzie  
Flowers by Moira



Richard McNish  
Dog House Brewing Co. Ltd.

**VETERAN PROGRAMS AND INITIATIVES**

**Mentoring**

Veteran entrepreneurs are personally matched with mentors to build connections, provide guidance and build successful businesses.

**Info Sessions**

Video sessions to share information on our programs and provide immediate, actionable next steps.

**Workshops**

Explore entrepreneurship with a focus on the fundamental elements of starting a business.

**Boot Camps**

Hands-on, intensive multi-day business training to help Veterans rapidly advance their business skills and knowledge.

**BuyVeteranCA Community Workshops**

Supports owners of established businesses with access to tailored workshops and networking opportunities.

**BuyVeteran.ca**

Online directory dedicated to promoting businesses owned by members of the military and Veteran community.

**Veteran Energy Advisor Program (VEAP)**

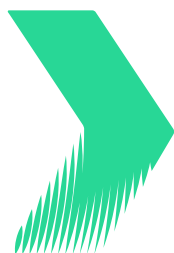
A comprehensive online training and mentoring program that provides Veterans with pathways to become successful registered Energy Advisors.

**Discover: Green Careers**

Online program that promotes jobs in the Green, Blue and Energy sectors as purposeful and meaningful second careers.

**Sustainable Business Planning Resources**

A curated selection of resources and tools to support businesses in the integration of sustainable business practices.



**We empower Veterans to move their businesses forward with support systems, resources and education.**

For more updates about our strategic plan, please visit our website's [About Us](#) page.



### EQUITY, DIVERSITY & INCLUSION

To ensure principles of equity, diversity and inclusion (EDI) are embedded throughout our organization, we have developed an EDI Strategy and Actions Framework for advancing change, centred on equitable outcomes and actions for colleagues, participants and community partners.

Our EDI strategy is guided by four themes: Reconciliation and Decolonization, Justice and Anti-Oppression, Inclusion and Belonging, and Consultation and Collaboration.

All themes are supported by: Action and Accountability, which is brought to life in our detailed action framework that covers actions in governance, human resources, operations and programs.

[Read the full summary on our website.](#)

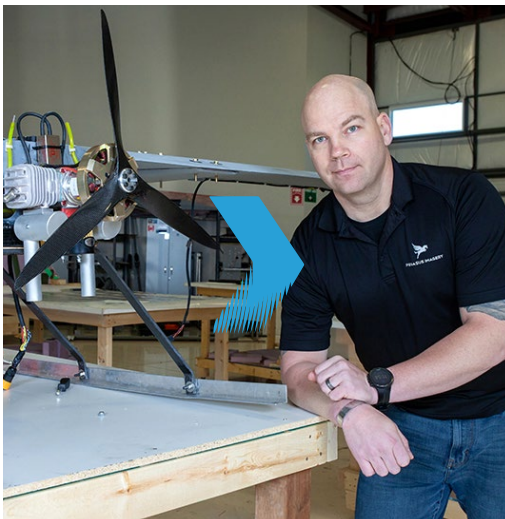


### MEASUREMENT AND EVALUATION

Understanding our impact is essential. We are launching a new measurement and evaluation framework in 2022, informed by a thorough research and consultation process. We will also be incorporating the UN Sustainable Development Goals (SDGs) across all of our programs, including:

- Examination of UN SDGs relative to our programs and services
- Identification and creation of relevant metrics to be embedded into current evaluation framework
- Development of metrics that assess our progress on UN SDG goals

We are embedding equity, diversity and inclusion in this work by establishing consistent collection of EDI data at intake and then using this data to inform how we approach program delivery in all areas.



### LAUNCH OF ENTREPRENEURIAL ECOSYSTEM STRATEGY – VETERAN PROGRAMMING

Based on survey results received from over 3,000 participants of our workshops and boot camps, we know that Veteran entrepreneurs are unaware of the many opportunities and support groups available to help them succeed in their second career journey. **Operation Entrepreneur will be collaborating with other Veteran-serving and entrepreneur-serving organizations to build a Veteran-centric framework that uses the entrepreneurial ecosystem model to address the challenges of today and the future.**



**JENNIFER HONG**

**Discover: Mass Timber Participant**  
 Bachelor of Science Student in Forest Sciences,  
 University of British Columbia

“As a student and young professional at the start of my career, **Discover: Mass Timber was an excellent opportunity to learn how to align my academic background with growing trends in the green workforce,**” says Jennifer Hong. The *Discover* program introduces participants to career pathways and features industry representatives to highlight opportunities in emerging sectors like Mass Timber, a construction industry being heralded by many as key to becoming more environmentally sustainable. “The guest speakers introduced jobs I didn’t realize existed and they answered key questions that left me feeling inspired and supported as I envision myself in a green job.”

Jennifer was also able to leverage this program as a networking opportunity: “It was a great way to connect with other young people who are at similar stages in their careers. **This helped me better understand myself and where I’m headed.**”

As the Mass Timber sector continues to grow, so too does the need to prioritize equitable, inclusive and diverse learning and career opportunities: “I valued hearing from women who work in sectors such as construction, a field that is traditionally male dominated. **It meant a lot to hear multiple perspectives about the industry,**” explains Jennifer.

The *Discover* series empowers young people like Jennifer to explore career options in new sectors and contribute to a sustainable future for Canada.



**KEVIN LEBOEUF**

**Operation Entrepreneur Participant**

“We started in our kitchen, making organic products and giving them away. We now have nine staff,” explains Kevin Leboeuf, co-founder of Educated Beards.

After fourteen years of service with the Canadian Armed Forces, Kevin was medically released in 2016 and decided to do the one thing military dress protocol had prevented him from doing: grow a beard. A couple of years later Kevin’s business, Educated Beards, was born.

Through Prince’s Trust Canada’s Mentoring Program, **Kevin was matched with a mentor to help grow his business.** “My mentor was phenomenal; he would check in on us and we’d discuss all aspects of life and business. Educated Beards is now in its fourth year and we have products in 3,500 locations in North America, Turks and Caicos, Jamaica and South Africa,” explains Kevin. **“Being part of the Buy Veteran community is impactful - more than a network, it’s friendships.”**

Kevin’s advice to other Veteran entrepreneurs: “You need to be comfortable in the uncomfortable and the Buy Veteran community can help you with that. **Have an open mind, seek to learn, and find mentors; it helped me and it can help you too.**”



**SIMEON PAPALIAS**

**Corporate Volunteer for Veteran Programming**

As the founder and president of REC Canada, a real estate consultancy firm, Simeon Papalias uses his business expertise to help Veterans and transitioning members of the military community gain the tools needed to start and grow successful businesses. Simeon has been mentoring Veteran entrepreneurs for two years, supporting the development and attainment of mentee SMART goals, facilitating introductions to his network, and providing constructive feedback to his mentee’s business ideas.

**Simeon has successfully mentored two mentees and is preparing to mentor his third match this year.** “This program is all about taking proven business skills and techniques and sharing them in a way that leaves individuals feeling more confident. This aligns with my approach to mentoring which is to lead with encouragement and support. **I want mentees to leave feeling positive about their business ventures,**” explains Simeon.

Prince’s Trust Canada’s Mentoring program focuses on business and personal development. **It’s a two-way exchange of ideas and provides a safe space to encourage skilled Veterans along their path to becoming confident entrepreneurs.** “Soldiers are willing to give their lives to protect our values and ways of life, the least we can do as business leaders is take the time and give our expertise to support them in life after service,” says Simeon.

“... I envision myself in a green job.”

– Jennifer Hong, *Discover: Mass Timber Participant*





### MIKE OVIATT

#### VEAP Participant

Mike Oviatt served as a full-time Army Reservist for seventeen years before exploring energy efficiency as a second career for life after service. "Energy advisory is in demand as homeowners in remote places wait several months to a year to have assessments done. **That's why I registered for VEAP (Veteran Energy Advisor Program) - to help remote communities become energy efficient,**" explains Mike.

Prince's Trust Canada – with the support of industry partners – created VEAP to contribute to Canada's Greener Homes Initiative to reduce greenhouse gas emissions. "VEAP took a structured approach. There were clear expectations and comprehensive student support. Being mentored by professionals who helped create the Natural Resources Canada (NRCan) Exams as well as from actual Energy Advisors was extremely beneficial."

VEAP is a cohort-based program tailored for Veterans that combines virtual classroom learning, access to industry experts and sector-specific training to create a value-driven professional development experience. **"The hands-on training was engaging and directly applicable – it took abstract concepts from the classroom and applied them practically,"** explains Mike.

"VEAP provides a pathway to transition from military service into societal service; rather than being overwhelmed by the myriad of knowledge required to become an Energy Advisor, **VEAP provided me with a roadmap to success and all I needed to do was follow it,**" says Mike.

VEAP was piloted in 2021/22 and will now continue as a national program providing Veterans and transitioning members of the Canadian Armed Forces with a direct pathway to becoming Registered Energy Advisors.



### KABILAN MOHANARAJAN, FRONTIER COLLEGE

#### Community Collaborator

Frontier College and Prince's Trust Canada (PTC) partnered to support young jobseekers with skill-building workshops designed to prepare them for the workforce. **"Collaboration has been seamless with consultation between both organizations being considered for any project.** We have developed very thorough workshops with the audience in mind and have seen the effectiveness through the data being shared," explains Kabilan Mohanarajan, Instructor Coordinator at Frontier College.

With a shared objective to support equity-deserving groups, Frontier College identified PTC's programming as an opportunity to further its mission to improve literacy in communities across Canada. **"Our collaboration with PTC has always recognized our mission and allowed us to deliver programming with Literacy as the focus, complementing their programming within a workshop,"** says Kabilan.

The mutually beneficial partnership enables both Frontier College and PTC to boost the efficiency of existing programs, while increasing effectiveness and driving broader social and systemic change. **"PTC sets the gold standard of partnering with a convener organization.** I look forward to future projects with PTC and hopefully, this partnership inspires future partnerships to be as cohesive with Frontier," explains Kabilan. As mission-driven organizations that both champion impact, this partnership has effectively worked to engage participants in ways that neither could have done alone.



Literacy:  
Learning for Life.

L'alphabétisation,  
Une leçon pour la vie.

From April 1, 2021, to March 31, 2022, Prince's Trust Canada supported 2,066 young people and Veterans with 187 skill-building and employment programs.

**YOUTH PROGRAMMING**



**Milestones:**

- Highest number of programs delivered since the inception of PTC, 26 programs delivered between October 1 – December 31, 2021.
- Highest number of youth program participants in a fiscal year since the inception of PTC.
- Created and hosted a new two-day *Discover: Mass Timber* program with 25 participants, joined by several Mass Timber professionals from across Canada, to showcase the designing and building components of the industry and to raise awareness of the new career opportunities.
- Piloted in-person Urban Greening events focused on tree planting, career exploration and volunteer experiences for young people interested in careers in urban greening.
- In February 2022 (Black History Month), we launched the first *Explore Excellence* series, with this session highlighting Black creators. In the year ahead, we will be developing *Explore Excellence* sessions on topics of interest for youth to engage in and gain exposure to various careers.
- With a generous gift of 2,500 LinkedIn Learning Licenses from RBC, we launched a new program to support youth in activating these licenses, navigating learning modules and enhancing their skills.
- Joined the Canadian Green Building Council's Workforce 2030 Mass Timber Working Group to advance our collaborative partnerships with the Mass Timber construction sectors.

Program Participant

VETERAN PROGRAMMING

92 Programs Delivered

589 Unique Participants



Milestones:

- Piloted VEAP to focus on preparing participants for the Natural Resources Canada (NRCan) exams.
- Forged partnerships with the Canadian Association of Consulting Energy Advisors (CACEA) and Blue House Energy to support VEAP design and delivery.
- Partnered with MindFrame Connect, a national mentoring resource hub focusing on mentoring excellence, to provide open access resources for program participants.
- Received funding from True Patriot Love Foundation to deliver mental health modules and workshops facilitated by BroadMind Inc.
- Increased frequency of speed networking sessions to better support entrepreneurs with access to experts for advice on how to tackle their entrepreneurial hurdles.
- Increased access to boot camp programs for busy entrepreneurs through virtual programming in partnership with Laval University, Dalhousie University and the University of Regina.

Jeremy Mitchell  
Sierra Whiskey Leatherworks

**FOUNDING PATRONS**

The Honourable Hilary M. Weston, CM, CVO, OOnt  
& W. Galen Weston, OC, CVO, OOnt

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Ash Prakash  
Sangeeta Prakash  
Cynthia (Cindy) Caron Thorburn & Craig Thorburn  
The Hilary & Galen Weston Foundation

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AND SUSTAINABILITY SUPPORTERS**

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The Prince of Wales's Charitable Fund  
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Sage Foundation  
TD Bank  
True Patriot Love Foundation  
Veterans Affairs Canada

**A SPECIAL THANK YOU  
TO OUR ANONYMOUS SUPPORTERS**

We would also like to acknowledge, with appreciation, the numerous supporters who wish to remain anonymous.

**BOARD OF DIRECTORS**

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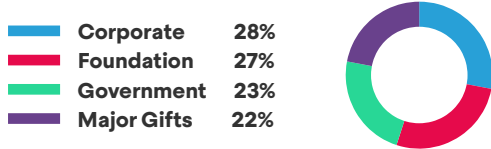
The Honourable Hilary M. Weston

Prince's Trust Canada is grateful to all our supporters - community collaborators, training partners, local business communities and volunteers - who have supported our mission during this incredible year of program development and growth.



**On behalf of the youth  
and Veterans whose lives  
have been impacted by our  
programs, we thank you  
for all you've made possible.**

Our work is made possible through multiple sources of funding, including corporations, foundations, government support and philanthropists.



Total revenues from April 1, 2021, to March 31, 2022, was \$3,539,854. Prince's Trust Canada is audited annually in accordance with our regulatory requirements by PwC, led by our audit partner, Nadia King. For further information on our financial statements, contact [info@princestrust.ca](mailto:info@princestrust.ca).



# 2023 holds exponential potential for deepening the impact of our programming.

With the backing of our community networks and partnerships, here are some milestones set for 2023 and beyond:

### Expand Sustainability Programming

- Expand our work in the built environment, with a focus on reducing greenhouse gas emissions from buildings, by piloting a Mass Timber construction program for energy conservation and retrofitting of old builds.
- Scale existing programs as we aim to engage 1,500 young people with skill development and employment programming in green sectors.

### Expand Veteran Programming

- Provide ongoing support to Veterans and their families by strengthening our networks to create a robust entrepreneur ecosystem.
- Aim to reach 500 Veterans through our programming.

### Hybrid Programming (In-person/Online)

- Develop hybrid version of our programs to offer increased reach and accessibility to online participants and hands-on experience for in-person participants.
- Expand opportunities for our partners to engage their employees through volunteering experiences both online and in-person.

### Launch a Youth Engagement Strategy

- We will increase engagement of youth in our programs (in target sectors such as Trades, Sustainability, Technology and Retail), by creating a Youth Council to gather feedback, understand evolving needs and incorporate participant voices in the creation of new programs.
- Ensure young people have a greater voice in the development of programs. This will ensure we are providing the best outcomes for partners and participants.

### Develop Indigenous-led Programming

- Co-create youth employment programming with First Nations, Inuit, and Métis communities to help equip young people with the skills, confidence and meaningful opportunities to thrive in the new economy.
- Our journey in this work has been evolving, with guidance, and for 2022/2023 includes actions focused on three areas: organizational capacity building, program development and partnership development.





# Working together, the future is bright. Join us!

## VISIT US

Register for our virtual programs to experience our work in action.

[princestrust.ca](http://princestrust.ca)

## VOLUNTEER WITH US

We're always looking for amazing collaborators to work directly with young people and Veterans to make a lasting impact in their lives.

Email [info@princestrust.ca](mailto:info@princestrust.ca)

## PARTNER WITH US

Join our network of business partners and community collaborators to make an impact through employment opportunities.

Contact partnerships at [partnerships@princestrust.ca](mailto:partnerships@princestrust.ca)

## LIKE US

on [Facebook](#)

## FOLLOW US

on [LinkedIn](#), [Twitter](#) and [Instagram](#) (@princestrustCA) to stay current with our latest news, photos and videos.

## DONATE

There are many ways to support the work of our national charity and make an impact in the lives of young people and Veterans.

Contact Jen Power at [jen.power@princestrust.ca](mailto:jen.power@princestrust.ca)

## FOR MORE WAYS TO GET INVOLVED

email us at [info@princestrust.ca](mailto:info@princestrust.ca)



WorkReady: The Art of Connection



WorkReady+ Work Prep



Prince's Trust  
Canada