



hireup

Objectives

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

1. Increase awareness about the issue of youth homelessness in Canada
2. Provide a convenient way for the private sector to benefit from employing youth with lived experience of homelessness. 2016 Goal: 180 Youth
3. Collect 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
4. Establish a social enterprise the profits of which will support employment programs of YSOs.



Development Partners:

Impakt: Development of program concept and partnership, implementation o

Home Depot Canada Foundation: Provided development funding, expertise, channel to HDC suppliers

Workopolis: Provided in-kind development, 24 hour English and French support lines, marketing channel to their customers and ongoing advice.

Youth-serving organizations: 18 engaged across Canada to prepare youth for employment and provide follow-up support to ensure success

Employers:

- Committed: Home Depot, Nordstrom, Peak Products
- Expression of interest from many others: TD, Starbucks, YUM Brands, Telus, Canfor, NEI
- Pricing for Unlimited Postings:
 - > 100 employees: \$5,000/year \$475/month
 - < 100 employees: \$1,000/year \$150/month



Measurement & Evaluation: Canadian Observatory on Homelessness

Tourism HR Canada: Two employment readiness programs

Initial Promotion and Communication:

- Human Resource Professional Associations communication to members
- Op/ED in Globe & Mail Report on Business



Questions

- How to integrate with Housing First and Education?
- How to best understand and address the complexity of the issue (populations, locations, economic trends, access to other services and supports, etc.)?
- How to engage federal, provincial and municipal governments?
- How to build on local needs and programs and increase effectiveness and consistency of employment programs? How establish a new set of hiring standards/principles for employers?
- How to best balance business and social objectives?

www.hireupyouth.ca

@hireupyouth

www.impaktcorp.com

