



CANNEXUS20



***Converting Potential into Prosperity:
Microloans for Newcomer Career Success***

*Robert Ndoping, Manager, Client Success
Lindsay Morris, Manager, Intake & Data Collection*



OUR STORY

DR. MARIA ERIKSEN



Intended Learning Outcomes

1. Discover the impact of a \$15,000 microloan for foreign-trained professionals
2. Understand the role of financial literacy coaching to newcomer career success
3. Explore the value of collaboration within newcomer support services



Immigration Context

Canada set to
welcome

341,000
immigrants
in
2020

Immigrants
earn

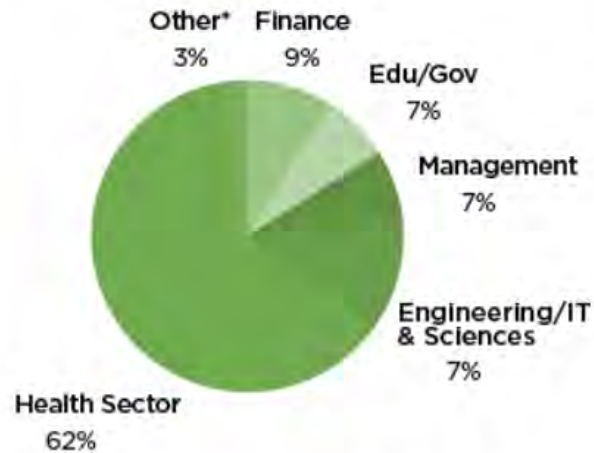
10% less
than
**Canadian-born
workers**

Immigrants stand to
contribute

\$50B
into the economy's
national GDP if raised
to standard wages &
employment levels

Demographics of Windmill Clients

Intended Occupations



**Other includes Agriculture, Sales, Culture, Transportation & Trades*

Countries of Origin

Top 4:

India
Nigeria
The Philippines
Iran

127

countries of origin represented.

National Impact



Windmill loans are available across Canada, in every province and territory.

Impact of Microloans for Skilled Newcomers

Program Milestones

\$34M+ in approved loans

4,877+ approved loans



Unemployment drops
from approximately

40% to 10%



upon repayment of a Windmill loan.

Income grows by

3.4X

on average, with some
variance by profession.
For example, engineers achieve
almost **11X** income growth.

Seeing Clients Holistically



Kareem

- Lawyer from Sudan
- Living in Toronto
- Protected Person as of 2017
- Wife and kids are still in Sudan
- First language Arabic, English levels low
- Survival job as security guard



Shreya & Suraj

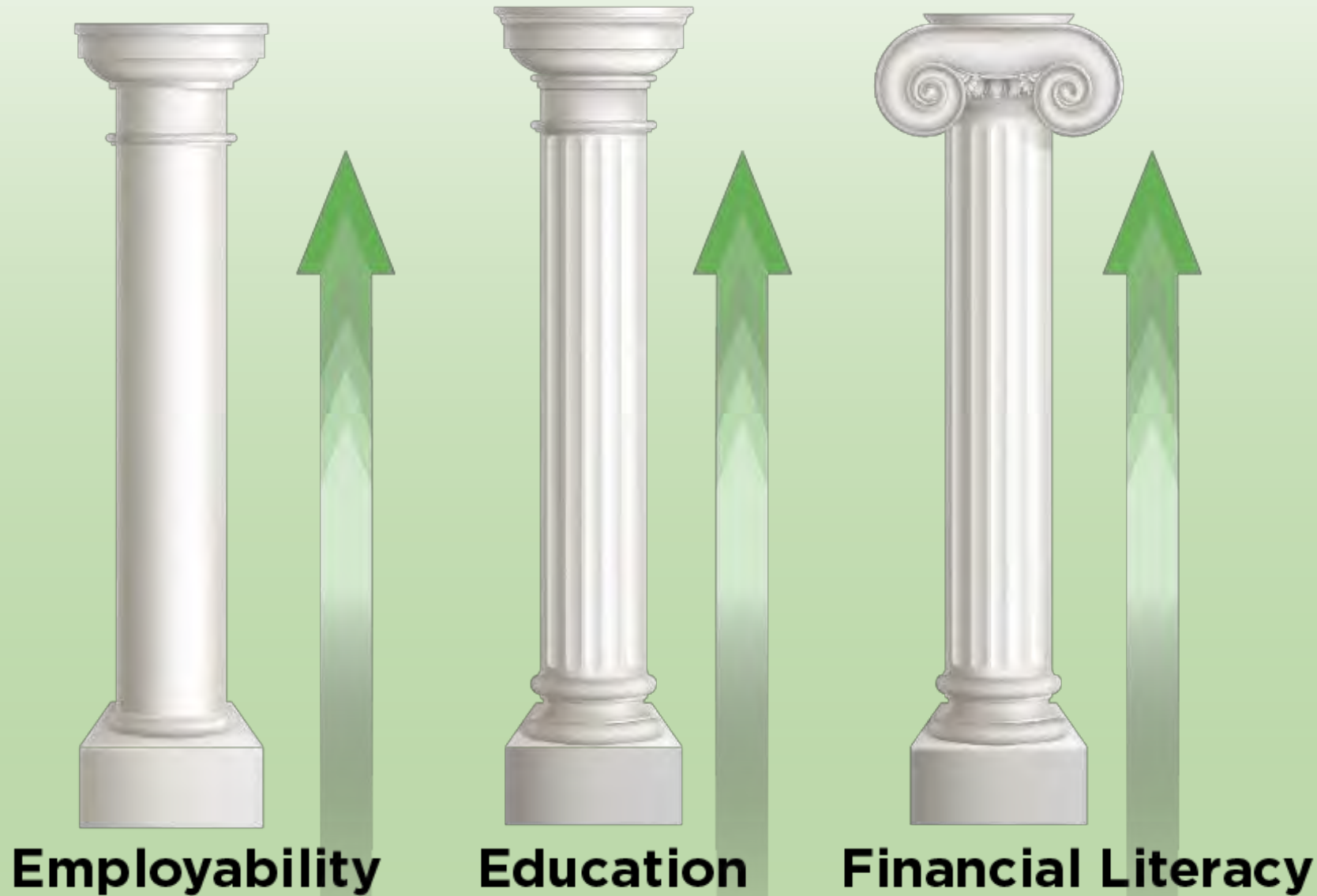
- Both spouses are dentists from India, no children
- Living in Calgary
- Started re-licensing before coming to Canada, arrived 2019
- Licensing plans are expensive, receiving support from family



Joanna

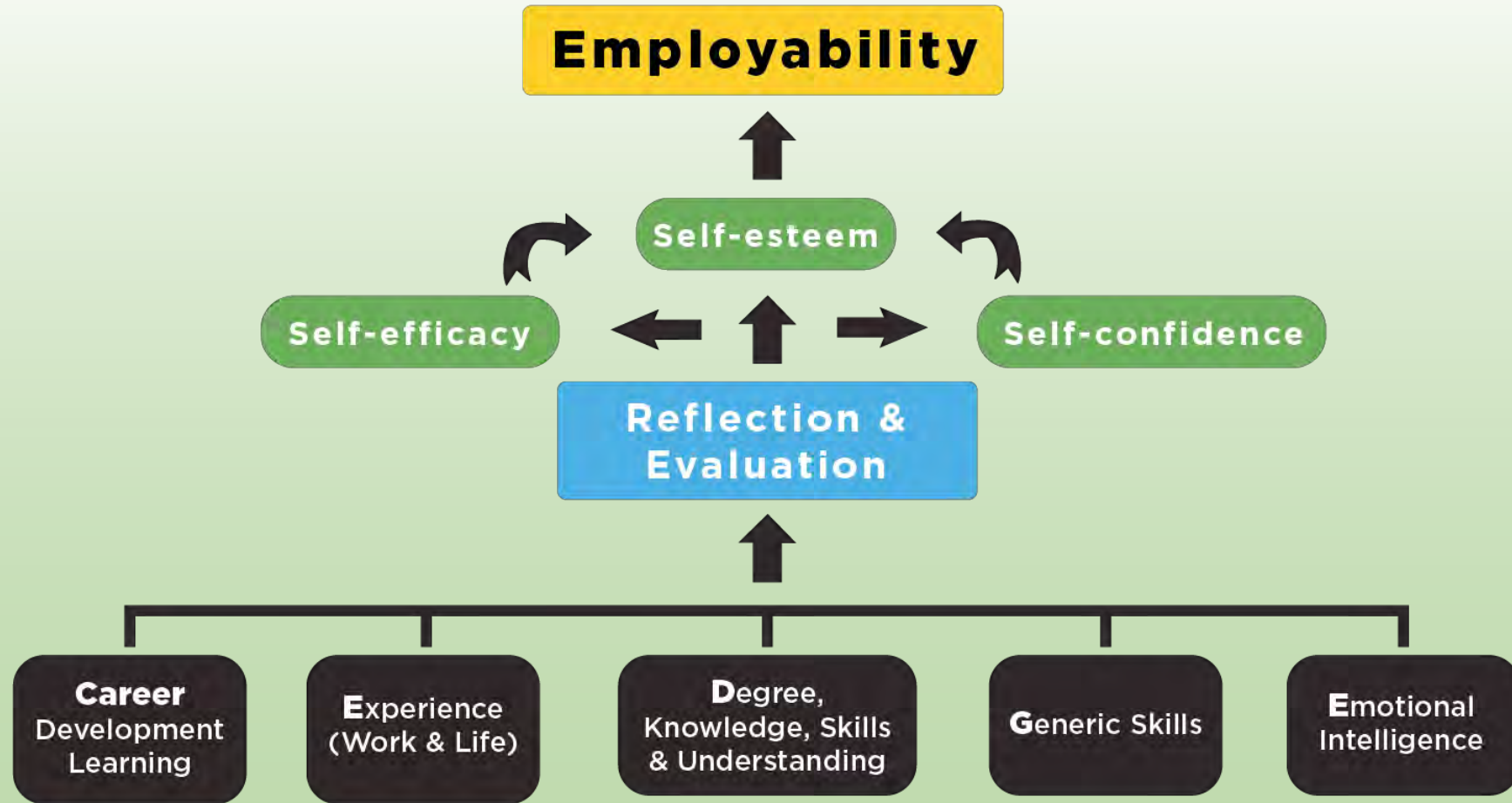
- Accountant from the Philippines, not married
- Living in Saskatoon
- Canadian Citizen as of 2019
- Underemployed as bookkeeper
- Sending most income home to support father's medical bills

3 Pillars of Holistic Newcomer Integration



1) Employability

WHAT IS EMPLOYABILITY?



Career Development Learning
Experience (Work & Life)
Degree, Knowledge, Skills & Understanding
Generic Skills
Emotional Intelligence

Source: Dacre Pool and Sewell (2007)

2) Education

2) Newcomer Education for the Canadian Market

Language Proficiency

Effective workplace communication

Canadian culture and customs

Socio-economic integration

Sense of belonging

Educational Credentialing

Strengthens Canada's ability to remain competitive in global economy

A significant increase for skills and knowledge for Canadian labour market

Cuts off duplication of learning and supports economic success

Provides opportunities for improvement and upgrading within Canadian workplace context

3) Financial Literacy

3) Financial Literacy



3) Financial Literacy



Kareem

- Spent all of his savings during immigration process
- Income from survival job not enough, lives off of credit cards
- Loses job as security guard, misses payments and damages credit



Shreya & Suraj

- Shreya becomes pregnant and goes on mat leave
- Had only received family support, not financial system in Canada, no bank will lend to them
- He fails 3 attempts at exam and can't retake



Joanna

- Father passes away, quits her job and spends modest savings on flight home
- Returns to Canada, finds new job and picks up CPA studies
- Struggles to make ends meet, takes second job, quits studies

3) Financial Literacy

01

Past Experiences with credit



Lack of credit knowledge, bad experiences with credit before arrival in Canada, cultural and religious apprehension towards credit.

02

Lack of credit history in Canada



Inability to pay for credentialing and/or other education; automatically considered high risk within the Canadian borrowing context.

03

Reliance on personal and family network



Shared beliefs and practices cuts off immigrants from credit sources; misinformation and likelihood of not establishing good credit.

04

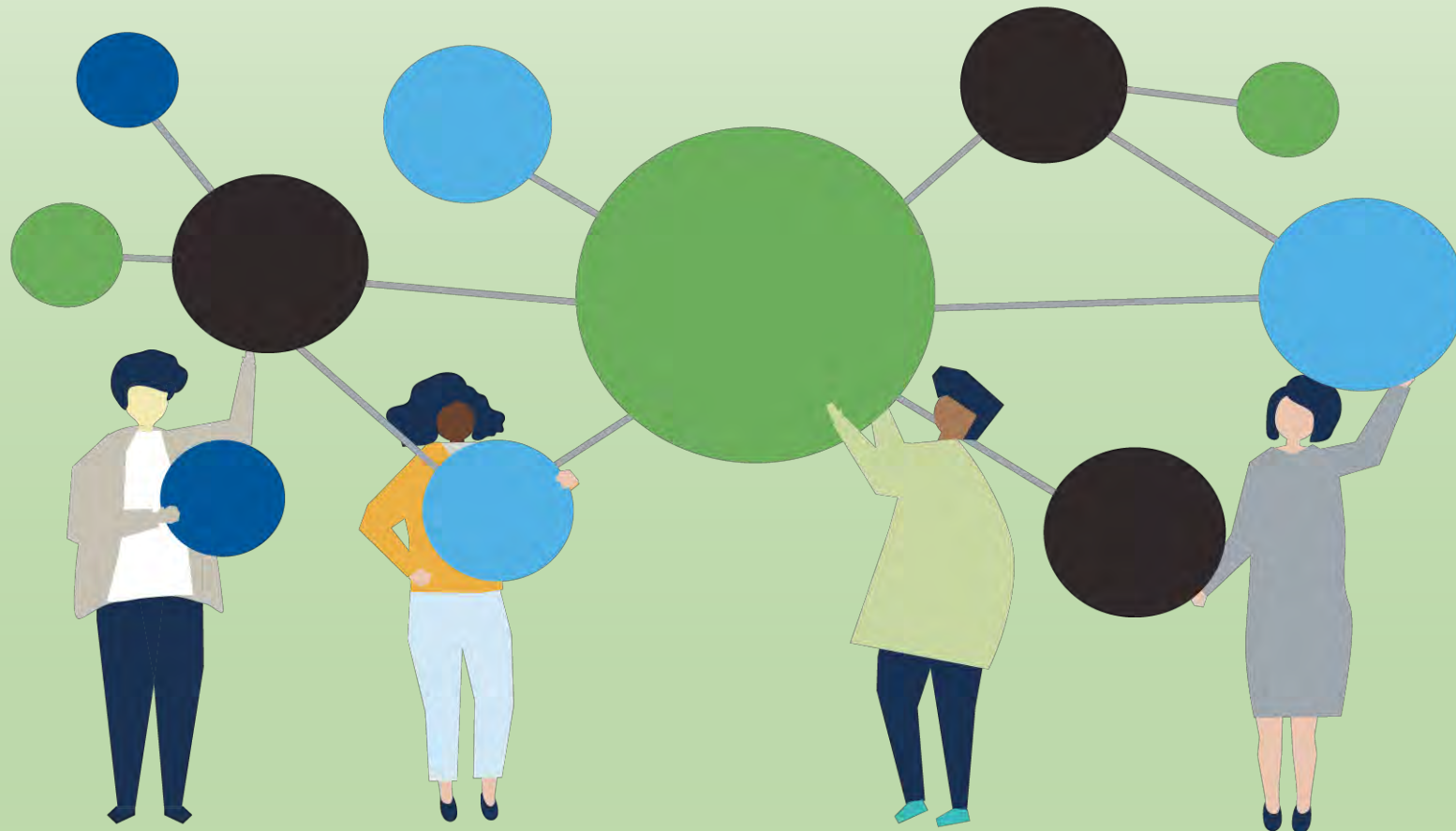
Bad credit and effects on employment



Bad credit can lead to low self-esteem and affect the ability to perform at job interviews; consumer proposals and bankruptcies can significantly affect a worker's productivity and workplace interaction.

Partnerships for Newcomer Service Delivery

COMMUNITY | INTEGRATION | GOAL



Partnerships for Newcomer Service Delivery

1	Newcomer needs should be assessed, and priority areas established with a defined list of services within the community to support immigrants in attaining their goals	<ul style="list-style-type: none">• This will provide a standardized approach for newcomer needs, or method to derive a baseline• It will limit interactions amongst overlapping services, and strengthen relationships among community partners
2	Community partnerships to be developed for planning and coordinating service delivery	<ul style="list-style-type: none">• Funding requirements sometimes make organizations scramble for clients in order to meet targets and submit to funders• Partnerships will increase the mechanisms of sharing the service of newcomers towards the attainment of their employment and integration objectives
3	Increased awareness for settlement services and improved reporting on outcomes for newcomers	<ul style="list-style-type: none">• Need to understand what each organization offers and assess the impact for immigrants served• Organizations do not exist for funding, but funding exists to support organizations for service delivery• Reporting on outcomes should be a public document, and not just for funders

Examples of Windmill Partnerships



Group Discussion

1. From your experience working with clients, what gaps in services do you see clients facing?
2. What kinds of partnerships between organizations would you see benefiting the holistic integration of newcomer clients?
3. How could the organizations represented at your table work together to support clients holistically?

Concluding Thoughts

If we see clients holistically, make the connections on what other resources they need, and meaningfully refer to each other's organizations, we all win. Most importantly, our newcomer clients succeed in achieving prosperity in Canada.



For more information feel free to contact us!

*Robert Ndoping, Manager, Client Success,
403-228-9981 ext. 233 robert@teamwindmill.org*

&

*Lindsay Morris, Manager, Intake & Data Collection,
416-360-4445 ext. 408 lindsay@teamwindmill.org*



References

- A review of the 2016 Census Data: Immigrant, refugee, ethnocultural and racialized populations and social determinants of health. Feb 2019.
- Agopsowicz, A. and Billy-Ochieng, R. Untapped Potential: Canada needs to close its immigrant wage gap. RBC Economics. Sept 2019.
- Alexander, C., Burleton, D. and Fong, F. Knocking down barriers faced by new immigrants to Canada: Fitting the pieces together. TD Economics. Feb 2012.
- Dacre Pool, L. and Sewell, P. The key to employability: developing a practical model of graduate employability. Education and Training Vol. 49 No 4, pp 277-89. Jan 2007.
- El-Assal, K: Canada's 2018–2020 Immigration Plan Is a Step in the Right Direction, but Let's Focus on the Key Issue. April 2018.
- Grant, M. Brain Gain 2015: The State of Canada's Learning Recognition System. The Conference Board of Canada. 2016.
- Prosper Canada, Center for Financial Literacy: Financial Literacy and Newcomers to Canada. Nov 2016.