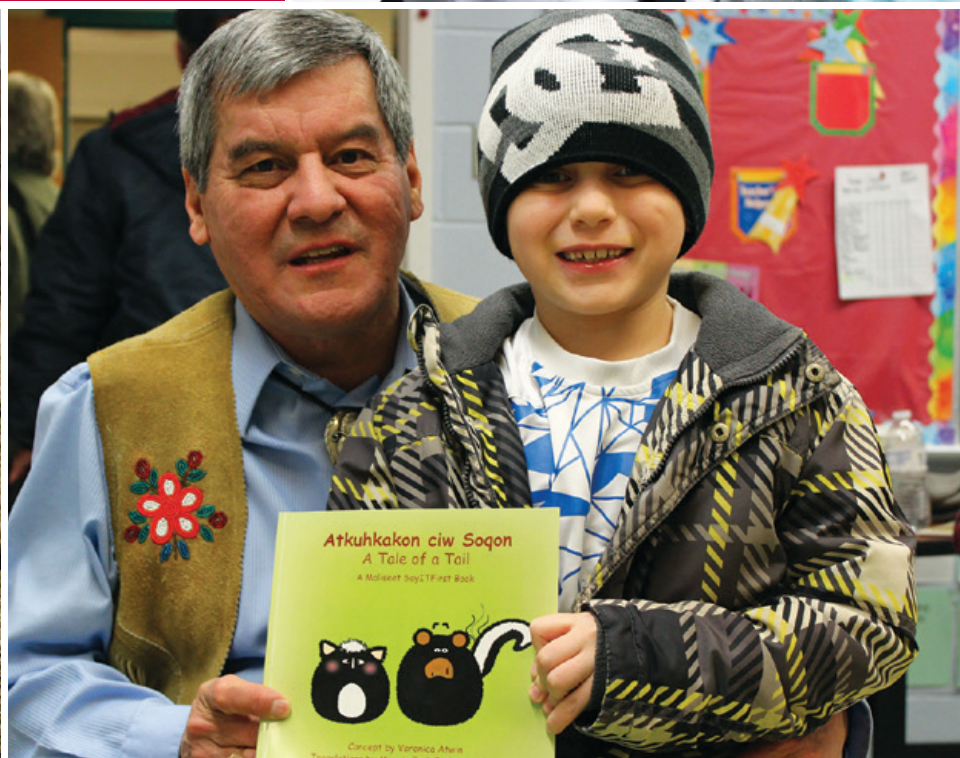




Prince's Trust Canada
La Fondation du prince au Canada

Annual Review

—
2018-2019





Prince's Trust Canada
La Fondation du prince au Canada

Prince's Trust Canada is a national charity committed to supporting young people, veterans and Indigenous communities from coast to coast to coast.



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1255 Bay Street, Suite 401, Toronto, Ontario M5R 2A9

Canadian charitable registration number – 832295406RR0001

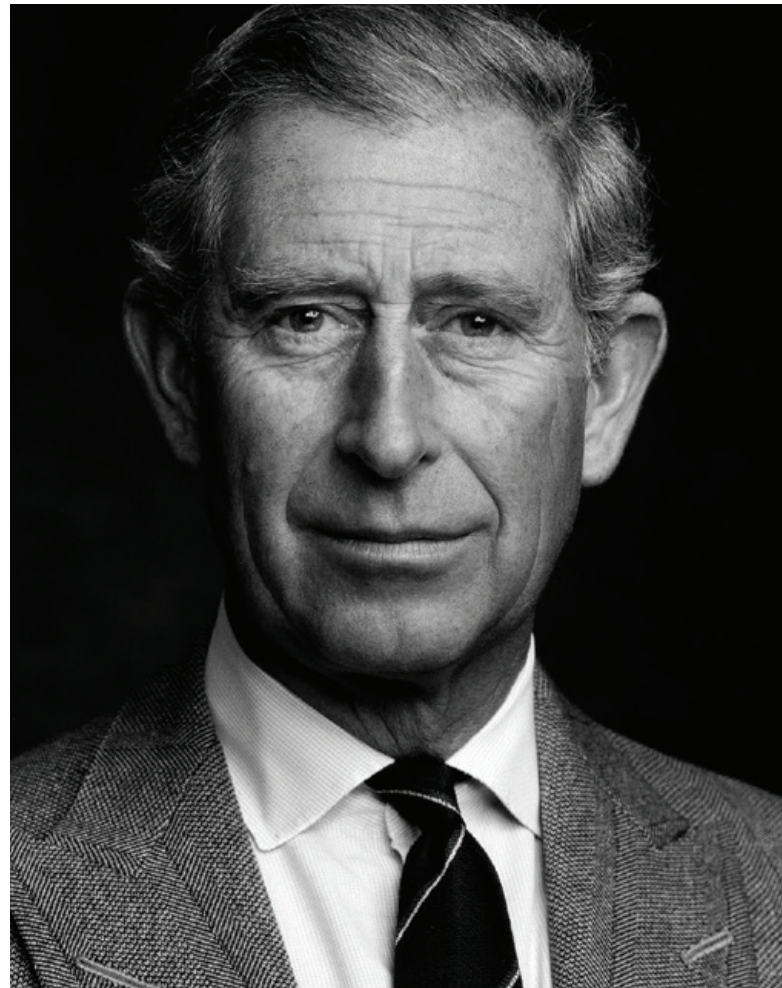
Our President

His Royal Highness The Prince of Wales is a champion for the environment, young people, veterans, traditional arts and the preservation of heritage and culture. He is a social entrepreneur and global leader in identifying societal challenges and providing innovative solutions to address them.

His charitable career began in 1976, when having completed his duty in the Royal Navy, His Royal Highness became dedicated to improving the lives of disadvantaged young people in the U.K.. He founded The Prince's Trust to deliver on that commitment and has since opened similar offices the world over.

In 2011, The Prince, along with Founding Patrons Galen and The Hon. Hilary Weston, established Prince's Trust Canada (formerly Prince's Charities Canada) to expand his charitable vision across the country.

Today, Prince's Trust Canada **helps young people** build confidence and skills through employability programs; **supports veterans and transitioning Canadian Armed Forces members** through entrepreneurship training; and **supports Indigenous communities** as they revitalize and protect their languages.



“I established Prince’s Trust Canada so that I could connect the accomplishments of my charities in the U.K. and across the world with organizations in Canada in order to make a difference in the lives of Canadians.”

– HRH The Prince of Wales

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A Message from our Chair and CEO

2018-2019 was an incredible year for Prince's Trust Canada, full of transformation and progress. We changed our name, joined a new global network of The Prince's charities, welcomed new Board members and a new CEO, and developed new partnerships.

Under a new mantle and focused mandate, Prince's Trust Canada is proud to remain a distinctly Canadian charity committed to transforming lives and building sustainable communities. Our three key programs touch on issues that connect deeply with Canadians from coast to coast to coast – while also resonating with the experience and passions of His Royal Highness.

Our primary focus for 2019-2020 is building a long-term strategic framework and growing our programs and partnerships to deliver more impact for young people, veterans and Indigenous communities across Canada.

We look forward to learning from all of our stakeholders in the year ahead, and we will keep you updated on our progress.

Thank you for all your support.



F. Mark M. Fell, Chair



Sharon Broughton, CEO

Our Board of Directors



F. Mark M. Fell
Chair



The Hon. Hilary Weston
Chair Emeritus



Ian Aitken



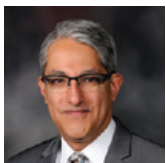
Tania Carnegie



Marc Kielburger



Dame Martina Milburn



Malik Talib



Cynthia (Cindy) Caron Thorburn

Prince's Trust Canada and The Prince's Trust Group

Formed in 2018, The Prince's Trust Group is a new global network which includes the work of Prince's Trust Canada, Prince's Trust U.K., Prince's Trust Australia, Prince's Trust New Zealand and Prince's Trust International. Together, we are providing meaningful support for young people, military veterans, Indigenous communities and environmental projects around the world.

As part of The Prince's Trust Group we draw on a diverse pool of expertise, knowledge and experience. The Prince's Trust in the U.K., for example, has been supporting disadvantaged and vulnerable young people into education, employment or training since 1976. During that time, they have helped more than **900,000 young people**.



The Prince's Trust Group is transforming lives and building sustainable communities in Australia, Barbados, Canada, Greece, India, Jordan, Malta, Pakistan, New Zealand and the United Kingdom.

Meet the Global Founding Patron of The Prince's Trust Group

In March 2019, HRH The Prince of Wales announced His Highness the Aga Khan as Global Founding Patron of The Prince's Trust Group. His Highness will support the delivery of The Trust's work in countries around the world.





Prince's Trust Canada

Unlocking Potential

for Young People, Veterans and Indigenous Communities



Young People

—
Overcoming obstacles.
Building confidence.
Getting jobs.



“

**PRINCE'S TRUST CANADA
HELPED ME SEE THAT I CAN
DO MORE WITH WHAT I WAS
GIVEN. I CAN DO ANYTHING
I PUT MY MIND TO.**

**– MEAGAN
GET INTO PARTICIPANT**

Get Into

Building confidence through employment

Prince's Trust Canada believes that every young person deserves a chance. We are committed to supporting young people by improving equitable hiring practices, bridging the gap between community and business, and providing meaningful work opportunities.

The Get Into youth employment program directly involves our employer partners, who meet and engage with participants in a unique way, equipping them to hire based on attitude rather than past work experience.

The program helps young people overcome barriers to employment and build their confidence through employability skills training and practical work experience. It brings together experienced community partners (specializing in supporting Indigenous, newcomer, low-income and young people with mental health challenges) and socially-minded employers, using a proven model developed by The Prince's Trust in the U.K.



Get Into participants at the celebration of our tenth program with employer partner Cineplex. As of March 2019, Cineplex has hired more than 110 Get Into participants across Canada.

20
Get Into programs in
Calgary, Winnipeg,
Toronto, the GTA,
Hamilton and Ottawa

250+
participants

Employer
partners including
**Cineplex,
Marriott,
Loblaw
and CIBC**

100%
of participants
reported an
increase in
employability skills

***74%** of participants have
been hired by participating employers.
Wraparound supports are provided for
those who aren't selected for a position.

Meet Samuel – Get Into Participant



“When I arrived in Canada, it was a big change and culture shock. I wanted a job but wasn’t sure how to find one. I didn’t know how to write a resume and was nervous about my interview skills. After taking part in the Get Into program and getting a job with Cineplex I felt more confident. I learned interview skills and how to work with others.”

Samuel is now setting bigger goals for himself and plans on attending university to become an engineer.

New National Partnership with Marriott

Having businesses who are ready to support young people with barriers is a precondition to any successful Get Into program. After a successful pilot project, Marriott International formally partnered with Prince’s Trust Canada to expand the Get Into Hospitality program across Canada – helping more young people launch careers in the growing hospitality sector.



“We see this partnership as a way to live our core value of serving our communities, while innovating a new approach to hiring and ultimately filling a business and industry need.”

– Don Cleary
President, Marriott Hotels of Canada

2018-2019 Highlight

Supporting Indigenous Young People – Get Into Banking

In partnership with CIBC and Youth Employment Services Manitoba, Prince's Trust Canada delivered its first fully Indigenous cohort of the Get Into program. Between September and December, eight Indigenous young people participated in the Get Into Banking program in Winnipeg. Following the completion of the program, five young people were hired by CIBC – launching their careers in the banking industry.

With the success of this program and with the support and teachings of the Indigenous community in Winnipeg, we are currently exploring additional cohorts of Get Into Banking and expanding to other cities in Canada.

Looking Forward to 2019-2020

This year, our Get Into program expanded geographically and we're now pleased to be supporting young people in Ottawa. In 2019-2020, we will build on that growth, as well as launch new programs in Vancouver and Saskatoon.

Get Into Sponsors and Supporters

Founding Partners



Foundation



BIRCH HILL
equity partners



Case Study



Ashley was one of eight participants in the Get Into Banking program with CIBC and Youth Employment Services Manitoba. She finished the program with more confidence than ever before, a new job at CIBC and a positive outlook on her future.

“I was working as a server at a restaurant. I liked serving because it gave me good people skills and customer service experience but there were no opportunities to move up.

The banking and finance industry is where I wanted to make my career, but I wasn't really sure how to get my foot in the door and I didn't know what the requirements were. I had no idea where to start.

When I learned about the Get Into Banking program through Youth Employment Services Manitoba, I thought it was a good opportunity.

Working at CIBC was an adjustment. I was familiar with working with customers, but selling financial products is different from selling food.

New tasks and expectations pushed me out of my comfort zone. With the help of my coworkers, I got a better sense of things while doing the job and I'm feeling pretty confident now!

My favourite thing about CIBC is the other staff. Everybody has been very welcoming and supportive. My mentor was especially helpful. She would show me the processes and walk me through how to do everything.

Get Into has definitely helped me on my path. Without Get Into, I would still be working as a server. At CIBC, there's a lot of growth opportunities, which is exciting. I can see myself having a career here.”

Ashley is looking forward to moving up in the financial services industry. To improve her prospects and accelerate her growth, she's proud to be working towards a Bachelor of Business Administration part-time. Ashley has already moved from being a contract worker to a permanent employee and is currently being trained for a more senior position.

Veterans

Providing entrepreneurship and self-employment training and support



**AFTER A MEDICAL RELEASE,
THE IDEA OF BEING MY OWN BOSS
APPEALED TO ME. I'M ABLE TO
SET MY OWN SCHEDULE TO SPEND
MORE TIME WITH MY KIDS AND
TAKE CARE OF MY MENTAL HEALTH.**

– JAY MCARTHUR
BOOT CAMP GRADUATE
OWNER, REST EASY HOME INSPECTIONS



Operation Entrepreneur

Skilled veterans. Confident entrepreneurs.

Every year, 5,000 members of the Canadian Armed Forces leave the military. To support these brave men and women as they transition to civilian life, our award-winning Operation Entrepreneur program offers the education, tools and resources they need to build confidence, develop networks and start their own businesses.

The program provides training and support services all along the entrepreneurial spectrum – from one-day introductory workshops to week-long intensive business boot camps to networking events and mentoring.

Operation Entrepreneur was uniquely developed in Canada and has inspired similar programming with Prince's Trust Australia.



Ed Sculthorpe, boot camp graduate and owner of Birchway Sound in Hamilton, Ontario, promoting our BuyVeteran.ca directory – encouraging Canadians to support veteran-owned businesses in their communities and online.

*** Since 2012** we've helped veterans launch more than 370 businesses in every sector, in communities all across Canada.

449
boot camp
graduates

2,500+
one-day workshop
participants

Partnerships
with
4
universities

575
student
volunteers

Boot Camps – Getting Business Skills and Support Networks

Operation Entrepreneur runs four annual week-long business boot camps on university campuses across Canada.

Participants arrive with a developed business idea and:

- learn best practices in marketing, finance, business planning and accounting from business school faculty
- participate in mentoring forums with local entrepreneurs
- practice and perfect pitching their business idea
- work on a plan to take their business to the next level
- receive one-on-one coaching
- create a learning and support community with other veterans

Each boot camp engages the local business community and relies on invaluable support from student and faculty volunteers.



Operation Entrepreneur participants at the University of Regina boot camp.

“The boot camp was a game changer. Not only did we learn amazing lessons from experts, we also had the opportunity to meet and learn from other veterans who are on a similar path.”

– Chris Power, Boot Camp Graduate Owner, Power Leadership Consulting



74%

of boot camp participants are medically released.

Self-employment provides flexibility and accommodations.

“Transitioning from the Canadian Armed Forces, whether in retirement or to a second career, can be challenging for our members and their families. Key to a successful transition is to have a vision for the future. It is great to see that Operation Entrepreneur provides opportunities for our valued members and their families to achieve success through solid business skills and increased confidence.”

– Haydn Edmundson
Military Officer, Dept of National Defence

2018-2019 Highlight

Veteran Ombudsman Commendation

Operation Entrepreneur was the recipient of the 2018 Veteran Ombudsman Commendation for a National Organization.

“This award recognizes the exceptional work and significant contribution of Operation Entrepreneur to the long-lasting and positive impact on the well-being of veterans and their families.”

– Luc Parent
(former) Veteran Ombudsman

Looking Forward to 2019-2020

As part of our mission to help veterans successfully transition to civilian life as business owners, we identified a need for a robust mentoring program.

Launched earlier this year, our new mentoring program will match boot camp graduates with mentors who are successful entrepreneurs or established business professionals. Mentors will share their expertise and provide valuable perspective, advice and support, helping veterans reach their personal and business goals.



In 2019-2020, the program
will make its first

40

mentor matches

Operation Entrepreneur Sponsors and Supporters

Sponsors



Supporters and Donors

Case Study



“I now run two companies and am looking at starting a third, thanks to the confidence this program gave me to keep moving forward.”

*– Laura Nash, Boot Camp Graduate
Owner, Bro Boots and Zero Waste Countdown*

After learning that she would be medically released from the Canadian military, Laura Nash knew she had to start thinking about what she'd do next. She enrolled in school and started her own company. Two years later, she was accepted into the Operation Entrepreneur boot camp at Dalhousie University. “It was the perfect time to

learn how to expand and boost my business and I learned so much that I started another company three months later.” Laura is excited to be part of a new network of business owners and she's putting her military training, experience and well-honed leadership skills to use in her new career as an entrepreneur.

Indigenous Communities

—
Supporting the revitalization
of language and culture



“

**SEEING THE CHILDREN'S
EXCITEMENT, I KNOW
THESE BOOKS ARE
HELPING WITH GETTING
OUR LANGUAGES BACK.**

**– ARLENE BIRD
TEACHER**

Indigenous Languages

Empowering Indigenous communities

Prince's Trust Canada strongly believes in the impact language and culture have on identity and well-being, as well as the essential role language revitalization plays in the path to reconciliation.

Since 2016, we have been working to support Indigenous communities as they revitalize and protect their languages. Our work has been the result of collaboration and partnership. It has taken many forms, but most prominently has involved the production of content, including children's books and videos to support teachers, parents and elders and inspire an interest in language learning.

Knowing that more than 60 Indigenous languages in Canada are currently threatened, with many critically endangered, we recognize the urgency to act now. Strengthening language is part of the healing and cultural revitalization called for by the Truth and Reconciliation Commission's Calls to Action.



83
titles

22,000
books

16
Indigenous
languages

Books include an app that allows readers to hear an elder narrate the story



Having a strong sense of identity, including cultural and linguistic pride, has been shown to

positively influence

mental health outcomes for Aboriginal youth.*

Saskatchewan Book Project

In June 2018, five different books for elementary school-age children were distributed in eight Indigenous languages: Woodland Cree, Plains Cree, Swampy Cree, Saulteaux, Dene, Nakota, Lakota, and Dakota. The books focus on important childhood development issues and are expressed using stories and imagery culturally-specific to young people.

The books include the story in English, its translation to the Indigenous text and phonetics, so they can be enjoyed for teaching and entertainment at the beginner level.

The books were distributed through the Saskatchewan Indigenous Cultural Centre with the support of First Nations University of Canada. They are available in audio-video format through the Aurasma App, read by Elders and synchronized to each page-flip so children can hear how the languages sound.



At the book launch schoolchildren pose with Professor Arok Wolvengrey, Elder Betty McKenna, Lieutenant Governor of Saskatchewan the Hon. Thomas W. Molloy, Author Mike Parkhill, and CEO of Prince's Trust Canada Sharon Broughton.

“The books are essential literacy tools, in addition to being a way to capture our traditionally oral cultures in written and recorded form.”

– Professor Arok Wolvengrey, First Nations University of Canada

2018-2019 Highlight

Children's Hospital Book Project

The Children's Hospital in Winnipeg and the Thompson General Hospital collectively serve most of Manitoba as well as the North West Territories and Nunavut. They receive over 120,000 visits a year with more than 50% of the children being Indigenous. For many children, it is their first time away from their communities.

In 2017, the hospitals identified a need to provide books to children written in Indigenous languages. Prince's Trust Canada partnered with the Saskatchewan Indigenous Cultural Centre, First Nations University of Canada and the Children's Hospital Foundation of Manitoba to produce a series of Indigenous language children's books, available at the hospitals.

The books, funded by Canadian Heritage, focus on themes of childhood development and health care and were distributed to children and their families to promote literacy and language acquisition.

Five illustrated children's books in Cree, Ojibwe, Oji-Cree and Inuktitut were produced, and in 2018, new funding from Canadian Heritage expanded the project to reach even more children and their families.

Three new books were produced for the Manitoba hospitals and the original five books were translated into Mohawk, Plains Cree and Saulteaux and distributed through the Hamilton Health Sciences Foundation, Montreal Children's Hospital Foundation and the Jim Pattison Hospital Foundation in Saskatchewan.

Looking Forward to 2019-2020

Prince's Trust Canada has recently established an Indigenous Languages Advisory Group composed of community leaders, subject-matter experts, elders and scholars. The group will help us shape the strategic direction of our programming and help guide the future of our work in this important area.

In honour of the 2019 United Nations International Year of Indigenous Languages, we're excited to have several projects and events in development that will have a lasting impact on Canadians.



Investment in early childhood development programs that incorporate culture and language is key to improving health outcomes. *

*National Collaborating Centre for Aboriginal Health (2016). Culture and Language as Social Determinants of First Nations, Inuit and Métis Health.

Indigenous Languages Partners and Supporters



Case Study



“I want to keep going as an artist and it’s opportunities like this that give me the confidence to keep at it.”

– Patrick Hunter, Artist-in-residence

As part of our commitment to supporting the revitalization of Indigenous languages, we partnered with Nelson Publishing, First Nations University of Canada and the Saskatchewan Indigenous Cultural Centre to create colouring books in Swampy Cree, Ojibway and Oji-Cree.

We approached our Artist-in-residence, Patrick Hunter, a Woodlands artist from Red Lake, Ontario to illustrate and write the colouring books. He accepted, thrilled to contribute to language revitalization and excited to become a published author and illustrator.

“When this opportunity arrived, I saw it as an amazing way to use my artwork as a tool for something bigger than myself. I was used to using my artwork to visually tell a story, but now I was adding words to the images to

help people learn and connect to their language. It’s created a new sense of purpose for my talents and abilities which is an amazing feeling.

When I saw the final printed books, I felt sheer delight and pride. I’m truly grateful for the opportunity. I have been working professionally as an artist for the last five years and now I’m a published author and illustrator of two books!

These books now exist to be of service to people that want to learn more about their languages, and that feeling of contribution to a higher purpose is something I’ll never forget.”

The colouring book project reflects our efforts to create content produced exclusively by Indigenous authors, artists, translators and project managers.

2018-2019 Event Highlights

The Hon. Hilary Weston Tribute Event

HRH The Prince of Wales made a special video appearance at a reception in September, as part of a tribute to The Hon. Hilary Weston to thank her for her leadership and support. Mrs. Weston along with Mr. Weston, Founding Patrons of Prince's Trust Canada, have been involved with the organization since its inception.

The event was generously organized and hosted by patrons Sylvia and Robert Mantella. Donors, supporters, the Lieutenant Governors of Alberta and Ontario, and National Chief Perry Bellegarde were amongst those in attendance to honour Mrs. Weston as she became Chair Emeritus of Prince's Trust Canada.

The Prince thanked Mrs. Weston for her years of service remembering in particular when she "generously agreed to serve as the chairperson, sharing her leadership and vision with the new organization... I would like to thank her more than I can ever say for all that she has done to make Prince's Trust Canada what it is today."

The evening's tributes ended in song, with surprise guests The Tenors serenading the crowd.



Indigenous Female Leadership in Canada

In November 2018, Prince's Trust Canada co-hosted an event with the Economic Club of Canada, "What We Stand to Gain: Indigenous Female Leadership in Canada".

The event brought more than 70 Indigenous young people from across Southern Ontario together with business leaders to discuss important issues including employment, climate change, "MeToo", missing and murdered Indigenous women, water scarcity and the new economy in Canada.

Empowering Indigenous people is a priority for Prince's Trust Canada and these important discussions highlighted the opportunities and challenges faced by young people, as well as their ideas to make our communities and our country stronger and more inclusive. They have helped guide and shape our future work.

Those in attendance heard from prominent Indigenous female leaders and Academy and Juno award winner Buffy Sainte-Marie, who gave an inspiring keynote and memorable musical performance.



Our work is possible thanks to the generous contributions of supporters and donors

Founding Patrons

Mr. Galen Weston, OC, OOnt & The Hon. Hilary Weston, CM, CVO, OOnt

Patrons

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Joe & Laurissa Canavan
(The Canavan Family Foundation)

Kasondra Cohen

Peter & Camilla Dalglish

Dr. Terrence Donnelly

Paul & Hélène Desmarais

Anthony & Shari Fell

Rob & Shauna Fonn

Ira Gluskin & Maxine Granovsky Gluskin
(The Ira Gluskin & Maxine Granovsky Gluskin Charitable Foundation)

Blake & Belinda Goldring

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A Special Thanks To:



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CHARITABLE FUND

Every year our programs rely on the tireless commitment of hundreds of student, military, civilian, academic and corporate volunteers.

Thank you to all our volunteers for your time, expertise and positivity!



To get involved, to make a donation or to contact Prince's Trust Canada:



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